

AgriVETourism Project

Enhancing Sustainable Agritourism through Vocational Education and Training

MODULE 3

The “Product” in Agritourism

Quality, Certification, and Added Value

Trainer’s Manual

For face-to-face, online, or hybrid delivery

Module Overview

This module introduces participants to the concept of the agritourism “product” as a combination of certification, and value-added experiences. Participants learn how certifications improve credibility, how administrative requirements work, and how to transform agricultural products into compelling agritourism offerings.

This module aims to equip learners with the skills to: choose appropriate certifications understand administrative and certification processes and transform agricultural products into value-added experiences

The module is structured into three units:

- **Unit 1 — Choosing the Right Certification**
- **Unit 2 — Understanding Requirements & Documentation**
- **Unit 3 — Adding and Communicating Product Value**

This module includes:

- **3 units**
- **3 exercises**
- **2 case studies**
- **Final Self-assessment questions** for personal reflection

Each unit follows the same formula:

ONE skill gap → ONE practical solution → ONE tangible output

Unit	Skill Gap	Output
Unit 1: Choosing the Right Certification	confusion around certification options	Certification Decision Checklist
Unit 2: Understanding Requirements & Documentation	fear of bureaucracy	Personal Certification Roadmap
Unit 3: Adding and Communicating Product Value	selling raw products without added value	One value-added product idea + short product story

Target group: Existing agritourism operators, farmers diversifying into tourism, cooperative members; VET students and young professionals in agriculture and tourism

Estimated learning time: 2.5 hours

Delivery format: Suitable for face-to-face, online, or hybrid delivery. Requires printed or digital templates for exercises.

Horizontal EU priority: EU Green Deal, climate adaptation, sustainable rural development, digital transition

Why this module matters — the facts (trainer opener, 2–3 minutes)

- Making Strategic Certification Choices
- Navigating Complex Administrative Requirements
- Transforming and Communicating Value

Learning Objectives

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

1. Distinguish between product and process certifications
2. Evaluate which certification fits their business
3. Identify advantages and limitations of certification
4. understand key administrative requirements
5. describe the certification process
6. identify available support resources
7. design a value-added product idea
8. improve product presentation and packaging
9. create a compelling product story

Suggested Delivery Flow (approx. 2.5 hours)

This is a realistic timing guide for face-to-face delivery. Trainers should adjust based on group size, energy, and whether the optional exercise is included.

Block	Duration	Notes
Opener: Why this matters — the facts	10 min	Evidence snapshot, set the forward-looking tone
Unit 1: Choosing the Right Certification	35 min	Content 15 min + exercise 20 min
Unit 2: Understanding Requirements & Documentation	35 min	Content 15 min + exercise 20 min
Short break	10 min	
Unit 3: Adding and Communicating Product Value	35 min	Content 15 min + exercise 20 min
Self-assessment + closing	5 min	Reflection, homework, feedback forms
Total	~2.1 hours	Including break

If time is short: shorten the case study discussion or drop the optional exercise.

Unit 1 — Choosing the Right Certification

Slides: 5–31

Skill gap	confusion around certification options
Practical solution	trainer guides participants through a structured real-world application: Identify one product; Apply unit concepts to the selected product; Discuss feasibility and barriers; Define one actionable next step
Tangible output	Certification Decision Checklist

Key Concepts Explained

Types of certification

An overview of the different types of certification is provided, identifying the difference between process and product certification. The different types of certification are then explained, along with when they make sense.

Practical Exercise - Certification Decision Checklist

Objective	Help learners evaluate whether a quality certification (PDO, PGI, Organic, etc.) is appropriate for their product and business strategy
What learners do	Participants complete the Certification Decision Checklist individually, then discuss their answers in small groups and justify their final decision
For experienced operators	Ask participants to apply the checklist to their real product and estimate certification costs, timeline, and potential market benefits
For students	Provide example products (e.g., olive oil, cheese, processed food) and ask students to apply the checklist to one case study
Time	5 minutes individual work + 10 minutes group discussion + 5 minutes plenary feedback (Total: 20 minutes)
Debrief	Trainer asks participants what factors influenced their decision, highlights trade-offs (cost vs. value), and summarizes when certification is strategically useful

Do's and Don'ts

Do	Don't
Encourage participants to think about market demand, not just product quality	Don't present certification as always necessary

Ask learners to consider costs, time, and administrative effort	Don't focus only on technical requirements without market context
Ask learners to consider costs, time, and administrative effort	Don't rush the discussion phase (it's where learning happens)
Use real examples from participants when possible	Don't assume all participants know certification schemes
Emphasize that certification is a strategic business decision, not only a technical one	Don't discourage participants whose products are not suitable for certification
Allow participants to change their decision after discussion	Don't overlook cost and administrative burden considerations

Unit 2 — Understanding Requirements & Documentation

Slides: 32–39

Skill gap	fear of bureaucracy
Practical solution	Identify a certification and identify the key steps that you have to pursue in order to start the procedure for obtaining it.
Tangible output	Personal Certification Roadmap for their agritourism business

Key Concepts Explained

Understanding Requirements & Documentation

This unit explains the general procedures required for starting a certification process. It is important to understand that each certification have a specific process that is determined by the specific certification and the procedure to follow depends on the certification body and the national rules.

Practical Exercise — Personal Certification Roadmap

Objective	Help learners understand the administrative requirements and define a realistic certification pathway for their agritourism product.
What learners do	Participants select one product or service and complete a simple roadmap identifying certification type, required documents, timeline, and first steps.

For experienced operators	Work on a real product already in production and identify missing documentation, certification bodies, and estimated costs. Participants define immediate next steps for certification.
For students	Work on a hypothetical agritourism farm scenario. Students choose a product (e.g., olive oil, cheese, honey) and design a basic certification roadmap.
Time	15 minutes (10 work + 5 sharing)
Debrief	Each participant shares: • Selected certification • One challenge identified • First action step • The trainer highlights common barriers and practical solutions.

Do's and Don'ts

Do	Don't
Map Available documents	Start certification blindly
Contact certification body early	Don't contact certification body
Break process into steps	Treat certification as one step
Use external support	Try to manage everything alone
Map available documents	Start certification blindly

Unit 3 — Adding and Communicating Product Value

Slides: 20–33

Skill gap	selling raw products without added value
Practical solution	The trainer guides participants through a structured real-world application: identify an agritourism product and propose strategies for improving its value

Tangible output	One value-added product idea + short product story
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Key Concepts Explained

Adding and Communicating Product Value

This unit explains how to add value to the products of an agritourism. This can be done through transformation, story telling and packagings.

Practical Exercise

Objective	Enable learners to transform a basic agricultural product into a value-added agritourism experience using storytelling and packaging concepts.
What learners do	Participants select one product and design a value-added version, including experience, packaging idea, and short product story.
For experienced operators	Improve an existing product by adding experiential elements such as tastings, farm visits, workshops, or product bundles. Focus on market positioning.
For students	Design a new agritourism product concept from scratch using a fictional or case-study farm scenario.
Time	15 minutes (10 work + 5 sharing)
Debrief	Each participant presents: • Product idea • Value added • Short story The trainer highlights the most market-ready concepts and discusses scalability.

Do's and Don'ts

Do	Don't
Add experiences to products	Sell only raw products
Use simple packaging improvements	Ignore presentation
Tell authentic stories	Use generic marketing language
Highlight local identity	Hide origin of products

Homework for Attendees

These tasks help learners apply what they learned to their real situation.

Homework for Attendees

1. Participants are invited to:
2. Identify one product to improve
3. Evaluate possible certification
4. Design one value-added experience
5. Prepare short product story