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GEO ERGON PAIDEIA “START UP FARM: SKILLS FOR FUTURE ECO FARMERS”

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DURATION: 24 MONTHS: 01/9/2016-31/8/2018

COURSE DESCRIPTION START UP YOUR FARM

Th. Krintas, expert agronomist

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Authors:

- ✓ Theodoros Krintas

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Revision History

Revised by	Date	Revision Control	Revision Reason
Th. Krintas	06/03/2017	1st Draft Version	Additional Information & Corrections
Th. Krintas	27/03/2017	Final Version	

Course title: Start up your Farm

Name of trainer: Theodoros Krintas

Aim / Purpose

The purpose of the course is to show the need of a thorough programming and preparation before taking the final decision of implementing a business investment plan.

Objectives

- Preparation of a list of considerations involving, Business Planning, Marketing and Sales, Customer Service, Resources.
- The need for the construction of a written Business Plan that should be realistic, simple, specific and complete.
- Business plans help to support a loan application, to clarify goals and steps to achieve those goals, to evaluate the effectiveness of business and marketing strategies and to set a direction for the business in the next five years.
- Analyse the main goals of a Business Plan. Mainly, its goals, farm strategy, marketing strategy and plan, financial plan, implementation strategy and human resource plan.
- Understand the principal objectives of a Marketing Plan, mainly, product, price, place and promotion.
- Reconsider the reasons that could intercept or interrupt the application of a business plan like, unachievable goals, lack of market research, improper budgeting, and demotivation with first failures.

- Understand the need of a detailed initial budgeting.

Course Content Options

Planning requirements

- Farm strategy
- Setting missions and goals
- Business Plan
- Human Resource Plan
- Financial Plan
- Market research
- Promotion guidelines
- Environmental considerations
- Quality standards

Financial considerations

- Budgeting
- Need of loans
- Natural resources' needs
- Marketing of raw materials

Success stories

- Examples from local and international good practices

Methodology

Teaching and Learning Methods

The course is based on the principles and learning methods of non-formal education and informal learning and includes a wide range of interactive, participatory and creative activities. Presentations, video

projections, team-working activities, open group discussions and evaluation will be combined in order to achieve the highest participation of the students, the development of knowledge and the exchange of information, ideas and experiences connected to the thematic field of the course.

Teaching Materials

- Articles
- Books
- Videos
- Previous knowledge
- Slides
- Projector
- Pens and markers
- Sticky Notes

Teaching - Student Assessment

Oral Open Group Discussion

- Feedback
- Evaluation

At the end of the course, students along with the educator will participate in an open group discussion where they will give feedback on the concluded activities and the learning outcomes. The educator will pose questions, will resolve any queries and will provide clarifications to the students if needed.

Flow Chart of Teaching

The duration of the course will last for three (3) hours. The educator will manage time and keep balance between the slides/presentations, the videos and the open-group discussions.