



Manual for food business innovation

Supporting material

Collaborative activities

This supporting material includes 7 handouts, one per each UPINFOOD training module available through the <u>UPINFOOD online platform</u> [URL: https://upinfood.erasmus.site/platform/].

The handouts are also accessible through the <u>collaboration section of the platform</u> [URL: https://upinfood.erasmus.site/platform/collaboration].

The collaboration section is intended for sharing experience with other professionals and new collaborations. It includes complementary tools that support trainers in implementing the UPINFOOD training in different frameworks. Besides the handouts, it also includes an e-meeting app.





MODULE I Handout

Learning objectives:

- 1. Demonstrate Mastery of Advanced Agricultural Practices
- 2. Analyse and Implement Sustainable Agriculture Principles
- 3. Utilize Precision Agriculture Techniques and Technology Integration
- 4. Address Challenges of Climate Change and Build Resilience

Activity for self-reflection:

"Reflective Journaling"

Write a brief journal entry (300-400 words) considering how efficient and sustainable supply chains can improve or hinder agricultural sustainability. Reflect on any personal observations or experiences related to agricultural supply chains, whether from a consumer, business, or environmental perspective. Identify one or two changes that could be made in existing supply chains to enhance their sustainability and efficiency.

Practical Activity:

"Analysing and Reflecting on Supply Chain Efficiencies in Local Agricultural Systems"

- Select a local farm or agricultural business that you can research (via internet, a visit, or an interview with the farm owner). Gather information on the farm's supply chain, agricultural structures, and practices used in production and distribution.
- Identify the key components of the farm's supply chain and agricultural structures. Evaluate the efficiency and sustainability of these components based on criteria such as resource utilization, waste management, and the integration of sustainable practices (e.g., water conservation, use of renewable energy sources, sustainable pest control methods).
- Reflect on how the observed practices compare with the ideal models discussed in the module. Discuss any challenges the farm faces in implementing efficient and sustainable practices. Propose realistic improvements or strategies that could enhance the sustainability and efficiency of the observed farm.

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MODULE II Handout

Learning objectives:

- 1. Exploration and understanding of the role of trust, communication, and empathy in negotiation and relationship building.
- 2. Development of effective negotiation skills for successful business partnerships.
- 3. Building lasting relationships with customers, partners, and stakeholders.
- 4. Addressing the challenges and potential conflicts in agri-food partnerships.

Activity for self-reflection:

Think of soft skills that would help you in relationship-building with your customers or partners/stakeholders in your agri-food business.

You can think about the following: <u>communicativeness</u>, <u>trust</u>, <u>empathy</u>, <u>teamwork</u>, <u>negotiation and problem-solving skills</u>. Try to come up with other skills that would be of immense value in forming long-lasting relationships in the agri-food sector.

Have you already decided to make use of them in your real-life situations?

Case study:

Sokołów, a Polish meat company, prioritizes high-quality products, employee development, and community engagement. Key efforts include:

- Career Development (Graduate Program);
- Employee Support (trainings and team-building events);
- Community Engagement (e.g. sponsorship of local sports teams and organizing sports events like the annual Sokolik football tournament).

Sokołów exemplifies best practices in maintaining strong business relationships and promoting a healthy, supportive work environment, with the effective use of soft skills.

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MODULE III Handout

Learning objectives:

- 1. Learn how to plan, organise, execute and implement projects.
- 2. Understand how to analyse, optimise and improve business processes.
- 3. Plan long-term activities, analyse the market environment, identify organisational strengths and weaknesses and make decisions.
- 4. Identify, understand and manage sources of stress and apply effective coping strategies.
- 5. Strengthen resilience, adapt to changing conditions, maintain flexibility and overcome challenges under uncertainty.

Activity for self-reflection:

Creating a Process Map. Strawberry Harvesting.

Think about the process and write it down based on the provided table. Consider what other additional processes are related to this one.

Process Owner:	Who will be responsible for the process?
Process Name:	Create a suitable name for the process.
Process Goal:	Write down the goal using specific details.
Process Participants:	Who will be involved in the process, what resources and tools are required?
Process Start:	What will be the process initiation? What will be the input?
Process End:	What will be the outcome of the process?
Process Activities:	What activities are involved, and what is their sequence in the process?
Process Activity Risks:	What obstacles may arise during the course of the process?
Process Activity Issue Resolution:	What steps need to be taken in case of obstacles?

Case study activity:

Development of a Project Action Plan. Bee Farm. New activities.

Define the purpose and scope of the project: define what the end goal of the project will be (e.g. how many hives you will have, what products you will produce). Make a list of project activities: make a list of tasks that need to be done to achieve the project objectives (e.g. buy hives, learn about beekeeping, prepare for winter, etc.). Identify the dependencies between activities: specify which activities must be done first and which later (e.g. prepare hives, plan the location before buying a colony). Estimate the duration of the activities and the resources needed: define how long each activity will take and the resources it will require (e.g. how much the bees and equipment will cost, how many days it will take to prepare the hive camp). Create a project plan: project objective, list of activities, dependencies, duration, resources needed, timetable, budget. Document the entire project activity plan. Describe the importance of each planning step in the project implementation. Think about which project performance management tool would suit you.

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Training for upskill key innovation related competences in VET for the micro and small businesses of the food sector [2022-1-PL01-KA220-VET-000085003]



MODULE IV Handout

Learning Objectives:

- 1. Addressing the challenge for more sustainable Food Systems
- 2. Exploring the three pillars of sustainability
- 3. Getting into biotechnologies

Activity for self-reflection: "Sustainable Food Systems"

Test knowledge acquired through modules about SFS, CSR and related EU Regulatory Frameworks. The activities are developed as Fill in the Gaps, in order to give users a quick and practical tool to test what they have learned, or through closed questions with four options to be chosen.

Essay: "Easing the transition towards more sustainable Food Systems"

The **European food industry** is keenly interested in establishing **more sustainable models of production and consumption on a global scale**, in order to meet the challenges of the future, including the need to produce 70% more food to feed the 9 billion people that the Food and Agriculture Organization estimates will live on the planet by 2050. The European food system stands as a model of sustainable production and consumption, capable of meeting the growing needs of the world's population and ensuring the competitiveness of agri-food systems while respecting the environment, territorial communities, economic development, and social growth.

EU food & beverage sector plays a crucial role, as it contributes to food production, economic growth, and the preservation of culinary traditions. Recent events, such as COVID and conflicts, have experienced **disruptive situations**, which undermined their stability, while highlighting their resilience and the importance to focus on the transition towards more Sustainable Food Systems (SFS).

To address this challenge, a **joint effort** is needed from food producers, academia, research community, policy makers and consumers: all these categories need to give their contribution to improve our Food Systems. **Sustainability**, explored within its three pillars (economic, social, and environmental) is of paramount importance along this path, and it is highly connected to the concept of **circular economy**, **food safety**, minimization of **waste production**, valorisation of **by-products**, as well as the integration of **biodiversity**. These topics, which are now increasingly gaining momentum, are at the core of companies' policies. In fact, the EU food and beverage sector is eager to positively contribute in a proactive way to the shift towards more sustainable food systems.

In brief, as this footpath cannot be performed by single actors alone, private and public sectors, governments, NGOs and consumers must collaborate together to face this urgent and global challenge.

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MODULE V Handout

Learning Objectives:

- 1. Addressing Food Waste and Loss
- 2. Understanding Sustainable Raw Materials
- 3. Exploring Sustainable Packaging Materials

Activity for Self-Reflection: "Food Waste Diary"

To raise awareness about food waste and encourage mindful consumption habits. Instructions:

- Daily Recording
- Reflection Questions
- Action Plan

Essay: "Building a Sustainable Food Future"

In today's world, the need for sustainable and responsible food systems has never been more critical. As we confront challenges such as climate change, resource depletion and food insecurity, it's imperative to address key aspects of sustainability within the food industry.

One significant aspect is **addressing food waste and loss**. Across the food supply chain, from production to consumption, vast amounts of food are wasted each year. By understanding the magnitude of this issue and implementing strategies to reduce waste, we can improve resource efficiency and mitigate environmental impact.

Moreover, **understanding sustainable raw materials** is essential. Sustainable sourcing practices not only promote environmental conservation but also support ethical and socially responsible production methods. By prioritizing sustainable raw materials, we can minimize ecological harm and contribute to a more equitable food system.

Furthermore, **exploring sustainable packaging materials** is crucial in reducing the environmental footprint of food packaging. From biodegradable plastics to recycled content, innovative packaging solutions can help minimize waste and promote a circular economy model.

In conclusion, building sustainable and responsible food systems requires concerted efforts at every level of the supply chain. By addressing food waste, sourcing sustainable raw materials and adopting eco-friendly packaging solutions, we can pave the way for a healthier planet and a more resilient food future.

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MODULE VI Handout

Learning objectives:

- 1. Defining the goals and objectives of the transformation process.
- 2. Fostering openness to innovation, curiosity, and business courage.
- 3. Exploring the importance of flexible thinking and creativity in problem-solving.
- 4. Embracing change and maintaining readiness for learning and growth.
- 5. Developing problem-solving, decision-making, and strategic thinking abilities.
- 6. Exploring biotechnologies for agricultural and agro-industrial innovation.

Activity for self-reflection:

- Identify areas where you could apply different types of innovation, such as product, process, marketing and service.
- Consider how you addressed recent challenges or opportunities in your business and how you could have used a more innovative approach.
- Evaluate (SWAT) how you are cultivating your own innovative mindset and look for opportunities for improvement. Visualise how you could implement strategies.

Case study:

MIMIC seafood is Spanish startup that created the experience of eating fish and seafood using 100% plant-based products. This company was founded in Madrid in 2018 as a project under –ivoro Food Innovation Hub.

- MIMIC Seafood team was concerned about the current situation of environmental stress on the oceans, which generates a decrease in the stock of fish in the ecosystem every year.
- They were also concerned about the issue of health, taking into account the current levels of pollution of the oceans due to microplastics and heavy metals, and the impact on our health that eating contaminated fish may have.

Their declared mission is to provide better food choices to consumers that save oceans.

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MODULE VII Handout

Learning objectives:

- 1. Understand digital technologies' role in enhancing efficiency, transparency, and traceability
- 2. Explore Digital certification systems
- 3. Utilize big data for market analysis, product development, and operational efficiency
- 4. Utilize enterprise systems (ERP) for integrated supply chain management
- 5. Manage e-commerce platforms for product enhancement and marketing

Activity for self-reflection:

- 1. How do you think implementing an ERP system could benefit your organization or business?
- 2. What challenges do you anticipate in adopting and implementing an ERP system?
- 3. How can digital technologies like ERP systems contribute to sustainability in the food supply chain?

Remember to reflect on your own experiences and consider the potential impact of implementing digital technologies in your context.

Case study: "Enhancing Operational Efficiency with ERP Systems"

Background: XYZ Food Distribution Company faced challenges in managing its supply chain operations efficiently. Due to manual processes and fragmented systems, the company experienced delays in procurement, inventory shortages, and difficulty in tracking orders.

Challenge: The company struggled with inefficient supply chain management processes, resulting in increased operational costs and decreased customer satisfaction.

Solution: To address these challenges, XYZ Food Distribution Company implemented an Enterprise Resource Planning (ERP) system. The ERP system integrated various aspects of the supply chain, including procurement, inventory management, and order tracking, into a centralized platform.

Outcomes:

- Streamlined Operations: The ERP system automated routine tasks and provided real-time visibility into supply chain operations, improving efficiency.
- Enhanced Inventory Management: Real-time inventory tracking minimized shortages and reduced excess inventory, optimizing inventory levels.
- Improved Customer Satisfaction: Timely order processing and accurate order tracking enhanced customer satisfaction and loyalty.
- Cost Reduction: By optimizing processes and reducing errors, the ERP system contributed to cost reduction and improved profitability.

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