

Dear participants of WP2,

In the last two weeks several members of WP2 have advanced the request to have another meeting of WP2 before the general Dolphins meeting in Toulouse next March, in particular because in Florence there has not been enough time for discussion after the anyhow interesting presentations of the two experts which have absorbed the morning session. Another argument that has been raised is that much economic research on the supply chains of OLP products has already been carried out in the last five six years producing interesting results about the factors of success and failure of these products with respect to industrial food products. Reference can be made here to the EU project PDO and PGI products: Market, Supply Chains and Institutions (FAIR1-CT95-0306) of which the final report has been distributed in Florence and to many papers which have been presented at the EAAE seminars of Parma and Le Mans. In accordance with Luis Miguel and Bertil I would therefore propose to organise a WP2 seminar.

The objective of a one-day seminar is to make progress having in mind the relevant results of previous research on the functioning of OLP supply chains. The discussion of the seminar may be focused on the objectives listed on page 19 of the Technical Annex, but in particular on those objectives which distinguishes WP2 of most of the other WP's, which are:

1. Theoretical and analytical tools used in the analysis of OLP production systems and of vertical-co-ordination mechanisms among firms
2. Crucial differences between OLP production and marketing systems and "conventional" or "industrial" food production systems.
3. Impact on employment and income

More specifically the discussion may then be directed on the following questions:

1. how individual firms, although being mutual competitors, do succeed to act collectively and to work out a product specification (*cahier de charges*) for a local typical product?
2. how small scale producers of a typical product are able to achieve and to maintain a sufficient competitive advantage on industrial food producers?
3. which vertical co-ordination mechanisms turn out to be most successful in OLP supply chains, why and at which conditions?
4. to which extent the severe competition of some OLP's with lower priced industrial imitations may provoke the introduction of technological innovations which may compromise the "quality link" of the product with the *terroir*? Or may OLPs resist being guided by their own specific technological paradigm?

Logistics:

Of course you will all have full agendas and not very much time and that's why a one day seminar on a friday would be the best. It is always difficult to find a date on which everybody can participate and I could not contact everybody before taking this initiative, but for most of the participants the 18th of January suits well. The seminar will be held in the CRPA in Reggio Emilia or if possible in the town of Bologna, as this would be even more easy to reach, as its airport is connected with many European cities. You may arrive on Thursday evening and leave either on Friday evening or otherwise Saturday morning the 19th. I will organise hotels and meals, as soon as I know who will attend the seminar.

Final comment

The programme of course is provisional at the moment and if you have suggestions for adjustments they are welcome! Could you react in the next days, because in this way the definitive programme can be designed soon.

Best regards to you all.

Kees de Roest

Agenda:

- 8.30 - Opening of seminar
- 8.30 – 8.45: Introduction
- 8.45 – 9.15: Paper presented by Sophie Révion and Jean Marc Chappuis
- 9.15- 10.00: Discussion
- 10.00- 10.30 : A methodology for assessing the success of Organic Marketing Initiatives in Europe", by Bertil Sylvander
- 10.30- 11.00 Discussion
- 11.00- 11.15 Coffee Break
- 11.15 – 11.45 A common methodology for three case studies of processed pork supply chains in the province of Piacenza, Parma and Firenze (Kees de Roest, Filippo Arfini and Silvia Scaramuzzi)
- 11.45- 12.30 Discussion
- 12.30 – 14.00 : Lunch
- 14.00 – 14.30: Supply chains: marketing issues and OLP enterprises". (Luis Miguel Albisu)
- 15.00 – 15.30: Qualification of the origin of bovine meat in Corsica through technical devices (Nicolas Trift)
- 16.00 – 18.00 Contributions??