



Module 1: Potential for Center of Taste in your Region

Exercise 1: Watch Video Case Study – CENTER OF TASTE – TROIA (ITALY)

The Centro del Gusto (Center of Taste) in the municipality of Troia located in the Monti dauni in southern Italy is a case study at European level, the cornerstone of which was the involvement of all stakeholders, from public institutions to local producers. Watching the video you can understand what were the key actions for its creation.

Watch video:

https://www.youtube.com/watch?v=3MfHR8WtCCE

Record your learning below:



AGATA

Exercise 2: What are your STRENGTHS - WEAKNESSES

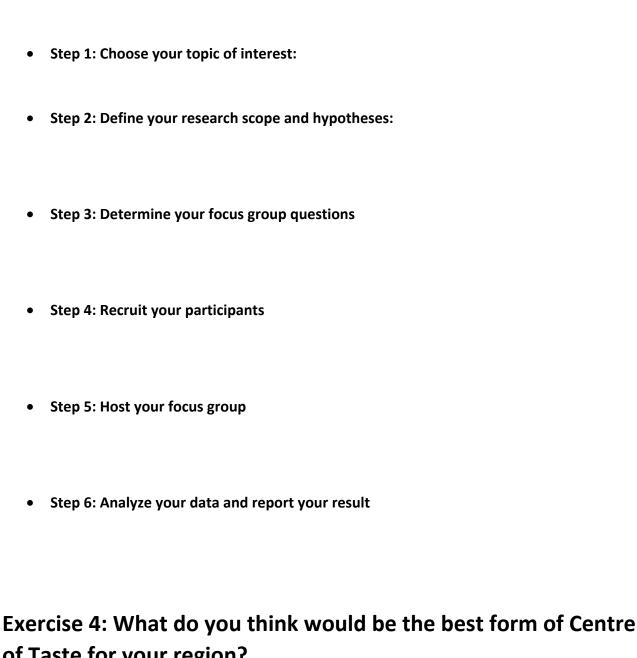
- OPPORTUNITIES - THREATS? Construct your SWOT matrix from the AGATA template provided to you.

STRENGHTS	WEAKNESSES
OPPORTUNITIES	THREATS

Record your learning below:



Exercise 3: Test yourself: try to build your own focus group with possible questions to ask the main stakeholders in your area.



of Taste for your region?

The Center of Taste can be centred on several, obviously linked to the economic and social vocation of the area and the demand expressed by it.

The types a Taste Centre can take on are as follows





* * * * * * *	Co-funded by the Erasmus+ Programme of the European Union
• fo	od and wine promotion
• su	apport for agri-food companies to increase economic exchanges
• ed	ducation in healthy eating (workshops with schools)
• to	urism promotion
	rritorial and cultural promotion (museum) her:
	se 5: Try to create a draft version of Mission and Vision of deal Center of Taste:
Missio	on:
Vision	:





Quizzes:

Chapter 1

1) What are the Key points of a SWOT analysis?

- a) SWOT Analysis helps you to identify your organization's Strengths, Weaknesses, Opportunities, and Threats.
- b) To focus time and money on the most significant and impactful actions and solutions
- c) None of the above
- d) All the above are correct

2) What is the most suitable tool for diagnosing prevalent vocations?

- a) Impact assessment
- b) SWOT analysis
- c) Context analysis Socioeconomic analysis
- d) Cash flow account
- e) None of the above

Chapter 2

- 3) When preparing and conducting a focus group, the questions addressed to participants should be:
- a) impossible to answer "Yes" or "No"
- b) they should always begin with 'why' and 'how'
- c) all the above are correct
- d) none of the above





4) Which of the following statements is an advantage of focus groups?

- a) you get immediate results.
- b) Depth of analysis can be a concern
- c) There is no room for error in the data analysis

Chapter 3

- 5) In an analysis of the demographic and business environment of the reference area, which of the following statements is true?
- a) Preliminary research is not necessary as the results of the questionnaires will provide all the data of the target group
- b) Ask as many questions as possible in order to have as much data available to analyse so as to have results that are closer to reality
- c) Try to propose only short answers such as "yes" or "no" so as not to bore the respondent and to keep the degree of interaction high
- b) Try to propose open questions in order to expand the respondents' thoughts and answers.

6) The Socio - economic Analysis

- a) allow you to identify the strengths and weaknesses of the area in question and to seize its medium- and long-term development opportunities.
- B) is a tool to get an idea of accounting income and expenditure
- C) none of the above





Chapter 4

7) Financial analyses can be divided into five main groups:

- A) Solvability Liquidity Profitability Debt-Servicing Efficiency
- B) Specific Measurable Attainable Relevant Time-Bounded
- C) Mission Vision Strategy Objectives Liquidity

8) Liquidity:

- a) indicates the continued ability of the business to timeously meet all current or short-term debt needed to be paid to run your business from day to day.
- b) indicates the extent to which the assets of a business exceed the liabilities, and thus the ability of the business to meet its liabilities should the activities of the business be terminated
- c) is calculated by expressing the Net Farm Income (NFI) as a percentage of the total capital employed in the farming business during a financial period.

Chapter 5

9) The Mission is:

- A) an action statement to realise the vision.
- B) an action statement to realise the long-term strategy.
- C) an action statement to realise the SWOT analysis.
- D) None of the above

10) Strategies are:

- a) long term implementation plans to achieve the goals and objectives
- b) short term implementation plans to achieve the goals and objectives
- c) implementation plans to achieve the mission and vision
- d) all above are right





CORRECT ANSWERS:

1) D

2) C

3) c

4) A

5) B

6) A

7) A

8) A

9) A

10) A