



ENTREPRENEURSHIP AND SUPPLY CHAIN MANAGEMENT IN THE FLOWER INDUSTRY OF COLOMBIA

SAMPLE PROGRAM

DEVELOPED FOR ORFALEA COLLEGE OF BUSINESS



LEARN FROM TRAVEL

ABOUT LEARN FROM TRAVEL

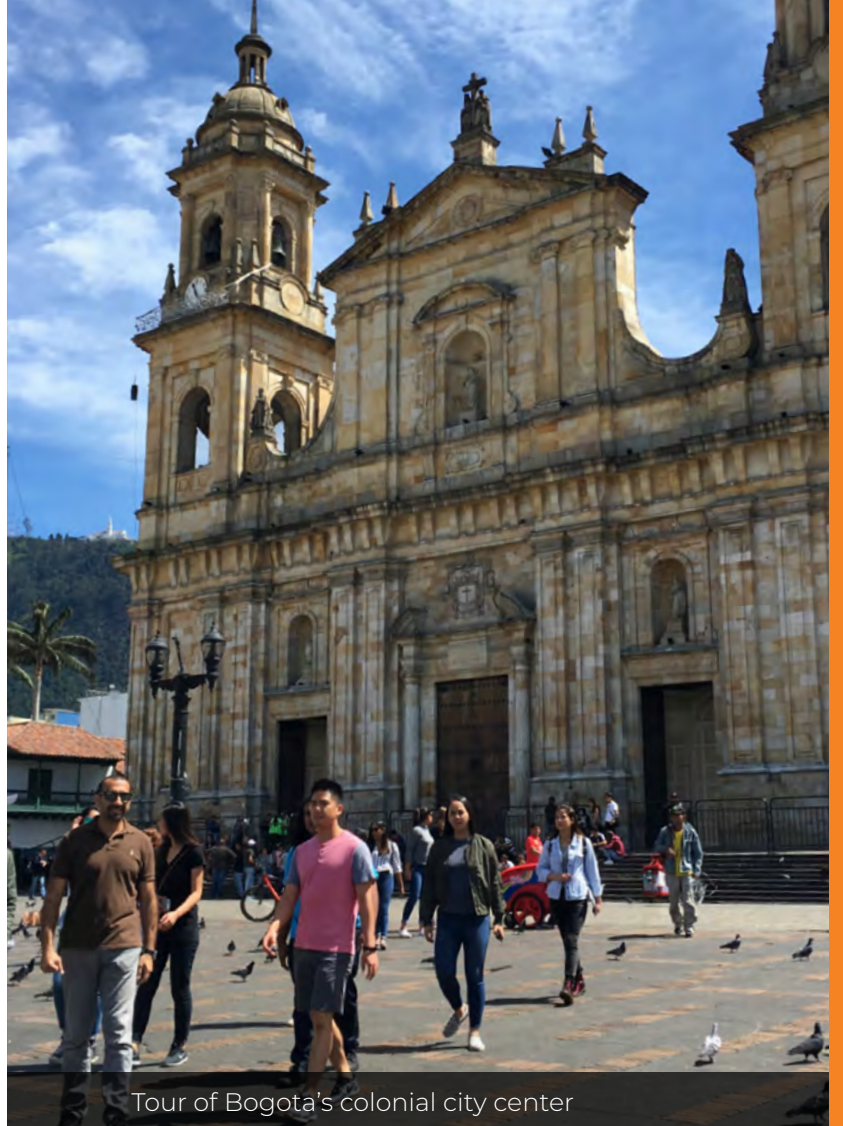
Learn from Travel is a social enterprise founded by Roman Yavich, an expert in community-based global learning, with more than a decade of experience in community development in Latin America. With a mission to enrich the traveler and the host, Learn from Travel aims to make a positive economic impact on the host community while providing unique field-based learning and cultural exchange opportunities to students.



Medellin's eternal spring climate makes for ideal flower habitat

PROGRAM SUMMARY

This community-based study abroad program is designed to expose students to successful entrepreneurship and supply chain management in Colombia's rapidly growing cut flower industry. Learning about the culture and business of flowers, students meet with Medellin's famous flower parade participants, small and medium scale growers who share the challenges of a global supply chain of the highly perishable commodity, US government officials responsible for trade relations, and civil society leaders from organizations overseeing labor rights in the industry. Cultural and historical exploration of Bogota and Medellin compliment the itinerary.



Tour of Bogota's colonial city center



Students meet with Don Miguel Angel, a silletero farmer and participants in the annual flower parade

ITINERARY

Day 1: Arrival to Medellin and orientation. Visit Botanical Garden for a presentation on flowering plants of Colombia.

Day 2: Visit to Medellin's 100-year-old flower market. Visit to museum and garden of a family that has participated in Medellin's annual flower parade for generations. Visit to a natural area for guided walk through the eternal spring ecosystem. Ride gondola back to Medellin.

Day 3: Visit a small hydrangea farm for a tour and discussion with the owner. Rustic lunch on the farm. Visit a medium sized flower exporter for discussion on logistics.

Day 4: Tour of Medellin encompassing the history of narcotics cultivation and the memory of violence. Transfer to airport for flight to Bogota.

Day 5: Presentation at US Embassy from US Agricultural Attaché and the President of the



Medellin's gondolas are an unforgettable ride

Colombian Association of Flower Exporters. Presentation from the President of a nonprofit supporting workers' rights in the flower industry.

Day 6: Tour of the historic center of Bogota. Visit the Gold Museum. Cable car to Monserrate, a large mountain that sits above Bogota. Farewell dinner at a famous Colombian steakhouse.

Day 7: Transport to airport for departure.

FACULTY LEADER TESTIMONIALS



"Over the last 10 years, I traveled with my students using different service providers and I can confidently say that my experience with Learn from Travel is one of the best."

— Dr. Ahmed Deif,
Orfalea College of Business

"Learn from Travel provided a unique travel learning experience for us in Colombia that felt warm, authentic, and respectful. We went off the beaten path and learned firsthand from small farmers and entrepreneurs."

— Justin Gomez,
Orfalea College of Business



Students met owners of small farms for informal conversations

ADDITIONAL DETAILS

Cost:

Program fee is usually in the range of \$1,400 - \$2,200 per student, depending on the number of students, the number of free seats for faculty, and the nature of the itinerary.



First-hand experience with Colombian flowers

Program fee includes:

- ✓ In-country costs of faculty leader
- ✓ In-country transportation
- ✓ Lodging in multiple occupancy for students and single occupancy for faculty
- ✓ Meals as listed in the itinerary
- ✓ Activities as described in the itinerary including entrance fees
- ✓ Unique, customized, culturally-immersive and experiential itinerary to compliment course material
- ✓ Guide and translator with the group the entire program
- ✓ Carbon offset for air travel



Learn from Travel

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