

Code of Practice for Milk Producers Legeda(i)ry board game FARMWORKER MODULE

The MPO Training Institute has developed a board game for milk producers that will help them ‘moo-ve’ compliance in an engaging and industry-relevant way. The board game, which goes by the name of Legeda(i)ry, uses gamification — the application of game-design elements in non-gaming contexts — as an alternative, cutting-edge training experience for farmworkers to maintain the integrity of suppliers’ milk and manage the supply chain effectively.

Gamification techniques, such as this board game, compel employees to prove their value and knowledge, encouraging and boosting participation, while at the same time injecting an element of fun.

The aim of Legeda(i)ry is to ‘moo-ve’ as a herd (i.e. a team) to greener pastures on the board while interacting with the content of the **Code of Practice for Milk Producers**.

One chapter represents one round on the board. Since there are multiple rounds, this creates a friendly competitive environment among the participants. In this way, participants need to use their collective work experience and knowledge and engage with each other to learn about industry standards that ensure food safety. The value of gamification for milk producers lies in the fact that this novel way of training and:

- increases learning and retention of regulatory concepts about food safety;
- increases awareness and understanding of the necessity of the code of practice;
- uses educationally relevant and experiential learning methods;
- enables ‘cross-pollination’ of learning in the sense that participants assist, correct, and encourage each other in providing the most complete, accurate answers relevant to the code of practice; and
- involves all farmworkers in various ways, whether they are literate or illiterate.



Ultimately, Legeda(i)ry serves as a platform for improving internal participation and operations in such a way that milk producers can overcome their compliance ‘hurdles’ and ‘moo-ve’ towards the standards of best practice.

