

Quality management and marketing for agricultural commodities

Monday, 11.02.2019 and Thursday 14.02.2019 – Friday 15.02.2019 (Excursion Biofach 2019)

Wednesday 20.02.2019 – Tuesday 05.02.2019 (Theory and Workshops)

Training Course (6 ECTS Credits)

Certificate Course

Part 1: Excursion Biofach 2019 – 2 days
Part 2: International Regulations and Standards, Quality Infrastructure - 3 days
Part 3: Marketing of Organic Products – 5 days
Part 4: Overview on Food standards, HACCP – 2 days

Preliminary program*

Date	Time	Program	Venue	Activity / Type	Resource Person
Monday, 11.02.2019	9.00-13.00	Introduction to Biofach 2019 Excursion, QM Systems Course Introduction	S1		Prof. Dr. Johannes Kahl DITSL GmbH
Thursday 14.02.2019	6:00 Departure	Excursion to Biofach 2019, Nuremberg	Biofach20 19	Excursion	DITSL GmbH
Friday 15.02.2019	Approx. 23:00 Return	Excursion to Biofach 2019, Nuremberg	Biofach20 19	Excursion	DITSL GmbH
Saturday 16.02.2019		free			
Sunday 18.2.2018		free			

Monday 18.02.2019		free			
Tuesday 19.02.2019		free			
Wednesday 20.02.2019	11.00 – 18.00	How does a quality infrastructure ensure consumer protection? What are the main actors of a quality infrastructure to ensure consumers a truly produced organic product? What means certification and accreditation and what is behind? What is the role of ISO 17065?	S1	Theoretical lecture and workshop	
Thursday 21.02.2019	9:00-16:00	European and international legislation for organically produced agricultural commodities: Main content of EU Regulation on Organic Farming 834/2007 and 889/2008 and a short overview of other organic standards e.g. National Organic Program (NOP); Japanese Organic Standard (JAS) and Codex Alimentarius	S1	Theoretical lecture and workshop	
Friday 22.02.2019	9:00-16:00	Audit skills: Communication and questions techniques for auditors. Introduction to ISO 19011 (Guidelines for auditing management systems) with a practical focus on communication skills for auditors	S1	Theoretical lecture and workshop	
Saturday 23.02.2019		free			
Sunday 24.02.2019		free			

Monday 25.02.2019	11:00-16:30	Marketing Strategies I: Business ideas, visions, marketing and networking, strategic objectives and generating of business information, Business Plan, Financial Management	S1	Theoretical lecture and workshop Product development and packaging (in groups)	
Tuesday 26.02.2019	9:00-16:00	Marketing Strategies II and III: Importance and Development of brands, marketing objectives, strategies, instruments and turning points (Practical application - product development in groups)	S1	Theoretical lecture and workshop Product development and packaging (in groups)	
Wednesday 27.02.2019	10:00-17:00	Focal point: How to write a business plan Introduction to business plan writing Presentation of students' market research of selected product groups Start of writing a business plan for the selected products in the groups. Introductory lectures of selected topics along the value chain in the following days for preparing the different chapters of the business plan	S1	Workshop – Elaboration of business plans in groups with introductory lectures	
Thursday 28.02.2019	10:00-17:00	Focal point: Markets and marketing for organic products in Germany Market channels in Germany, organization of your company and the value chain from your company to the customer and financial management. Excursion	S1	Workshop – Elaboration of business plans in groups with introductory lectures Excursion	
Friday 01.03.2019	10:00-17:00	Focal point: Sourcing of organic products Value chain management from the farmer to your company in Germany, experiences in developing countries with small farmers groups from Latin America, Africa and Asia, organisation of successful exports, certification, Fair Trade	S1	Workshop – Elaboration of business plans in groups with introductory lectures	
Saturday		free			

02.03.2019					
Sunday 03.03.2019		free			
Monday 04.03.2019	9:00-16:00	Food Safety Management 1: Basic requirements, Labelling and declaration, History of Food Safety, Good Manufacturing Practice Overview on Food Safety Standards: IFS Food Safety Standard, BRC, ISO	S1	Theoretical lecture and workshop (Case studies, practical application)	
Tuesday 05.03.2019	9:00-16:00	Food Safety Management 2: HACCP – reason and challenge; Risk Analysis, Control, practical routine	S1	Theoretical lecture and workshop (Case studies)	
Wednesday 06.03.2019		free			
Thursday 07.03.2019		free			
Friday 08.03.2019	10:00-12:00	Exam			

***please note that the schedule may be subject to change.**