

What is the Harvest Project?

The Harvest project aims to raise the competitiveness of small and medium-sized enterprises in the food & drink sector and associated industries through the creation of language training resources. The project lasts from October 2006 to March 2008.

Funded under the European Commission's Leonardo programme and match funded by four European partners, the project's three key work packages aim to audit up to 300 companies' language resource requirements, develop and test materials to meet these needs, and to create an on-line 'roadmap' which guides companies through language & culture resources and support available. Materials pilot testing shall involve up to 80 companies across the partnership.



**GROW YOUR BUSINESS IN THE
FOOD & DRINK INDUSTRY...**

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PROJECT PARTNERS

European project partners are the East of England Development Agency (lead partner), the Malopolska Regional Development Agency (southern Poland), the Bacs-Kiskun Chamber of Agriculture (central Hungary) and the Bulgarian Association of Regional Development Agencies (focussing on activity in southern Bulgaria). Local East of England partners are EEDA, UK Trade & Investment and Lantra.

The specific sectors targeted are food ingredients & agriculture, food processing, food machinery, agro-tourism and suppliers to the food & drink sector. Project results are disseminated through a range of organisations in the four member countries.



PROJECT OUTPUTS

AUDITS

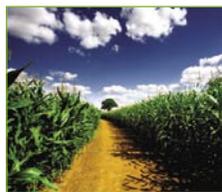


The audits in the East of England have highlighted the need for language resources, particularly in French, Polish, Italian, German, Spanish, Dutch, Russian and a number of other Central & East European languages. Most of the companies audited use language skills for international trade, and over half used them to communicate with their own workforce.

ROADMAP

In the East of England the roadmap aims to update all current provision of professional language services (see www.rln-east.com). It shall also make available all language & culture materials funded by the East of England Development Agency and the Regional Learning & Skills Council.

MATERIALS DEVELOPMENT



In the UK there are currently a number of consortia experienced in European funding for SME training and materials development, and all are well placed to act as local partners for the East of England.

The project aims to provide the region's employers with the full range of training resources at its disposal, and this shall be a phased development from April to July 2008.

MATERIAL TESTING



In the East of England there is the added value that English based materials developed by the Hungarian, Bulgarian and

Polish partnerships can be used for the increasing number of migrant workers based in the food and drink sector. Materials testing shall be implemented by a variety of methods, primarily class-based but also "blended learning" (a mixture of distance learning and class-based review sessions) as appropriate to the needs of the employer and depending on the degree of geographical spread. Clusters of interested employers have been identified primarily in Suffolk, Cambridgeshire and Norfolk.

