

SOCIAL INNOVATIONS FOR INCLUSIVE GREEN AND DIGITAL JOBS



Farm-to-table Operator

A job for your future

Developed within the innovative framework of the Green at You project, the Farm-to-Table Operator role offers individuals from diverse backgrounds, including migrants and women, a unique opportunity to thrive in the field of sustainable food education.

As a Farm-to-Table Operator, you'll play a vital role in promoting sustainable farming practices, educating communities about mindful food consumption, and fostering environmental stewardship. Through hands-on training and comprehensive skill development, participants are equipped with the expertise needed to manage educational farms, curate engaging experiences for visitors, and champion sustainability initiatives.

This empowering opportunity not only provides valuable skills and knowledge but also serves as a platform for personal and professional growth. By embracing inclusivity and diversity, the Farm-to-Table Operator role opens doors to new possibilities, empowers individuals to make a positive impact in their communities, and contributes to a more sustainable future for all.

Join us on this inspiring journey and be part of the movement towards a greener, more inclusive world!

Methodology

The course combines self-paced online learning with hands-on, in-person training and online tutoring and mentoring. The online component allows flexibility and self-directed study, while the in-person sessions and online tutoring and mentoring provide practical experience and direct interaction with professionals. This blended learning approach ensures comprehensive skill development in both theoretical knowledge and practical application.

Role and skills development

In this course, you will learn how to design and run educational programs on the farm, manage food and beverages with a focus on organic and local products, and apply sustainability practices. You'll gain digital skills to technology for managing resources and delivering educational content. Communication skills will help you engage with different audiences, and you'll also learn to promote agricultural and rural culture.



As a Farm-to-table Operator, your main tasks will include organizing and leading educational activities, managing the serving of organic and local food, and promoting agricultural heritage. You will educate visitors about healthy eating and sustainability, implement eco-friendly practices, and use digital tools to improve learning experiences and farm operations. Your role will positively impact the community by combining education with sustainable practices.

Training Program

The Farm-to-Table Operator training program combines theoretical knowledge with practical experience. Interactive workshops, field trips with local farms and food businesses provide hands-on learning opportunities. The training program is delivered through in person and online sessions, including self-assessment tools and the recognition of skills acquired through the issuance of micro-credentials.

Moreover, students will receive training in transversal competencies aligned with the European Frameworks DigComp, EntreComp and GreenComp and the basics on sustainability and circular economy, as key pillars of any emerging profession.



Index of the training course

<i>Job profile</i> (40 hours in person, 150 online self-learning)			
Curriculum	Technical part		Theoretical part
Format	Online	in person	Online
Hours	75h	40h	75h
Aim of the curriculum	The aim of this course is to teach you how to organize and run educational activities on a farm, manage food and beverage services with a focus on organic and local products, promote agricultural and rural culture, encourage conscious eating habits, and respect the environment through sustainable practices.		
Main Learning objectives	<p>Able to effectively manage the operations of an educational farm, including developing and implementing promotional strategies to attract visitors and participants.</p> <p>Able to organize and prepare accommodation facilities, ensuring that both premises and common areas are well-equipped and meet the needs of visitors.</p> <p>Able to manage customer relations, providing excellent service and addressing customer needs and feedback to enhance their overall experience.</p> <p>Able to plan, organize, and conduct educational activities on the farm, tailoring programs to various audiences and ensuring effective delivery of educational content.</p>		



Requirements to start the course	<i>Minimum of B1-B2 level of Italian/English language Basic digital skills (e.g. navigating through a website and/or platform) Access to equipment (laptop or smartphone) Access to a stable internet connection</i>
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TECHNICAL PART			
Modules	Contents	Learning objectives	Hours

Module 1: Professional Conduct	Introduction to professional conduct and ethics	Understand the deontological and organizational aspects of the professional activities of the farm-to-table operator.	5
Module 2: Market Analysis and Promotion Strategies	<p>Understanding the role of educational farms in sustainable agriculture</p> <p>Identifying target audiences and their educational needs</p> <p>Designing engaging educational programs and experiences</p> <p>Promoting educational farm offerings through various channels</p> <p>Evaluating and refining educational farm offerings for continuous improvement</p>	<p>Define educational farm offerings based on market demands and local resources.</p> <p>Develop effective promotional strategies for educational farm services.</p> <p>Understand principles of tourism and territorial marketing.</p> <p>Utilize software applications and internet tools for marketing and promotion.</p>	15

<p>Module 3: Managing Communication and Relationships with Customers</p>	<p>Theoretical models of communication for educational and informative activities.</p> <p>Psychological fundamentals for understanding relational dynamics with diverse clientele.</p> <p>Communication strategies tailored to different customer types and activities.</p> <p>Engaging communication techniques to capture attention and actively involve target audiences.</p> <p>Utilizing various interaction codes and modes based on customer age and characteristics.</p> <p>Adopting courteous and friendly behavior in communication.</p> <p>Maintaining composure and taking responsibility in unexpected situations.</p>	<p>Use communication strategies to effectively engage diverse customer types in educational activities.</p> <p>Apply theoretical models of communication to transmit knowledge effectively.</p> <p>Employ psychological fundamentals to understand and navigate relational dynamics with different clientele.</p>	<p>15</p>
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<p>Module 4: Designing and delivering Educational Pathways.</p>	<p>Theoretical principles and practical knowledge of agricultural biological cycles and technologies.</p> <p>Principles of food education and sustainable development</p> <p>Animation techniques and laboratory preparation in educational farms.</p> <p>Methodologies techniques for developing and organizing educational activities.</p>	<p>Design educational activities using different techniques and methodologies tailored to the participants and focusing on sustainable development themes.</p>	<p>15</p>
<p>Module 5: Product Valorization and Culinary Showcase</p>	<p>Understanding of the geographical and naturalistic context and related agricultural products</p> <p>Designing a menu that takes into consideration the short supply chain</p> <p>Understanding basic tasting techniques</p>	<p>Spotlight local products and regional/km0 cuisine through dining experiences.</p> <p>Valorize the short supply chain</p>	<p>15</p>
<p>Module 6: Organizing spaces and resources on the educational farm</p>	<p>Setting up and organize of indoor and outdoor spaces intended for educational activities</p> <p>Optimization of farm facilities for the educational farm.</p>	<p>Capable of organizing the environments set up for carrying out educational activities</p>	<p>15</p>

Module 7: Hygiene, Safety, and Risk Prevention	<p>Compliance with Safety and Hygiene Regulations</p> <p>Recognition and Prevention of Hazards</p>	<p>Understand and comply with safety, hygiene, and health regulations.</p> <p>Identify and prevent hazards in educational farm settings.</p>	8
Module 8: Composting	<p>Essential composting techniques and processes</p> <p>Compost management from identification of compostable materials to its maturation</p>	<p>Manage compost for a sustainable farm</p>	12
Module 9: Holistic assessing and improving the Quality of the Farm Services	<p>Evaluation methods for assessing the quality of educational farm services.</p> <p>Utilizing quality management systems to enhance service delivery.</p>	<p>Assess the effectiveness and perception of beneficiaries regarding the quality of educational farm services.</p> <p>Identify areas of improvement based on evaluations of service quality.</p> <p>Develop models for evaluating both delivered and perceived service quality.</p>	15

THEORETICAL PART (NOT TO BE FILLED)

	Contents	Learning objectives	Hours
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Sustainability	General overview of sustainability-related contents in the itinerary (common for all CV)		
Module 1 name			
Module 2 name			
(add row for extra modules)			
GreenComp	Green skills for new job profiles (general)		
Module 1 name			
Module 2 name			
(add row for extra modules)			
DigComp	Digital skills for new job profiles (general)		
Module 1 name			
Module 2 name			
(add row for extra modules)			
EntreComp	Entrepren skills for new job profiles (general)		

Module 1 name			
Module 2 name			
(add row for extra modules)			

CERTIFICATION	
Requirements to complete the study	Assessment method Minimum requirements (...)
Certification	Micro-credentials Europass UPM Certification Any other official recognition

Training detailed content (to be filled after index of training)

General overview of the expected learning outcomes of the **technical part**, with a special focus on the face-to-face sessions and the requirements to fully participate in all training activities. Modules must be reported in a sequential manner.

Module 1	Contents	Learning outcomes	Learning methods*
Module 1 name		LO1 LO2 LO3	Face-to-face workshop MOOC Work-based activity
X hours			

Aim		...	Project-based activity Video tutorial Video lesson
Teaching materials			
CERTIFICATION (if any)			
Assessment method	Minimum requirements	Type of certification	Issuer

*Select what applies and indicate the number of hours for each method

Module 2	Contents	Learning outcomes	Learning methods*
Module 1 name X hours Aim		LO1 LO2 LO3 ...	Face-to-face workshop MOOC Work-based activity Project-based activity Video tutorial Video lesson
Teaching materials			
CERTIFICATION (if any)			

Assessment method	Minimum requirements	Type of certification	Issuer

Module 3	Contents	Learning outcomes	Learning methods*
Module 1 name X hours Aim		LO1 LO2 LO3 ...	Face-to-face workshop MOOC Work-based activity Project-based activity Video tutorial Video lesson
Teaching materials			
CERTIFICATION (if any)			
Assessment method	Minimum requirements	Type of certification	Issuer