

# SmartFarmer

## Newsletter



### Project Description

**Project Title:** “Improving skills for Smartfarming as an innovative tool for rural development and economic growth”

**Project Duration:** 1 October 2013 - 30 September 2015

**Total eligible cost of the project:** EUR 254,258.00

**Project description:** The SmartFarmer project “Improving skills for Smartfarming as an innovative tool for rural development and economic growth” aims to create and develop a training programme, a long term superfood electronic platform and a guide book. The purpose of these outputs is to enhance the dissemination and transfer of knowledge and innovation in the specialized agricultural areas of the selected superfoods (e.g. goji berries, blueberries etc).

To enable the attainment of the objectives set forward by the project, the conceptual as well as empirical principles of Smart Specialisation are adopted. The operationalisation of the conceptual principles and Smart Specialisation will lead to the exchange of knowledge and expertise in the selected regions that are represented by the consortium partners.

**Project logo:** The logo was designed by the Project Coordinator – Agricultural Research Institute - and was approved by all partners. It incorporates the core ideas of the project (i.e. Smart Specialization), with a twist of humour, representing a Smart (Goji) Farmer engaged in technological progress (i.e. handling a tablet).

### Contents

Project Description	1
The Project Objectives	2
SmartFarmer Project Partners	2
Kick-off Meeting	3
Project website	3
Contact information	4

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## The Project Objectives

The main objectives of the SmartFarmer project are to highlight:

- a) The reasons for why the production and marketing of the superfoods is an alternative beneficial option for the bio-producers.
- b) Their competitive advantages compared to other bio-products.

The SmartFarmer project aims to improve the skills and competences of people in the agricultural sector by introducing a training programme in Cyprus, Greece, Latvia, Spain and Portugal while at the same time encouraging rural development in project countries in particular and Europe in general. The project is based on the transfer of the results of ProudFarmer ([http://www.zemniekusaeima.lv/en/?page\\_id=511](http://www.zemniekusaeima.lv/en/?page_id=511)) project that was completed in 2010 and provided innovative results that were successfully integrated in formal training programmes in partner countries. The objectives of SmartFarmer include the analysis of the Methodological Training Tools in Marketing training programme and materials, their adaptation to the requirements of the target group and project countries; sharing experiences in smart farming practices training and development of new (e-) learning contents; testing and evaluation; dissemination of information about the project and project results and preparation of appropriate mechanisms/processes for their further exploitation.

The project will be implemented by a consortium of 7 partners from 5 EU countries spanning from North to South of Europe (Cyprus, Spain, Latvia, Greece and Portugal). The consortium includes education and training organisations, authorities responsible for rural development, thus allowing combining different views and experiences.

## SmartFarmer Project Partners

The SmartFarmer project partners are as follows:

P1 - Agricultural Research Institute (ARI - Cyprus)

P2 - Cyprus University of Technology (CUT - Cyprus)

P3 – Union “Farmers Parliament” (ZSA - Latvia)

P4 – Harokopio University of Athens (HUA - Greece)

P5 - M.A.G.I. - Greek Superfoods Cooperation (M.A.G.I. - Greece)

P6 - Development and Innovation Network (RCDI - Portugal)

P7 - Fundacion Maimona (FM - Spain)





## Kick-off Meeting

The Kick-off meeting of the SmartFarmer project took place in Limassol, Cyprus on November 11-12, 2013. All project partners participated in the meeting. On the first day of the meeting participants introduced themselves, their regions and organisations and discussed the project objectives, the working program, administrative and financial issues.

The second day of the meeting was devoted in visits to “smart” agro-food industries in the Limassol district. The tour began with a visit to the farm (pharmaceutical and aromatic plants) owned by Mr. Demetris Panayiotou located in Monagrouli village. Partners discussed with Mr. Panayiotou about his ideas, the methods he applies for the promotion of his products to the market and about the characteristics of aromatic herbs.

The second visit was at the pomegranate farm of Mr. Michalis Kleopas at Asgata village. There, the participants and the farmer talked about his farming methods, the marketing techniques for the international market and finally, they tasted the pomegranate juice produced by Mr. Kleopas agribusiness.

## Project website

The SmartFarmer project website was designed and implemented by the Project Coordinator – Agricultural Research Institute. The purpose of the project website is to increase the project’s visibility and to be used for dissemination purposes.

To visit the SmartFarmer project website go to <http://www.smartfarmerproject.eu>



## SmartFarmer Project

### Contact information

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## Disclaimer

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<http://www.smartfarmerproject.eu>