

Nordic – Baltic – Russian Academic Network in Agroecology

MASTER COURSE „MARKETING OF ORGANIC PRODUCTS“

Lithuanian University of Agriculture

April 18-22, 2005

AGENDA

Time	Activity	Lecturer (preliminary)
April 18, Monday		
9.30 – 9.45	Opening	Prof. Vida Rutkoviene
9.45 – 10.30	Market of organic products and the environment	Prof. Vida Rutkoviene
10.30 – 11.00	Coffee break	
11.00 – 12.30	Introduction to marketing of organic products	Assoc. prof. Adelė Astromskienė
12.30 – 13.30	Lunch	
13.30 – 14.30	Organic products production and marketing organisations	Prof. Petras Lazauskas
14.30 – 15.00	Coffee break	
15.00 – 16.30	Organic food supply and demand + group work I	Assoc. prof. Adelė Astromskienė Lect. Anželika Raškauskienė
17.40	Departure to “Bernelių užėiga”	
18.00	Ice breaking dinner at “Bernelių užėiga”	
April 19, Tuesday		
9.00 – 10.00	Characteristics of food quality	Lect. Nomedė Sabienė
10.00 – 10.30	Coffee break	
10.30 – 12.00	Organic products quality	Prof. Vida Rutkoviene
12.00 – 13.00	Lunch	
13.00 – 14.00	Organic animal production features	Viktoras Liorančas
14.00 – 14.30	Coffee break	
14.30 – 15.15	Production labelling	?
15.20 – 16.00	Requirements for organic products provision to market	?
April 20, Wednesday		
9.30 – 10.30	Consumer behaviour and use organic of food	Assoc. prof. Aldona – Veronika Kazragytė
10.30 – 11.00	Coffee break	
11.00 – 12.30	Sales, distribution and price of organic products	Assoc. prof. Adelė Astromskienė
12.30 – 13.30	Lunch	
13.30 – 14.30	Sales, distribution and price of organic products (practical task)	Assoc. prof. Adelė Astromskienė
14.30 – 15.00	Coffee break	
15.00 – 16.00	Marketing research	Assoc. prof. Aldona – Veronika

		Kazragytė
April 21, Thursday		
9.00	Departure to the place of group work	Assoc. prof. Adelė Astromskienė
9.30 – 12.30	Group work II	Assoc. prof. Aldona – Veronika Kazragytė
12.30	Departure to LZUU	Lect. Anželika Raškauskienė
13.00 – 14.30	Promotion of organic products – group work III	Assoc. prof. Adelė Astromskienė
14.30 – 15.00	Coffee break	
15.00 – 17.00	Group work IV on the preparation for final presentation (group work I + II + III)	Lect. Anželika Raškauskienė
17.40	Departure to “Bernelių užėiga”	
18.00	Closing evening at “Bernelių užėiga”	
April 22, Friday		
8.30 – 11.00	Group work IV on the preparation for final presentation (group work I + II + III)	Lect. Anželika Raškauskienė
11.10 – 12.30	Presentation of group work + coffee	
12.30 – 12.45	Summing up	Prof. Vida Rutkovicienė
12.45 – 13.45	Lunch	
13.50	Departure to Kaunas Bus terminal	

Homework: prepare an essay and presentation “Supply and demand of organic products in Europe and my home country”

Please use the following materials preparing an essay:

<http://attra.ncat.org/attra-pub/markres.html>

<http://www.foodnavigator.com/news/news-ng.asp?id=58516-eastern-europe-to>

http://ewindows.eu.org/Agriculture/organic/Europe/of_research_table

<http://www.organic-europe.net>

<http://ewindows.eu.org/Agriculture/organic/Europe>

http://www.ifoam.org/orgagri/eastern_europe.html

<http://www.irs.aber.ac.uk/omiard/index.html>

<http://agrifor.ac.uk/browse/cabi/c769c2bd15500dd906102d9be97fdceb.html>

<http://www.organicconsumers.org/organic/china100804.cfm>

<http://www.nfm-online.com/ASP/504/Display-Article>

http://www.usda.am/straus_rep%20feb.doc

www.pro-bio.cz/bioakademie2004/materials/prezentace/b/Otto%20Schmid.pdf

<http://www.fibl.net/aktuell/pm/2005/documents/0222-biolandbau-europa-background.pdf>