

Quality management and marketing for agricultural commodities

February 13th 2014 to February 28th 2014 - Training Course (6 ECTS Credits)

Part 1: Excursion Biofach 2014 – 2 days
Part 2: Intercultural Communication, Strategies in project and organization development - 1 day
Part 3: Marketing of Organic Products – 4 days
Part 4: International Regulations and Standards, Quality Infrastructure - 2 days
Part 5: Overview on Food standards, HACCP – 3 days

Date	Time	Program	Venue; meeting point	Activity / Type	Resource Person
		Part 1: Excursion to Biofach – 2 days			
Monday 10.2.2014	17:00- 18:30	Introduction to Biofach 2014 Excursion, Course Introduction (for students)	S1		Prof.Dr. Angelika Ploeger, University Kassel
Thursday 13.2.2014	6:00 Departure	Excursion to Biofach 2014, Nuremberg	Biofach2014	Excursion	DITSL GmbH
Friday 14.2.2014	23:00 Return	Excursion to Biofach 2014, Nuremberg	Biofach2014	Excursion	DITSL GmbH
Saturday 15.2.2014		free			
Sunday 16.2.2014		free			

		Part 2: Intercultural Communication – 1 day			
		Part 3: Marketing of organic products – 5 days			
Monday 17.2.2014	11:00-18:00	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	Ulrich Rueben, Bauck GmbH + Co KG
Tuesday 18.2.2014	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	Ulrich Rueben, Bauck GmbH + Co KG
Wednesday 19.2.2014	9:00 -16:00	Intercultural Communication Strategies in project and organization development	S1	Workshop	Michael Glameyer, IBZW GmbH
Thursday 20.2.2014	9:00 – 16:00	Markets and marketing for organic products in Germany Market channels in Germany, analysis of markets for selected products, organization of your company and the value chain from your company to the customer, financial management, introduction to business plan writing	S1	Workshop – Short introductory lectures and elaboration of business plans	Marion Buley, Triodos Bank
Friday 21.2.2014	9:00 – 16:00	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 – Short introductory lectures and elaboration of business plans	Marion Buley, Triodos Bank
Saturday 22.2.2014		free			
Sunday 23.2.2014		free			

		Part 4: International Regulations and Standards, Quality Infrastructure 2 days			
Monday 24.2.2014	9:00-16:00	European and international legislation for organically produced agricultural commodities Overview, history and comparison of different organic standards: EU Regulation on Organic Farming 834/2007 and 889/2008; The United States Department of Agriculture (USDA): National Organic Program (NOP); Codex Alimentarius: Japanese Organic Standard (JAS).	S1	Theoretical lecture and workshop	Jutta Krawinkel, GFRS Gesellschaft für Ressourcenschutz
Tuesday 25.2.2014	9:00-16:00	How does a quality infrastructure ensure consumer protection? Explanation of a quality infrastructure, What means certification and accreditation and what is behind? What is ISO 65?	S1	Theoretical lecture and workshop	Jutta Krawinkel, GFRS Gesellschaft für Ressourcenschutz
		Part 5: Overview on Food standards, HACCP – 3 days			
Wednesday 26.2.2014	9:00-16:00	Food Safety Management 1: Basic requirements, Good Manufacturing Practice, Hazard Analysis and Critical Control Point (HACCP) System, Definition of hazards; identification of CCP Overview on Food Safety Standards: Global Gap, IFS Food Safety Standard	S1	Theoretical lecture	N.N.
Thursday 27.2.2014	9:00-16:00	Food Safety Management 2: Implementation of HACCP, Hygiene audits, international standards, with focus on "International Food Standard" Training in food safety management and HACCP using different case studies	S1	Theoretical lecture	N.N.
Friday 28.2.2014	8:00-17:00	Excursion – Inspection Production Unit - Food Safety Management/Processing		Excursion	N.N.