

Quality management and marketing for agricultural commodities

Tuesday, 09.02.2016 and Thursday 11.02.2016 – Friday 12.02.16 (Excursion Biofach 2016)

Monday 22.02.2016 – Friday 04.03.2016 (Theory and Workshops)

Training Course (6 ECTS Credits)

Certificate Course

Part 1: Excursion Biofach 2016 – 2 days

Part 2: Marketing of Organic Products – 5 days

Part 3: Overview on Food standards, HACCP – 2 days

Part 4: International Regulations and Standards, Quality Infrastructure - 3 days

Date	Time	Program	Venue; meeting point	Activity / Type	Resource Person
		Part 1: Excursion to Biofach – 2 days			
Tuesday 9.2.2016	16:30-18:00	Introduction to Biofach 2016 Excursion, Course Introduction (for students)	S1		
Thursday 11.2.2016	6:00 Departure	Excursion to Biofach 2016, Nuremberg	Biofach2016	Excursion	DITSL GmbH
Friday 12.2.2016	23:00 Return	Excursion to Biofach 2016, Nuremberg	Biofach2016	Excursion	DITSL GmbH
13.2.2016		free			
14.2.2016		free			

Part 2: Marketing of organic products – 5 days					
Monday 22.2.2016	9:00-16:00	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 23.2.2016	9:00-16:00	Marketing Strategies II and III: Importance and Development of brands, marketing objectives, strategies, instruments and turning points	S1	Theoretical lecture and workshop	
Wednesday 24.2.2016	9:00-16:00	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 25.2.2016	9:00-16:00	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 26.2.2016	9:00-16:00	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 27.2.2016		free			
Sunday 28.2.2016		free			
		Part 3: Overview on Food standards, HACCP – 2 days			
Monday 29.2.2016	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	
Tuesday 1.3.2016	9:00-16:00	Food Safety Management 2: HACCP – reason and challenge; Risk Analysis, Control, practical routine	S1	Theoretical lecture and workshop	
		Part 4: International Regulations and Standards, Quality Infrastructure 3 days			
Wednesday 2.3.2016	9:00-16:00	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	
Thursday 3.3.2016	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 comparison with other organic standards e.g. National Organic Program (NOP); Japanese Organic Standard (JAS) and Codex Alimentarius	S1	Theoretical lecture and workshop	
Friday 4.3.2016	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	