

4th Newsletter:

The e-learning platform on the NMF website and successful multiplier event in Perugia

The e-Learning platform on the NMF website

The ERASMUS+ project Niche-Market-Farming project provides an **e-learning platform** covering basic information on the topics of niche market farming and agricultural biodiversity by cultivating old varieties. You can learn more about regional germplasm banks, the benefits of organic food and the securing of protected regional designations.

It wants to support implementation of these goals of the **Farm to Fork Strategy** by providing information and learning material on agricultural biodiversity and how it can be valorized in organic and biodynamic farming or collectively through geographical indications. In this, the Niche Market Farming project sees an economic opportunity for small and family farms while preserving agricultural biodiversity. Doing so, it contributes to the resilient development of the agricultural sector in Europe.

The materials are targeted at farmers but also at agricultural teachers, trainers, and consultants as well as students and researchers. They can be used by the learners themselves or in guided learning environments.

The individual learner can find information, gain knowledge, and discover innovative approaches about agricultural biodiversity and how to valorize it. For all individual learners, it is crucial to develop and follow an individual learning pathway.

The learning materials can also be applied in guided learning situations. Teachers, trainers, and consultants can use the materials for group learning. There are several crucial questions that can be discussed like the advantages and challenges of

- including old varieties into the crop rotation,
- switching to organic production or
- taking up the task of registering an old variety as geographic indication.

The e-learning platform consists of **four modules (Figure 1)**. Depending on the learning objectives and prior knowledge, the NMF project team suggest to work through module 1, then 2, then 3 and finally the case studies in order to make the biggest use of the learning materials. Short quizzes are a playful approach to remembering the read content supporting the learning process.

The **case studies** show a range of farms that grow old varieties, produce organic and/or products protected based on geographic indication. Guided discussions can be used to reflect the presented approaches. The potential of the different approaches can be assessed based on the advantages or barriers in the specific regional or farm-specific context. Participants can generate valuable insights by discussing what aspects should be transferred from the case studies to the own farm and what needs to be adapted in order to successfully apply an approach in the own region.

The e-learning platform **will be available soon on the [project website](#).**



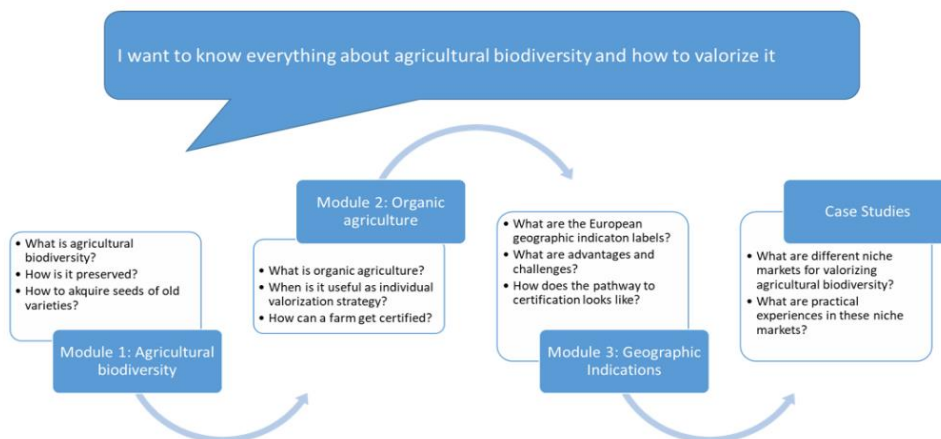


Figure 1: Learning pathway for the full learner experience of the NMF materials

Successful NMF multiplier event in Perugia

On 24.11.2023, a **multiplier event on niche market farming** was held in **Perugia**, organised, and carried out by Cia UMBRIA in collaboration with Madrevite. The multiplier event was held in the Aula Magna of Foreigners of Perugia from 9.30 am to 5.00 pm. The total number of participants in the multiplier event can be counted as 57 people between students, teachers, researchers, farmers, and policy makers, representing various local institutions and the public.

The event was organised in **three different sections**. From 9.30 a.m. to 1.00 p.m., we had a conference where we presented the niche market farming project along with other interventions strictly related to the project such as food wellbeing, critical consumption, and alternative food network chain. After the conference, between 13.00 and 14.30, we had a food tasting at the nearby non-conventional market farm of the CIA Umbria (Mercato dell'Arco Etrusco). In the afternoon, starting from 14.30, Cia UMBRIA together with Madrevite presented the **Niche Market Farming web platform** and its use. After the presentation of the platform, the questionnaire for the evaluation of the multiplier event was distributed.

The multiplier event reached and exceeded the number of participants. The audience appreciated the conference and the food tasting at the nearby farmers' markets and experienced the qualities of the niche products. During the presentation and the use of the platform, the participants were very involved, asking questions and sharing their thoughts.



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