



Newbie

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:



Website access:

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 opportunities. 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 serve 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.



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>