

## About project

The project is aimed to strengthen the link between adult learning and working life in rural SME food sector. The key result is On-line Training „Service design know-how for rural SMEs“ (on-line training tool with printable handbook version for reading and reference). The project team hopes that it will be useful for:

### SMS sector:

- access to quick learning and practical learning contents answering present work life needs,
- opportunity to acquire field specific and practical knowledge in designing a competitive service, based on local food,
- opportunity to improve competitiveness due to better performance in work life.

### Rural food and rural development organisations:

- improved capacities to assist organization members with adequate training.


## Project team

The project team combines experience in training, rural food and rural tourism sectors. Latvian country tourism association and Norwegian rural tourism and local food organisation HANEN have rural SMEs as their members, ensuring access to both - training needs and success stories to learn from. Olustvere Service and Rural Economy Vocational School in Estonia is a training professional transforming the field information into learning contents.


We hope that results of our project can be of interest and useful to players in rural development sector. You are welcome to contact us:

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Service design know-how for rural food SMEs

## OPENING YOUR FARM SHOP

Project: Service design know-how for rural SMEs strengthening the link between adult learning and working life in rural SME local food sector.



### Frequently asked questions that are answered in the handbook and on-line training:

- Are there enough clients around for my farm shop?
- Am I ready for competition with chain stores?
- Does the farm shop help me get the good price for my products?
- What taxes should I pay?
- What will be my costs?
- How to arrange my shop room and goods?
- What are safety and hygiene regulations?
- How to attract customers?
- How to promote my shop?
- How can I benefit from using IT?
- How can I use efficient co-operation?

The handbook and on-line training tool are available at:

<http://macies.celotajs.lv> – Latvian language version  
[www.hanen.no](http://www.hanen.no) – Norwegian language version  
[www.olustvere.edu.ee](http://www.olustvere.edu.ee) – Estonian language version

### Why open a farm shop?

Many small food producers understand that their business is more competitive and profitable if the product is presented with some added value. A farm shop serves not only as another sales channel but also as a “face” of the enterprise. With a well designed, attractive, good quality service it can increase sales, help to build appealing image of the product and tell a farmer or food producer what the market wants.

### What are challenges?

Opening and running a farm shop involves a variety of topics to be considered and a wealth of skills to be mastered. We have noticed similar challenges in rural Latvia, Estonia and Norway – farmers produce excellent quality foods and open farms shops, however, they often fail to deliver attractive local food shopping experience and cannot successfully combine production with food shop activities because of lack of relevant knowledge and skills. As a result, they decide that opening a farm shop is not the right solution. However, practice shows many successful examples to learn from.

### Handbook “Opening your farm shop” topics:

- General requirements
- Design – store concept and merchandising
- Store and warehouse
- Safety
- Hygiene conditions, taking visitors
- Sales skills
- Marketing and promotion
- Useful IT solutions
- Local cooperation

### What can help? Easy-to-use handbook and on-line training.

Running a small-scale business, schedule is always busy and little or no time can be spent on training and improving professional competences. Time-saving and efficiency is a key to the training issue. Therefore the project partners have decided to compile an on-line training tool and practical handbook „Service design know-how for rural SMEs”, based on experience and best practice. It is aimed to answer beginners’ questions and help to avoid mistakes. The contents present essential topics in brief descriptions, examples and photos. Following similar structure, LAT, EST, NOR language versions are available with text and information adapted according to national situation in rules, regulations and practices.

- **Printable handbook version.**  
Users can read the handbook as a pdf document or download and print it for handy use.
- **On-line training tool.**  
The handbook contents structured as a training aid for adult online training and can be used by individual learners, schools, training course organisers, farmers associations, etc.

