

> What does a direct-seller farmer know?



Principles of Multifunctional Agriculture & Short Food Chain

How many intermediaries are involved? Why is it needed?



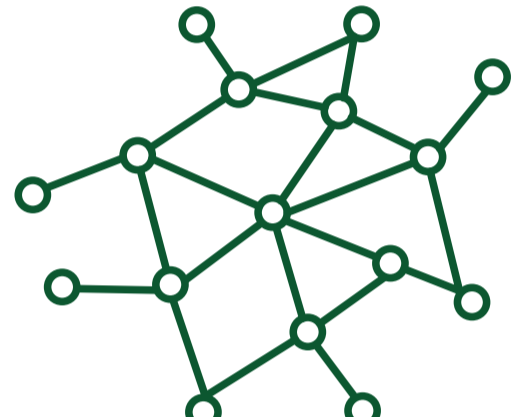
Distribution & Logistics

How to use direct selling, cooperatives, distribution mechanisms...



Marketing & Selling

How to be able to sell and advertise own products effectively



Networking & other Good Practices

What are the good practices around? Which collaborations would be beneficial?

> How does a direct seller farmer looks like?



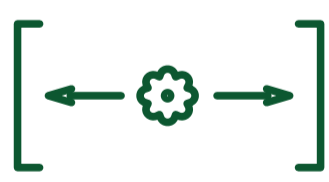
Is a value-enhancer

Knows how to add value to the products with certifications and labels, is able to get recognized in the market



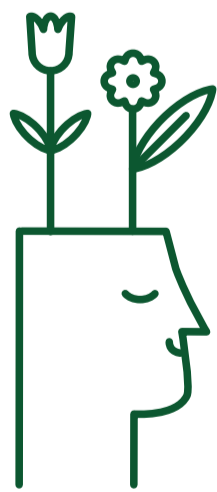
Is communicative

Is able to attract customers and develop effective advertising channels



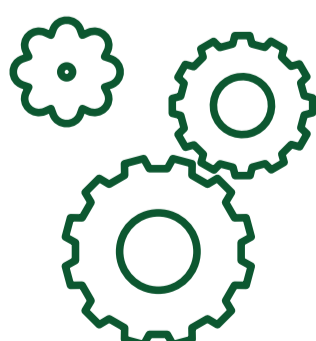
Is responsive

Is able to understand market trends and customers' needs effectively and timely



Has an entrepreneurial spirit

Knows to how to target products and how to place them in the market



Is practical

Is able to provide the most convenient solutions, knows about accountancy and selling