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# 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:



**Exercise 2: What are your STRENGTHS - WEAKNESSES  
- OPPORTUNITIES - THREATS? Construct your SWOT matrix from  
the AGATA template provided to you.**

STRENGTHS	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.**

- **Step 1: Choose your topic of interest:**
- **Step 2: Define your research scope and hypotheses:**
- **Step 3: Determine your focus group questions**
- **Step 4: Recruit your participants**
- **Step 5: Host your focus group**
- **Step 6: Analyze your data and report your result**

## **Exercise 4: What do you think would be the best form of Centre 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



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- food and wine promotion
- support for agri-food companies to increase economic exchanges
- education in healthy eating (workshops with schools)
- tourism promotion
- territorial and cultural promotion (museum)
- other:

## **Exercise 5: Try to create a draft version of Mission and Vision of your ideal Center of Taste:**

**Mission:**

**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



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## **CORRECT ANSWERS:**

- 1) D**
- 2) C**
- 3) c**
- 4) A**
- 5) B**
- 6) A**
- 7) A**
- 8) A**
- 9) A**
- 10) A**