



A mission to understand the digital and marketing knowledge and skills gaps in the agri sector



We've been running focus groups and an online survey in Ireland, Italy, Spain and Greece to better understand the needs, interests and knowledge and skills gaps for small-scale agribusiness in the digital and marketing sectors. Here's a few key takeaways:

- **Farmers are busy** – let's deliver information in bite-size pieces and allow people to take training according to their schedule.
- **Different countries, different cultures** – let's deliver an E-Course that accounts for the varied interests and barriers faced by farmers and agribusiness owners according to local contexts.

- **collaboration will always trump our online connections** – let's incorporate a physical element to the E-Course and ensure that it's hybrid to allow for in-person training and to encourage the personal, face-to-face element of growth and learning.



But do these countries have anything in common?

In the end, we were excited to learn that farming as a business – moving away from the idea of farming as a lifestyle – is highly appealing both for those in the agri sector and Vocational Education and Training (VET) professionals. And that, indeed, farmers need a way forward to understand how to run their farms as an enterprise that is both profitable and sustainable.

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Flash Interview



How did F6S end up coordinating a project focused on agriculture? We reached out to Robert Carroll, one of the main visionaries behind the original proposal. When asked what makes this project exciting, Robert stated that talk of deeptech and advanced technologies are usually not associated with farmers, especially those removed from industrial operations.

[Read the full article here](#)



What's next?

We're excited to announce our upcoming and fully funded mobility exchange in Valencia, Spain that will run from Tuesday 22 - Friday 25 November! VET professionals in each of our partner countries will join us in a co-creative process to structure the E-Course, as well as merge it with existing trainings.

After this knowledge exchange, we will be piloting the E-Course with our VET participants and their students. Although we might not be so excited about the inevitable revisions that will ensue, we are confident that the final product will be one that can be tailored according to different regions/realities and be accessible and flexible.

Most importantly, it will be open access. We want anyone and everyone involved in small-scale agriculture to have the opportunity to learn how to make their business more sustainable and profitable and understand which technologies are best suited for their business.

Get in touch!

hello@sustagri.eu

Are you a VET professional (minimum 25 years old) in Ireland, Greece, Spain or Italy and interested in participating in our upcoming mobility exchange? Drop us a line!

Do you have some insights to share about the struggles local producers face when it comes to the digital world and marketing? We want to know!





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hello@sustagri.eu

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