

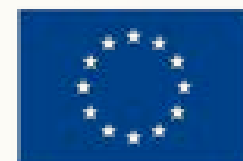


AgriVet **Tourism**

AgriVETourism

Enhancing Sustainable Agritourism through
Vocational Education and Training for Rural
Development

Project Reference: 2024-2-BG01-KA210-VET-000267044



Co-funded by
the European Union

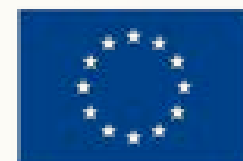


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Welcome to Module 3

The “Product” in Agritourism

Quality, Certification, and Added Value



Co-funded by
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Module 3 The “Product” in Agritourism

Module Objective

This module aims to equip learners with the skills to:

- choose appropriate certifications
- understand administrative and certification processes
- transform agricultural products into value-added experiences

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-  UNIT 1 – Choosing the Right Certification
 -  UNIT 2 – Understanding Requirements & Documentation
 -  UNIT 3 – Adding and Communicating Product Value



Module 3 The “Product” in Agritourism



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Unit 1: Choosing the Right Certification



Unit 1: Choosing the Right Certification



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Learning Objectives

By the end of this unit, learners will be able to:

- distinguish between product and process certifications
- evaluate which certification fits their business
- identify advantages and limitations of certification

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Unit 1: Choosing the Right Certification



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The Problem

- Skill Gap Addressed
- Confusion about different certification options



Unit 1: Choosing the Right Certification



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1. Types of Certification

- **PRODUCT** Certifications (origin, quality, territorial tradition, etc.)
- **PROCESS** Certifications (production methods, security procedures, religious methods, etc)
- **NATIONAL** Certifications (valid only in a specific country)
- **UE & INTERNATIONAL** Certifications (that are valid throughout the European Union or in groups of several countries.)



Unit 1: Choosing the Right Certification



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1. Types of Certification

Key difference

- Product certification: *what you sell*
- Process certification: *how you produce it*



Unit 1: Choosing the Right Certification



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Product Certifications

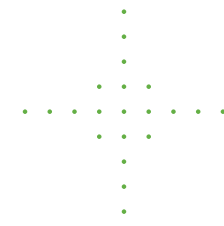
These certifications emphasize:

- local identity
- tradition
- authenticity



Unit 1: Choosing the Right Certification

Product Certification



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Most important's EU Certification

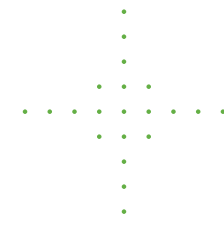
- Protected Designation of Origin (PDO)
- Protected Geographical Indication (PGI)
- Traditional Speciality Guaranteed
- Geographical indication of spirit drinks (GI)



Geographical indications and quality schemes explained -
Agriculture and rural development

Unit 1: Choosing the Right Certification

Product Certification



The EU geographical indications system protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory. The differences between PDO and PGI are linked primarily to how much of the product's raw materials must come from the area, or how much of the production process has to take place within the specific region. GI is specific for spirit drinks.



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Unit 1: Choosing the Right Certification

Product Certification



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Protected designation of origin (PDO)

Product names registered as PDO are those that have the strongest links to the place in which they are made.

- Products: food, agricultural products and wines.
- Specifications: Every part of the production, processing and preparation process must take place in the specific region. For wines, this means that the grapes have to come exclusively from the geographical area where the wine is made.
- Example: Kalamata olive oil PDO is entirely produced in the region of Kalamata in Greece, using olive varieties from that area.
- Label: mandatory for food and agricultural products, optional for wine.



Unit 1: Choosing the Right Certification

Product Certification



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Protected geographical indication (PGI)

PGI emphasises the relationship between the specific geographic region and the name of the product, where a particular quality, reputation or other characteristic is essentially attributable to its geographical origin.

- Products: food, agricultural products and wines.
- Specifications: For most products, at least one of the stages of production, processing or preparation takes place in the region. In the case of wine, this means that at least 85% of the grapes used have to come exclusively from the geographical area where the wine is actually made.



Unit 1: Choosing the Right Certification

Product Certification



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Protected geographical indication (PGI)



- Example: Westfälischer Knochenschinken PGI ham is produced in Westphalia using age-old techniques, but the meat used does not exclusively come from animals born and reared in that specific region of Germany.
- Label: mandatory for food, agricultural products, optional for wines.



Unit 1: Choosing the Right Certification

Product Certification

Key Differences between PDO and PGI

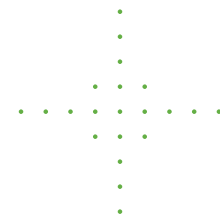
Scope of production

- PDO (Protected Designation of Origin): all stages (production, processing, and preparation) must take place in the defined geographical area
- PGI (Protected Geographical Indication): at least one stage takes place in the area



Unit 1: Choosing the Right Certification

Product Certification



Key Differences between PDO and PGI

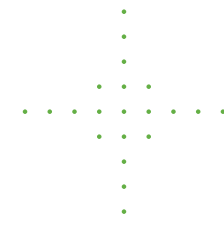
Link to the territory

- PDO: very strong and intrinsic connection to the local environment (natural and human factors)
- PGI: more flexible link, often based on reputation or a specific production step



Unit 1: Choosing the Right Certification

Product Certification



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Key Differences between PDO and PGI

Raw materials

- PDO: must come exclusively from the designated area
- PGI: can come from outside the area (in some cases)

Production rules

- PDO: stricter and more detailed specifications
- PGI: less restrictive requirements



Unit 1: Choosing the Right Certification

Product Certification

Key Differences between PDO and PGI

Market positioning

- PDO: typically perceived as higher quality and more exclusive
- PGI: more accessible and adaptable to larger production

In short:

PDO = stronger territorial identity and stricter rules

PGI = greater flexibility with a recognized geographical link



Unit 1: Choosing the Right Certification

Product Certification



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Traditional speciality guaranteed

Traditional speciality guaranteed (TSG) highlights the traditional aspects, such as the way the product is made or its composition, without being linked to a specific geographical area. The name of a product being registered as a TSG protects it against falsification and misuse.

- Products: food and agricultural products.
- Example: Gueuze TSG is a traditional beer obtained by spontaneous fermentation. It is generally produced in and around Brussels, Belgium. Nonetheless, being a TSG, its production method is protected but it could be produced somewhere else.
- Label: mandatory for all products.



Unit 1: Choosing the Right Certification



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Process Certifications (production methods)

- Organic Certification → No synthetic chemicals used
- Eco-labels → Environmental sustainability
- Blockchain / Traceability systems → Transparency along the supply chain



Unit 1: Choosing the Right Certification



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Organic Certification

Organic certification is a certification process for producers of organic food and other organic agricultural products. It serves as a bridge of trust between farmers who follow sustainable practices and consumers who seek authentic organic products. The certification process is designed to assure quality, prevent fraud, and promote commerce in the organic market.



Unit 1: Choosing the Right Certification



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Organic Certification

Some Independent Certification Bodies in Italy



<https://www.bioagricert.org/en/>

<https://icea.bio/en/>

<https://www.equalitas.it/en/>

<https://www.bioagricert.org/en/>



Unit 1: Choosing the Right Certification



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Organic Certification

Some Independent Certification Bodies in Greece



<https://bio-hellas.gr/?lang=en>

<https://www.dionet.gr/?p=1300>

<https://www.ktimarizes.com/certification/>

<https://www.ktimarizes.com/certification/>



Unit 1: Choosing the Right Certification



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Organic Certification

Some Independent Certification Bodies in Bulgaria



<https://balkanbiocert.com/en/>

<https://controlunion.bg/en/>



Unit 1: Choosing the Right Certification



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2. When Does Certification Make Sense?

It is useful when:

- your product has strong territorial identity
- customers are willing to pay more
- you have sufficient organizational capacity



Unit 1: Choosing the Right Certification



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2. When Does Certification Make Sense?

It may not be suitable when:

- production is too small
- local market is not sensitive to certification
- costs exceed benefits



Unit 1: Choosing the Right Certification

How to Apply This in Practice



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To effectively choose a certification:

1. Start from your product identity

- Is it strongly linked to a territory? → consider PDO/PGI
- Is your value sustainability? → consider organic or eco-label

2. Analyze your target market

- Tourists → value authenticity and storytelling
- Export markets → value formal certifications



Unit 1: Choosing the Right Certification

How to Apply This in Practice



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To effectively choose a certification:

3. Run a simple cost-benefit check

- Estimate certification cost
- Compare with expected price increase

4. Start small

- Test certification on one product first



Unit 1: Choosing the Right Certification

Case Study/Best Practice



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Bio Hotels (Austria & Europe)

Network of hotels using organic certification
across the entire supply chain

Combines hospitality + certified products

<https://www.biohotels.info>

Key takeaway: Process certification can
become a full business model



Unit 1: Choosing the Right Certification



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Practical Exercise

Certification Decision Checklist

Fill in:

My main product is: _____

Does it have a strong link to the territory? ☐ Yes ☐ No

Do my customers value certified quality? ☐ Yes ☐ No

Can I manage costs and time requirements? ☐ Yes ☐ No

Final decision:

- ☐ Certification recommended
- ☐ Not necessary at this stage



Module 3 The “Product” in Agritourism



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Unit 2: Understanding Requirements & Documentation



Unit 2: Understanding Requirements & Documentation



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Learning Objectives

By the end of this unit, learners will be able to:

- understand key administrative requirements
- describe the certification process
- identify available support resources

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Unit 2: Understanding Requirements & Documentation



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1. Basic Required Documents

- Farm/business registration
- Production plan
- Treatment records (for organic certification)
- Product traceability documentation



Unit 2: Understanding Requirements & Documentation



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2. Simplified Certification Process

- Choose certification
- Contact certification body
- Initial audit
- Adjustments and compliance
- Certification approval

Average time: 6–18 months

Estimated cost: €500–€3000/year



Unit 2: Understanding Requirements & Documentation



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3. Where to Get Support

- Farmers' associations
- Certification consortia
- Local consultants
- EU programs (Erasmus+, Rural Development Programs)



Unit 2: Understanding Requirements & Documentation

How to Apply This in Practice



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To simplify bureaucracy:

1. Map your starting point What documents do you already have?

- What is missing?
- Contact a certification body early Ask for a checklist

2. Request a preliminary consultation

- Break the process into steps Month 1–3 → preparation
- Month 4–6 → application

3. Month 6+ → audit

- Use external support associations or local advisors
- EU-funded advisory services



Unit 2: Understanding Requirements & Documentation



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Practical Exercise

Personal Certification Roadmap

Fill in:

Selected certification: _____

First action step: _____

Certification body to contact: _____

Estimated timeline: _____

Available budget: _____



Module 3 The “Product” in Agritourism



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Unit 3: Adding and Communicating Product Value



Unit 3: Adding and Communicating Product Value



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Learning Objectives



By the end of this unit, learners will be able to:

- understand the different types of agritourism “products”
- how to design them strategically
- how to enhance their value through identity, storytelling, and local assets
- design a value-added product idea
- improve product presentation and packaging

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Unit 3: Adding and Communicating Product Value

The “Product” in Agritourism



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The agritourism farm is a multifunctional business that offers a variety of products, services and experiences.



Unit 3: Adding and Communicating Product Value

Understanding the Agritourism Product



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In agritourism, the “product” is not just something physical. It’s a combination of **tangible and intangible elements**, including:

- services
- experiences
- food products
- emotions and memories

A successful agritourism offer integrates hospitality, agriculture, and storytelling.



Unit 3: Adding and Communicating Product Value

Main Types of Agritourism Products



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1. Travel Experience

The travel experience offer a combination accommodation, activities, and local discovery.

Value for the customer

- Escape from urban life
- Immersion in nature
- Authentic rural lifestyle



Unit 3: Adding and Communicating Product Value

Main Types of Agritourism Products



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2. Life & Experience

Are short, immersive activities focused on living the farm experience, even without overnight stay

Key Features

- Hands-on participation
- Direct contact with farmers
- Short duration (2–6 hours or 1 day)
- Educational and emotional value



Unit 3: Adding and Communicating Product Value

Main Types of Agritourism Products



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2. Life & Experience

Value for the customer

- Learning by doing
- Authenticity
- Emotional engagement

Examples

- Cheese-making workshop
- Harvest participation
- Cooking classes
- Animal care activities



Unit 3: Adding and Communicating Product Value

Main Types of Agritourism Products



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3. Tasting Products

The travel experience offer a combination accommodation, activities, and local discovery.

Value for the customer

- Sensory experience
- Memory of the place
- Authentic local taste



Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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Value is not only created by the product itself, but by meaning, identity, and storytelling.

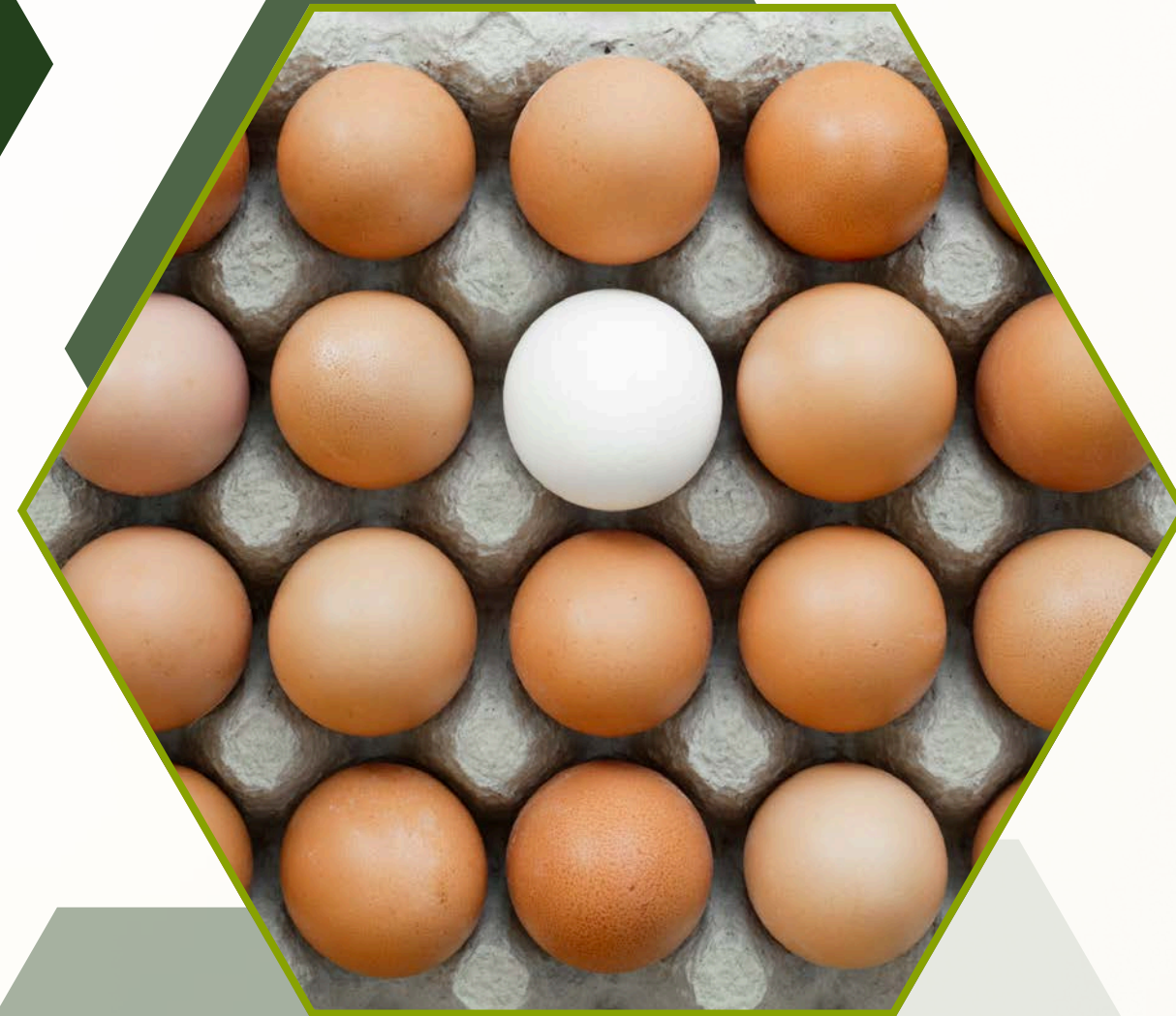


Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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1. Start from Your Farm Identity

Ask:

What makes my farm unique?

What is my history?

What values do I represent?

Example:

Family tradition → emphasize heritage

Innovation → highlight sustainability or technology



Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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2.Leverage the Territory

Enhance:

- Landscape (hills, vineyards, mountains)
- Local culture
- Biodiversity

Turn the location into part of the product:

- “Wine tasting in the vineyard at sunset”
- “Cooking class with local seasonal ingredients”



Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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3 Use Tradition as a Competitive Advantage

- Traditional recipes
- Ancient techniques
- Local festivals and rituals

These elements create:

- authenticity
- uniqueness
- emotional connection



Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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4.Highlight Production Methods

Consumers value:

- artisanal processes
- manual work
- sustainable practices

Make production visible:

- guided tours
- open laboratories
- live demonstrations



Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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5. Build a Strong Storytelling Strategy

Every product should tell a story:

Basic storytelling structure:

1. Who you are
2. Where you are
3. What you produce
4. Why it is special



Unit 3: Adding and Communicating Product Value

Strategy for Enhancing Product Value



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6 Combine Products into Experiences

Instead of selling separately:

- product + story + activity = experience

Examples:

- Cheese tasting + farm visit + workshop
- Wine + storytelling + sunset event



Unit 3: Adding and Communicating Product Value

Packaging & Communication



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Purpose of Packaging

The packaging of a product serves multiple functions:

- **Protection** → preserves the product's quality and safety
- **Information** → communicates essential details to consumers
- **Marketing** → attracts attention and influences purchasing decisions
- **Identity** → reflects the brand, story, and values of the farm



Unit 3: Adding and Communicating Product Value

Packaging & Communication



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Front (Front-of-Pack)



Front-of-pack

Main visual and marketing elements

- Product name
- Brand/logo
- Key selling points (e.g., organic, handmade, local)

Goal: capture attention and communicate value quickly



Unit 3: Adding and Communicating Product Value

Packaging & Communication



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Back (Back-of-Pack)

- Detailed and technical information
- Legal and regulatory content
- Extended product description

Goal: inform and ensure transparency



Back-of-pack

Unit 3: Adding and Communicating Product Value

Packaging & Communication



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The label is a key tool for:

- guiding consumers towards informed choices (nutrition, safety, origin);
- reducing waste through accurate information on storage and expiry dates;
- promoting supply chain transparency and producer responsibility.



Unit 3: Adding and Communicating Product Value

Types of Information on Labels



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Mandatory Information (required by law)

(may vary slightly by country, but generally includes)

- Product name (legal denomination)
- Ingredients list
- Allergens
- Net quantity
- Expiry date or best-before date
- Producer/packager details
- Origin (when required)
- Storage conditions
- Nutritional information (in most cases)



Unit 3: Adding and Communicating Product Value

Types of Information on Labels



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Voluntary Information (optional)

- Product story or origin narrative
- Quality claims (e.g., artisanal, traditional)
- Certifications (organic, PDO, PGI, etc.)
- Usage suggestions or recipes
- Sustainability claims
- QR codes (videos, farm story, traceability)

These elements add perceived value and differentiation



Unit 3: Adding and Communicating Product Value

Types of Information on Labels



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Risks of Misleading Information

Providing false or unclear information can lead to:

- **Legal sanctions**
 - fines
 - product withdrawal from the market
- **Loss of consumer trust**
 - damage to brand reputation
 - Negative reviews and reduced loyalty
- **Market exclusion**
 - inability to access certain markets or certifications



Unit 3: Adding and Communicating Product Value

Packaging & Communication



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Prohibited Claims

- Claims that attribute therapeutic properties to foods.
- Claims suggesting the natural absence of physiological components (e.g., "cholesterol-free" on vegetable oils).
- Generic, unverifiable terminology ("super healthy," "detox").
- False information about geographical origin.
- Indications that minimize food hygiene risks.



Unit 3: Adding and Communicating Product Value

Packaging & Communication



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Good packaging is not only attractive. It must be clear, truthful, and compliant with regulations, while effectively communicating the identity and value of the product.



Unit 3: Adding and Communicating Product Value

How to Apply This in Practice



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To increase product value:

1. Transform, don't just sell raw:

- Turn milk → cheese
- Fruit → jam or dried snacks

2. Bundle products with experiences:

- Farm visit + tasting kit
- Cooking class + product



Unit 3: Adding and Communicating Product Value

How to Apply This in Practice



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To increase product value:

3. Invest in simple packaging:

- Recyclable materials
- Clean, readable labels

4. Use storytelling actively:

- Share your story on labels and QR codes
- Show faces, places, and processes



Unit 3: Adding and Communicating Product Value



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Case Study/Best Practice



Magihouse Farm is in central Sicily, in the province of Agrigento, in a little valley called Valle dell'Inferno. The microclimate conditions give rise to its name; hot during the day and cold at night. These extremes of temperature enhance the level of biophenols and the aromatic components in the olives. This family reserve exclusively embraces the olive grove estate where important Sicilian heritage varieties, such as Cerasuola, Tonda Iblea, Nocellara del Belice, Biancolilla are grown.

Magihouse | Official Guide to the World's Best Olive Oils





Enjoy the 2020 Harvesting!

MAGIC IS HERE

SHOP NOW

*The World's
Best Olive Oil*



**OUR AWARDED
FAMILY
RESERVE**

SHOP NOW

Valle dell'Inferno Family Reserve – 250 ml

HOME / OLIO EXTRA VERGINE DI OLIVA / EXTRA VIRGIN OLIVE OIL



€25.00

Category: Superior category olive oil obtained directly from olives and solely by mechanical means.

Cultivars: Cerasuola, Nocellara del Belice, Tonda Iblea, Nocellara Etnea, Biancolilla, Passulunara.

Main traits: This *Premium Family Reserve* exclusively embraces the olive grove estate where important Sicilian heritage varieties are present. It is indeed here where an excellent extra virgin olive oil, cold extracted and unfiltered, with a medium fluidity and green fruitiness is produced. Its



Cliente: Deia snc

Portfolio
2025

Conserve e Confetture

Briefing

An artisanal producer of sweet goods from Sorrento sought to refresh part of its range during a reorganization process, with the goal of emphasizing its Italian character and enhancing the sense of craftsmanship, tradition, and top quality.

What we Did

- Creating a brand personality that expresses Sorrento's character, the tradition of the products, and their cultural meaning
- Establishing a strategic focus on authenticity and artisanal production
- Developing a new packaging look for several lines, with priority given to jams and dried fruit



Ciente: Deia snc

Folloviello

Briefing

Promote the company's most iconic product and use it as a key tool, particularly for export, to engage and acquire new customers.

What we Did

- After assessing various traditional products, the team selected “Folloviello” and designed a distinctive logo inspired by early twentieth-century visuals, paired with a global campaign highlighting its Italian character and Sorrento origin.
- The product was promoted in Japan through participation in Italian culinary fairs and B2B commercial efforts.



FOLLOVIELLO
DI
SORRENTO



Follow me,
SORRENTO.

**Cliente: Azienda Agr. Giovanni
Tancredi**

MARCHIO

Agriturismo

Sapori Ritrovati

Briefing

The creation of a new brand for the agricultural business that reflects its agritourism activities, values and focus on the family, wheat cultivation and other traditional varieties typical of the Cilento region.



OLD LOGO



NEW LOGO



Cliente: Az. Agr. Tabano

Creating a Product Line and Corporate Identity

Briefing

The farm needed to present itself clearly as a family-run business, while also highlighting its background. Its visual identity also needed to showcase its two main products: chestnuts and extra virgin olive oil.

What we Did

Building a brand personality that enhances territorial identity, product tradition, cultural values and family history.

Designing a new brand

- Creating a fresh packaging style for selected product ranges, particularly extra-virgin olive oil and preserves.



Ciente: Caseificio Salati

Mozzarella di Bufala Campana

Briefing

The client, planning to start a production line for exports to the USA linked to a new partnership with a Florida-based importer, needed packaging that strongly highlighted its Italian roots.

What We Did

- Following an in-depth review of competitors and their packaging in the target market, we created a strong visual concept that emphasized the product's Italian character and set it apart from competing brands.
- All graphic elements were adjusted to meet FDA requirements and applied to the long shelf-life packaging chosen by the client.



Unit 3: Adding and Communicating Product Value



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Practical Exercise

Value-Added Product + Story

1. Product idea:
2. What value does it add?
3. Short story (max 5 lines):





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Thank You



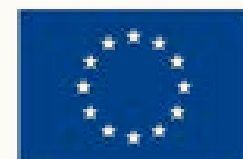


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