SmartFarmer >

Improving skills for smartfarming as an innovative tool for rural development and economic growth.

SmartFarmer is a project funded by the European Union that has as main objectives to:

> Improve the professional skills and competences of people working in the agricultural sector;

> Encourage sustainable rural development in the regions and countries participating in the project.

Dissemination and transfer of knowledge

The project aims at create and develop a training programme, a long term electronic platform and a guide book, to enhance the dissemination and transfer of knowledge and innovation into the specialised agricultural areas of selected "smart" agro-foods (e.g. small fruits such as goji berries, blueberries, etc.), addressing in particular marketing issues.

Seven partners from five countries...

SmartFarmer is implemented by a consortium of 7 partners from 5 EU countries spanning from North to South of Europe – Cyprus, Greece, Latvia, Portugal and Spain.

... working together for 24 months.

The consortium includes education and training organisations, as well as public authorities and non-profit private organisations engaged in the promotion of rural development. This allows the combination of different views and the cross-fertilisation of complementary capabilities for the successful development of the project activities.

PROJECT DURATION

24 Months, from 1st October, 2013 to 30th September 2015.

PROJECT BENEFICIARIES

> Farmers, agriculture professionals, managers and workers of SMEs of the agro-food sector;

> Agriculture and marketing students;

> Farmers associations, bio-producers cooperatives, superfoods cooperatives, agricultural policy makers and decision-makers;

> Teachers, trainers, advisers, researchers and training and education organisations ;

> Consumers and general public.

SmartFarmer Training Materials

> The **SmartFarmer** training materials are organised in three modules, including theoretical contents, case studies and exercises, to facilitate the learning process.

> If you are an individual learner you will have free access to all SmartFarmer training materials.

> If you are an organisation (e.g. public body, professional association, education or training institution) interested in integrating the curriculum and learning materials developed by SmartFarmer, we will provide you all the available supporting materials for the development of face-to-face short term training actions.

MODULE 1
Strategic Planning and Marketing of "smart" Organic Agro-foods

This module is constructed to provide the essential concepts and principles of marketing, the basics of strategic planning and guidelines for designing business and marketing strategies and plans.
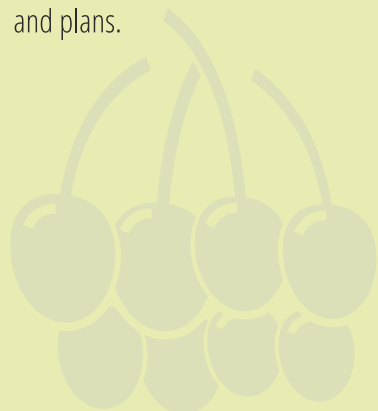
MODULE 2
The Marketing Mix

This module is envisaged to provide information about marketing mix strategies, helping learners to define the best approach for their own businesses and activities.

It discloses answers to essential questions:
> What is the marketing mix?
> How to develop agro-products?
> How to calculate the market price for agro-products?
> How to distribute and promote agro-products?
> How cooperation with other organisations can help agro-businesses?

MODULE 3
Organic Farming, Quality Schemes and Eco-agriculture

This module is addressed to the EU agricultural product quality policy and the organic agriculture principles, legislation and certification. It will help learners to evolve towards eco-friendly cultivation practices.

Here it is also possible to learn about quality standards and the three EU schemes known as PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Speciality Guaranteed) products.

SmartFarmer Project Consortium Details

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Efkarpon, Helenic Superfoods
www.efkarpon.com

RCDI, Development and Innovation Network
www.rcdi.pt

Fundación Maimona
www.maimona.org

E-Learning Platform to be released on Spring 2015!

Learning Modules will be available in English, Greek, Latvian, Portuguese and Spanish.

Lifelong Learning Programme