



Type of toolkit:

Newbie Toolkit on Direct Marketing opportunities in Germany: Informational website.

Target audience:

German young farmers that are interested in complementing their farming business with a direct marketing platform. Toolkit is furthermore accessible to everyone who is interested.

Toolkit topic and highlights:





Produktfindung		
En houbt is are scaling, do to ad der their excess. Zein, das dere knototel diet houbt und kan adess kadits ervist, Westes holbst er gebreit, blegt in dieser Berneit, auch und ere knototels hers hagt, so ein die melbess kann feller die in koppt, unversoorgen die Voorwell der der der houst als heiden begreit der knototels der sind der heiden is beverin is stern under klock die beforenderen und richten.		
Es kann hilfheich sein, wenn du deine Produkte in Kütegorien einnelle (Sortieung nach einer Shulle der Bayrischen Landesanstalt für Lanwinschaft, 2015)	Kundschaft, Kooperation Verarbeitung	Um dein Produkt festzulagen, konnet du dir bespielsunise diese Rogen statles: • Was producters ich bereits und was konnich ow meners strandschaft machen?
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Sortimentsorted France and	Spaß	Welche Art von Kundinnen will ich enszessiven?
Verptetungssufe	Kapazitat 8	Xamund will ith mone Products
Verligborket in Jan	Markt	We visite mund will ich produsieren?
Qualitatisscherung Veronderungen (v.a. beer Umsptz)	Wetschaftlichielt	 Welche Verhiebswege kenn ich für meine Produktides nurzen?
	Arbeitsteit	 We well-torkurrend habe ich und we hat der Model nach Protection?

The toolkit is designed for the German national level and thus only available in German. It serves as an informational platform for Newbies interested in selling their products directly to consumers. It gives an overview on the different steps required and the different opportunitites. Further, the information is complemented by linking other platforms, e.g. the German national database for financial support, financial guidelines etc. There are many aspects to direct marketing and the topic is very specific in each case. Thus the toolkit aims to serves as a starting point and give a general overview. For further information a contact formular is integrated in the toolkit so that interested Newbies can be helped beyond reading. Highlight: The home page will be an interactive picture of a farm shop with symbols for the different chapters than can be clicked on.

Website access:



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