

Quality management and marketing for agricultural commodities

Monday, 13.2.2017 and Friday 17.02.17 – Saturday 18.2.2017 (Excursion Biofach 2017)

Monday 27.2.2017 – Friday 01.03.2016 (Theory and Workshops)

Training Course (6 ECTS Credits)

Certificate Course

Part 1: Excursion Biofach 2017 – 2 days

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

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

Part 4: Marketing of Organic Products – 5 days

Preliminary program*

Date	Time	Program	Venue	Activity / Type	Resource Person
Monday, 13.2.2017	15:00-16:30	Introduction to Biofach 2017 Excursion, Course Introduction (for students)	S1		Prof.Dr. Angelika Ploeger, University Kassel
Thursday 16.2.2017					
Friday 17.2.2017	6:00 Departure	Excursion to Biofach 2017, Nuremberg	Biofach2017	Excursion	DITSL GmbH
Saturday 18.2.2017	Approx. 22:00 Return	Excursion to Biofach 2017, Nuremberg	Biofach2017	Excursion	DITSL GmbH
Sunday 19.2.2017		free			

Monday 27.2.2017	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 28.2.2017	9:00-16:00	Food Safety Management 2: HACCP – reason and challenge; Risk Analysis, Control, practical routine	S1	Theoretical lecture and workshop	
Wednesday 01.03.2017	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 02.03.2017	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 03.03.2017	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 04.03.2017		free			
Sunday 05.03.2017		free			

Monday 06.03.2017	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 07.03.2017	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 08.03.2017		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 09.03.2017	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. Excursion	S1	Workshop – Elaboration of business plans in groups with introductory lectures Excursion	
Friday 10.03.2017	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	

***please note that the schedule is subject to change.**