

EDUCATIONAL MARKETING FOR SCHOOLS



AgriXPlainer

Description of the activity

- Implementing educational marketing strategies targeted at schools can effectively increase awareness and appreciation of the agri-food products among students, teachers, and parents.
- This involves creating engaging and informative content that aligns with school curriculums and promotes healthy eating habits, sustainability, and the importance of agriculture.
- Collaborating with educators and school administrators can help to develop programs and materials that resonate with the educational community.

Easy operations to be replicated

1. **Identify educational objectives:** Determine the key learning goals for your marketing efforts, such as teaching students about nutrition, sustainable farming practices, and the journey of food from farm to table.
2. **Develop educational materials:** Create a variety of educational content, including lesson plans, interactive activities, videos, and informational brochures that are tailored to different age groups and educational levels.
3. **Collaborate with schools:** Partner with local schools to integrate your materials into their curriculums. Work with teachers to customize the content to meet their specific needs and standards.
4. **Organize school visits:** Arrange visits to your agri-food facilities for students and teachers. Provide hands-on experiences, such as farm tours, e.g. planting activities, and cooking demonstrations, to make learning about agriculture engaging and memorable.
5. **Host workshops and webinars:** Offer workshops and webinars for teachers and students to provide deeper insights into topics like sustainable farming, nutrition, and food safety. Use these sessions to highlight the benefits and values of your products.
6. **Collect feedback:** Gather feedback from educators and students to assess the effectiveness of your educational materials and activities. Use this feedback to continuously improve and adapt your marketing strategy.

Expected outcomes

Purpose	Added value	Target Audience
Increase awareness and understanding of agri-food products and practices among students, teachers, and parents through educational marketing.	Foster a positive perception of your brand, promote healthy eating habits, and inspire future generations to appreciate and support sustainable agriculture.	Students, teachers, school administrators, and parents interested in educational content related to agriculture, nutrition, and sustainability.

Type of experts to be involved

- Educational consultants
- Curriculum developers
- Content creators (writers, videographers, designers)

Requirements

Geographical requirements	Type of products	Legal requirements
Start with local schools to build community relationships, then expand to regional and national levels to broaden your reach.	Ensure the educational content is age-appropriate, engaging, and aligns with school curriculums and educational standards.	Establish clear agreements with schools regarding the use of your materials and the organization of visits and workshops.

Tips & tricks/successful case study

1. **Engage students actively:** Use interactive and hands-on activities to make learning about agriculture and nutrition fun and memorable.
2. **Align with curriculums:** Work closely with educators to ensure your materials complement existing curriculums and meet educational standards.
3. **Leverage technology:** Incorporate multimedia elements such as videos, virtual tours, interactive applications and online activities to enhance engagement.

4. **Promote healthy eating/nutrition:** Emphasize the importance of healthy eating habits and how your products contribute to a balanced diet.
 5. **Build long-term relationships:** Establish ongoing partnerships with schools to regularly update and expand your educational programs, keeping your brand consistently present in the educational community.
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Co-funded by
the European Union