

8 THE WORLD OF WORK

FARM BUSINESS MANAGEMENT

THE HISTORY OF EUROPASS

In 1998, the European Commission and the European Centre for the Development of Vocational Training (Cedefop) set up the European forum on transparency of vocational qualifications to (1) together social partners with representatives of national training authorities around the issue of transparency.

One of the main tasks of the forum was to (2) obstacles to mobility (3) a lack of transparency of vocational qualifications. The work of the forum resulted in the development of Europass which (4) individuals highlight their abilities in an effective way. It promotes the mobility of individuals throughout Europe by removing barriers to working, studying or training in Europe. It is free and (5) people to present their competences, skills and qualifications in a clear way.

Europass consists of five documents that help potential employers, educational establishments and training providers understand which subjects have been studied, what training has been completed or how much experience has been gained working. It also records non-formal learning and language skills. Each document is designed to present your skills and experience in the (6) way possible:

- the European CV can be completed online through the very user-friendly portal and is well recognized across Europe;
- the Language Passport helps promote language skills, qualifications and experience;
- the Mobility Supplement provides a record of skills and experience gained (7) learning or working in Europe;
- the Certificate Supplement helps people better understand the content and level of your vocational qualifications;

- the Diploma Supplement helps people to better understand the content and level of your higher education qualifications.

In February 2005 there was the official launch of the Europass website. (8) December 2011 the Europass website undergoes a radical redesign with a new, modern graphic identity and navigation was improved providing (9) access to the most popular information. Then a new Europass CV was launched in December 2012. In order to make the document even more useful a new online editor has been launched.

The new system is easy to navigate and contains a direct preview of the final document. Users can now add more personal information on their CV such as:

- information on their personal websites / blogs;
- instant messaging information;
- supporting documentation such as language certificates.

The CV has been redesigned to make sure the document is more legible and more effective in highlighting important information.

The European Skills Passport was launched with the new CV. The ESP is an electronic folder created to reinforce the CV by providing evidence of skills and qualifications listed in it. The European Skills Passport can contain a wide range of documents such as the Certificate Supplement, Language Passport, the scan of Diplomas, attestations of employment etc.

When attached to a Europass CV, the European Skills Passport will reinforce the CV by bringing evidence of skills and qualifications listed.

An example of the Europass CV and more information about Europass are (10) from the Europass website.

1 Choose the best option to complete the text above.

- | | | |
|-------------------|--------------|----------------|
| 1. A. take | B. bring | C. carry |
| 2. A. remove | B. take off | C. transfer |
| 3. A. in spite of | B. thanks to | C. due to |
| 4. A. helps | B. prevents | C. limits |
| 5. A. authorizes | B. enables | C. forces |
| 6. A. best | B. worst | C. very good |
| 7. A. although | B. unless | C. while |
| 8. A. On | B. In | C. At |
| 9. A. slower | B. duller | C. quicker |
| 10. A. available | B. suitable | C. appropriate |

2

Match each term with its Italian equivalent.

- | | |
|--|--|
| a. training provider | 1. <i>mettere in risalto le proprie capacità</i> |
| b. educational establishment | 2. <i>pagina d'accesso facile da usare</i> |
| c. vocational qualification | 3. <i>Passaporto Europeo delle Competenze</i> |
| d. European Skills Passport | 4. <i>documentare competenze e qualifiche</i> |
| e. highlight one's abilities | 5. <i>ente d'istruzione</i> |
| f. user friendly portal | 6. <i>il sito ha subito una riprogettazione radicale</i> |
| g. website undergoes a radical redesign | 7. <i>ente di formazione</i> |
| h. provide evidence of skills and qualifications | 8. <i>qualifica professionale</i> |

A blue square graphic containing the word 'UNIT' written vertically on the left and a large white number '2' on the right.

COMPUTING ON A FARM

RENEWABLE ENERGY AND FARMING: A WINNING COMBINATION

Agricultural technology is changing rapidly: farm machinery, farm buildings and production facilities are constantly being improved. This requires large amount of energy, which implies combustion of fossil fuels, release of pollutants into the atmosphere, alteration of the world's environment and increase of global warming. Therefore, renewable energy – such as solar, wind, and biofuels – can play a key role in creating a clean energy resource and an important opportunity for value-added products in agriculture. The type of renewable energy technology used in agriculture depends on the type of energy required, access to the renewable energy source and the design of agricultural facilities and processes.

Solar energy, in particular, has **various applications** in agriculture, supplying or supplement many farm energy requirements.

- **Solar heat collectors** can be used to dry crops and warm homes, livestock buildings and greenhouses. Commercial greenhouses usually rely on gas or oil heaters to maintain the temperatures necessary to grow plants in the colder months. On the contrary, solar greenhouses are designed to utilize solar energy both for heating and lighting. They can collect and store solar heat energy, and are insulated to retain this heat for use during the night and on cloudy days.
- **Solar water heaters** can provide hot water for dairy operations, pen cleaning and homes. As a water heating can account for as much as 25% of a typical family's energy costs and up to 40% of the energy used in a typical dairy operation, a properly-sized system could cut those costs in half.
- Modern farms raise animals in enclosed buildings, where it is necessary to carefully control temperature and replace the indoor air regularly to remove moisture, toxic gases odours and dust. With proper planning and design, **solar air/space heaters** can be incorporated into farm buildings to preheat incoming fresh air. These systems can also be used to supplement natural ventilation levels during summer months depending on the region and weather.
- **Solar electric or photovoltaic (PV) systems** convert sun light directly into electricity, without noise or air pollution. They work any time the sun is shining, but more electricity is produced when the sunlight is more intensive and strikes the PV modules directly. These systems are often less expensive than extensive power lines, making the farm more economical and efficient. Moreover, in areas with no utility lines, PV systems are often cheaper and require less maintenance than diesel generators, wind turbines or batteries.

PV can be used to power lighting, electric fencing, small motors, aeration fans, gate-openers, automatic supplement feeders, irrigation valve switches and are also extremely well-suited for pumping water for livestock in remote pasture, where electricity from power lines is unavailable.

1 Join the 'heads' (a-h) and 'tails' (1-8) into meaningful sentences by using these verbs:

help – used – fulfils – is – to supply – extending – reduces – can

- | | |
|--|---|
| a. Renewable energy can be | 1. save money and reduce pollution. |
| b. Solar energy used in agriculture can | 2. be highly cost-effective. |
| c. Carbon dioxide from burning fossil fuels | 3. water to remote pastures. |
| d. Solar energy | 4. many farm energy requirements. |
| e. A solar greenhouse | 5. the need for fossil fuels for heating. |
| f. A suitable solar water-heating system | 6. power lines into remote areas. |
| g. PV is often much less-expensive than the alternative of | 7. a significant component of greenhouse gas emissions. |
| h. Photovoltaic water pumping systems are particularly suitable for grazing operations | 8. on the farm to replace other fuels. |

2 Match the following terms found in the text with their synonyms.

- | | |
|-----------------|-------------------------|
| a. rapidly | 1. uses |
| b. large | 2. distant, faraway |
| c. implies | 3. fitted |
| d. applications | 4. great |
| e. to retain | 5. smells, stinks |
| f. to replace | 6. turn into |
| g. odours | 7. quickly |
| h. convert | 8. means |
| i. well-suited | 9. to maintain/preserve |
| j. remote | 10. to substitute |



WHAT SHALL I DO?

AGRITOURISM: A FARM HOLIDAY

Over the past 30 years a new type of tourism has grown strongly throughout Italy, Agritourism. It is a carefully blended mixture of two industries, agriculture and tourism, which offers farming communities, as well as tourists, substantial advantages. These have proven to be socially, environmentally and economically beneficial to both groups.

Tuscany is where Agritourism began as a form of rural tourism. The initial form of Agritourism was meant as an offer of lodging in exchange for performing small jobs; in other words, some form of collaboration in relation to the various activities on the farms.

In 1985 Agritourism was defined by a national law as “...activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities.”


The main objective was to halt rural out-migration by keeping farmers on the land. Additional objectives were:

- enhancement of environmental conservation and management;
- promotion of ‘typical’ rural products;
- support for rural traditions and cultural initiatives;
- development of agricultural areas;
- development of youth and social tourism;
- enhancement of the relationship between city and countryside.

The “legge quadro”, the national umbrella legislation, defined Agritourism as an agricultural activity in its own right with the complementary aspect of tourism. This definition stated that Agritourism cannot exist unless there is a pre-existing agricultural activity. In other words, the working farm must come first, not the other way round, and the complementary element of tourism cannot take precedence in terms of working hours over the pre-existing agricultural business. Basically, the tourism business is the junior partner of the agricultural business.

These are the prerequisites of any agritourism activity as defined by the Italian Parliament. On the basis of this definition set out by the Parliament, the Italian regions have further defined their own legislation around Agritourism.

After passing the law, government began financing these operations. The result was a dramatic growth in the number of this kind of enterprises. For example, in the Alto Adige region there were 33 Agritourisms in 1989 and they were 2,506 at the end of 2006.

Agritourism has now spread far and wide. Target markets for the Agritourism product are quite varied, with no absolute age or demographic group. Many young couples seem to be important for the weekend market while families with young children choose farms with animals both at weekends and on holidays. International tourists are an important market, with the experienced seekers looking for a special holiday. 

A particularly important aspect to ensure success is authenticity of experience. Agritourists are looking for a real farm experience; they are orientated around having a rural experience shared with the family who owns the agritourism on which they are staying, by enjoying foods prepared from raw materials produced on the farm or even taking part in the activities surrounding the farm.

1 Match the following definitions to the expressions underlined in the text above.

- a. prevail over:
- b. homemade foods:
- c. vice versa:
- d. everywhere:
- e. tourists looking for unique experiences from their holidays:
- f. considerable:
- g. by reason of its own ability:
- h. moving of farmers from one place to another, especially to find work:
- i. temporary residence:
- j. motivated by having:

2 Decide if these statements are true (T) or false (F). Correct the false ones.

- | | T | F |
|---|--------------------------|--------------------------|
| a. Agritourism is one of the fastest growing segments of travel industry. | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Agritourism saved thousands of small farms from extinction. | <input type="checkbox"/> | <input type="checkbox"/> |
| c. National laws about Agritourism were passed in the 30s in Italy. | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Thanks to Agritourism local products may be promoted. | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Agritourism activities usually lead to the desertion of agricultural areas. | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Agritourism may be defined as a tourist activity with the complementary aspect of farming. | <input type="checkbox"/> | <input type="checkbox"/> |
| g. The regional legislation about Agritourism may have some differences from the national laws. | <input type="checkbox"/> | <input type="checkbox"/> |
| h. There was a decrease in Agritourisms after passing the new laws. | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Agritourists are mainly farmers. | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Travellers are looking for new experiences as part of their trips. | <input type="checkbox"/> | <input type="checkbox"/> |