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Healthy Growth of Value Based Organic Food Chains



4th International AGRIMBA-AVA Congress
SMART AGRIBUSINESS
FOR THE SOCIETY
OF TOMORROW
June 16-20 2015, Poreč, Croatia

WORKSHOP
 Healthy Growth of Value Based Organic Food Chains



Business logics, organic values communication and perspectives of value based organic food chains

The workshop goal is to communicate and to discuss the preliminary results of the EU project HealthyGrowth – From Niche to Volume with Integrity and Trust (HG). The project deals with different aspects of value based organic food chains. The project participants will present the results achieved so far from different points of view: researchers and producers. The case studies will give us an insight to practices of management, promotion and communication of organic value at different links of the value chain, from producers to consumers.

The programme:

Welcome and introduction words (Andreja Borec, PhD, Faculty of Agriculture and life sciences)

The first results of the case study analysis. (Susanne v. Munchhausen, PhD, Eberswalde University Germany, EU project Healthy Growth – From Niche to Volume with Integrity and Trust)

- Case studies: Entrepreneurs' perspective
 Toni Urbančić and Urška Miklavič, Planika dairy
 Žiga Drev and Tomaž Levak, Cooperative Šaleška Dolina
 Franci Čuk and Valentina Podobnik, Cooperative Idrija

- Open discussion
- Conclusions and closing

Time: 18 June 2015, 14:30

Place: Poreč, Hotel Dijamant

Registration: The congress registration is valid for the workshop as well.

If you are not registered for the congress, you can still participate in the workshop if you send us e-mail to the addresses provided below

Join the workshop and exchange your information and experience with the HEALTHYGROWTH project team!

Contacts:

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