

Quality of Life and Management of Living Resources

Key Action n° 5

Sustainable agriculture, fisheries and forestry, and integrated development of rural areas including mountain areas

DOLPHINS

**Development of Origin Labelled Products :
Humanity, Innovation, and Sustainability**

Contract QLK5-2000-00593

TASK 2 – WP 5

Preliminary comparison of the case studies

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0 General information						
Case study	Author	Country	Name of the product	Product	Denomination	Area of production
1	Arfini - Bertoli	Italy	Culatello di Zibello	A particular kind of ham	PDO (1996)	The North part of the Province of Parma
2	Montanari - De Roest	Italy	<ul style="list-style-type: none"> • Coppa Piacentina • Salame piacentino • Pancetta Piacentina 	Cured meat seasoned pork products:	PDO (1996)	The Province of Piacenza
3	Albisu - Sanjuan	Spain	"C" de Calidad Alimentaria	Quality collective brand for 27 food products	collective brand	The region of Aragón
4	Albisu - Sanjuan	Spain	Designation of Origin Cariñena	Wine	DO	The region of Aragón, Province Zaragoza
5	Tregear - Ness	UK	Beacon Fell - Lancashire cheese	Cheese	PDO	The Fylde area of Lancashire, north of the River Ribble and including the Preston and Blackpool district of Lancashire
6	Wilson - Korcoran	UK	Specially Selected Scotch Beef	Beef meat	PGI	Scotland
7	Trift	France	Taureau de Carmague	Beef meat	PDO (1996)	South France within the triangle delimited by the towns of Montpellier, Nimes and Marseille
8	Frayssignes	France	Roquefort cheese	Cheese	PDO	France - Région Midi Pyrénées
9	Schaer	Germany	Bavarian Beer	Beer	PGI	Germany - Bavaria
10	Profeta	Germany	Schrobenhausener asparagus	Vegetable	collective brand	Germany - Bavaria
11	Reviron - Couillerot	Swiss	Etivaz cheese	Cheese	PDO	Switzerland - Pays d'en Haut
12	Tiberio – Cristovao - Teixeira	Portugal	Azeite Trás-os-Montes olive oil	Olive oil	PDO	North-eastern Portugal - Tras os Montes
13	Tiberio – Cristovao - Teixeira	Portugal	Terrincho cheese	Cheese	PDO	North-eastern Portugal - Tras os Montes

1 Definition, characteristics and legal protection (ex WP1)					
Name of the product	1.1 Characteristics of the OLP and its production system	1.2 The process of institutionalisation	1.3 Code of practice	1.4 Certification	1.5 Legislative aspects-description of.
Culatello di Zibello	<ul style="list-style-type: none"> Process very rooted inside the area of production Three kinds of product: (Culatello PDO, of the Consortium and generic one) 	<ul style="list-style-type: none"> <u>Problems before:</u> <ol style="list-style-type: none"> Lack of differentiation with industrial process Low volumes of production Knowledge of the product only at the local level <u>Actors who request:</u> Some local producers <u>Problems after:</u> <ol style="list-style-type: none"> The restricted area of production The use of artisans techniques. <u>Conflicts:</u> <ol style="list-style-type: none"> Pig weight Pig race Ingredients 	<p>Clear instruction on raw materials, the characteristics of the finished product and the methods to be used during the different phases of product processing.</p> <p><u>Two processes:</u></p> <ul style="list-style-type: none"> Traditional Industrial 	<p><u>Before 1992:</u> The control of conformity is made by producer's consortia under a specific delegation from Ministry of Industry in accordance with the Ministry of Agricultural policy and forestry (MIPAF) and Ministry of Health.</p> <p><u>Now</u> is done by IPQ.</p> <p>Checking of the Code of Practice of the PDO and of the Consortium</p>	<ul style="list-style-type: none"> <u>Regulations</u> <ol style="list-style-type: none"> Reg. CEE 2081/92 and 2082/92 Reg. CEE 1263/96 that confers the PDO. <u>Trademarks and collective brands:</u> <ol style="list-style-type: none"> Culatello di Zibello PDO Consorzio del Culatello. <p>The indication "Culatello" can mislead the consumers</p>
Salumi tipici Piacentini	<ul style="list-style-type: none"> Process very rooted inside the area of production Specific knowledge and know how, artisanal capacities of local craftsmen. The nature of the activity requires an high labour intensity and high degree of artisanality. The characteristics of the raw materials are important in the final product.. <u>2 products:</u> PDO and generic ones. 	<p>The Consortium was born in 1971 only to promote a collective mark and valorise the local production of cured pork but it wasn't so important. From 1992, with EEC Reg., became more influent.</p> <ul style="list-style-type: none"> <u>Conflicts:</u> The conflict in the redaction of the Code of Practice were not so strong.. The conflicts were overtaken and their policies were improved by means of the coordination of the Consortium. 	<p>Clear instruction on raw materials, the characteristics of the finished product and the methods to be used during the different phases of product processing. <u>DOP vs generic one:</u></p> <p>The type of the raw materials</p> <p>The technical specification regarding the salting and seasoning processes</p>	<p><u>Before 1992:</u> The control of conformity is made by producer's consortia under a specific delegation from Ministry of Industry in accordance with the Ministry of Agricultural policy and forestry (MIPAF) and Ministry of Health..</p> <p><u>From 1999</u> is done by ECEPA (Ente di certificazione prodotti agroalimentari)</p>	<ul style="list-style-type: none"> <u>Regulations</u> <ol style="list-style-type: none"> Reg. CEE 2081/92 and 2082/92 Reg. CEE 1263/96 that confers the PDO. <p>ECEPA has planned a certification system which in addition to the 22 local processing meat firms, concerning 22 slaughterhouses and some hundred pig farmers, covering the entire PDO supply chains</p> <u>Trademarks and collective brands:</u> <p>Collective mark in accordance to the Consortium of Salumi Tipici Piacentini is created to distinguish products respondent to the Code of Practice requirements.</p>

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"C" de Calidad Alimentaria	<ul style="list-style-type: none"> a recognised quality, based on traditional ingredients, artisan methods of production, symbols of culture and know-how through time. are made by small family enterprises 	<p>Many problems, many business, many interests. It's difficult not to write the Code of Practice but to implement it. Many firms sustain it.</p>	<p>Clear instruction on ingredients, their combination, technical specifications, the method of production, the final presentation, the packaging, the controls. It's validated by the Department of Agriculture of the Regional Government</p>	<p>The Code of Practice states the required controls.</p> <ol style="list-style-type: none"> one by firm, concerning the raw materials, check up on methods, quality, hygiene and stock conditions and technical analysis by an external agent (Food Quality Committee) who certifies that the product matches the specifications defined in the Code 	<ul style="list-style-type: none"> <u>Regulations</u> Ley de Marcas (Law of Brands) Real decreto 645/90 Real decreto 687/02. <u>Trademarks and collective brands:</u> The collective brands works in addition to private brands: At the beginning the collective was linked to the name Aragon but later on, in order to comply with the EU rules, the reference to the region Aragon was taken out.
Designation of Origin Cariñena	<ul style="list-style-type: none"> Tradition and history Characteristics and distinctive tastes Some small wineries use little shops Big firms use distribution chains 	<ul style="list-style-type: none"> <u>Before:</u> no control <u>Now:</u> high reputation <p>Code of practice controlled by INDO (National Institute of designation of Origin). It was created to achieve a minimum standard of quality improved along the years:</p>	<p><u>Structure:</u></p> <ul style="list-style-type: none"> Production Wine making, Registers Rights and obligations The regulatory body Infraction and sanction 	<p>1 inspection by the regulatory Body 2 certification by certification Committee</p>	<p>Laws</p> <ul style="list-style-type: none"> Order 26 July 1975 Order 9 April 1990 Order 12 June 2000 <p><u>Institutions</u> <u>Trademarks</u></p>
Beacon Fell-Lancashire cheese	<ul style="list-style-type: none"> Historical product It's made to unique recipes of individual producers Little heterogeneity in production techniques but different supply chain agents 	<p>The industrial version became so popular that it was created the Code of Practice, Lancashire become generic and the collective protected name is "Beacon Fell Traditional Lancashire cheese"</p>	<p><u>After</u> the Code of Practice: the market and the product positioning are reached</p>		<p>Regulations</p> <ul style="list-style-type: none"> Reg. CEE 2081/92 and 2082/92 Food labelling regulations, Food safety Act (1990) Trade description Act (1968) under the guidance of the Food Standards Agency

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Specially Selected Scotch Beef	In June 2002 a change to the specified requirements for Scotch Beef was applied for so that Scotch Beef will in the future refer to cattle 'born, raised and slaughtered' entirely in Scotland.	<ul style="list-style-type: none"> • PGI • the BSE and Foot and Mouth crises and has led for a call for a redefinition of the specification of Scotch Beef. • In June 2002 definitive version 		<ul style="list-style-type: none"> • Independent inspectors monitor farms • There's a parallel schemes to check and control other parts of the production process • It was the first food and farming certification body in Europe to be awarded EN45011 status. adopted by the EU as the yardstick for food certification schemes. 	
Taureau de Carmague	<ul style="list-style-type: none"> • It's based on local knowledge of extensive breeding • The main difference consists in the breeding which is not for the meat but for the games. Its production is closely connected with the local traditions and all the practices are turned towards the production of animals good in bullfighting and not necessarily good for meat in this area. • The firms are very different. There is a national one (which make a little part of the volume of PDO and can't sell PDO meat) and a regional one 	<ul style="list-style-type: none"> • <u>Problems Before:</u> A bad valorisation An heterogeneity of the price of the alive animal A improper utilisation of the name Difficulties: to choose the better signal of quality Qualify an origin suppose to qualify what it is original in the product quality 	<ul style="list-style-type: none"> • Technical operations and criteria the practices of the breeders, based on general elements (the breeds, area of production and period of breeding in "wet zone", types of animals, weight of slaughtering). 	<ul style="list-style-type: none"> • When the origin of the meat was not qualify the price was very low in comparison with other meat • declaration of ability • there are 2 certification procedures. • 1) One controls the conditions of production. Every producer of the supply chain (breeders, slaughterhouse, the butcher) is controlled. • A second commission called control assent (<i>contrôle agrément</i>) is in charge to control the carcass and meat quality. 	<ul style="list-style-type: none"> • Regulation (EEC) No 2081/92 • Two Trademarks. • The traders put the trademarks forward rather than the origin of the meat:

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Roquefort cheese	<ul style="list-style-type: none"> The Roquefort cheese supply chain is based on specific resources, and notably on a production system with particular characteristics. The actors of the emergent supply chain contributed to the birth of a real "Roquefort cheese model" 	<p>The industrial actors of the Roquefort cheese supply chain wanted to have the exclusive right of the denomination and to build a kind of "monopoly".</p> <p>The milk producers wanted a well defined area of production in order to "prevent" the industrial actors from being supplied out of the region</p>	It defines the several stages of production of the cheese required	<ul style="list-style-type: none"> At the moment, is done with the INAO (National Institute of Designation of Origin). The actors are developing a specific system of auto-control destined to formalise the most important elements of the code of practice and to verify their good application. The certification procedure concerns essentially the quality of milk. The actors of the supply chain have progressively built a "grid" with specific, precise and strict criteria. This grid governs for a part the price of the milk. 	<ul style="list-style-type: none"> Reg. (CE) n°2081/92. The Reg. (CE) n°1107/96 confers PDO mark to the Roquefort cheese.
Bavarian Beer	<ul style="list-style-type: none"> Historical product Bavaria is still the world's region with the highest density of breweries sites in the world, even if their number is declining Typical because Bavarian beer won't be brewed in a different way. Some small breweries differ in production techniques (very modern or traditionally equipped firms), size (from medium size to one-person- micro-breweries). Their access to retail systems is limited to their "home area". 	<ul style="list-style-type: none"> Two major problems: firstly, a general lack of information, understanding and know-how with regard to the LP-topic, secondly, the lacking will for common action in this area, partly due to rivalry between breweries There weren't any larger conflicts within the Bavarian brewing scene, even though small brewers weren't much interested in the topic 	The code of practice consists mainly of the "Bavarian Beer Purity Law" and of the prescriptions, that the applying breweries have to be situated in Bavaria and that essentially Bavarian raw materials have to be used.	<ul style="list-style-type: none"> As there is now difference to the legislative level assured beforehand by the "Purity Law", there are no extra certifications systems or costs. Eventual sanctions are applied according to the German and Bavarian food law. 	<ul style="list-style-type: none"> Common German law on brand names: Deutsches Markengesetz Common legislative bodies concerned with food production, food control and brand topics There are at least 650 brand names and probably several thousand trademarks for Bavarian beer.

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Schrobenhausener asparagus	<ul style="list-style-type: none"> There are no specific non-transferable local assets. in the PGI-application it was pronounced that the farmers have an excellent knowledge on how to produce asparagus. there are no certain differences in the production process compared to other asparagus areas. 	<p><u>Problem before:</u></p> <ul style="list-style-type: none"> lack of information of the producers about the legal protection system. the lack of time of the person of the asparagus association who is in charge of legal affairs. the communication of the advantages and disadvantages of the protection system to all producers. <p><u>Objectives:</u> to achieve a higher quality standard follow the rules of the so-called "integrated production"</p> <p><u>Now:</u> Producers with a higher production standard can use the collective trademark additionally to the EU-logo to differentiate their product from "normal" Schrobenhausener asparagus</p>	<p><u>Two Code of Practice:</u></p> <ul style="list-style-type: none"> for the collective trademark (more strict) (rules of the so-called "controlled integrated production") a code of practice for the PGI application (which naturally first come in force when the PGI is registered) (a certain soil quality) 	<p>For trademark For PGI 2 different certification</p>	<p><u>For collective trademark:</u> § 99 of the German "Markengesetz" (MarkenG) regulates the geographical indication that are protected as collective brand.</p> <p><u>For PGI:</u> §§ 129 ff. of the MarkenG regulate the protection of geographical indications according to EU regulation 2081/92.</p> <p><u>For trademark and PGI:</u> (application, product characteristics, monitoring).</p> <p><u>Collective brand:</u> It's protected as a collective brand. Only farmers which cultivate the asparagus after stringent production regulations are allowed to use the trademark of the southern Bavarian asparagus union for marketing-purposes.</p>
Etivaz cheese	<ul style="list-style-type: none"> The production process is linked to the specific type of life in mountain pastures during summer. There is relatively little heterogeneity between producers-processors 	<ul style="list-style-type: none"> The producers decided that the cooperative, which was dedicated to cheese ripening, would take also in charge marketing issues and sell the cheese production. the cooperative requested for protection. The objective was to position the product on the high quality market segment and to increase its fame. 	<ul style="list-style-type: none"> production area production season cows fed the milk process Milk transport is not allowed. cheese making 	<ul style="list-style-type: none"> certification ISO 9002 certification HACCP certification to regulation UE 92/46 for export in the EU PDO was recognised in 2000 and certification is delivered by an accredited body (OIC) 	<ul style="list-style-type: none"> Regulations registered trademark in 1988, with a protected logo PDO, recognised in 2000 Organisme: Institut fédéral de la propriété intellectuelle (IPI) Office Fédéral de l'Agriculture (OFAG), concerning PDO Organisme inter cantonal de certification (OIC), on certification Existence of a <u>trademark</u>, which was registered by the cooperative in 1988

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Azeite Trás-os-Montes olive oil	<ul style="list-style-type: none"> It's a very ancient activities The farms in the area are not specialised. Olive production is integrated in a complex system with other vegetable and animal productions. Various factors environmental led to the creation of the PDO. The traditional production techniques are close to organic farming, and the most common processing methods allow the production of high quality olive oil. At the commercialisation level, it is worth to stress the organisation of fairs and other initiatives aiming at the promotion of local quality products with considerable impact in terms of attracting visitors and stimulating the local economies. 	<ul style="list-style-type: none"> The request was initiated by the Ministry of Agriculture and was mainly a top-down process. The olives producers constituted an Association in 1990 obtain the PDO in 1994 	<p>Main issues:</p> <ul style="list-style-type: none"> Olive producers Processing units, Several specific production and processing technical procedures A maximum acidity Packaging 	<p>Main issues</p> <ul style="list-style-type: none"> The technical specifications concerning production and processing, defined in the Code of Rules, must be observed Laboratory analysis Tasting Sanctions <p><u>Bodies involved in the quality monitoring</u></p> <ul style="list-style-type: none"> AOTAD AIATAD 	<p><u>Laws:</u></p> <ul style="list-style-type: none"> Reg. (CEE) 2081/92 Despacho Normativo n.º 293/93 Despacho normativo n.º 47/97: Despacho34/94 Reg. (CE) N.º 1107/96 recognises, at the national level, the name <p><u>Legal institutions concerned with it:</u></p> <p>Bodies involved in the definition of the product characteristics and Bodies involved in the protection of the product</p> <p><u>Existence of trademarks and collective brand:</u></p> <p>Each producer has his own trademarks associated with the collective brand, owned by the producer's association (AOTAD).</p>
Terrincho cheese	<ul style="list-style-type: none"> It's a very ancient cheese The farms in the area are not specialised. Initially, the cheese producers were also sheep producers. At the commercialisation level, it is worth to stress the organisation of fairs and other initiatives aiming at the promotion of local quality products with considerable impact in terms of attracting visitors and stimulating the local economies. The two producers of DOP also produce a generic cheese similar to the PDO one, but without the indication Terrincho and, of course, the PDO mark. This cheese is sold at a lower price. 	<ul style="list-style-type: none"> The request of the PDO was initiated by the Ministry of Agriculture and was mainly a top-down process. The sheep milk producers constituted an Association in 1990, which promoted the creation of two cooperatives for marketing. These two institutions obtain the legal protection and since 1994 	<p><u>General characteristics of the product:</u></p> <ul style="list-style-type: none"> Characteristics and percentage Shape, Crust, Texture, Texture Maturation temperature, Relative humidity Minimum time 	<p>Main issues</p> <ul style="list-style-type: none"> The technical specifications concerning production and processing, defined in the Code of Rules, must be observed Laboratory analysis Tasting Sanctions <p><u>Bodies involved in the quality monitoring</u></p> <ul style="list-style-type: none"> DRATM QUEITEQ ANCOTEQ 	<p><u>Laws:</u></p> <ul style="list-style-type: none"> Reg. (CEE) 2081/92 Despacho Normativo n.º 293/93: Despacho normativo n.º 47/97: Despacho 16/94 Reg. (CE) N.º 1107/96 recognises, at the EU level, the name <p><u>Legal institutions concerned with it:</u></p> <p>Bodies involved in the definition of the product characteristics and Bodies involved in the protection of the product</p> <p><u>Existence of trademarks and collective brand:</u></p> <p>Each producer has his own trademarks associated with the collective brand, owned by the producer's association (QUEITEQ).</p>

2 <i>Link with production and marketing system</i> (ex WP2)		
Name of the product	2.1 Production chain aspects	2.2 Consortia and interprofessional bodies
Culatello di Zibello	<ul style="list-style-type: none"> Breeding, Slaughterhouses Sectioning laboratories Industrial / artisans processing firms Distributors/ shops-restaurants of the producers <p><u>Interactions:</u> competitive behaviours</p> <p><u>Quality management:</u> the artisan production of the Culatello is characterised by pig alimentation and seasoning close to the Po river.</p> <p><u>Mktg channels:</u></p> <p>1)GDO only the two big firms</p> <p>2) Shops-restaurant of the producers</p> <p><u>Prices:</u></p> <ul style="list-style-type: none"> Generic:20-25 euros/kg PDO:45 euros/kg <p>Difference of 50%</p> <p>the producers using the PDO can obtain a premium price.</p> <p>PDO is sold inside the mark of the Consortium at free- service against the power of the cured meat makers</p>	<ul style="list-style-type: none"> <u>Associaton of breeders:</u> Consortium of Suino Pesante and Associazione Nazionale Suini <p>Concern a particular race and nourishment of the pigs. Promotes a supply chain integration until the finished product.</p> <ul style="list-style-type: none"> <u>Association of industrial slaughter:</u> ASSICA <p>A very powerful organisation, a bottle neck of the chain.</p> <ul style="list-style-type: none"> <u>Association of PDO Culatello producers:</u> Culatello di Zibello Consortium <p>It's made of small producers, process the meat in artisan way and sell the product in a specialised food shops or their restaurants</p> <ul style="list-style-type: none"> <u>Certification body:</u> IPQ <p>Check all the phase of production</p>
Salumi tipici piacentini	<ul style="list-style-type: none"> 22 local processing firms Hundreds of farmers 22 slaughterhouses and cutting plants <p><u>Interactions:</u> ECEPA is looking to collaborate with the slaughterhouses to concentrate the group of suppliers and reduce the control costs.</p> <p><u>Strategies of the actors:</u></p> <ul style="list-style-type: none"> The majority of the companies labels small quotas of PDO-destined product due to the fact that the main sales channel (small retailers, catering) does not justify the increase in costs required for certification. The quality of such products may be excellent anyhow respecting even all the PDO requirements, but the customer, and in particular the local customer, is not interested in the PDO label. the valorisation process created by the PDO leads to a very close collaboration among some of the leading names of the designation of origin and the large distribution chains, selling the product and its label reserved for typical Italian products alongside the distributor's private label Some companies, which are certified for PDO production but do not label their products (or label only a minim part), follow all the requirements of the specification regarding the preliminary phases of the seasoning process and sell their products to other companies in the certified zone, who complete the seasoning process on their own and sell them with the designation of origin and their own company brands. <p><u>Mktg channels:</u></p> <ul style="list-style-type: none"> PDO mark can create extra added value or, otherwise, can represent a strategic tool in relation to the channel the product is destined for. <p>Convenience to apply the PDO mark depends also from the appreciation of the market for a guarantee of origin and the possibilities it offers to enlarge those marketing channels which are more interested in the certified products than others.</p>	<p>The Consorzio dei Salumi Tipici Piacentini is modifying its statute to be recognized by the Ministry in order to manage in addition to promotion also actions of surveillance against counterfeits and usurpation of the designation of origin</p>

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"C" de Calidad Alimentaria	<p>It's constituted by 43 firms. Different sizes and juridical personalities (Predominance of cooperatives in fruit and vegetable sectors while a few anonym societies in the meat sector.)</p> <ul style="list-style-type: none"> • <u>Prices</u> The firms are price takers • <u>Brands</u> the quality brand is used to have a mkt advantages. The big firms take the leadership of the creation of the collective brands and benefited from it. 	<p>There are not really interprofessional bodies and most producers of raw materials are also the transformers</p>
Designation of Origin Cariñena	<ul style="list-style-type: none"> • Structure: Wine Growers(3000) Association of wine growers Wine makers (private firms and cooperatives)(44) The regulatory Body plays an important role, to match demands needs and adapting the rules Used by both small and big firms 	<ul style="list-style-type: none"> • Interprofessions involved Regulatory body Farmers associations Farmers unions Association of small and medium size firms Associations of the Agro-Industrial sector of Aragon • The regulatory body is really the unique inteprofessional institutions. The others have more horizontal nature
Beacon Fell-Lancashire cheese	<ul style="list-style-type: none"> • Cheese makers inside family group. Different distributions(wholesalers, specialist cheese retailers) • The marketing channels are generally short, Cheesemaker/Wholesaler/Consumer Cheesemaker/Specialist cheese retailer/ Consumer Cheesemaker/Retailer/Consumer Cheesemaker /Wholesaler/Consumer Cheesemaker/Consumer 	<p>The PDO designation is held by the Lancashire Cheesemakers Association</p>
Specially Selected Scotch Beef	<p>In its capacity as industry and supply chain co-ordinator, QMS maintains links with the following organisations and professional bodies such as: The Scottish Association of Meat Wholesalers, The Guild of Scottish Meat Plants, The Guild of Scotch Quality Butchers, The Scotch Beef Club and the multiple retailers.</p> <p>The marketing strategies pursued by QMS reflect the two main objectives of the organisation:</p> <ul style="list-style-type: none"> • To improve the competitive position of the Scottish meat and livestock industry at home and abroad, thereby bringing tangible benefits to the sectors involved, from primary production to point of sale. • To provide co-ordination and leadership for the whole of the industry thereby allowing the organisation's vision and strategies to be developed. 	<ul style="list-style-type: none"> • The requirement for 'due diligence' and product traceability by the multiple retailers has resulted in responsibility for delive-ring these being passed on to the supply chain. Increasingly, the meat plants that coordinate the slaughter process, demand that all producers are members of a quality assurance scheme and carry relevant certification. In effect, membership of such schemes is a pre-requisite for market entry for actors in the supply chain. • support for specialty foods in the UK is provided by the agency Food From Britain Ltd., which operates nationally via regional development agencies and promotes Scottish specialty foods and food products that are more generally those produced by small-scale firms.

2 <i>Link with production and marketing system</i> (ex WP2)		
Name of the product	2.1 Production chain aspects	2.2 Consortia and interprofessional bodies
Tareau de Carmague	<ul style="list-style-type: none"> • Bull breedings 92 breedings • Slaughtering, only two / Bleeding/ Trimming • Evaluation of the carcasses not with a standard grid but with a specific grid • Specific carving • The supermarket sold the main part, 1/3 is sold by restaurant, butchers and a few wholesalers. No production exported out of the region. <p>All the firms (the regional and the national one) sold their product with PDO.</p>	
Roquefort cheese	<ul style="list-style-type: none"> • The supply chain is organised around two types of actors : milk producers and industries. • The relations between these two types of actors are very closed. Indeed, the chain is characterised by specific rules established by actors. 	<ul style="list-style-type: none"> • Since 1922, milk producers belong to the "Fédération Régionale des Syndicats d'Éleveurs de Brebis" (FRSEB). • Today, key words that characterise the supply chain today could be <i>cohesion, pereniality</i> and <i>self-governance</i>.
Bavarian Beer	<ul style="list-style-type: none"> • Vertically organised supply exists both from farmers to brewers as from brewers to a part of the gastronomy. The brewers have a rather strong position in these vertical systems and their policy is ambivalent, as far as malt supply is concerned. 1) breweries cooperate with farmers in order to obtain optimal cereal and malt qualities. 2) they appeal easily to foreign suppliers and their relatively cheap offer. • In order to differentiate their products, small and medium- scaled breweries in Bavaria use in most cases the arguments of "micro-regional traditions", what consequently gives them a somewhat old-fashioned image. Only a few houses try compete by modernizing their image (innovative bottling, new products, hedonism-orientated advertising). Other (small and medium) breweries differentiate their products by using organically grown ingredients. 	<ul style="list-style-type: none"> • There are several <u>associations of breweries</u>. The most important one is the Bavarian Brewers' Association (Bayerischer Brauerbund) who represents some 90 % of the production. • <u>Interprofessional body</u>: It was the Bavarian Brewers' Association, that raised the discussion about PGI and that applied for the protection. The association is representing the Bavarian brewers in the different lawsuits engaged with foreign breweries
Schrobenhausener asparagus	<ul style="list-style-type: none"> • <u>Structure of the supply chain</u>: • <u>Structure of the chain</u>: -287 producers of which 80 are using the collective brand -80% to direct distribution -20% to non direct distribution -consumer <p>The association is an owner of the logo , "which it gives away by observance of all quality directives and test directives to its members as a license An honorary marketing committee (Sales promotion, image promotion, quality assurance and quality improvement).</p> <ul style="list-style-type: none"> • <u>Quality management</u> 80 producers which using the collective trademark follow the strict Quality and test directives for the use of the trademark • The highest price can be earned in the direct marketing channels 	

2 <i>Link with production and marketing system</i> (ex WP2)		
Name of the product	2.1 Production chain aspects	2.2 Consortia and interprofessional bodies
Etivaz cheese	<p><u>Structure of the chain:</u></p> <ul style="list-style-type: none"> • 80 milk producers / cheese-makers • 1 cooperative • around 100 buyers <p>Strong vertical co-ordination. All supply chain levels are strongly linked : 80 artisan producers / cheese-makers that are members of 1 cooperative</p> <p><u>Quality management:</u></p> <ul style="list-style-type: none"> -on the mountain pastures : inspection by the cooperative technician and the regional milk control officer. -in the cellars : cooperative management -At the end of the ripening process, a premium is payed to the producer, according to a quality grade. • Controls by the Organisme Intercantonal de certification The PDO allows producers to maintain artisan cheese-making. • - The entrance of big firms is discouraged. A new ripener should build a 3000 pieces cellar in the production area in order to get the denomination 	<ul style="list-style-type: none"> • Role of interprofessional bodies product ripening ,quality control,research on the product typicity,marketing strategy,promotion,volumes planning, which are shared between members,before the production season,price fixing • Important issue: strong vertical integration/ strong assets specificity
Azeite Trás-os-Montes olive oil	<p>Structure of the supply chain</p> <ul style="list-style-type: none"> • Olive producers: mostly small size farms, with an average of 2 ha of olive grove. • Processing units: -10 processing/packaging cooperatives of olive producers with variable dimension, -large number of small artisanal processing units (producers/processors), -small number (about 10) of -production/processing/packaging enterprises, -one processing/packaging enterprise with mixed capital (private+cooperative). • The producers' association assumes the responsibility of managing the PDO and is not involved in processing and commercialisation activities; • The producers' association has promoted the PDO and processors/packagers trademarks together with the individual agents, but some of these agents prefer to assume the promotion of their own brands individually. <p><u>Quality management:</u></p> <ul style="list-style-type: none"> - Internal monitoring done by the processing units to control the quality of the raw material and the product at the different critical stages of the process; - External control by the private control and certification body; - The norms HACCP and ISO 9000 are not used. 	<p><u>Role of Interprofessional bodies</u> <u>AOTAD (producers' organism):</u></p> <ul style="list-style-type: none"> • Definition of the Code of Practices; • Asking permit to register; • Management of the PDO. <p><u>AIATAD (private control and certification body):</u></p> <ul style="list-style-type: none"> • Evaluation of the farm conditions for those who want to produce <i>DOP</i>; • Periodical control of the registered farms; • Evaluation and control of the processing units; • Evaluation and control of the sales points. <p><u>Issues related to the governance of the Chain:</u></p> <ul style="list-style-type: none"> • Lack of human resources, both in quantity and quality, in the management and control of the <i>DOP</i> chain; • Producers of raw material lack information about the <i>DOP</i>; • Lack of common strategy to control the quality of the raw material; • Lack of common strategy for product diversification; • Lack of common strategy to promote and distribute the <i>DOP</i>. • Management of the chain is essentially individual (non-collective) and the producer' organism does not assume a leadership role

2

**Link with production and marketing system
(ex WP2)**

Name of the product	2.1 Production chain aspects	2.2 Consortia and interprofessional bodies
Terrincho cheese	<p><u>Structure of the chain:</u></p> <ul style="list-style-type: none"> • Sheep producers have relatively small operations, • two units producing PDO cheese: a cooperative and a small private artisan • The remaining processing units are smaller, and correspond to milk producers- processors or simply processors. • The PDO producers are free to produce non-PDO sheep cheese similar to Queijo Terrincho DOP <p><u>Quality management:</u></p> <ul style="list-style-type: none"> - Internal monitoring done by the processing units to control the quality of the raw material and the product at the different critical stages of the process; - External control by the private control and certification body; - The norms HACCP and ISO 9000 are not used. 	<p><u>Role of Interprofessional bodies</u></p> <p>QUEITEQ (Cooperative and transformation organism)</p> <ul style="list-style-type: none"> • Definition of the Code of Practices; • Asking permit to register; • Management of the PDO. <p>ANCOTEQ (Producers Association):</p> <ul style="list-style-type: none"> • Evaluation of the farm conditions for those who want to produce <i>DOP</i>; • Periodical control of the registered farms; • Evaluation and control of the processing units; • Evaluation and control of the sales points. <p><u>Issues related to the governance of the Chain:</u></p> <ul style="list-style-type: none"> • Lack of human resources, both in quantity and quality, in the management and control of the <i>DOP</i> chain; • Producers of raw material lack information about the <i>DOP</i>; • Lack of common strategy to control the quality of the raw material; • Lack of common strategy for product diversification; • Lack of common strategy to promote and distribute the <i>DOP</i>. <p>Management of the chain is essentially individual (non-collective) and the producer' organism does not assume a leadership role</p>

3

**Link with rural development
(ex WP3)**

Name of the product	3.1 Area of production	3.2 The effects of the PDO-PGI	3.3 Rural development tools	3.4 Evaluation
Culatello di Zibello	<ul style="list-style-type: none"> • Very strong links <u>with natural resources</u>: • A product form farming culture and tradition • Made by "heavy" animal • The climatic condition of the territory: fog and cold <p>The relation with the <u>Code of Practice</u>:</p> <ul style="list-style-type: none"> • Artisan character of the processing and seasoning of the meat • Strong link with the use of the heavy pig • Strong link with the territory and the climatic characteristics <p><u>Links with the local culture</u>:</p> <p>Many fairs or with initiatives with some restaurants and use of tools of rural development as wine routes</p> <p>Actors of the rural initiatives:</p> <ul style="list-style-type: none"> • Private firms • Associations <p>(Consortium, IPQ and ASSICA)</p> <ul style="list-style-type: none"> • Public actors (Chambers of Commerce, Emilia Romagna Regions, The Province of Parma, The municipalities) 	<ul style="list-style-type: none"> • A few externalities for the territory. The falling of the value is on the producers (they sell them by their shops or restaurants) • The small artisans follows the Code of Practice but have some difficulties in implementing the volumes of production. • Low flexibility of production. • Technical assistance is done exchanging information 	<ul style="list-style-type: none"> • Presence of other collateral cultural product , services and environmental resources. • <u>Product routes</u> to implement food and wine tourism. It promo-tes the product and the territory itself and the production chain • <u>Legal base</u>: <p>-Agenda 2000 -Italian Law on the wine routes n.268/99 -Regional Law n 23/00</p> <p>There's a regional project called "The eno-gastronomical itineraries of Emilia Romagna" . Inside Parma Province "La strada del Culatello di Zibello".</p> <ul style="list-style-type: none"> • <u>Results</u>: <p>There isn't a real network able to valorose the whole production system</p> <p>The presence of a co-ordinator as the Consortium of the Route become the centre of the Project. Try to create a competitive and cooperational climate.</p>	Quantitative indicators by means of a direct questionnaire to the actors involved and to the tourists.
Salumi tipici piacentini	This sector involves the employment of highly specialised and qualified staff, a strong integration among agriculture and industry and a deep-rooted culture of associationism, making it one of the strong points in which investments can be concentrated in order to promote the economy in this territory.	<ul style="list-style-type: none"> • The code of practice preserves tradition by defining what differentiates the region • PDO label can act as a marketing tool to increase value added to the local resources invested in the production of the PDOs. • Consumers outside the production area may become acquainted with the products of Piacenza willing to pay for origin labelled products in this way contributing to the market enlargement 	<ul style="list-style-type: none"> • <u>Actors</u>: <p>-Consortium Piacenza Alimentare, -the consortia for the safeguard of typical food products of Piacenza -other local economic associations and bodies recently drew up a promotional plan ("Pact for Piacenza")</p> <ul style="list-style-type: none"> • <u>Objective</u>: <p>to strengthen the position of the provincial food-processing products on the national and international markets and to increase the integration of associated sectors such as tourism.</p> <ul style="list-style-type: none"> • Interventions regarding communication, aimed at consumers and the trade sector • Participation in specialised trade fairs outside the province and the organisation of specific events • Interventions to promote the products abroad: market surveys in the EU countries 	

3

**Link with rural development
(ex WP3)**

Name of the product	3.1 Area of production	3.2 The effects of the PDO-PGI	3.3 Rural development tools	3.4 Evaluation
"C" de Calidad Alimentaria	<ul style="list-style-type: none"> • Micro enterprises mostly set in remote areas. Their economic significance is small but the social impact is quite significant (labour in the community and local culture) • Rural tourism is a complementary activity 	The Code of Practice clarifies the characteristics of the products but also enhances other elements	OLPs are complementary products to real tourism. They can be promoted in a package with different activities, there are not specific rural policies based on OLPs	The economic aspects are not so relevant as social or cultural linkages.
Designation of Origin Cariñena	<ul style="list-style-type: none"> • Local identity of the region known by its wines • Wine promotion involves many others cultural and gastronomic activities 	The code of practice preserves tradition by defining and clarifying the exact terms which differentiate the region	<ul style="list-style-type: none"> • Museum of Wine, visits to Goya village • Touristic routes, promoted by the administration, and cycling tourism. • Strong potential because of historical and natural assets and for good communication with the main city of the region 	<ul style="list-style-type: none"> • For economic problems and activities could be disaggregated input-output, income distribution and economic growth • Social cultural and environmental aspects.
Beacon Fell-Lancashire cheese	<ul style="list-style-type: none"> • It doesn't make a great impact in the region because the most of the firms are small-scale producers. • The greatest impact would be on regional employment. 		<ul style="list-style-type: none"> • There are not strong links within the regional community. Few firms are, or are developing, involvement with cheese tourism routes • Involvement with local communities through educational visits or cheese-making courses is limited 	
Specially Selected Scotch Beef	SSSB is inextricably linked to maintenance of rural incomes and jobs through the production and transformation of beef.	Although policy will continue to shift support away from agricultural production to rural development targets, nevertheless livestock producers of PDO in less favoured areas will remain the main route for effecting these changes	<ul style="list-style-type: none"> • These are administered by the Scottish Executive, Environment Rural Affairs Department (SEERAD) as well as those schemes under the auspices of the Scottish Rural Development Plan (SRDP). • rural development programmes Leader I and II, Objective 1 and 5b programmes, designed to extend rural employment and secure rural incomes. In Scotland local enterprise companies and the local and statutory authorities administer these programmes. 	
Taureau de Carmague	<ul style="list-style-type: none"> • It's a large damping zone very rich in biodiversity. It's the connection between an animal and its capacity to valorise the local resources. • Tradition of games, specific cooking • there is no many relations in the code of practice which guarantee the link between the product and its origin. 	<u>Positive externalities:</u> <ul style="list-style-type: none"> • legitimacy of the local knowledge, • cultural identity • tourism, • maintain environment for other activities (shooting), • localisation of the knowledge the economic activities of production and transformation 	<ul style="list-style-type: none"> • The OLP is not so important to stimulate the demand of other products. OLP do not lead the producers or institution to develop other local activities • Agritourism, entertainment which recall the different stages to breed 	

3

**Link with rural development
(ex WP3)**

Name of the product	3.1 Area of production	3.2 The effects of the PDO-PGI	3.3 Rural development tools	3.4 Evaluation
Roquefort cheese	<ul style="list-style-type: none"> This very specific situation contributed to the emergence of a territory principally dedicated to milk and cheeses production. Many local and regional firms work essentially in connection with the Roquefort cheese supply chain (suppliers, providers of services...) and ensure its productive functioning the supply chain seems work as a real local productive system characterised by a relatively important capacity of adaptation in its economic environment. 	<ul style="list-style-type: none"> In terms of employment and added value, the contribution of the Roquefort cheese to rural development of the region is enormous. The links between agriculture and rural development are therefore very closed. But the relations network among the Roquefort cheese supply chain and the local actors would be in its interest to be more developed, in particular from the endogenous development point of view 	<ul style="list-style-type: none"> In spite of its economic weight, the impact of the supply chain on rural development is not easy to measure. there is no tourist initiative such as the "Route des Fromages" which could enhance territorial resources. (a first initiative was born a few years ago, called the "Réseau de visites de fermes en pays de Roquefort)" the only one example of formal co-ordination between agriculture and tourism. 	In order to evaluate the process of rural development, quantitative criteria are important but insufficient due to methodological problems
Bavarian Beer	There is no direct linkage from natural resources to OLP specificity, that results mainly out of traditions and know-how	Perhaps the PGI might indirectly strengthen Bavarian farmers' position	<ul style="list-style-type: none"> beer is in the centre of Bavarian traditions and closely linked to other food-products a linkage to rural products resulting in an extra-demand would be hard to measure 	<ul style="list-style-type: none"> Economic impact might be relatively easy to measure on the basis of market share and price data, information on economic development of the branch concerned. Information in the social and cultural impact might be gathered by consumers surveys / image studies in the product in the region of its production and abroad, combined with data on consumer behaviour / buying habits.
Schrobenhausener asparagus	<ul style="list-style-type: none"> It's important for the economy of the region (the area is called by the people the "asparagus land") The high quality of the product is due to the geographical conditions. In the region there are excellent sands that facilitate good growing conditions that allow a productive growth There are a lot of special asparagus markets every year in the region. This markets a small festivals where asparagus is sold and music bands are playing 		<p><u>Links:</u> Especially, tourism and gastronomy of the region.</p> <p><u>Tools:</u> The most important point is that it's strongly supported by the producer.</p> <p>Through using his personal network a lot of collaboration has been established (tourism office, gastronomy association, etc.) to improve the marketing for regional and traditional products helped by financial support of the Bavarian ministry of agriculture by means of special support budget</p>	Criteria and economical parameters (development of production area, prices, number of producing farmers)

3 <i>Link with rural development</i> (ex WP3)				
Name of the product	3.1 Area of production	3.2 The effects of the PDO-PGI	3.3 Rural development tools	3.4 Evaluation
Etivaz cheese	<ul style="list-style-type: none"> Land management (pastures keeping) and local identity (Maison de l'Etivaz). The OLP specificity is strongly linked to the mountain life in summer (cows go up and stay in the mountain pastures during five months) The cooperative participates in PDO festivals, is partner of the events that are organised by the association for the development of the Pays d'en-haut. 	<ul style="list-style-type: none"> Mountain pastures keeping (ski slopes, prevention of forest fires) social and cultural local identity tourism (landscapes, visits and tasting in the mountain pastures chalets). 	<u>Action:</u> Tourist products (hotels and restaurants) <u>Routes:</u> <ul style="list-style-type: none"> Maison de l'Etivaz mountain walk paths to the pastures. 	Economic, social cultural environmental questions to evaluate
Azeite Trás-os-Montes olive oil	<ul style="list-style-type: none"> The creation of the <i>DOP</i> is relatively new and stimulated the local economy. The percentage of olive oil packaged in the region and with trademark grew with the creation of the PDO, but it is yet small compared with the potential. <i>DOP</i> is today an element that contributes to create a positive image of the region, particularly as a rural area that is rich in terms traditions, local quality products and gastronomy, with considerable effects in terms of tourist attraction <u>Other indications which can mislead the consumers:</u> <ul style="list-style-type: none"> Double certification PDO and organic: some olive oils are sold as organic DOP. Farm processed olive oil without PDO maybe confused as DOP, because the PDO label is not well known and because people tend to valorize the GDO products. 	<ul style="list-style-type: none"> The creation of the <i>DOP</i> is relatively new and stimulated the local economy. The percentage of olive oil packaged in the region and with trademark grew with the creation of the PDO, but it is yet small compared with the potential. <i>DOP</i> is today an element that contributes to create a positive image of the region, particularly as a rural area that is rich in terms traditions, local quality products and gastronomy, with considerable effects in terms of tourist attraction 	<u>Action:</u> PDO is one of such instruments which, articulated with others, promote development <ul style="list-style-type: none"> Preservation of environment, cultural and historical heritage: route olive oil Modernisation of traditional farm Diversification of the rural economy <u>Actions based on the OLP</u> Organisation of fairs and other events to promote local products and the local cultural traditions. <u>Actors:</u> -Public actors: -Private actors: farmers' associations, producers' cooperatives and local development associations -The LEADER initiative is conducted in the area by a consortium of local institutions assuming the form of Development Association.	<u>The following criteria are proposed:</u> <ul style="list-style-type: none"> global evolution of the sector after introduction of the OLP; evolution of the OLP product compared to the evolution of the product in general (<i>Terrincho</i> cheese in general); direct and indirect employment creation; local retention of added value; evolution of sheep farmers' income distribution of income among the chain agents.

3
Link with rural development
(ex WP3)

Name of the product	3.1 Area of production	3.2 The effects of the PDO-PGI	3.3 Rural development tools	3.4 Evaluation
Terrincho cheese	The PDO contributed to the emergence of new production units (15-20 each of which processes about 150 l /day and produces 30 cheese units). This activity has promoted the creation of local employment and the local retention of added value, as well as the maintenance of sheep producers' income	<ul style="list-style-type: none"> • The creation of the <i>DOP</i> stimulates the local economy also created some employment, helping to maintain the population in the countryside. • <i>DOP</i> is today an element that contributes to create a positive image of the region, particularly as a rural area that is rich in terms traditions, local quality products and gastronomy, with considerable effects in terms of tourist attraction 	<p><u>Action:</u> PDO is one of such instruments which, articulated with others, promote development</p> <ul style="list-style-type: none"> • Preservation of environment, cultural and historical heritage: route olive oil • Modernisation of traditional farm • Diversification of the rural economy <p><u>Actions based on the OLP</u> Organisation of fairs and other events to promote local products and the local cultural traditions.</p> <p><u>Actors:</u> -Public actors: -Private actors: farmers' associations, producers' cooperatives and local development associations -The LEADER initiative is conducted in the area by a consortium of local institutions assuming the form of Development Association.</p>	<p><u>The following criteria are proposed:</u></p> <ul style="list-style-type: none"> • global evolution of the sector after introduction of the OLP; • evolution of the OLP product compared to the evolution of the product in general (<i>Terrincho</i> cheese in general); • direct and indirect employment creation; • local retention of added value; • evolution of sheep farmers' income <p>distribution of income among the chain agents</p>

4 <i>Link with the consumer and citizens</i> (ex WP4)			
Name of the product	4.1 Image of the product	4.2 Marketing differentiation	4.3 Strategies
Culatello di Zibello	<ul style="list-style-type: none"> • Very low promotion. • The qualitative perception of the consumer which doesn't catch the differences between the different kind of Culatello. • Some firms use their own mark that it's the first step towards the identification of the product and the obtain of a premium price. 	<ul style="list-style-type: none"> • The promotion is done by the Consortia • The value of the PDO-PGI is not very important for the consumers. <p>One important mark is that of the Consortium</p>	<p>The <u>strategies</u> are based on the difference in the costs of production: industrial with low prices and artisans with high price.</p> <p>The <u>main mktg actions</u>: Wine routes events</p> <p>The advertising is not very used</p> <p><u>Differentiation</u>: Strong differentiation evocative packaging and high reputation for the firms of the Consortium.</p> <p>Outside the Consortium: improve its volume of production with a low quality</p>
Cured Pork Piacenza	<ul style="list-style-type: none"> • Coppa Piacentina is one of the many PDO/PGI pork products on the market in Italy which compete with each other. • With respect to ham, Coppa has an image of being more fat, as the fat is visibly present within the meat and not removable. • The relatively low number of associates and the small and medium size of the firms involved today is the main obstacle to an efficient promotion of the local comparable PDO production, even if only in terms of available budget, compared to the main consortia operating in the pork processing sector 	<ul style="list-style-type: none"> • <i>The PDO mark increases the product image for consumers, but in particular outside the area of production of the product.</i> • <i>At the local level consumers and retailers are more attracted by the firm label and within the local marketing networks the PDO label does not add a significant value to the product.</i> • A PDO label can create a competitive advantage in particular in areas where the product cannot count on local rooted culinary traditions which foresee the use of the product. Within a context of market expansion the PDO label may become essential in order to obtain a competitive advantage against a non-OLP on the market. • As the official EU mark for PDO and PGI is rather recent consumers are not much acquainted with it. 	<ul style="list-style-type: none"> • The influence of multiple retailers is referring to the emergence and success of private "umbrella" labels of several multiple retailers which aggregate PDOs and PGIs of different nature and provenance. • Only strictly selected firms can have access to these labels, controls are frequent and severe, prices paid for the product are in general lower than small local retailers are used to pay, • these private labels accompanied by the EU PDO/PGI logo can act as a vehicle for a much broader market as the multiple retailers may present the product all over the country.
"C" de Calidad Alimentaria	<ul style="list-style-type: none"> • Generic promotions campaign co-funded by the regional government. • All the product have their collective brand and their individual brand 	Other producers want to be incorporated inside the brand	<ul style="list-style-type: none"> • Quality strategies are simple because based on the Code of Practice. • Generic promotions activate new mktg activities with distribution chain • Marketing activities are mostly restricted to local markets
Designation of Origin Carinena	<ul style="list-style-type: none"> • Marketing is decided by firms • The policy brand is different (distribution brands, different brand for different prices and quality) • The use of grape variety • Conflicts between the individual brand reputation and the collective image of the designation of origin 	The recognition of the DO is higher than individual brands and the DO is better known in the regional market	<ul style="list-style-type: none"> • Big distribution channel require regularity, homogeneity, big volumes, only suitable to big firms. New possibility: to sell by Cooperative • Substitution of the name cooperative with wine maker, providing high quality wines • Diversification

4

*Link with the consumer and citizens
(ex WP4)*

Name of the product	4.1 Image of the product	4.2 Marketing differentiation	4.3 Strategies
Beacon Fell-Lancashire cheese	<ul style="list-style-type: none"> The cheesemakers are generally not active in promotion in terms of advertising. Otherwise firms rely on the promotional activities of other channel intermediaries (retailers) <p>The cheese is generally perceived as premium quality for use on special occasions (a cheeseboard cheese). It carries connotations of tradition, small-scale, hand-made with love and care.</p>	<ul style="list-style-type: none"> Consumers would recognise the (OLP) 'Traditional Lancashire' from the (non-OLP) generic 'Lancashire cheese because of its presentation and through their distinctive sensory qualities. 	<ul style="list-style-type: none"> Quality strategies are manifest in the market and product positioning strategies of OLP and non-OLP cheeses. The OLP cheese is associated with an integrated marketing mix, product, price, promotion and place, that suggests premium quality, while for the non-OLP version the marketing mix suggests normal quality.
Specially Selected Scotch Beef	<p>SSSB see its greatest opportunities in the general quality market and not in the specialist food niche markets.</p>	<ul style="list-style-type: none"> regional inhabitants are more likely to purchase 'their own' regional products than people from outside the region; the greater importance consumers attached to place of origin and to the presence of quality labels, the larger the chance of purchasing a PDO/PGI product. 	<ul style="list-style-type: none"> QMS has led since its creation is to focus its marketing budgets behind its brands. In addressing the central role of the consumer, QMS has taken action to reassure its consumers at critical times
Tareau de Carmague	<p>It exist a common advertising for all the firms which product meat and every firm put its name on this advertising.</p>	<ul style="list-style-type: none"> The difference is based on the product himself and the natural conditions of its production because the price is the same with the other meat. It's a very specific product and once there is not a lot of references to compare with another similar product, it is completely original 	<ul style="list-style-type: none"> 2/3 of the taureau de Camargue is sold in GDO but in some of them there is not butchers or they do not have the competences to carve the carcasses. So they must buy meat and not carcasses. In this case the negotiation for the traders is more easy. The Strategy of diversification followed by the firm involved in PDO consists in making cut of meat, but also prepared dishes and sausage
Roquefort cheese	<p>Two types: individual and collective.</p> <ul style="list-style-type: none"> The individual marketing is done by firms which enhance their trademarks The Confederation ensure the collective marketing through the enhancement of the name of Roquefort and the AOC 	<ul style="list-style-type: none"> The age and reputation of the Roquefort cheese differentiate the product from other blue cheeses. From the commercial point of view, the AOC label is an argument of sale, but the base of the success of the cheese is first of all due to the "Roquefort" denomination, given that a non AOC Roquefort cheese cannot exist 	<p>strategy of diversification</p>
Bavarian Beer	<ul style="list-style-type: none"> Bavarian consumers are strongly linked to "Bavarian beer". Their beer consumption is twice as high as the European average (but it is declining as in most other countries). The promotional arguments of most breweries are very similar: quality, taste, freshness, water purity, traditional brewing process ... 	<p>In the rest of Germany and on international level, only well informed consumers might be able to recognise the product among other beers labelled "Bavaria", as there isn't any labelling of the PGI.</p>	<ul style="list-style-type: none"> Bavarian brewers are attempting, by means of co-operative communication, to modernise the image of their product and to reinforce their position in the declining market, in order to cope with the publicity campaigns run by international and north-German brewers Beer marketing depends on high communication /advertising efforts in general, there is no special activity since the PGI was obtained

*Link with the consumer and citizens
(ex WP4)*

Name of the product	4.1 Image of the product	4.2 Marketing differentiation	4.3 Strategies
Schrobenhausener asparagus	<ul style="list-style-type: none"> Promotion and information campaign on the weekly markets in bigger cities and fairs Website 	Many sellers on the weekly farmer market don't use the collective trademark. This fact is due to the missing of appropriate advertising material for them	<ul style="list-style-type: none"> For the future it is intended to use the official PGI EU-logo for communication activities. In this connection it is planned to use PGI-logo in combination with the collective trademark, if the farmer follows the principles of the "integrated production"
Etivaz cheese	<ul style="list-style-type: none"> Registered trade mark and logo (a cut-out drawing that is characteristic of the pays d'en haut), whose printed paper is stuck on the cheese rounds. - a PDO Swiss logo - Public relations : tasting meetings with main clients, partnerships with hotels and restaurants in the region, participation in touristic and sporting events (such as the yearly balloons racing event in Château d'oex) - Participation in events of the Swiss association for PDO-PGI. - a lot of articles in newspapers and magazines, when a new PDO is recognised. 	<ul style="list-style-type: none"> Swiss consumers are used to conventional products and in supermarkets, the price and quality range for a given product are not wide. In Switzerland, PDO /PGI are new denominations and are not yet well known. OLP products begin to be attractive <u>Advantages/disadvantages:</u> <ul style="list-style-type: none"> - competitive advantage : the link to the territory (affective link) - competitive disadvantage : a high price that is generally not explained and justified, a lack of know-how in packaging and promotion vs the misleading aggressive commercial strategy of industrial products (that does not allow the OLP products to differentiate). 	<ul style="list-style-type: none"> It maintains a specific supply chain (that may disappear according to production conditions and costs). Focalisation is the only possible strategy with small quantities, high quality, a strong image and a specific promise to the consumer.
Azeite Trás-os-Montes olive oil	<ul style="list-style-type: none"> Promotion is essentially made by the producers' management body and the individual producers through flyers, brochures and participation in regional, national and international fairs. Farm processed olive oil without PDO maybe confused as DOP, because the PDO label is not well known and because people tend to valorise the GDO products. Portuguese consumer has a positive image of the olive oil produced in the region. Moreover, the <i>DOP</i> was the most preferred in a comparison with non-PDO olive oils with trademark In terms of packaging, promotion materials and other marketing variables, there are no significant differences in the product image compared to other olive oils (PDO or non-PDO with trademark) 	<ul style="list-style-type: none"> The higher price, the certification label and the functional characteristics of the product (colour and taste in particular) are aspects that allow the consumer to recognize the <i>DOP</i> from other non-PDO olive oils with trademark Some processors/packagegers are using double certification for their olive oils (PDO and organic). 	The main strategy followed for this PDO has been the concentration with differentiation, looking at more demanding market niches and offering olive oil with better quality at a price higher than the one for non-PDO
Terrincho cheese	<ul style="list-style-type: none"> Promotion is essentially made by the producers' management body and the individual producers through flyers, brochures and participation in regional, national and international fairs. It's known mostly at the regional level and by well informed consumers. 	<ul style="list-style-type: none"> the tipicity of PDO cheeses and particularly its differentiated taste (more intense or stronger) help the consumers to recognise the differences PDO vs non-PDO. Similar non-PDO cheese is less expensive (about 10%) but very similar to <i>DOP</i>. Other non-PDO cheeses are much less expensive, about 50% or more than <i>DOP</i>. 	