

**Erasmus  
Plus for  
Organic  
Sector**



**Erasmus+**

# **EPOS problem solving projects in EULS (EMÜ)**

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## Preparation (October 2015)

- Students meeting - 7 students participated in Polish course - 3 of them in abroad – 3 decided to continue in problem solving project.
- Design of project and selection new students for group work. 3 groups were formed.
- Selection of enterprises (4 meetings in different enterprises and farmers workshop).

**Nov. 2015 – Jan.2016 project work in deep contact with enterprises; compilation and defence of group work reports.**

# Valete OÜ Ecocenter store



ETTEVÕTLUSPOTENTSIAALI PARANDAMINE

## RECOMMENDATIONS FOR VALETE OÜ ECOCENTER STORE FOR PROFITABLE MANAGEMENT

**Tutor: Alice Aav**

Students: Lisan Tuuling  
Eva-Loona Ebber

Supervisors: PhD Anne Luik  
PhD Liina Talgre



# How to make organic marketing more profitable in Valete OÜ Ecocenter store

## Recommendations

- to improve the webpage (pictures of the products, prices etc);
- to open the web-shop (really popular and this would increase the number of the customers);
- to make more advertisement (i.e. create Instagram account for posting new products, good prices etc);
- to open little temporary selling-boxes, with few products, in the downtown (good way to guide people to the shop);
- to make few days in the year with very good prices;
- to deliver the goods to the door of the customer (once a week as a payed service).

The store will be more profitable when processing of Estonian products more develops and increases that enlarges local assortment of products for selling .

## Feedback of participants

**Tutor** – chance to use Polish course experiences,  
learning by doing : from practice, in group work, in teaching of other students.

**Students** – more new information about organic farming and especially marketing, new experience in problem analysis and team work.

**Entrepreneur** – new experience in communication with students in common analysis, reasonable recommendations for further development of store.

# Organic farm Tammistu Agro



TAMMISTU AGRO OÜ KONKURENTSIVÕIMELISUSE  
SUURENDAMINE SAAGIKUSE TÕUSU ABIL

## INCREASING COMPETITIVENESS of ORGANIC FARM TAMMISTU AGRO THROUGH THE RISE IN YIELDS

**Tutor: Ingrid Tamla**  
Students: Kristine Volens  
Greete Kahu

Juhendajad: PhD Liina Talgre  
PhD Anne Luik



# How to increase the yields of Organic farm Tammistu Agro ?

## Recommendations for farm

- to introduce nutritionally balanced five field crop rotation,
- to use winter cover crops in rotation,
- to introduce animal manure and bioactivators in rotation or the best way to develop mixed farming instead of pure plant production,
- to introduce harrowing for weed control,
- to introduce broader field margins for habitats of beneficial organisms.

## Feedback of participants

**Tutor** – new experience in communication with farmer by doing SWOT analysis and looking at real farming documents, very good team work experience but project was quite time consuming beside ordinary study.

**Students** – got overview about real farming problems and in good team work proposed analytically possible technological solutions for improvement of plant production.

**Entrepreneur** – new experience in communication with students in common analysis, good technological suggestions for soil and yields improvements.



# Conventional farm Karinu OÜ



KUIDAS MUUTA KARINU PM OÜ  
MAHETOOTJAKS?

## How to convert conventional Karinu farm to organic ?

**Tutor:** Maario Eeriksoo

**Students:** Freeta Mõtsla  
Annika Jõemaa

**Supervisors:** PhD Liina Talgre  
PhD Anne Luik

Tartu 2016



# How to convert conventional Karinu farm to organic ?

## Recommendations for farm

- to introduce in mixed farm six field rotation (barley (undersown clover /grasses), grassland , winter wheat, winter oilseed rape, oats, corn) for satisfaction animal feed,
- to decrease number of cattles for ensuring conditions according to rules of organic animal husbandry,
- to create technological conditions for organic cattle (walking areas etc),
- to educate farm specialists in organic farming,
- to convert organic – it is environmentally and economically reasonable.

## Feedback of participants

**Tutor** – new experience in training co-students by doing SWOT analysis and calculating how organic management is influencing on farm economy. Real farm analysis increased responsibility in solutions findings.

**Students** – good teamwork experience especially in proposing of solutions for conversion of real farm.

**Entrepreneur** – good material for planning real organic conversion.



# Conclusions

## Students

- came to an understanding how enterprises performing and their problems,
- had higher **responsibility** in training process - learning by doing in REAL PRAXIS, understanding - results can really affect functioning of enterprise,
- got experiences in team work and in communication with entrepreneurs.

Entrepreneurs – recommendations, communication and co-work with students.



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