

Quality management and marketing for agricultural commodities

Tuesday 10.2.2015 - Thursday 12.2.2015 (Excursion Biofach 2015)

Monday 23.2.2015 – 6.3.2015 (Theory and Workshops)

Training Course (6 ECTS Credits)

Certificate Course

Part 1: Excursion Biofach 2015 – 2 days

Part 2: Marketing of Organic Products – 5 days

Part 3: International Regulations and Standards, Quality Infrastructure - 3 days

Part 4: Overview on Food standards, HACCP – 2 days

Date	Time	Program	Venue; meeting point	Activity / Type	Resource Person
		Part 1: Excursion to Biofach – 2 days			
Tuesday 10.02.2015	16:30-18:00	Introduction to Biofach 2015 Excursion, Course Introduction (for students)	H 23		Prof.Dr. Angelika Ploeger, University Kassel
Wednesday 11.02.2015					
Thursday 12.02.2015	06:00 Departure	Excursion to Biofach 2015, Nuremberg	Biofach2015	Excursion	DITSL GmbH
Friday 13.02.2015	23:00 Return	Excursion to Biofach 2015, Nuremberg	Biofach2015	Excursion	DITSL GmbH
Saturday 14.02.2015		free			
Sunday 15.02.2015		free			

		Part 2: Marketing of organic products – 4 days			
Monday 23.02.2015	11:00-ca. 18:00	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	
Tuesday 24.02.2015	08:00-16:00	Marketing Strategies II and III: Importance and Development of brands, marketing objectives, strategies, instruments and turning points	S1	Theoretical lecture and workshop	
Wednesday 25.02.2015	11:00 -19:00	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 26.02.2015	09:00 – 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.	S1	Workshop – Elaboration of business plans in groups with introductory lectures	
Friday 27.02.2015	08:00 – 15:00	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 28.02.2015		free			
Sunday 01.03.2015		free			
		Part 3: International Regulations and Standards, Quality Infrastructure 3 days			
Monday 02.03.2015	09:00-16:00	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	
Tuesday 03.03.2015	09:00-16:00	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 comparison with other organic standards e.g. National Organic Program (NOP); Japanese Organic Standard (JAS) and Codex Alimentarius	S1	Theoretical lecture and workshop	
Wednesday 04.03.2015	09:00-16:00	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	
		Part 4: Overview on Food standards, HACCP – 2 days			
Thursday 05.03.2015	09:00-16:00	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	
Friday 06.03.2015	09:00-16:00	Food Safety Management 2: HACCP – reason and challenge; Risk Analysis, Control, practical routine	S1	Theoretical lecture and workshop	