

# EDUCATIONAL ITINERARIES



AgriXPlainer

## Description of the activity

- **The Educational Itineraries** method involves creating structured learning journeys that guide farmers and consumers through various aspects of sustainable food production and consumption. These itineraries can include visits to sustainable farms, workshops, interactive sessions, and hands-on activities, providing a comprehensive and immersive learning experience.

## Easy operations to be replicated

- **Farm Visits:** Organize tours of sustainable farms where participants can see best practices in action.
- **Workshops:** Conduct workshops at different points along the itinerary to cover topics such as organic farming, soil health, water conservation, and sustainable pest management.
- **Interactive Sessions:** Include interactive activities like planting sessions, harvesting, and food preparation to engage participants practically.
- **Educational Signage:** Install informative signs and interactive displays at each stop of the itinerary to provide educational content.
- **Local Market Visits:** Incorporate visits to local farmers' markets to understand market dynamics and the importance of local and sustainable sourcing.

## Expected outcomes

Purpose	Added value	Target Audience
To educate farmers and consumers about sustainable food practices, enhancing their understanding and ability to implement these practices.	Increased knowledge about sustainability, improved agricultural practices, heightened consumer awareness, and demand for sustainable products.	Farmers, consumers, students, educators, local community members, and policymakers.

## Type of experts to be involved

- Sustainable Agriculture Experts
- Environmental Scientists
- Educators and Trainers
- Nutritionists
- Market Analysts
- Local Farmers and Producers

## Requirements

Geographical requirements	Type of products	Legal requirements
Areas with accessible sustainable farms, community centers, and local markets. Proximity to educational institutions can be beneficial.	Organic and locally grown produce, environmentally-friendly products, sustainably produced goods.	Compliance with local and international food safety regulations, organic certification standards, and educational program guidelines.

## Tips & tricks/successful case study

- **Collaborate with Local Stakeholders:** Work with local farmers, markets, schools, and community organizations to enhance the itinerary’s relevance and reach.
- **Use Multi-Sensory Learning:** Engage participants through taste, touch, sight, and smell to make the educational experience more memorable.
- **Provide Take-Home Materials:** Distribute educational materials such as brochures, booklets, and digital resources for participants to review and share.
- **Gather Feedback:** Continuously collect feedback from participants to improve the program and address any gaps or challenges.

- **Promote Community Involvement:** Encourage local communities to participate in and support the educational itineraries, fostering a collective effort toward sustainability.

**Successful Case Study:** A project in France implemented educational itineraries to teach sustainable agriculture practices. The itinerary included visits to organic farms, workshops on composting and crop rotation, and sessions with local chefs demonstrating cooking with sustainable ingredients. The initiative was well-received, leading to increased adoption of sustainable practices among farmers and heightened awareness among consumers. The project was supported by local government and educational institutions, which helped in expanding its reach and impact. As a result, there was a significant boost in the local organic food market, benefiting both producers and consumers.

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