

## Fees and accommodation

Fees include tuition, materials, library access and course documentation. Travel is not included.

Programme fees for the course: 1590 €

Self-catered accommodation can be arranged in double or single apartments at approx. 350 €

Please return your registration form per fax or email to DITSL.

Any changes in significant aspects of the programme will be communicated promptly to all persons who have registered. In the unlikely event of under-enrolment, the programme may be cancelled. If cancellation occurs, applicants will be notified immediately and will receive a full refund.

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The faculty of organic agricultural sciences... in Witzenhausen is renowned for its international and entirely “organic“ profile. It offers two MSc Programmes - “Sustainable International Agriculture“ with possible specialisation on organic international agriculture and “International Food Business and Consumer Studies“ - both taught in English. Over 25 years of research and training have shaped a modern university faculty with unique expertise in sustainable resource- and land-use, food security, regional management, agriculture, food quality, food safety and quality management systems worldwide.

### Witzenhausen...

the romantic cherry town lies about half way (35 km) between Göttingen and Kassel in a wonderful hilly landscape along the river Werra. In this ar- cadian and conducive study atmosphere, a cluster of innovative ecological technology development, consulting and engineering companies has developed around the faculty of organic agricultural sciences.

### DITSL...

the German Institute for Tropical and Subtropical Agriculture is a non-profit limited liability company (GmbH). It is part of an innovative competence network for sustainable rural development, comprising scientific institutions, consulting, training, and engineering companies, certifiers, organic farming practitioners, and German and international development agencies. Internationally, DITSL teams up with the CGIAR and associated centres, numerous national research institutions and universities in the target regions.

### DITSL...

organises and conducts seminars, workshops and symposia for professionals and students of relevant subjects and maintains state-of-the-art seminar facilities with class rooms, office space and accommodation for participants.

# International Training Programme

Quality management and marketing for organically produced agricultural commodities

Certificate Education  
6 ECTS Credits



## Quality in organic product chains

The global organic food trade exceeds US\$ 60 billion per year. Quality management and certification accompany organic produce “from farm to fork”. Stringent management and control of production, handling, transport, processing, trade and marketing is essential to minimise losses in quantity and quality. Inspection and certification warrant produce and process quality and compliance with standards set by legislation and the market.

Certification bodies - often resident in the major “organic markets” Europe, North America and Japan - operate worldwide at high prices, which can hardly be met by small-scale producers in developing countries. Smallholder group certification and internal control systems are instruments to facilitate smallholder access to the “certified” organic market.

Standards constantly evolve due to changing market requirements, legislation, consumer preferences and consumer protection needs. Professionals from the organic sector in developing countries require state-of-the-art knowledge and must keep track of latest developments in order to successfully develop and maintain local marketing and certification structures.



## The course

To meet this demand, DITSL and the University of Kassel in Witzenhausen have developed an international training programme on

“Quality management and marketing of organically produced commodities”

The course offers 2.5 weeks of intensive interactive seminar sessions, workshops and field trips to importers, wholesalers and retailers. It includes a visit of the BIOFACH in Nuremberg, the annual venue for the “organic world” with regularly over 2,500 exhibitors and over 45,000 trade visitors from more than 120 countries.

Our resource persons are faculty staff and professionals from the organic sector with daily hands-on experience in quality management and certification along the product chain.

## Target group

The course addresses professionals and multipliers who are involved in production, handling, transport, processing, marketing, certification, accreditation or legislation in the field of organic agriculture - irrespective whether they are self-employed, or agents of private enterprises donor agencies or members of educational institutions.

The course also targets academic students enrolled in MSc and PhD programmes and have a workload equivalent of 6 ECTS credits. All participants will receive a certificate of participation; students requiring academic credits will have to pass an exam.

## Entrance qualification

Participants are expected to hold a BSc in agriculture, environmental or food sciences or related fields. Fluency in English is indispensable.

## Course contents

### Quality management and marketing

Marketing strategies; product chain management

Marketing of organic products, natural beauty and health products

Smallholders and cooperative marketing approaches from Latin America, Africa and Asia

Business plans and financial management (cost accounting)

Intercultural communication as marketing tool, Conceptual Framework

Organic agriculture: Legislative framework; standards and labels; the role of IFOAM

HACCP systems, Organic Critical Points, International Food Safety Standard (IFS)

New developments in post harvest handling, transportation and storage; Controlled and modified atmosphere

Excursions to organic importers, wholesalers and retailers, visit to BIOFACH Fair at Nuremberg

