

# Marketing knowhow turns farmers into “SmartFarmers”

The SmartFarmer project developed a training programme to encourage rural development, by teaching farmers how to take advantage of market trends

Taking advantage of recent consumer trends for healthy foods, and foods that are high in nutrition (also known as “superfoods”), are at the heart of a new training programme for farmers, developed by a partnership of seven organisations from five countries across Europe.

The SmartFarmer training programme teaches farmers the essential concepts and principles of marketing and business planning, and helps learners to develop an approach tailored to their own business needs. SmartFarmer’s Project Coordinator explained how EU funding was a key part of the project:

European funding gave us the opportunity to collaborate with researchers and specialists from different EU countries to create educational tools that aim to improve the skills of the target groups.

The target groups, who took part in workshops and helped to develop the course, included farmers (especially “superfood” producers), SMEs in the agri-food sector, and farmers’ cooperatives involved in the production and marketing of superfoods.

As a result of the development work, the seven project partners – including research institutes, farming unions, food companies and educational establishments – produced a modular training programme, including an e-learning platform and a guidebook. The resulting training materials are available in five languages and can be downloaded for free from the e-learning platform. The materials have also been made available directly to the Ministry of Agriculture, Rural Development and Environment in Cyprus so that it can be promoted to more farmers across the country.



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## Erasmus+

Field: Vocational Education and Training

Action: Strategic Partnerships

### Key facts and figures

	<b>Participants:</b> 3,000		<b>Countries:</b> 5
	<b>EU grant:</b> €190,694		<b>Project duration:</b> 2013-2015

### Project title

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



### Lead organisation

**Name:** Agricultural Research Institute

**Location:** Nicosia, Cyprus

**Website:** <http://www.ari.gov.cy>

### Partners

Cyprus University of Technology, **Cyprus**; Harokopio University and M.A.G.I. (Greek Superfoods Cooperation), **Greece**; Union “Farmers Parliament”, **Latvia**; Development and Innovation Network, **Portugal**; Fundación Maimona, **Spain**

### More information

**Project website:**

<http://www.smartfarmerproject.eu/>

**The Erasmus+ Project Results Platform:**

<http://ec.europa.eu/programmes/erasmus-plus/projects>