

Curriculum for Vocational Schools: “Valorisation of Traditional Landraces with Focus on Market Access, Communication, and Rural Tourism”

This curriculum is designed to equip students with the knowledge and skills necessary to valorise traditional landraces, ensuring their sustainable use while promoting rural economic development through market access, communication strategies, and rural tourism. The program is composed of five modules that build on each other but also can be used individually. The first module is focusing on the foundational understanding of traditional landraces, their importance, and the challenges associated with their conservation and valorisation.

Module 1: Introduction to Traditional Landraces and Agrobiodiversity

Module 2: Communication and Market Access (part 1 & part 2)

Module 3: Rural Tourism and Gastronomy of Experiences

Module 4: Fostering Local Landraces – Tools and Activities

Module 5: Success Factors









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Module 1: Introduction to traditional landraces and agrobiodiversity

This first module sets the stage for the subsequent modules, which will delve deeper into market access strategies, communication techniques, and the integration of traditional landraces into rural tourism initiatives. To provide students with a foundational understanding of traditional landraces, their role in maintaining agrobiodiversity, and their potential for rural economic revitalization.

1.1 Introduction

1.1.1 Introduction to Traditional Landraces

- Definition and characteristics of traditional landraces (e.g., genetic diversity, local adaptation, cultural significance).
- Examples of traditional crop varieties and livestock breeds in Europe and their unique traits (e.g., flavours, production traits, cultural heritage).

1.1.2 Importance of Agrobiodiversity

- The role of traditional landraces in maintaining genetic diversity and ecosystem resilience.
- Contribution to agricultural stability and adaptability in the face of climate change and global challenges.
- Ecosystem services provided by traditional landraces (e.g., landscape management, biodiversity conservation).

1.1.3 Threats to Traditional Landraces

- Decline of traditional landraces due to global trends, intensive farming practices, and the introduction of high-yielding varieties
- Social, economic, and environmental factors contributing to the loss of genetic diversity.

1.1.4 Valorisation as a Conservation Strategy

- The concept of valorisation: adding value to traditional landraces through sustainable use and marketing.
- On-farm conservation and its connection to cultural heritage, local traditions, and regional identity.
- Examples of successful valorisation efforts (e.g., heritage breeds marketed as regional specialties, products with unique flavors commanding premium prices).

1.1.5 Linking Landraces to Rural Development

- The potential of traditional landraces to revitalize rural economies through short supply chains, food tourism, and gastronomy.

- Strengthening regional branding and identity through the use of traditional landraces in tourism marketing.
- The role of community-based initiatives in promoting local breeds and varieties.

1.2 Learning Activities

1.2.1 Discussion and Collaborative Projects

- Lectures and Presentations: Provide theoretical knowledge on traditional landraces, agrobiodiversity, and valorisation strategies.
- Case Studies: Analyse real-world examples of successful valorisation projects (e.g., regional food products, tourism initiatives).
- Group Discussions: Encourage students to explore the cultural and economic significance of traditional landraces in their own regions.
- Field Visits: Visit local farms or rural communities that cultivate traditional landraces to observe their practices and challenges.

1.2.2 Practical Activities

- Identify and document traditional landraces in the local region, including their unique traits and cultural significance.
- Develop a short presentation on the potential uses of a specific traditional landrace in rural tourism or gastronomy.
- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for the conservation and valorisation of a selected landrace.

1.3 Expected Outcomes

By the end of this module, students will be able to:

- Define traditional landraces and explain their importance in maintaining agrobiodiversity.
- Understand the threats to traditional landraces and the consequences of their decline.
- Recognize the cultural, ecological, and economic value of traditional landraces.
- Identify the role of sustainable valorisation in preserving genetic resources and promoting rural development.



Module 2: Communication and Market Access (part 1)

This module lays the groundwork for exploring advanced communication techniques and market access strategies in subsequent lessons. This module focuses on practical tools and strategies for valorising traditional landraces through branding, labelling, and market access. Students will explore real-world examples of successful initiatives and learn how to apply these strategies to promote traditional landraces in rural tourism and local economies.

2.1 Branding and Labelling for Traditional Landraces

2.1.1 The Importance of Branding and Labelling

- How branding and labelling enhance the value of traditional landrace products.
- The role of quality marks and certifications in building consumer trust and securing markets.
- Branding as a tool to preserve biocultural heritage and strengthen rural identity.

2.1.2 Case Study: Territorial Brand "Bohinjsko/From Bohinj"

- Overview of the "Bohinjsko/From Bohinj" regional brand in Slovenia.
- Certification process and quality assurance for products, services, and experiences.
- Integration of local traditions, gastronomy, and tourism into the branding strategy.
- Examples of products under the brand, such as Bohinj "Trdinka" corn and Cika cattle products.

2.1.3 Case Study: Territorial Brand "Soča Valley Finest"

- Overview of the "Soča Valley Finest" brand and its connection to the "Bohinjsko" collective brand.
- Certification system and support for local producers, including visual design, packaging, and marketing.
- Examples of innovative products, such as Soča trout spread and Tolmin cottage cheese.
- The role of the Planika Dairy and its use of Cika cattle milk in preserving biodiversity and supporting local farmers.

2.1.4 Labelling and Certification Systems

- Overview of EU geographical indication and quality schemes (e.g., PDO, PGI).
- The role of geographical indications in emphasizing the unique characteristics of products tied to specific regions.

- Examples of GI-labelled products, such as Kalamata olive oil (PDO) and Westfälischer Knochenschinken (PGI).

2.1.5 Local and Regional Branding Initiatives

- Labelling initiatives in S. Pedro do Sul, Portugal, to promote local and seasonal products.
- The Middle-Rhine Cherries brand in Germany and its integration of cherry cultivation into tourism.
- The role of storytelling and cultural narratives in branding efforts.

2.2 Learning Activities

2.2.1 Discussion and Collaborative Projects

- Lectures: Provide theoretical knowledge on branding, labelling, and market access.
- Case Studies: Analyse real-world examples to illustrate best practices and challenges.
- Workshops: Facilitate hands-on activities to develop practical skills in branding and labelling.
- Group Discussions: Encourage students to share ideas and collaborate on projects.

2.2.2 Practical Activities

- Branding Workshop: Students will design a branding strategy for a hypothetical traditional landrace product, incorporating elements such as quality marks, storytelling, and visual identity.
- Case Study Analysis: Students will analyse the branding strategies of “Bohinjsko/From Bohinj” and “Soča Valley Finest” to identify best practices and lessons learned.
- Labelling Simulation: Students will simulate the process of creating a labelling system for a traditional landrace product.

2.3 Expected Outcomes

By the end of this part of the module, students will:

- Understand the importance of branding and labelling in valorising traditional landraces.
- Analyse successful branding initiatives and their impact on rural economies and biodiversity conservation.
- Develop practical skills in creating branding and labelling strategies for traditional landrace products.



Module 2: Communication and Market Access (part 2)

This part of the module focuses on the role of cultural heritage, storytelling, and local identity in promoting traditional landraces. Students will learn how to use cultural narratives and historical context to create compelling communication strategies that foster consumer loyalty, enhance market access, and support rural tourism.

3.1 Bio-Cultural Heritage, Storytelling and Local Identity

3.1.1 The Role of Bio-Cultural Heritage in Branding

- Definition and significance of bio-cultural heritage in rural communities.
- How traditional landraces reflect local history, culture, and identity.
- The connection between bio-cultural heritage and sustainable rural development.

3.1.2 Storytelling as a Communication Tool

- The power of storytelling in evoking emotions and fostering brand loyalty.
- How storytelling connects consumers to cultural narratives and historical context.
- Examples of successful storytelling in promoting traditional landraces.

3.1.3 Case Study: The 'Tepka' Pear Variety in Zasip

- The historical and cultural significance of the Tepka pear variety in the village of Zasip, Slovenia.
- The role of local traditions, such as the production of dried pear flour (“Prga”) and pear schnapps (“Tepkovec”), in preserving the Tepka pear.
- The contributions of individuals like Bojana Pipan and the Trglav farm in promoting the Tepka pear through storytelling and culinary innovation.

3.1.4 Case Study: S. Pedro do Sul – Beans Capital of Portugal

- The cultural and genetic heritage of about 25 bean varieties in the S. Pedro do Sul region.
- The role of women in preserving bean varieties and the municipality’s efforts to support local producers.
- The annual beans festival and its impact on promoting local identity and market access.

3.1.5 Market Access Strategies

- To understand the importance of different market access strategies for traditional landraces, and how these elements can strengthen rural identity and economy.

- Direct Selling: Opportunities for face-to-face communication at farm shops, farmers' markets, and food fairs. The importance of direct selling (e.g., farmer markets, fairs, festivals) in communicating the history and quality of traditional landrace products.
- Examples of successful direct selling initiatives, such as the Nature Market in Upper Lusatia and the Frika Festival in the Soča Valley.
- The role of gastronomy and tourism in enhancing the consumer experience and local identity. Cooperation with Gastronomy: Partnering with restaurants and chefs to showcase traditional landrace products in culinary experiences.
- Short Supply Chains: Strengthening connections between producers and consumers to ensure transparency and trust.

3.2 Learning Activities

3.2.1 Discussion and Collaborative Projects

- Lectures: Provide theoretical knowledge on bio-cultural heritage, storytelling, and local identity.
- Case Studies: Analyse real-world examples to illustrate challenges.
- Workshops: Facilitate hands-on activities to develop practical skills in storytelling and direct selling.
- Group Discussions: Encourage students to share ideas and collaborate on projects.

3.2.2 Practical Activities

- Storytelling Workshop: Students will create a story for a traditional landrace product, emphasizing its cultural and historical significance.
- Case Study Analysis: Students will analyse the Tepka pear and S. Pedro do Sul bean initiatives to identify best practices in preserving bio-cultural heritage and promoting local identity.
- Direct Selling Simulation: Students will simulate a direct selling event for a traditional landrace product, incorporating storytelling and local identity into their presentation.

3.3 Expected Outcomes

By the end of this part of the module, students will:

- Understand the importance of bio-cultural heritage and storytelling in branding and communication.
- Analyse successful initiatives that integrate cultural narratives and local identity into market access strategies.
- Develop practical skills in storytelling, direct selling, and promoting traditional landraces through rural tourism.



Module 3: Rural Tourism and Gastronomy of Experiences

This module explores the synergies between the conservation and valorisation of traditional landraces and the development of regenerative rural food tourism. It emphasizes how local gastronomy, food festivals, and community-based tourism can serve as tools for market access and cultural preservation. Students will learn how to integrate traditional landraces into rural tourism strategies, focusing on creating authentic experiences for visitors while promoting local entrepreneurship and sustainable development.

4.1 Rural Tourism and Gastronomy of Experiences

4.1.1 The Role of Rural Tourism in Valorising Traditional Landraces

Synergies Between Conservation and Tourism

- How rural tourism supports the conservation of traditional landraces.
- The concept of "taste of place" as a way to connect visitors with local heritage.
- The importance of food biodiversity in creating unique gastronomic experiences.

Market Access Through Tourism

- Local farmer markets, fairs, and food festivals as platforms for promoting traditional landraces.
- Engaging both tourists and local communities in the valorisation process.

Cultural Identity and Gastronomy

- How traditional landraces contribute to the authenticity of local cuisines.
- Differentiating local gastronomy through unique, lesser-known varieties.

4.1.2 Tools and Best Practices from Rural Gastronomy

Case Studies of Restaurants and Initiatives:

- **Restaurant Sunrose 7 (Slovenia)**: Revitalizing indigenous corn varieties and local cheese through collaboration with tourism organizations.
- **Hiša Linhart (Slovenia)**: Combining traditional recipes with modern culinary techniques to preserve food heritage.
- **Os Amigos de Covas do Monte (Portugal)**: Offering traditional goat meat dishes and promoting local breeds.
- **Pet Bunara (Croatia)**: Using seasonal, locally-grown ingredients to create sustainable and authentic culinary experiences.

4.1.3 Designing Authentic Rural Tourism Experiences

Interactive Experiences with Traditional Food Processing:

- **Rye Harvesting in Covas do Monte (Portugal)**: Engaging tourists in traditional harvesting techniques.
- **Wine Harvesting and Olive Picking in Briševo (Croatia)**: Offering hands-on experiences in grape smashing and olive picking.
- **Truffle Hunting in Istria (Croatia)**: Combining nature exploration with culinary traditions.

Festivals and Events:

- **International Wild Flower Festival (Slovenia)**: Integrating biodiversity and gastronomy into sustainable tourism.
- How festivals can serve as platforms for promoting traditional landraces and local culture.

Community-Based Tourism:

- Encouraging interaction between tourists and local residents.
- Promoting local entrepreneurship through food tourism.

4.2 Learning Activities

4.2.1 Discussion and Collaborative Projects

- Lectures: Provide theoretical knowledge on bio-cultural heritage, storytelling, and local identity.
- Case Studies: Analyse real-world examples to illustrate best practices and challenges.
- Workshops: Facilitate hands-on activities to develop practical skills in storytelling and direct selling.
- Group Discussions: Encourage students to share ideas and collaborate on projects.

4.2.2 Practical Activities

- Field Visit: Organize a visit to a local restaurant or farm that integrates traditional landraces into its offerings. Observe and document how they market their products and create authentic experiences.
- Case Study Analysis: Analyse one of the provided case studies (e.g., Sunrose 7 or Pet Bunara). Identify key strategies used to valorise traditional landraces and attract tourists.

- Project Work: Design a rural tourism experience that incorporates traditional landraces. Include elements such as food tasting, interactive activities, and cultural storytelling.
- Menu Development Exercise: Create a sample menu for a restaurant that highlights local landraces. Include descriptions that emphasize the cultural and historical significance of each dish.

4.3 Expected Outcomes

By the end of this module, students will be able to:

- Understand the role of traditional landraces in rural tourism and gastronomy.
- Identify opportunities for market access through local food festivals, farmer markets, and community-based tourism.
- Develop strategies to integrate traditional landraces into rural tourism experiences.
- Analyse case studies of successful rural tourism initiatives that valorise traditional landraces.
- Design tourism and gastronomy experiences that promote local cultural identity and biodiversity.



Module 4: Fostering Local Landraces – Tools and Activities

This module focuses on the tools, activities, and public funding mechanisms that support the preservation and valorisation of traditional landraces. Students will explore practical examples of projects that promote sustainable use, biodiversity conservation, and economic development through traditional crop varieties and livestock breeds. The module also highlights the role of public funding and community-based initiatives in fostering awareness and sustainable practices.

5.1 Fostering Local Landraces – Tools and activities

5.1.1 Preservation tools and Experiences from Practice

Testing of Old Grain Varieties (e.g., Champagne Rye)

- Example: The German biosphere reserve in Upper Lusatia coordinates testing of ancient grain varieties like millet, emmer wheat, and champagne rye.
- Focus: Climate resilience, agricultural diversity, and regional value chains.
- Outcome: Development of a short value chain involving farmers, mills, bakeries, and breweries, with successful products like champagne rye.

Preservation of Saxon Chicken

- Example: Upper Lusatia biosphere reserve collaborates with Schubert poultry farm to preserve the Saxon chicken breed.
- Focus: Increasing population numbers and marketing meat and eggs locally.
- Outcome: Population increased from 680 in 2016 to over 1,000 in 2025, with strong local market acceptance.

Preservation of Red Mountain Cattle

- Example: Upper Lusatia biosphere reserve supports the Red Mountain Cattle breed.
- Focus: Increasing population, marketing meat and sausage, and using cattle for land care grazing.
- Outcome: Population increased from 4 in 2013 to 60 in 2025, with plans for a local slaughterhouse.

Preservation of Drežniška Goat

- Example: Triglav National Park supports the Drežniška Goat, an autochthonous Slovenian breed.
- Focus: Milk, dairy products, and meat production, as well as community identity and biodiversity preservation.

- Outcome: Stable population of 880–900 goats, with continued sustainable farming practices.

5.1.2 Public funding for Traditional Landraces

LEADER Region "Bura" (Croatia)

- Funding program for agricultural production and processing that prioritizes traditional landraces.
- Farmers can receive €5,000–€30,000 for projects involving traditional varieties or breeds.
- Example: A farmer with 350 Croatian autochthonous goats receives funding for land care and meat production.

Portuguese Support for Native Breeds

- Financial support for the birth of native cattle breeds like Arouquesa.
- Focus: Encouraging sustainable livestock farming and biodiversity conservation.

Free Distribution of Traditional Crops

- Example: Croatian LEADER Region "Bura" distributes traditional green olive trees and fig tree varieties for free.
- Focus: Increasing local crop diversity and engaging local communities through "godfather-ship" programs.

5.2 Learning Activities

5.2.1 Discussion and Collaborative Projects

- Lectures: Provide theoretical knowledge on bio-cultural heritage, storytelling, and local identity.
- Case Studies: Analyse real-world examples to illustrate best practices and challenges.
- Workshops: Facilitate hands-on activities to develop practical skills in storytelling and direct selling.
- Group Discussions: Encourage students to share ideas and collaborate on projects.

5.2.2 Practical Activities

- Case Study Analysis: Analyse one of the provided examples (e.g., Champagne Rye or Saxon Chicken). Identify the key tools and strategies used to preserve and valorise the landrace. Discuss the economic, environmental, and cultural impacts of the project.

- Field Visit or Virtual Tour: Visit a local farm, biosphere reserve, or project that focuses on traditional landraces. Observe the tools and activities used to preserve and market traditional varieties or breeds. Document the challenges and successes of the initiative.
- Project Proposal Development: Design a project to preserve and valorise a traditional landrace in your region. Include elements such as funding sources, community involvement, and marketing strategies.
- Role-Playing Activity: Students take on roles as farmers, policymakers, and community members to simulate the process of applying for public funding for a traditional landrace project. Discuss the criteria for funding and how to align projects with funding priorities.

5.3 Expected Outcomes

By the end of this module, students will be able to:

- Understand the importance of fostering traditional landraces for biodiversity, cultural heritage, and sustainable agriculture.
- Identify tools and activities that support the preservation and valorisation of traditional landraces.
- Analyse case studies of successful projects that integrate traditional landraces into local economies.
- Recognize the role of public funding and policy in supporting traditional landraces.
- Develop strategies to implement similar initiatives in their own regions.



Module 5: Success Factors

This final module focuses on the critical success factors for the valorisation of traditional landraces. It emphasizes the importance of a shared vision, cooperation, communication, networking, and coordination among stakeholders. Students will learn how to foster collaboration, build strong local networks, and create a unified identity to support sustainable rural development and the preservation of cultural and natural heritage.

6.1 Success Factors

6.1.1 A Common Vision and Mindset

The Power of a Shared Vision

- Importance of defining a clear, common goal for the community.
- How a shared vision unites stakeholders around a single story and identity.
- Examples of how communities have successfully aligned their efforts to preserve landscapes, cultural identity, and local entrepreneurship.

Building a Common Mindset

- Encouraging collaboration and shared responsibility among stakeholders.
- The concept of "the power of one with the competence of many."

6.1.2 Cooperation as a Key Success Factor

The Role of Cooperation in Valorisation

- How local farmers, millers, bakers, brewers, restaurateurs, and retailers can work together to create a strong value chain.
- Examples of successful cooperation in rural communities, such as joint marketing efforts and knowledge exchange.

Integration of Nature, Tourism, and Farming

- The importance of aligning conservation efforts with tourism and farming activities.
- Case studies of communities that have successfully integrated these sectors to preserve landscapes and promote traditional landraces.

6.1.3 Communication and Networking

The Importance of Storytelling

- How to communicate the value of traditional landraces through compelling stories.

- Creating a narrative that highlights the benefits for nature, local identity, and cultural heritage.

Building Networks

- Strategies for connecting with stakeholders and fostering collaboration.
- How networking can create opportunities for positive experiences for both locals and visitors.

Promoting High-Quality Local Products

- Using communication and networking to enhance the visibility and marketability of traditional landraces.

6.1.4 Coordination and Leadership

The Role of Coordinators

- Why strong leadership is essential for integrating diverse actors into a unified vision.
- Examples of organizations that act as connectors, such as biosphere reserves, municipalities, and LEADER local action groups.

Maintaining Personal Contacts

- The importance of building and maintaining strong relationships within the community.
- How personal connections contribute to a resilient and cohesive rural community.

Building Bridges Between Sectors

- Strategies for fostering collaboration between nature conservation, tourism, and farming.

6.2 Learning Activities

6.2.1 Discussion and Collaborative Projects

- Lectures: Provide theoretical knowledge on bio-cultural heritage, storytelling, and local identity.
- Case Studies: Analyse real-world examples to illustrate best practices and challenges.
- Workshops: Facilitate hands-on activities to develop practical skills in storytelling and direct selling.
- Group Discussions: Encourage students to share ideas and collaborate on projects.



6.2.2 Practical Activities

- Vision Development Workshop: Students work in groups to create a shared vision for a hypothetical rural community. Define goals for preserving traditional landraces, promoting local entrepreneurship, and fostering cultural identity.
- Cooperation Simulation: Role-playing activity where students take on the roles of farmers, restaurateurs, retailers, and conservationists. Simulate the process of building a cooperative value chain for a traditional landrace product.
- Storytelling Exercise: Develop a narrative to promote a traditional landrace, focusing on its cultural, environmental, and economic benefits. Present the story to the class as a marketing pitch.
- Networking and Communication Plan: Create a plan to connect stakeholders in a rural community. Include strategies for communication, collaboration, and promoting local products.
- Coordination Role-Play: Students act as coordinators, integrating diverse stakeholders into a unified project. Practice resolving conflicts and aligning goals among different sectors.

6.3 Expected Outcomes

By the end of this module, students will be able to:

- Understand the importance of a common vision and mindset in fostering local landraces.
- Recognize the role of cooperation among stakeholders in creating a strong local economy.
- Develop effective communication and networking strategies to promote traditional landraces.
- Identify the role of coordination and leadership in integrating diverse actors into a unified vision.
- Apply these success factors to real-world scenarios to support sustainable rural development.