



MULTIFUNCTIONALITY IN FARMING

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MILESTONE 4, Multifunctionality Consultant professional figure

Work Package 2, Activity 2.1

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MULTIFUNCTIONALITY TECHNICIAN IN AGRICULTURE SKILLS AND COMPETENCES

PROFESSIONAL FIGURE SKILLS AND COMPETENCES	
<i>Qualification name</i>	MULTIFUNCTIONALITY CONSULTANT IN AGRICULTURE
<i>EQF</i>	5
<i>Professional sector</i>	Agriculture
<i>Activity area</i>	NACE Code: A.01 - Crop and animal production, hunting, and related service activities
<i>Process</i>	Consultancy for diversifying income and improve sustainability in Agricultural sector
<i>Process sequence</i>	Consultancy to support farms in producing diversified, high-quality products, diversifying income through differentiated services, and promoting modern business practices and financial support.
<i>Qualification description</i>	<p>The Multifunctionality Technician (MT) in Agriculture supports farms in diversifying their operations to include multiple income-generating activities beyond traditional agriculture. These activities enhance farm sustainability and resilience, both economically and environmentally. The MT is skilled in advising on production of high-quality agricultural goods (e.g., organic, PDO/PGI certified products), developing and promoting farm-based services (e.g., agritourism, social services, carbon sequestration), and guiding farmers through marketing strategies and financial support opportunities.</p> <p>The MT focuses on aligning farm operations with sustainable practices, helping farmers engage with new market trends, meet environmental goals, and secure funding for growth and innovation. They are also proficient in building new business models and business plans to improve the economic performance of rural businesses.</p>
<i>ISCO and ESCO Reference</i>	ISCO-08 Code: 2132 Farming, forestry and fisheries advisers Farming, forestry and fisheries advisers study and provide assistance and advice on farm, forestry and fisheries management, including cultivation, fertilization, harvesting, soil erosion and composition, disease prevention, nutrition, crop rotation and marketing. They develop techniques for increasing productivity, and study and develop plans and policies for land and fisheries management.
<i>Transversal skills</i>	Digital Mindset, Green Mindset, Entrepreneurial Mindset, Resilient Mindset, Networking
TASKS/UNITS OF COMPETENCES	
<ol style="list-style-type: none"> 1. Basis of Rural Multifunctionality 2. Production of Multifunctional Farm Products 3. Management of Multifunctional Farm Services 4. Promotion and Consultancy 	

UNIT OF COMPETENCES DETAILS	
<i>Unit name</i>	Basis of rural multifunctionality
<i>EQF</i>	3
<i>Learning outcome</i>	The Multifunctionality Technician (MT) is capable of supporting farmers and rural enterprises by analyzing their current activities, identifying opportunities to enhance their income through multifunctional practices, and expanding their activities. The MT is proficient in understanding digital and sustainable principles, ensuring a green and digital transformation in line with current trends. The MT can guide farmers toward integrating new revenue streams like renewable energy, eco-tourism, and niche product development.
<i>Object of observation</i>	Farm analysis and identification of improvement opportunities
<i>Indicators</i>	Identification of strengths and weaknesses of specific rural businesses; collection and interpretation of data for multifunctional expansion; evaluation of local agrifood trends and sustainable practices; integration of digital tools for operational efficiency; and exploration of renewable energy options to enhance productivity and sustainability.
<i>Abilities</i>	<ul style="list-style-type: none"> ● Knowledge of rural business management principles, focusing on production, distribution, and financial sustainability. ● Understanding of the importance of local food systems and agrifood products within rural enterprises, including how to leverage regional specialities like PDO/PGI products. ● Familiarity with emerging agricultural trends, such as organic farming and precision agriculture, and how these can be applied to improve farm productivity and sustainability. ● Knowledge of basic digital tools and their applications in improving operational efficiency, marketing, and collaboration within rural businesses. ● Awareness of digital transformation trends in agriculture, such as precision farming, online marketing tools, and the use of cloud-based systems for business management.
<i>Knowledge</i>	<ol style="list-style-type: none"> 1. Multifunctionality Concepts: <ul style="list-style-type: none"> ○ Deepening: Increasing value by improving product quality, such as through organic farming, high-quality labels, or direct sales initiatives. The MT should understand the basic steps needed to shift toward high-value agricultural goods. ○ Broadening: Expanding income streams by introducing new activities like agro-tourism, social services (e.g., community gardens, therapy farms), and fiber crop cultivation for non-food uses. ○ Regrounding: Redefining farm practices through better resource management, integrating renewable energy, and reducing costs by optimizing internal capacities. 2. Agricultural Business Management: <ul style="list-style-type: none"> ○ Basic knowledge of agricultural management principles focusing on production efficiency, cost control, and sustainability. ○ Familiarity with financial planning tools and business strategies that support multifunctional farming. 3. Emerging Trends in Agriculture: <ul style="list-style-type: none"> ○ Awareness of new developments in sustainable agriculture, such as regenerative agriculture and carbon farming, and how they fit into the rural landscape. ○ Insight into how bioenergy technologies (e.g., biogas, biomass)

	<p>interact with agricultural land use and productivity.</p> <ul style="list-style-type: none">○ Familiarity with digital transformation trends in agriculture, such as precision farming and digital marketplaces, and the growing use of e-commerce platforms for selling rural products.
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UNIT OF COMPETENCES DETAILS	
<i>Unit name</i>	Production of Multifunctional Farm Products
<i>EQF</i>	5
<i>Learning outcome</i>	The MT knows how to analyze the production of a rural SME, its activities and related income. The MT is able to support farmers in the identification and adoption of alternative energy sources (crops, biogas, solar, wind), in the transition to organic farming and in the production of typical local goods. He/she can provide indications on the best digital tools to improve the rural business. Consequently, he/she is equipped with tools to innovate and expand the farmer's offer and income
<i>Object of observation</i>	Analysis of the production of rural SMEs, valorisation of products and introduction of sustainable practices
<i>Indicators</i>	Consultancy and guidance of agricultural certification processes; guidance on compliance with relevant regulations; Consultancy of renewable energy solutions for farms; and implementation of sustainable farming practices to improve productivity and environmental impact.
<i>Abilities</i>	<ul style="list-style-type: none"> ● Ability to guide farms through the organic certification process, ensuring compliance with national and EU regulations for organic production. ● Knowledge of the specific documentation and steps required for certifying products as organic, including the management of soil, pesticides, and fertilizers in line with organic standards. ● Understanding of the steps required for PDO/PGI certification for regional products, including how to meet quality standards for products like wines, cheeses, or olive oil. ● Ability to support farms in documenting, applying for, and maintaining high-quality product certifications, ensuring that production processes align with the required standards for certified regional specialties. ● Ability to evaluate farms production systems and identify the most suitable renewable energy solutions, aligning energy generation with the farm's specific operations and resource availability (e.g. biogas production from manure or farm waste). ● Ability to assess the suitability of industrial crops based on soil, climate, and farm resources, integrating them into existing farm systems without compromising food production.
<i>Knowledge</i>	<ol style="list-style-type: none"> 1. Organic Farming and Certification: <ul style="list-style-type: none"> ○ Knowledge of the principles and regulations governing organic farming, including soil health management, pest control, and the prohibition of synthetic fertilizers and pesticides. ○ Familiarity with the certification process for organic products, including the steps required to transition from conventional to organic farming, and the documentation needed for compliance with EU organic standards. 2. PDO/PGI Certification for Regional Specialties: <ul style="list-style-type: none"> ○ Understanding of the regulations and quality standards for PDO/PGI certification in regional specialties, such as cheeses, wines, or olive oils, and the steps farms must follow to obtain these certifications. ○ Awareness of the certification bodies responsible for granting PDO/PGI labels and the documentation required to prove compliance with the standards. 3. Industrial crops

	<ul style="list-style-type: none">○ Understanding of industrial crops (e.g., hemp, flax, sunflower, rapeseed, miscanthus) and their uses in energy, textiles, bioplastics, biofuels, and construction materials.○ Familiarity with the agronomic requirements and environmental impacts of industrial crop cultivation. <p>4. Renewable Energy Systems for Agriculture:</p> <ul style="list-style-type: none">○ Basic knowledge of renewable energy technologies (e.g., biogas production, solar energy) and their applications on farms, focusing on how these systems can contribute to farm productivity and energy independence.○ Understanding of the regulatory environment for renewable energy projects in rural settings and the available government incentives or subsidies that can help finance energy production on farms.
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UNIT OF COMPETENCES DETAILS	
<i>Unit name</i>	Multifunctional Farms' Services
<i>EQF</i>	4
<i>Learning outcome</i>	The Multifunctionality Technician (MT) assists farms in developing and managing a diverse range of services that increase income and promote environmental and social sustainability. These services include agritourism (e.g., farm stays, educational programs), social services (e.g., care farming, community-supported agriculture), health and wellness programs , and ecosystem services (e.g., carbon sequestration, biodiversity conservation, water management). The MT also explores ways to leverage the farm's positive externalities (ecosystem benefits) to balance the negative externalities (environmental impacts) of other companies, such as through participation in carbon offset projects and the carbon credit market .
<i>Object of observation</i>	Introduction of socially and environmentally sustainable services
<i>Indicators</i>	Design services that enhance farm income while promoting social inclusion and environmental sustainability; capability to consult on ecosystem services, carbon offset projects, and funding opportunities.
<i>Abilities</i>	<ul style="list-style-type: none"> • Ability to design and manage agritourism services (e.g., farm stays, guided tours, educational programs) that promote rural life and sustainable farming practices. • Knowledge of how to establish and manage social services (e.g., care farming, community-supported agriculture) that contribute to social inclusion and community well-being. • Capacity to design social events that promote rural life, sustainable farming practices, and community engagement, while fostering social inclusion and well-being through activities such as care farming programs, community-supported agriculture, and educational workshops. • Knowledge of ecosystem services provided by the farm, such as carbon sequestration, biodiversity enhancement, and water management, and how these services generate positive externalities for the environment. • Capacity to recognize activities and practices that produce negative externalities within the farming system under study, and suggest sustainable agricultural practices that improve farming systems, yielding enhanced production while generating positive externalities for both the environment and society • Practical understanding of how to measure, document, and report positive externalities, ensuring that they contribute to the farm's overall sustainability goals and can be monetized (e.g., through the sale of carbon credits). • Ability to participate in carbon offset projects by planting trees, improving soil carbon, or restoring ecosystems, and generating carbon credits for sale in the carbon credit market. • Knowledge of how to track and document carbon sequestration activities and ensure compliance with carbon offset certification requirements. • Ability to implement farm-level waste segregation and disposal systems to minimize environmental pollution.
<i>Knowledge</i>	<ol style="list-style-type: none"> 1. Agritourism and social services: <ul style="list-style-type: none"> ○ Familiarity with the principles of sustainable tourism, including how to minimize the environmental impact of agritourism activities and promote eco-friendly experiences on the farm. ○ Knowledge of how to develop agritourism services, such as farm stays, guided tours, and farm-to-table dining experiences, that enhance farm income while promoting rural culture and sustainability.

	<ul style="list-style-type: none">○ Understanding of how to implement social services like care farming or community-supported agriculture (CSA), where the farm serves as a hub for social inclusion and therapeutic activities. <p>2. Environmental services and externalities:</p> <ul style="list-style-type: none">○ Knowledge of ecosystem services (e.g., biodiversity, soil carbon sequestration, water management) and how these can be marketed as positive externalities that benefit society and the environment. <p>3. Carbon market</p> <ul style="list-style-type: none">○ Understanding of how positive externalities from farming (e.g., carbon sequestration, biodiversity preservation) can be leveraged to balance negative externalities (e.g., emissions from industrial activities) in carbon offset projects.○ Knowledge of how farms can participate in the carbon credit market by selling credits generated from carbon sequestration or other ecosystem services to companies seeking to offset their negative environmental impacts. <p>4. Waste Management</p> <ul style="list-style-type: none">○ Understanding of sustainable waste management practices relevant to multifunctional farming, including the principles of reduce, reuse, and recycle.○ Knowledge of how to handle organic, inorganic, and hazardous waste generated by farm and agritourism activities in compliance with environmental regulations.
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UNIT OF COMPETENCES DETAILS	
<i>Unit name</i>	Promotion and Consultancy in Agricultural Business
<i>EQF</i>	5
<i>Learning outcome</i>	Having skills to improve the production and promotion of agricultural goods and services, the Multifunctionality Technician (MT) is able to utilize resources available to farmers in ways that align with market demands and local trends, increasing rural business income. The MT can develop new business models and create business plans that enhance farm economic performance. Additionally, the MT provides guidance on accessing funding opportunities and financial supports at the European and national levels, helping farmers secure resources for growth and sustainability.
<i>Object of observation</i>	Optimizing Business Model Development, Consulting on Financial Support, and Improving Sales Channels
<i>Indicators</i>	Development of innovative business practices; increased market channels; identification of funding opportunities and financial support tailored to the production orientation of specific agricultural enterprises; increase enterprises income
<i>Abilities</i>	<ul style="list-style-type: none"> ● Ability to design innovative business models for farms, incorporating diversified income streams such as agrotourism, organic production, or renewable energy. ● Expertise in developing business plans that reflect the farm's goals, market conditions, and available resources, ensuring long-term sustainability and growth. ● Knowledge of how to create a rural business plan that incorporates medium- to long-term goals, financial projections, and action steps for development. ● Expertise in marketing agricultural products, with knowledge of both traditional selling channels (e.g., local markets, wholesalers) and modern digital channels (e.g., online platforms, farm-direct sales). ● Ability to develop brand positioning for farm products (e.g., organic, PDO/PGI certified) that resonate with target audiences, increasing product visibility. ● Proficiency in managing and tracking sales channels, including e-commerce platforms, subscription models (e.g., CSA), and partnerships with retailers or restaurants. ● Deep knowledge of European and national funding programs (e.g., EU CAP, EAFRD, Horizon Europe) and how to guide farmers in applying for these funds. ● Understanding of grants, subsidies, and loans available for agricultural businesses, and the ability to help farmers identify and apply for the most relevant programs. ● Familiarity with alternative funding options, such as microloans, crowdfunding, and public-private partnerships, that can finance farm projects. ● Expertise in aligning farm business plans with sustainable agricultural practices (e.g., organic farming, renewable energy integration) to meet both financial and environmental goals. ● Ability to incorporate climate resilience and sustainability into the farm's development strategy, ensuring long-term viability in a changing market.
<i>Knowledge</i>	<ol style="list-style-type: none"> 1. Marketing Channels and Strategies: <ul style="list-style-type: none"> ○ Detailed knowledge of marketing strategies for agricultural products and services, including digital marketing (e.g., social media, websites), direct sales, and partnerships with retailers or restaurants. ○ Understanding of how to leverage local markets, farmers' markets, and regional branding (e.g., PDO/PGI labels) to

	<p>increase product visibility and sales.</p> <p>2. European and National Agricultural Funding:</p> <ul style="list-style-type: none"> ○ Comprehensive knowledge of funding programs available to farmers, including: <ul style="list-style-type: none"> ○ EU Common Agricultural Policy (CAP): Direct payments and rural development programs. ○ European Agricultural Fund for Rural Development (EAFRD): Funding for innovation, sustainability, and rural enterprise development. ○ Horizon Europe: Research and innovation programs that support agricultural technology and sustainability initiatives. ○ Awareness of national grants, subsidies, and loans that support agriculture and rural business development. <p>3. Business Planning and Financial Management:</p> <ul style="list-style-type: none"> ○ Familiarity with the key components of a business plan, including market analysis, product positioning, financial forecasts, and operational strategies. ○ Knowledge of financial management principles relevant to farms, including budgeting, cost management, and cash flow analysis. <p>4. Risk management</p> <ul style="list-style-type: none"> ○ Understanding risk environment in agriculture ○ Assessing risk in agriculture ○ Knowledge of Agricultural Risk Management (ARM) tools (On-farm and community-level risk management tools, finance-related risk management tools, market-related risk management tools, government-based agricultural risk management tools) ○ Identify the suitability of these tools alone or in combination for a given situation
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