



# Newbie

**Type of toolkit:**

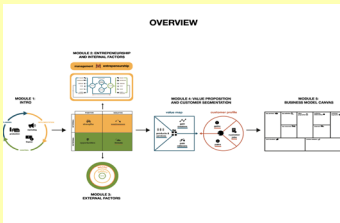
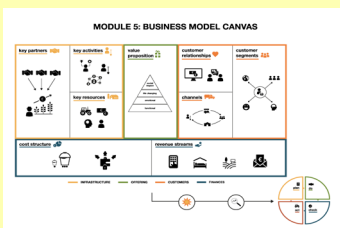
Massive Open Online Course on Business Models for Farmers.

**Target audience:**

People who have a farm, or work in the domain of farming, or students.

**Toolkit topic and highlights:**

A free online course aims to support farmers in dealing with challenges and inspires especially young people in creating future-proof agribusiness. The mentioned challenges include: climate change, pressure on food prices, political and societal sensitivities, etc. More than ever, farmers have to play various roles: as business people, human resource managers, marketers and entrepreneurs. By registering with the course, you will learn from young and older people their successes, setbacks, lessons learned and how they use them to build a sustainable viable business. The course will also look at the local and global supportive environments and learn to develop an appropriate business strategy. Moreover, the participants will reflect on the added value that products and services offer to a target group or customer segment; and finally wrap up everything together in the 'Business Model Canvas'.



**Website access:**

# Newbie



After looking at the NEWBIE topic specific toolkit - what do you consider useful for your work (as a new entrant, established farmer, advisor, policy maker, researcher, teacher, etc.)?

From your perspective - what did you miss in this topic specific toolkit?

Since we would like to continue with the monitoring of new entrants - would you like to share your e-mail address for future information exchange?

<https://forms.gle/xiLsDw5MNJwEPkyA9>