

ERASMUS+ PROJECT (2023-2-HU01-KA210-VET-000177733)

Title:

„Promoting regional agriculture and hospitality as complementary and mutually supportive sectors for vocational students and trainers”

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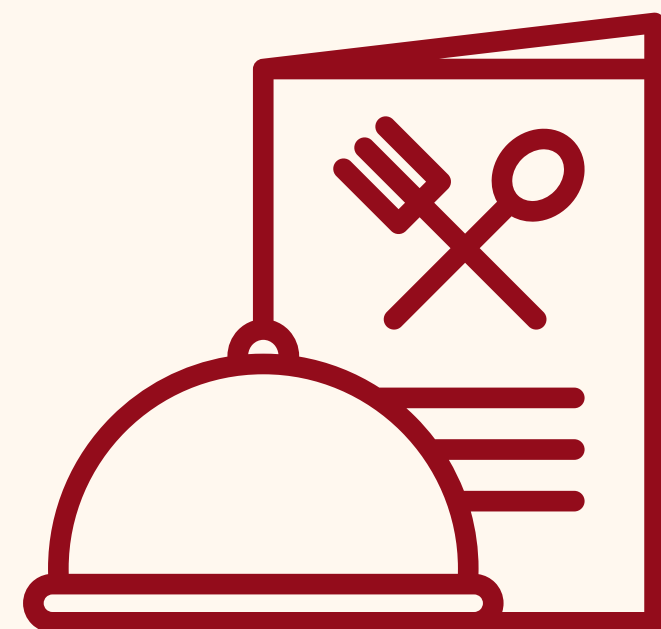


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WORKBOOK

to complement digital project-based learning material



Funded by
the European Union

Preface

Dear Trainers,
Dear Students,

The Hungarian National Gastronomic Association (MNGSZ), in cooperation with its Italian partner, Floriddia Bio Agricultural Company (Floriddia), has implemented an Erasmus+ project (2023-2-HU01-KA210-VET-000177733) with the support of the European Union, titled:

“Promoting regional agriculture and hospitality as complementary and mutually supportive sectors for vocational students and trainers.”



The economy works well, when its actors (e.g. businesses, institutions) cooperate and form a real economic network. The above-mentioned project shows that cooperation between the agricultural and the tourism-hospitality sectors is essential for the development of the regional economy. This workbook has been created to supplement the digital project-based teaching and learning material for vocational teachers and students to help them create a project work. It contains a number of exercises that provide important knowledge on the following topics:

- *sustainability*
- *regionality, regional cooperation*
- *digitalisation, artificial intelligence*
- *marketing, brand building, official communication*

The glossary can provide useful support in completing the exercises.
We wish you success in your learning and project work.

Colleagues of MNGSZ and Floriddia

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CHAPTER 1

Regions, areas, types of businesses

1. Using the QR code, listen to the song generated by the artificial intelligence (AI) and fill in the missing concepts in the text.



Lyrics:

The effects of _____ change, point in the direction of cooperation between the agriculture and hospitality sectors, for which _____ in vocational training is essential. The Hungarian National Gastronomic Association and the Azienda Agricola Biologica Floriddia have been working for years to promote innovative thinking and _____ among professionals and vocational trainers, so that they can provide new input from these experiences to other professional trainers and students, too. The purpose of this model is a _____ the agricultural sector with the hospitality sector. Thanks to tradition, many farmers and _____ businesses are keen to cooperate, although this approach has not yet been incorporated into vocational training in terms of methodology. The point is the renewal of vocational training through _____ based on traditions. It is also important to strengthen social responsibility in the mindset of professionals and businesses. A sustainability approach to vocational education and training can have a _____ impact on the green development of regional _____ areas.

2. Answer the following questions.

What is the name of the area/region where you are studying?

Name of area/region:

Which town/village in the region/area has the highest number overnight stays?

Name of the town/village:

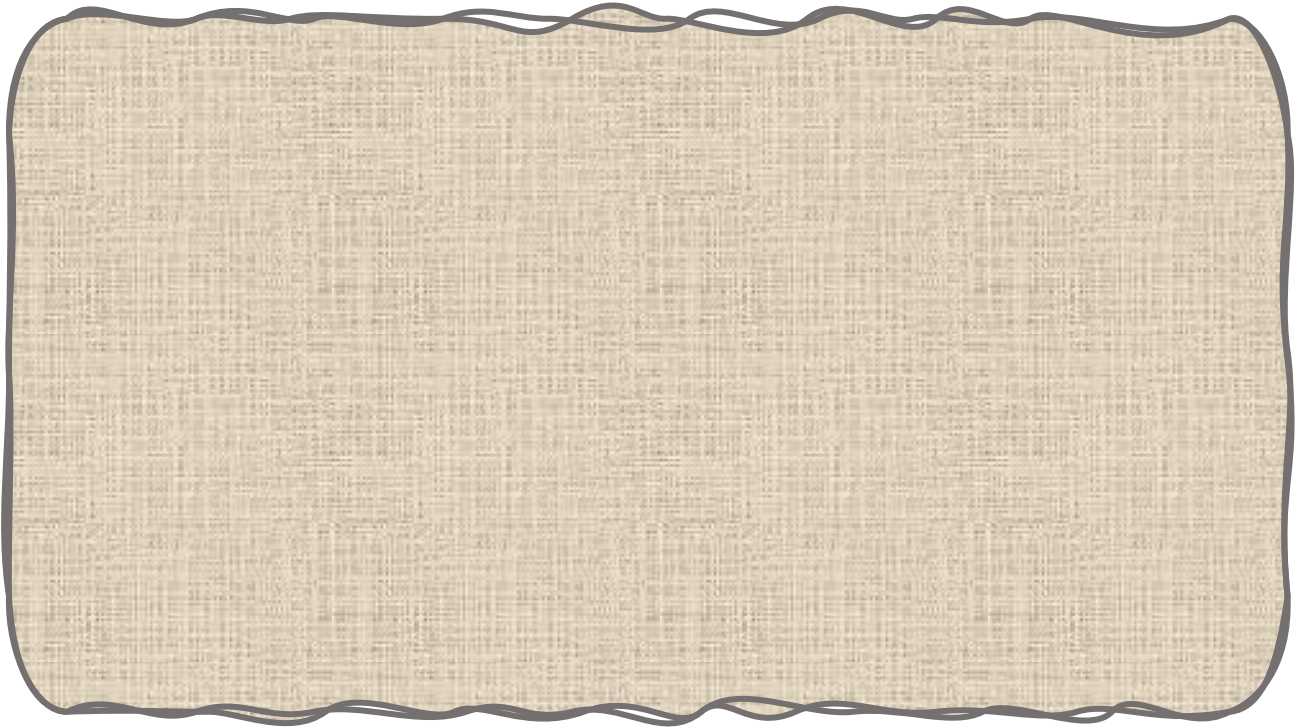
From which foreign country do most tourists come to this area/region?

Name of the foreign country:

3. a) Indicate on the following map which European country you live in.



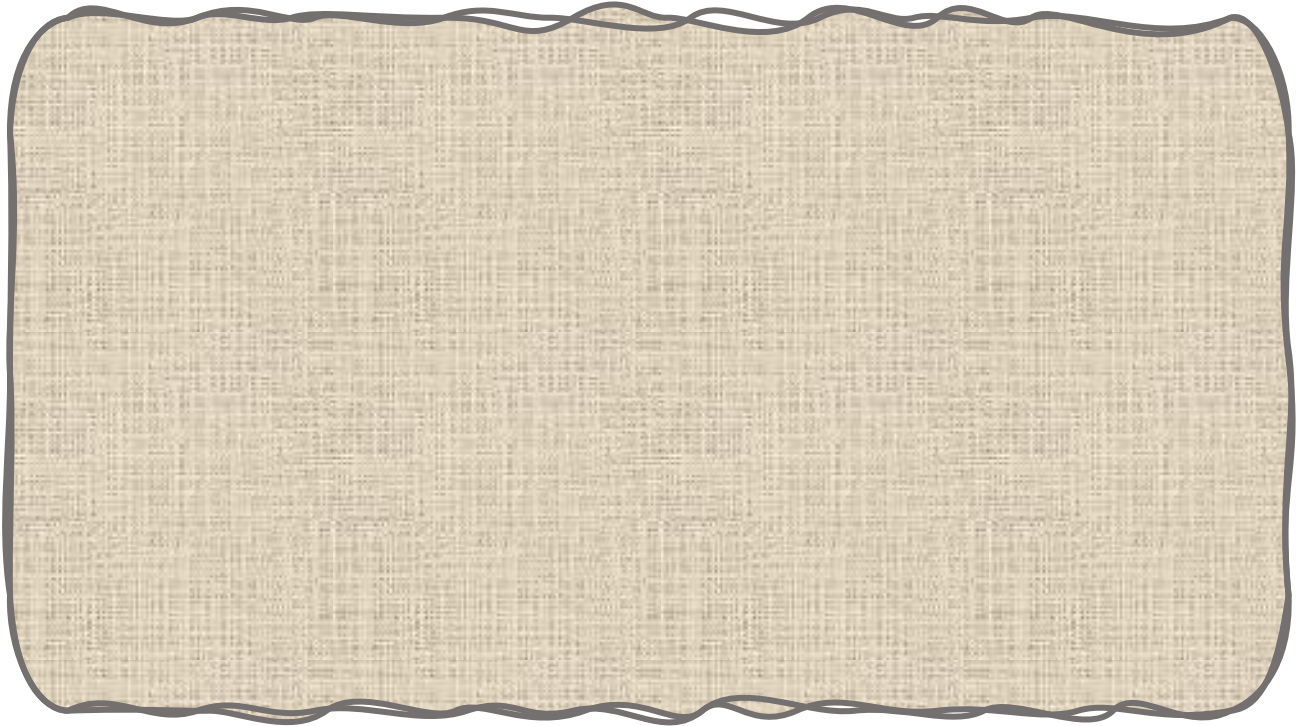
b) List the areas of tourist interest in your country (regions/provinces/areas).



4. Name three traditional national dishes and drinks typical of your country.



5. A group of foreign tourists arrive at your guesthouse who are interested in the values and specialties of the region. What tourist attraction and typical local dishes would you recommend for them? Give 3-3 examples.



6. Create a regional business database. Search on the internet for 1 agricultural and 1 tourism business in the following categories, in the region where you study.

Type of business	Agriculture	Tourism
Micro business		
Small- and medium business		
Large business		
Multinational business		

7. In which operational area of the company's organizational structure could the following instructions have been given? Write the correct letter after the sentences.

a) Production	b) Sales	c) Storage	d) Purchase
e) HR	f) Marketing	g) PR	h) Logistics

1. Start organising interviews based on CVs, please.
2. Could you please start organising the gala dinner for our partners.
3. Please launch the new social media campaign next week.
4. Put these pallets on shelf 25 in row 3.
5. Re-produce the requested products as told by the customer, please.
6. Deliver this product to the restaurant using our refrigerated truck.
7. Visit the customers tomorrow with the promotional products.
8. We are out of flour for the pasta. Please, order 100 kg of flour.

CHAPTER 2

Basics of regional cooperation and sustainability, formal communication between market actors

1. Underline the correct answer from the given options.

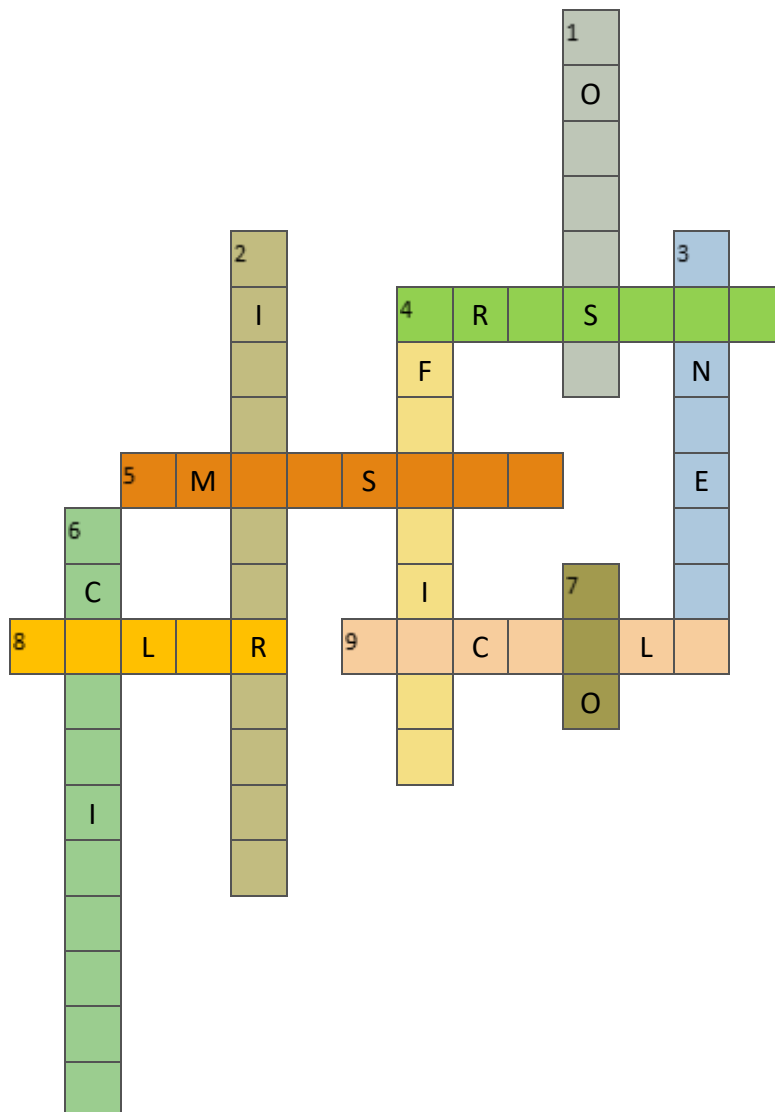
What does sustainability mean?

The UN's definition: "Sustainable development is development that meets the 1..... of the present without compromising the ability of future generations to 2. their own needs."

Therefore, 3. is a social-economic model that ensures the well-being of the entire population and only utilizes available and renewable natural 4. so that future generations can enjoy similar living conditions, prosperity, and resource availability. This concept has several implications for all social and economic issues affecting our lives. When we talk about sustainability, we are actually referring to environmental, social, and 5. sustainability – three fundamental conditions necessary to achieve true sustainability.

- | | | |
|-------------------|-------------|-------------------|
| 1. a) needs | b) tasks | c) resources |
| 2. a) restitution | b) meet | c) acquisition |
| 3. a) maintenance | b) survival | c) sustainability |
| 4. a) attractions | b) effects | c) resources |
| 5. a) economic | b) global | c) industrial |

2. Solve the crossword in which you have to write the terms related to sustainability according to the definitions.



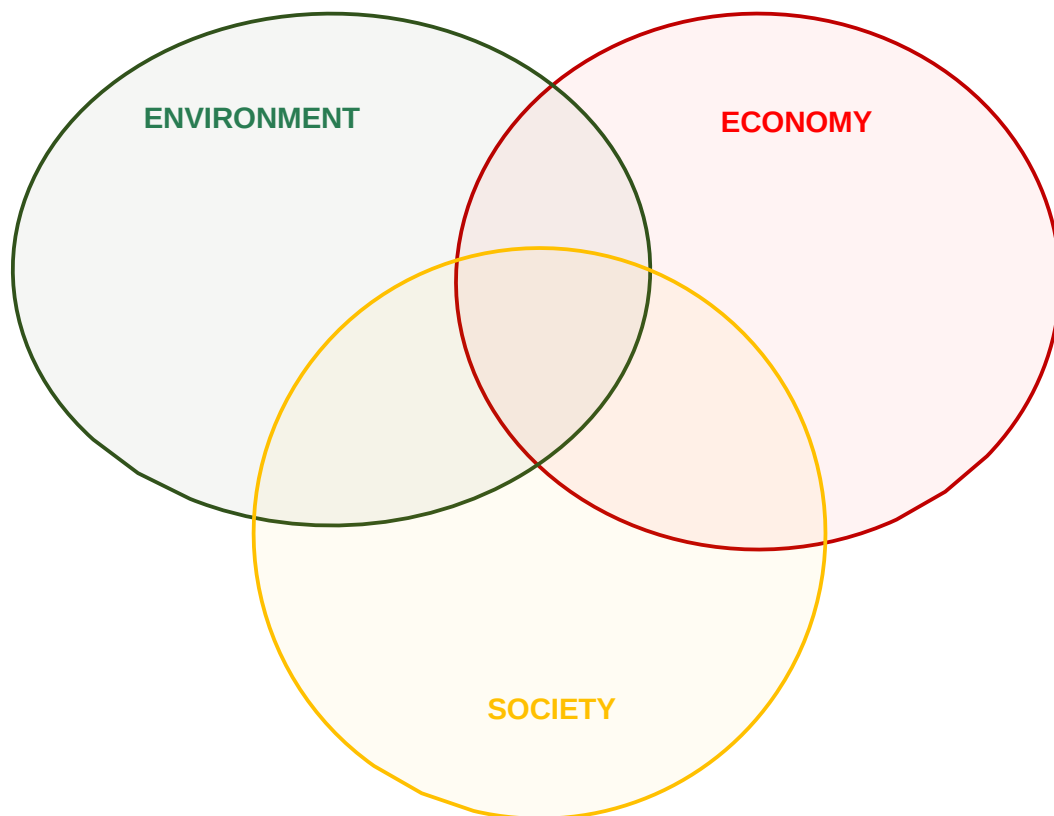
Horizontal

4. This is the natural process by which rock, or other surface materials are gradually worn away
5. Release of gases into the atmosphere.
8. Type of energy derived from the sun.
9. Waste collected separately and made into new products.

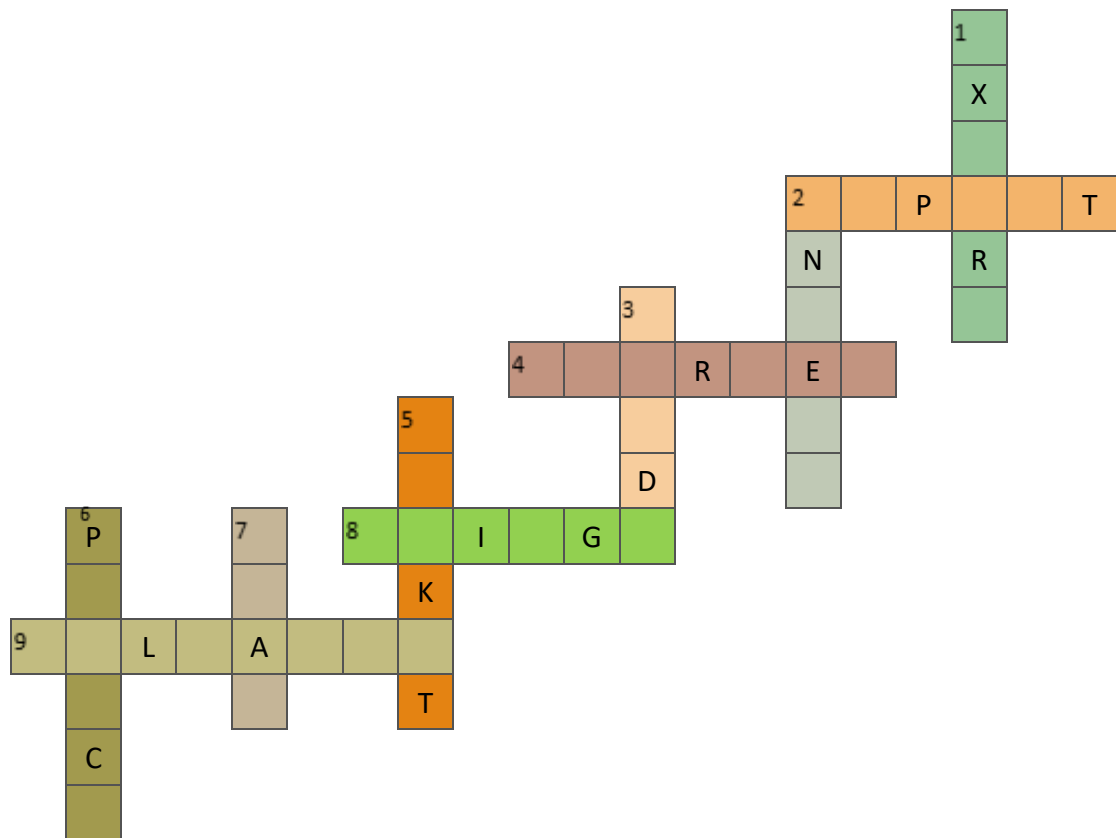
Vertical

1. Natural waste that can be used as fertilizer.
2. The variety and variability of all living organisms.
3. To protect something from environmental harm.
4. Using Earth's limited sources in a sustainable way.
6. Causing minimal or no harm for the environment.
7. This word indicates a connection to the nature.

3. Watch the video using the QR code, then fill in the different sets. In each set, write at least 5 characteristics that contribute to sustainability.



4. Solve the crossword by filling in the economic cooperation-related terms according to the given definitions.



Horizontal

2. When you bring in goods from abroad.
4. Something that try to block for countries to trade with each other.
8. A connection that helps countries work together economically.
9. A formal agreement between countries to work together.

Vertical

1. If you send the goods from one country to another for sale.
2. To put money, time, or resources into something with the expectation of gaining a benefit or profit.
3. The exchange of goods or services between countries.
5. A place for buying and selling goods.
6. A plan or course of action by a government to influence the economy.
7. An agreement for the purpose of trading goods between countries.

CHAPTER 3

Pillars of cooperation

A. Local supply of raw materials

1. Decide which of the following statements are true and circle the corresponding letter.

a) Sourcing local ingredients reduces transportation costs and environmental impact.

b) Buying seasonal products is more expensive than purchasing imported foods.

c) Supporting local farmers contributes to rural development and job creation.

d) Local products are always organic.



2. Match the terms with the appropriate definition. Write the correct letter in the corresponding rectangle.

1. Sustainable farming

2. Seasonal product

3. Local product

4. Short supply chain

- a) An agricultural production method that takes into account environmental, economic and social aspects.
- b) A product that is sold with minimum intermediaries between the producer and the consumer.
- c) A food or product that is produced and processed in the region.
- d) A seasonal fruit or vegetable that is available under natural conditions.

3. Write a short definition of the following terms.

- Sustainable food production:
.....
- Organic farming:
.....
- Local market:
.....
- Local food product:
.....
- Community of local producers:
.....



4. How can a restaurant benefit from using local products for its own preparations and/or sales? Circle the correct answer.

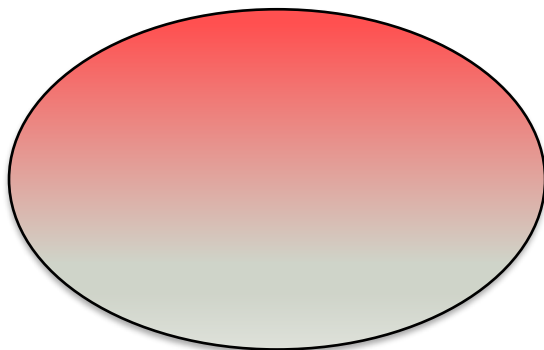
- a) It can generate extra revenue.
- b) It can increase guests' loyalty and trust.
- c) It can strengthen relationship with local producers.
- d) All three of the above benefits are possible.

B. Common sustainability goals, seasonality

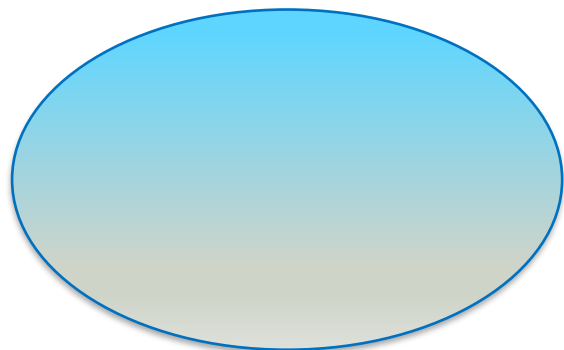
1. Group the following practices. “Zero waste” initiative or “short supply chain” approach?

1. Coffee grounds from coffee shops are used as fertiliser by local farmers.
2. Restaurants source fruit and vegetables from local farms, not from wholesalers.
3. Compostable packaging introduced in restaurants.
4. A bakery buys flour from a nearby farm to reduce emissions from transport.
5. The food waste from the kitchen is sent to a biogas plant where it is used to produce biogas energy.
6. A local restaurant will use only seasonal and local ingredients to reduce the proportion of imported products sourced and used.

ZERO WASTE



SHORT SUPPLY CHAIN



2. Put the following vegetables in chronological order according to their season, from spring to autumn.

Pumpkin

Asparagus

Cabbage

Radishes



1. 2. 3. 4.

3. Which statement best describes the seasonal offer in hospitality? One correct answer is possible.

- a) Always more expensive, but better quality.
- b) Only organic products are included.
- c) It is based on local ingredients freshly available at the time.
- d) No impact on menu planning.

Correct answer:

4. Write the correct term in the sentence.



Choosing seasonal fruit and vegetables is not economical, but also _____ because you don't have to transport them from distant countries.

5. Underline the correct answer and justify your choice.

A restaurant menu can be seasonal even if it remains the same all year round.

True

False

Reasoning:

6. Let's say a restaurant wants to serve desserts made from local ingredients in July. Which would be the best choice? Underline the right answer and justify it.

- a) Baked apples with cinnamon
- b) Strudel with pumpkin
- c) Apricot pie
- d) Roast chestnuts

Reasoning:

.....

Do you have any other fruit suggestions for this season?

.....

C. Joint marketing and brand building

1. Circle the correct answer.



Why can restaurants benefit from emphasising the use of local ingredients?

- a) Because they can sell their food more cheaply.
- b) Because it attracts conscious and sustainability-conscious customers.
- c) Because local products are always cheaper than imported ones.

2. Complete the sentences with the appropriate terms.

- a) Promoting local products helps guests to learn more about the region's _____ and gastronomic traditions.
- b) Joint marketing can strengthen the _____ between restaurants and local producers, as both parties can benefit from working together.
- c) Farmers' markets and gastronomic festivals give visitors the chance to meet _____ directly, taste local flavours and traditional dishes.
- d) Restaurants can indicate on their menus if they use ingredients sourced from _____ producers.

3. Decide which of the following statements are true and circle the letter.



- a) Communicating the use of local ingredients does not influence guests' decisions.
- b) Joint marketing can help raise awareness of local producers and restaurants.
- c) Gastronomic events can contribute to local community development and tourism.
- d) Only restaurant owners participate in local markets and farmers' days.

D. Direct sales

1. Underline the correct answer and give the reasons for your choice.

Which of the following is NOT a direct form of marketing for a hospitality business?

- a) A restaurant sells local honey at the counter.
- b) A café offers homemade cakes.
- c) Wines of a winery are available in a restaurant.
- d) Local dairy products are available in a supermarket.

Reasoning:

2. Complete the sentences with the appropriate terms.



- a) Selling in restaurants is beneficial for producers because it allows them to develop a more direct _____ with customers.
- b) One advantage of direct sales is that producers can achieve higher _____ because there are no intermediaries.
- c) Promoting local products can contribute to the development of _____ of the region.

E. Common thinking

1. Imagine a restaurant chef and a local farmer talking about the possibilities of collaboration. Complete the dialogue logically according to the situation.



Chef: Good afternoon! I'm looking for seasonal vegetables. Can you recommend any?

Producer: Of course! For example, _____ and _____ are in season now.

2. You are a restaurant chef working with local producers. You order seasonal aubergines because the guests like the smoked aubergine cream with fresh vegetables as a starter. Imagine that one week the farmer can bring you only zucchini and other vegetables because aubergines are out of stock and will be available in one week.



How do you communicate the change of starter to your guests?

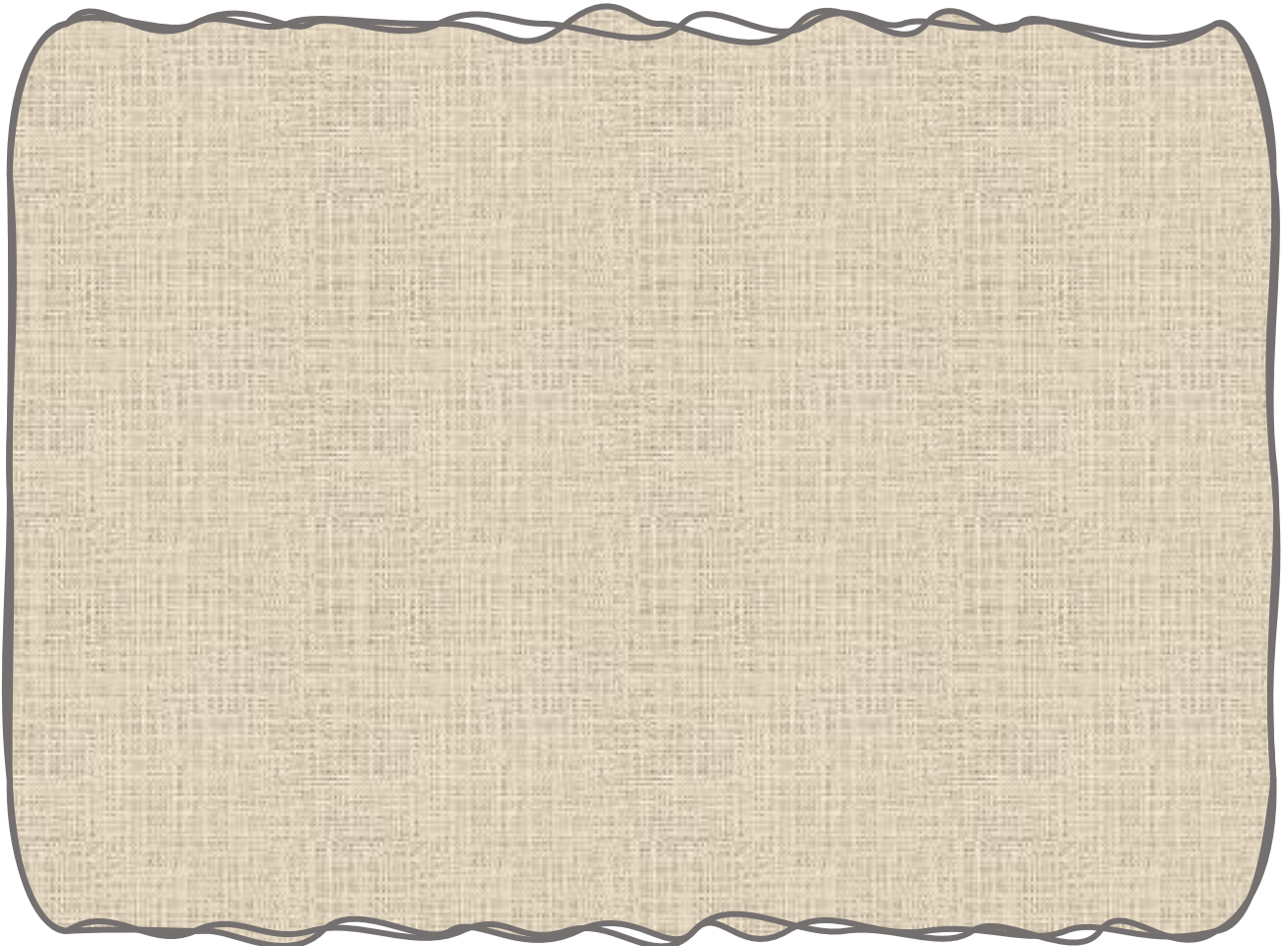
.....

What alternative starter would you make with other vegetables?

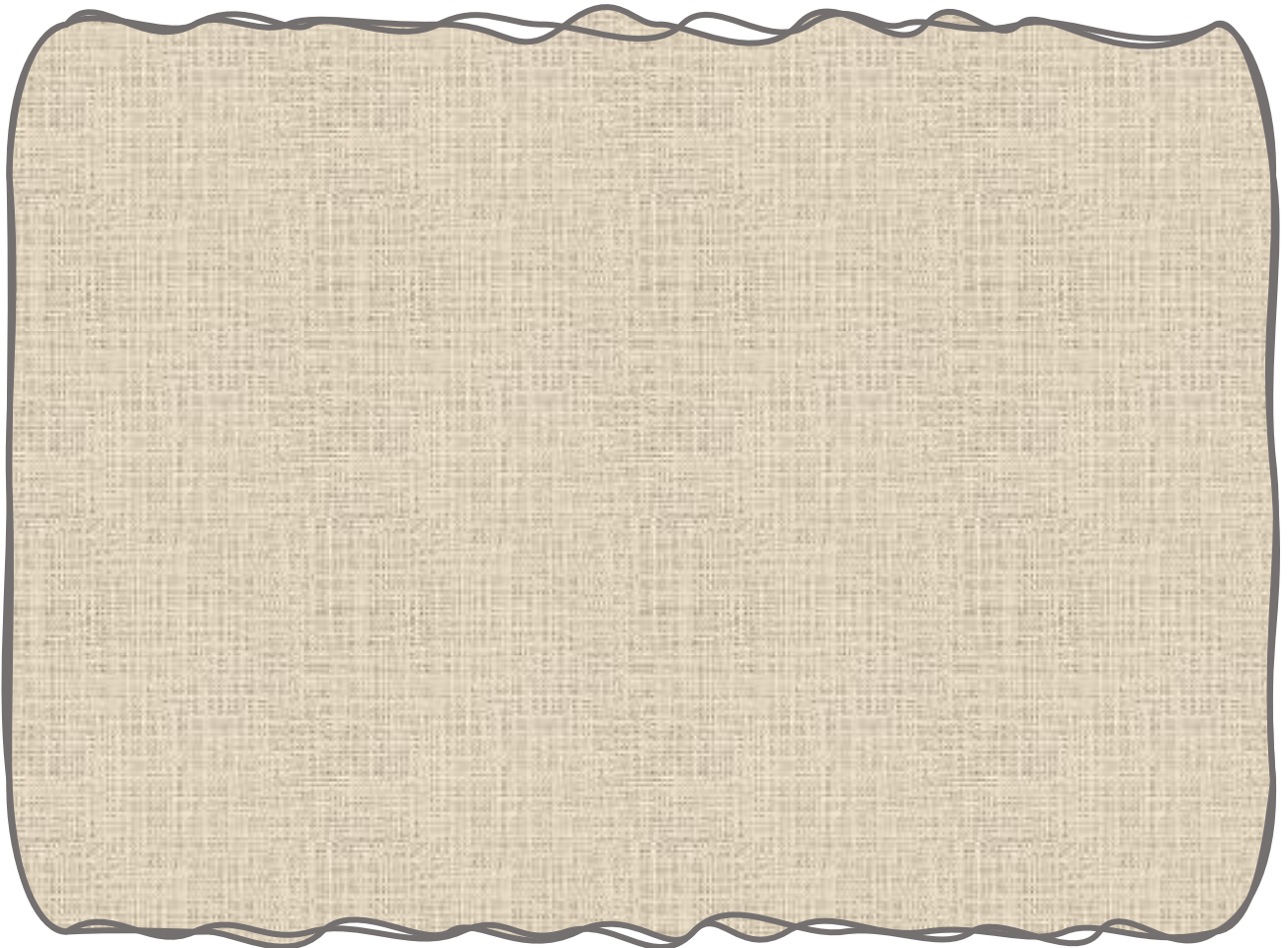
.....

3. Form a group with your classmates and act out the following situation.

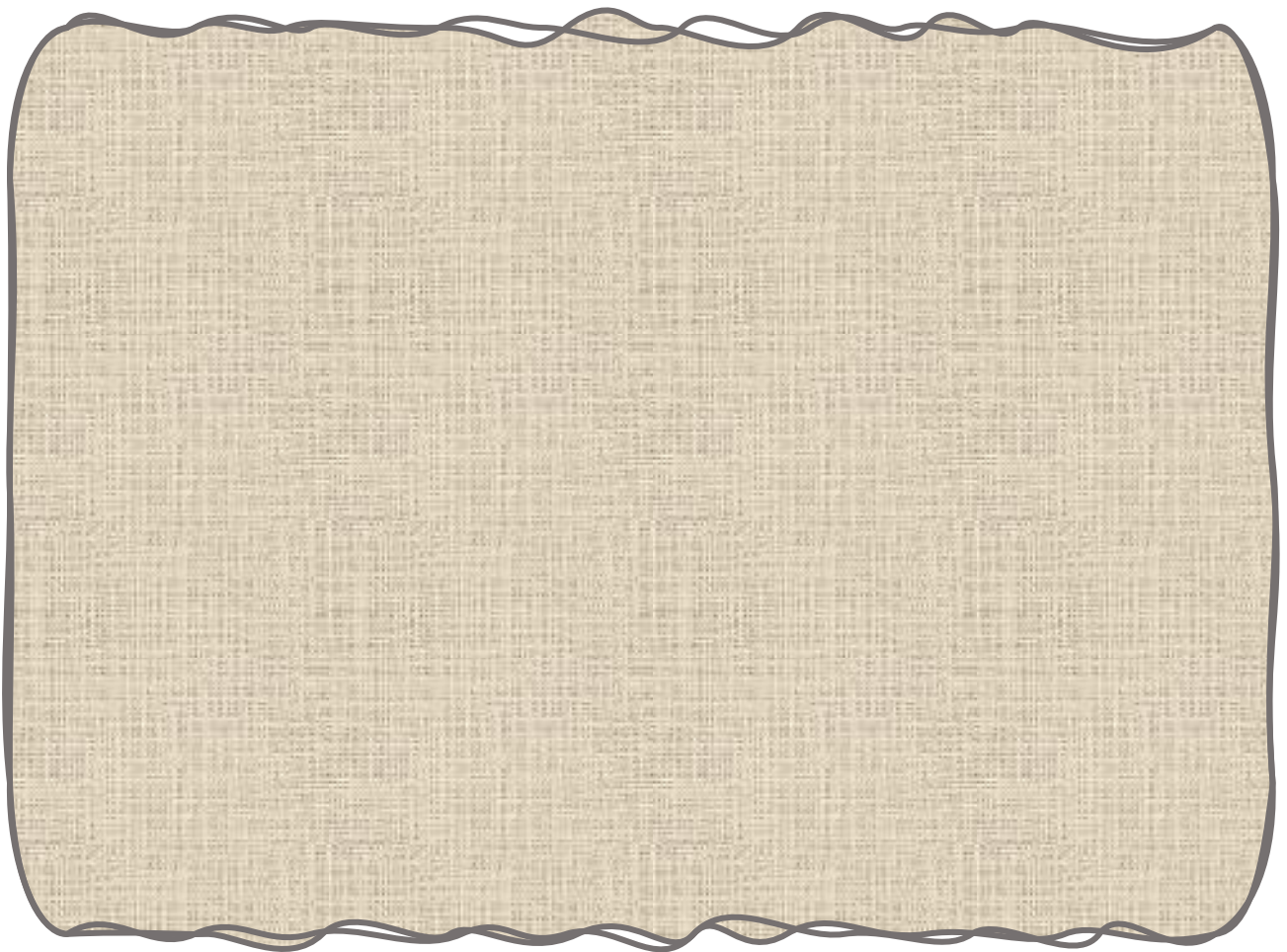
The city's popularity has declined recently, and with it the number of tourists coming to the city. In order to survive, the owners of the restaurants have called a meeting to find solutions as entrepreneurs. What could they jointly come up with (marketing, promotion) to attract more visitors to the town?



4. You will be appointed as the leader of your region. You are keen to develop agriculture and tourism, but you know that there are many other sectors linked to these two areas that also need to be developed. Each region receives €2 million from the state, that can be used freely for anything that helps regional cooperation in agriculture and tourism. For example: supporting each other's production, supporting each other's purchasing, promoting each other, events, infrastructure, logistics, marketing, etc. *Think about how you would spend this money, what you could do to achieve long-term results, what you could develop? Justify your ideas.*



5. Create image music for your business, with the necessary editing software, clicking on the below QR code. Your task will be to create the lyrics of the music by entering keywords or a complete text. Use at least 5 definitions from the glossary in the workbook.



GLOSSARY

agriculture: is defined as the production of crops and livestock for food and non-food purposes, including seed breeding, the production of propagating material and the operation of gene banks.¹

brand: the set of identifying characteristics of a company, product or service that distinguish it from its competitors.²

collaboration/cooperation: cooperation between specialised economic operators.³

cost: the monetary value of the expenditure incurred to produce a product or service.⁴

economic cycle: the continuous repetition of the elementary activities of production, distribution, exchange and consumption to satisfy needs.⁵

economy: a set of processes involving the rational use of available resources and the production, distribution, marketing and consumption of material goods and services.⁶

ecosystem: a system in which living organisms (plants, animals, bacteria, etc.) and their non-living environment interact as a functioning unit.⁷

flowchart: graphical representation of algorithms. Each elementary step is represented by shapes, which are then connected by arrows that define the order in which each action is performed.⁸

glocal supply system: an economic and logistical model that combines the benefits of global and local supply chains.⁹

hospitality: a specific commercial activity providing food, drink and services to the local population and tourism visitors.¹⁰

linear economy: a linear economy is a traditional economic model in which resources are extracted, processed, used to make products, and then consumed and discarded.¹¹

local producer: refers to a person or business that produces products in a given municipality or region, typically to meet the needs of the local community.¹²

¹ Kormányportál, <https://2010-2014.kormany.hu/hu/videkfejlesztesi-miniszterium/agrargazdasagert-felelos-allamtitkarsag/felelossegi-teruletek/mezogazdasag>

² Digital Foot Print, <https://digitalfootprint.hu/brandepites/>

³ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/55983715>

⁴ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/55983715>

⁵ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/55983715>

⁶ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/55983715>

⁷ EUR-LEX, <https://eur-lex.europa.eu/HU/legal-content/glossary/ecosystem.html>

⁸ Debreceni Egyetem, https://irh.inf.unideb.hu/~vargai/APA/Flowchart_hu.html

⁹ E-Government Tanulmányok, <https://antk.uni-nke.hu/document/akk-uni-nke-hu/k%C3%B6zigmuhely44.pdf>

¹⁰ PREZI, A vendéglátás fogalma, fő tevékenységei, <https://prezi.com/n9-elkjcsp-9/a-vendeqlatas-fogalma-fo-tevekenysegei/>

¹¹ Ecoterra, <https://ecoterra.hu/linearis-gazdasag-vs-korforgasos-gazdasag/>

¹² Együnk helyit, <https://egyunkhelyit.hu/helyi-elelmiszer-fenntarthato-gazdasag/>

local product: its concept is not bound by rigid rules and conceptual definitions. Its main characteristic is that production, processing and marketing and the consumer are as close as possible to each other, with a short supply chain.¹³

logistics: the integration of activities to plan, implement and control the efficient flow of raw materials, intermediate supplies and finished goods and related information according to customer requirements.¹⁴

macroeconomics: a field of theoretical economics that analyses the development and performance of the economy of a given geographical area using aggregate indicators.¹⁵

market: the space where actual and potential sellers and buyers meet, and the system of exchanges between them.¹⁶

marketing: the totality of a company's activities aimed at increasing sales through market analysis, product development, pricing, distribution, communication.¹⁷

microeconomics: a branch of theoretical economics that studies the behaviour and habits of separate, independent agents, the market for a product.¹⁸

multinational company: the term multinational refers to a company that is owned by a group of companies from several countries.¹⁹

organic farming: a farming method that aims to produce food using natural materials and processes. This means that organic farming generally has a limited environmental impact.²⁰

organic/ecological logo: provides a single visual identity for organic products sold in the EU. This makes it easier for EU consumers to identify organic products and helps farmers to market their products throughout the EU.²¹

overnight stay: an important indicator of tourism statistics is the number of guest nights or guest days. The total number of nights (guest × night) spent by guests (tourists) requiring accommodation in the accommodation establishment(s).²²

¹³ NAK, Helyi termékek és fogyasztási szokások napjainkban-Hazai kitekintés, [https://www.nak.hu/images/2024/REL/Helyi termek s fogyaszti szoksok napjainkban Hazai kitekints - Dr Trojn Szabolcs.pdf](https://www.nak.hu/images/2024/REL/Helyi_termek_s_fogyaszti_szoksok_napjainkban_Hazai_kitekints_-_Dr_Trojn_Szabolcs.pdf)

¹⁴ SULINET TUDÁSBÁZIS, <https://tudasbazis.sulinet.hu/hu/szakkepzes/kereskedelem-es-marketing/kereskedelmi-es-marketing-modulok/logisztikai-alapfogalmak>

¹⁵ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/559837>

¹⁶ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/559837>

¹⁷ NSZFH- A marketing alapfogalmai [https://www.nive.hu/Downloads/Szakkepzesi dokumentumok/Bemeneti kompetenciak meresi ertekelesi eszkozrendszerenek kialakitasa/19_0002_001_101015.pdf](https://www.nive.hu/Downloads/Szakkepzesi_dokumentumok/Bemeneti_kompetenciak_meresi_ertekelesi_eszkozrendszerenek_kialakitasa/19_0002_001_101015.pdf)

¹⁸ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/559837>

¹⁹ ELTE, https://geogo.elte.hu/images/Mellekletek_Hernadi_R.pdf

²⁰ Európai Bizottság, https://agriculture.ec.europa.eu/farming/organic-farming/organics-glance_hu

²¹ Európai Bizottság, https://agriculture.ec.europa.eu/farming/organic-farming/organics-glance_hu#theorganiclogo

²² Tudásbázis Sulinet, <https://tudasbazis.sulinet.hu/hu/szakkepzes/vendeglatas-idegenforgalom/idegenforgalom-vendeglatas/az-egy-es-alapfogalmak/torok-vendegmunkas>

PR (public relations): the strategy that a company or organisation will follow to communicate with its environment.²³

price: the monetary value of goods and services, i.e. the amount that the consumer is willing to pay and the seller is willing to receive for the transfer of ownership of the product.²⁴

product: any good which, in a market economy, takes the form of a commodity.²⁵

production in the hospitality industry: a process in which food is transformed into semi-finished or finished products suitable for meeting needs by various cooking techniques.²⁶

profit: economic profit is the difference between sales and economic costs.²⁷

promotion: marketing activities, other than advertising, personal selling and publicity, that encourage consumers to buy at the point of sale, such as an exhibition, product demonstration, trade show, contest, coupon, premium, prize, game or rebate.²⁸

region: a collective name for different territorial units (region, county, priority region and sub-region).²⁹

regionalism: when a regional unit is organised as a whole on the basis of identity and shared values.³⁰

revenue: the amount of money received by an economic system from other economic or non-economic system operating in its external environment.³¹

service: an activity whose direct objective is the satisfaction of needs.³²

short supply chain: a food supply chain can be defined as 'short' if it is characterised by a small distance between producer and consumer and few (zero) intermediaries.³³

SME: an acronym for micro, small and medium-sized enterprises.³⁴

social responsibility (corporate): means that companies take responsibility for their behaviour and its impact on society.³⁵

²³ Kiszervezett marketing, <https://kiszervezettmarketing.hu/online-marketing/pr-jelentes/>

²⁴ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/55983715>

²⁵ Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/559837>

²⁶ Szabó Margit: Gazdálkodás a vendéglátásban, Műszaki Könyvkiadó 2017.

²⁷ Szegedi Tudományegyetem, Közdasági Alapok, http://www.jgyph.hu/tamop15e/tananyag_html/kozgalapok/a_profit.html

²⁸ Európai Bizottság, https://knowledge4policy.ec.europa.eu/glossary-item/promotion_en

²⁹ ELTE, Nemes Nagy József: A tér a társadalomtudományban, https://geogr.elte.hu/REF/REF_Kiadvanyok/Ter_a_tarskutban/NNJ_05.pdf

³⁰ Murányi Péter: Regionális politika II. Az európai uniós területfejlesztés intézményrendszere, <https://lexikon.uni-nke.hu/szocikk/regionalizmus/>

³¹ Vállalatgazdaságtani alapfogalmak, <https://agrecorural.sze.hu/images/oktatasi-anyagok/alapfogalmak-gazd-BSc.pdf>

³² Gazdasági alapfogalmak, Dienerné Szakács Krisztina, Bertók Zsuzsanna: <https://www.studocu.com/hu/document/budapesti-gazdasagi-egyetem/penzugyi-szamvitel-2/gazdasagi-alapfogalmak-fogalomtar/559837>

³³ NAK, https://www.nak.hu/images/2024/REL/Helyi_termek_s_fogyaszti_szokso_k_napjainkban_Hazai_kitekints_-_Dr_Trojn_Szabolcs.pdf

³⁴ RSM Hungary, <https://www.rsm.hu/blog/adotanacsadas/kkv-besorolas-mikro-kis-es-kozepvallalkozas>

³⁵ Eur-LEX, https://eur-lex.europa.eu/legal-content/HU/TXT/?uri=LEGISSUM:corporate_social_responsibility

storage: ensures the smooth and continuous operation of the catering business by storing assets, raw materials, semi-finished and finished products in a professional and loss-free manner until they are used or sold.³⁶

sustainability: means a way of operating an activity or an institution that allows the practice in question to continue indefinitely (at least on the historical timescale, for as long as possible).³⁷

sustainable tourism: tourism that takes full account of current and future economic, social and environmental impacts and the needs of tourist, the industry, the environment and host communities.³⁸

tourism: the activity of visitors travelling outside their main destination. Usual environment for less than one year for any principal purpose, including business, leisure or other personal purposes, unless employed by an organisation resident in the place visited.³⁹

value added: the difference between the cost of production and the selling price.⁴⁰

wholesaler: a distributor that sells a large quantity of its product to retailers, allowing the retailer to charge a lower price than if it were buying a single product.⁴¹

zero waste: the approach is not to recycle but to prevent, eliminate and minimise waste.⁴²

³⁶ Szabó Margit: Gazdálkodás a vendéglátásban, Műszaki Könyvkiadó 2017.

³⁷ ELTE, <https://tutijo.elte.hu/2024/11/02/2-5-fenntarthatosag-fogalma-alapveto-celkituzesei/>

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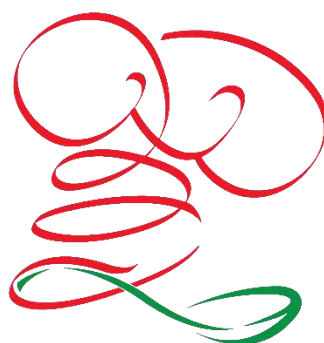
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