

# Interreg



## Greece-Bulgaria

### QUALFARM

European Regional Development Fund

**Project Title:**

“Support of Entrepreneurship in the Field of In-House Processing of Quality Farm Products in the Districts of Evros, Haskovo, Smolyan and Kardzhali”

**Acronym of the Project:**

“QUALFARM”



**T1.Π07 :**

**“ Training on quality issues ”**

**INVITATION - AGENDA**

**Orestiada, Monday 13 November 2023**

## **Invitation**

### **at the Training Seminar / Workshop (6 hours)**

The Research and Development Company of North Evros SA, in the framework of the QUALFARM project, which is co-funded by the Programme Greece - Bulgaria 2014-2020, invites you on Thursday, Monday 13, 2023 at 10:00 - 16:00, at the Cultural Polycentre of Orestiada, in Orestiada, for your active participation in the Educational Seminar/Workshop of the project, on ' Certification Preparation: Guide farmers on how to achieve certifications like Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), or Global GAP. (6 hours). '

#### **Seminar/Workshop Title: Certification Preparation for Farmers**

**Objective: To equip farmers with the knowledge and skills necessary to achieve certifications like PDO, PGI, and Global GAP, enhancing the market value of their products.**

#### **Agenda:**

- 1. Introduction (1 hour)**
- 2. Understanding PDO, PGI, and Global GAP (1 hour)**
- 3. Benefits of Certification (1 hour)**
- 4. Break (15 minutes)**
- 5. Practical Steps for Certification Preparation (2 hours)**
  - Preparing for PDO and PGI
  - Preparing for Global GAP
- 6. Interactive Workshop and Q&A (1 hour)**

#### **Trainer's Approach:**

##### **1. Engagement:**

- Interactive discussions, polls, and quizzes to keep participants engaged.
- Encourage questions and open dialogue throughout the seminar.

##### **2. Practical Application:**

- Hands-on exercises to apply theoretical knowledge.
- Role-playing scenarios for practical understanding.

##### **3. Real-life Examples:**

- Incorporate case studies and success stories from farmers who have achieved certifications.

**Evaluation:****1. Knowledge Assessment:**

- Short quizzes at the end of each section to ensure understanding.
- Scenario-based exercises during the workshop.

**2. Feedback Session:**

- Collect feedback on the effectiveness of the seminar.
- Identify areas for improvement and additional support.

**Conclusion:**

The goal of this 6-hour seminar is to empower farmers with the knowledge and tools needed to navigate the certification process successfully. By the end, participants should feel confident in their ability to work towards and attain certifications that will elevate the quality and marketability of their agricultural products.

**Orestiada, Monday 13 November 2023**

**Invitation**

**at the Training Seminar / Workshop (2 hours)**

The Research and Development Company of North Evros SA, in the framework of the QUALFARM project, which is co-funded by the Programme Greece - Bulgaria 2014-2020, invites you on Monday, November 13, 2023 at 17:30 - 19:30, at the Cultural Polycentre of Orestiada, in Orestiada, for your active participation in the Educational Seminar/Workshop of the project, on the quality of the products produced and the funding opportunities for SMEs in the region.

17:20 - 17:30 Registration

**Greetings - Presentation of QUALFARM**

17:30 - 17:45 Welcome - Brief Greetings

17:45 - 18:00 General Presentation of the project QUALFARM

**Training modules**

18:30 – 19:30

Training on quality issues

Financial Tools / sustainability of their economic activity

**End of the Event**

**Orestiada, Tuesday 14 November 2023**

**Invitation**

**at the Training Seminar / Workshop (6 hours)**

The Research and Development Company of North Evros SA, in the framework of the QUALFARM project, which is co-funded by the Programme Greece - Bulgaria 2014-2020, invites you on Tuesday, November 14, 2023 at 10:00 - 16:00, at the Cultural Polycentre of Orestiada, in Orestiada, for your active participation in the Educational Seminar/Workshop of the project, on "Business Skills Development: Workshops on market analysis, branding, and customer communication to help farmers market their quality products effectively, Post-Training Support and Evaluation (6 hours). "

**Seminar/Workshop Title: Business Skills Development for Farmers**

**Objective: To empower farmers with essential business skills, including market analysis, branding, and customer communication, followed by post-training support and evaluation for ongoing improvement.**

**Agenda:**

- 1. Introduction (1 hour)**
- 2. Market Analysis Workshop (1 hour)**
- 3. Branding Strategies (1 hour)**
- 4. Break (15 minutes)**
- 5. Customer Communication and Relationship Building (1 hour)**
- 6. Post-Training Support and Evaluation (2 hours)**
- 7. Interactive Workshop and Q&A (1 hour)**

## **Trainer's Approach:**

### **1. Engagement:**

- Encourage active participation through discussions and group activities.
- Foster a collaborative learning environment.

### **2. Practical Application:**

- Hands-on exercises to apply business skills.
- Role-playing scenarios for customer communication.

### **3. Case Studies:**

- Real-life examples of successful branding and customer communication in agriculture.
- Highlight challenges and solutions.

## **Evaluation:**

### **1. Knowledge Assessment:**

- Short quizzes at the end of each section to ensure understanding.
- Practical exercises during the workshops.

### **2. Feedback Session:**

- Collect feedback on the effectiveness of the seminar.
- Identify areas for improvement and additional support.

### **3. Post-Training Evaluation:**

- Initial assessment of the implementation of business skills.
- Feedback on the post-training support provided.

## **Conclusion:**

**The goal of this 6-hour seminar is to equip farmers with the necessary business skills to effectively market their quality products. The integration of post-training support and evaluation ensures ongoing improvement and the successful application of the learned skills in real-world farming scenarios. Participants should leave the seminar feeling confident in their ability to analyze markets, develop strong brands, communicate effectively with customers, and sustain their business growth over time.**

**Orestiada, Wednesday 15 November 2023**

**Invitation**

**at the Training Seminar / Workshop (6 hours)**

The Research and Development Company of North Evros SA, in the framework of the QUALFARM project, which is co-funded by the Programme Greece - Bulgaria 2014-2020, invites you on Wednesday, November 15, 2023 at 10:00 - 16:00, at the Cultural Polycentre of Orestiada, in Orestiada, for your active participation in the Educational Seminar/Workshop of the project, on ' Quality Standards Review: Examine both Greek and EU quality regulations that pertain to the products of Evros farmers. (6 hours). '

**Seminar/Workshop Title: Quality Standards Review for Evros Farmers**

**Objective: To familiarize Evros farmers with Greek and EU quality regulations, ensuring compliance and enhancing the overall quality of agricultural products.**

**Agenda:**

- 1. Introduction (1 hour)**
- 2. Greek Quality Regulations (1.5 hours)**
- 3. EU Quality Regulations (1.5 hours)**
- 4. Break (15 minutes)**
- 5. Practical Application of Quality Standards (1.5 hours)**
- 6. Interactive Workshop and Q&A (1 hour)**

## **Trainer's Approach:**

### **1. Engagement:**

- Encourage active participation through discussions and group activities.
- Foster a collaborative learning environment.

### **2. Practical Application:**

- Practical exercises to apply regulatory knowledge.
- Simulation of compliance scenarios.

### **3. Case Studies:**

- Real-life examples of farmers who have successfully navigated regulations.
- Highlight challenges and solutions.

## **Evaluation:**

### **1. Knowledge Assessment:**

- Short quizzes at the end of each section to ensure understanding.
- Case study analysis during the workshop.

### **2. Feedback Session:**

- Collect feedback on the effectiveness of the seminar.
- Identify areas for improvement and additional support.

## **Conclusion:**

The goal of this 6-hour seminar is to empower Evros farmers with a deep understanding of quality standards and regulations, ensuring that their agricultural products meet or exceed the required benchmarks. By the end of the session, participants should feel confident in their ability to navigate and comply with both Greek and EU quality regulations, ultimately enhancing the quality and marketability of their products.