

WORKSHOP

POSITIONING & DIFFERENTIATING YOUR PRODUCE

How to Compete Smarter
in Local and Global Markets

14-15 NOVEMBER 2025

Hilton Taghazout Bay – Agadir



GREEN SMILE



Hortitool
consulting



INTRODUCTION

In an increasingly competitive and fast-changing global food system, fresh produce growers are facing more pressure than ever before. Local markets are crowded, export markets are demanding, and the old model of competing solely on price is no longer sustainable.

In this context, the difference between success and stagnation lies not in what you grow, but in how you position and communicate the value of what you grow.

This 2-day interactive workshop, led by internationally recognized fresh produce marketing expert Lisa Cork, is designed to help growers, marketers, exporters, and agribusiness leaders gain clarity and confidence in how they position and differentiate their produce in the eyes of buyers and consumers.

participants through a structured process to :

- Understand how buyers and consumers make decisions;
- Identify what makes their products or operations unique;
- Define a compelling value proposition;
- Develop a strong positioning strategy;
- Translate that strategy into practical, low-cost, high-impact actions that make a real difference in the marketplace.



DAY 1

Participants will engage in group discussions, hands-on exercises, and real-world case studies to deepen their understanding and apply new concepts to their own businesses. Whether you're targeting local markets, high-end retail, export channels, or direct-to-consumer sales, this workshop will give you the tools to move beyond commodity thinking and compete strategically.

You will leave with a clear action plan, a fresh perspective on your market potential, and the language and confidence to express what truly makes your product, and your business, different.

WORKSHOP OBJECTIVE

This 2-day training is designed to empower professionals and entrepreneurs in the berry sector to differentiate themselves in a competitive market. Through a combination of theory and hands-on sessions, participants will learn how to develop a strong brand identity and define a strategic position that aligns with their market and audience

Meet the Expert LISA CORK

a seasoned professional in agri-food branding and international marketing.

With extensive experience in brand development, Lisa brings both strategic vision and field expertise to guide participants toward impactful market presence..

TECHNICAL SHEET

Date	November 14-15, 2025
Training title	Positioning and differentiating your products: how to compete better on local and international markets
Target audience	Producers, exporters, marketing managers, agri-businesses, brand managers
certificate	Certificate of attendance issued
Training objective	Building a strong and differentiated brand identity in the fruit and vegetable sector
Keywords	Branding, positioning, soft fruit market, communication, identity, value Differentiating
Duration	2 days
Location	Hilton Taghazout Bay – Agadir
Fee per participant	1.250 €

DAY 1 MORNING: UNDERSTANDING THE MARKET AND WHY POSITIONING MATTERS

Session 1: The Commodity Trap – Why Competing on Price is Risky

- What makes produce unique versus all other products
- Global and local realities facing fresh produce growers
- Case studies: Growers who moved beyond commodity pricing
- Discussion: Your observations from your markets

Session 2: How Buyers and Consumers Make Decisions

- Understanding your sales and distribution channels & defining your target market
- Using 'category management' to increase category & buyer understanding
- The role of your category: retail importance and consumer importance
- Standing in the buyers' shoes – understanding their needs
- Competition analysis – local and international

DAY 1 AFTERNOON: FINDING YOUR UNIQUE STRENGTHS

Session 3: What Makes You Different? (And Why It Matters)

- Understanding differentiation and why it is important
- Ways to create 'meaningful differentiation' in fresh produce
- Guided worksheet: What makes you/your company/your product unique

Session 4: Creating and Determining Your Value Proposition

- Restating what makes you unique
- Understanding trends and how they influence your positioning
- Creating your value proposition: now versus future
- How to express your difference simply and clearly
- Small group or individual work: Drafting your value proposition

DAY 2 MORNING: BUILDING YOUR POSITIONING STRATEGY

Session 5: Positioning Your Produce in a Crowded Market

- Claiming and communicating your niche
- Determining your focus: trade versus consumer
- Positioning matrix exercise: Where are you today vs. where could you be?

Session 6: Turning Positioning into Practical Actions

- Marketing 'meaningful differentiation'
- How to bring your positioning to life (packaging, labeling, communication, relationships with buyers)
- Examples of low-cost/high-impact improvements

DAY 2 AFTERNOON: ACTION PLANNING AND NEXT STEPS

Session 7: Building Your Differentiation Action Plan

- Simple framework: Goals, Actions, Measures
- Review of action plans (peer or individual)

Session 8: Overcoming Barriers to Change

- Addressing common challenges (limited budgets, buyer resistance, lack of brand knowledge)
- Discussion: What support and resources are needed to move forward?

Closing : Key Takeaways and Commitments

- Each participant identifies one positioning improvement they will make within the next three months.



EXPERT BIOGRAPHY

LISA CORK

is a fresh produce marketing expert and industry leader. With 30+ years of experience in the fresh produce industry, Lisa specializes in strategy, branding, packaging design and new product development, working with growers and marketing companies around the world.

She is a past winner of the PMA Australia-New Zealand Marketer of the year Award, is a regular columnist in Vision Magazine and is adjunct professor in produce Marketing at Cal Poly State University in California. Lisa was selected by Produce Business Magazine as one of 35 Industry Vanguards for her contribution to marketing and branding within the fresh produce industry

For more information, visit :

www.freshproducemarketing.com

www.linkedin.com/in/lisacork

REGISTRATION FORM

<https://docs.google.com/forms/d/1yMlongLyTugEZ-YTpjc67UHSjeSVImrxs3aopdf4sos/edit>



PREVIOUS WORKSHOPS





GREEN SMILE

is a consulting company created in March 2009. We offer innovative training and events to help agricultural producers in their growing practices. Green Smile's activities and events aim to discuss practical topics related to production techniques, logistics, markets, marketing and business strategies.

We connect growers with experts from around the world to guide and mentor them on their technical journey.

We are the organizers of the Tomato Morocco Conference , Potato Morocco and Morocco Berry Conference, which have brought together more than 4500 participants and key players in the tomato, potato and berry industry.

ORGANIZERS



originated from Jorge Duarte's early passion for berry crops, kindled during his work with strawberries. Specializing in technical assistance, we focus on five main crops: strawberry, blueberry, raspberry, blackberry, and red currant.

With over 20 years of experience in agriculture, our technical team has been actively involved in berry production since 2004.

In 2009, we expanded to the international market, maintaining a commitment to updating knowledge about crops and their commercialization. Collaborating with a global network of farms and experts, we serve clients in Portugal, Spain, Italy, Morocco, Romania, Austria, Egypt, Turkey, and Georgia. Our expertise extends to advising on production projects and agribusiness developments.



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For the smooth running of the training, places are limited!!
So register quickly by contacting us:
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