

WP5 - Objectives

- ◆ **Objectives**
- ◆ identification of the success and failure conditions for OLPs, and of main threats and resources of the OLPs in the framework of economic globalisation

WP5 - Methodology

1) The CASE Study questionnaire

- ◆ General information on the product
- ◆ Legal and normative aspects
- ◆ Production system and supply chain analysis
- ◆ Aspects of the territory and rural development
- ◆ Aspects of marketing and consumers.

2) The PEST Analysis

WP5 - The Case Study

14 case study:

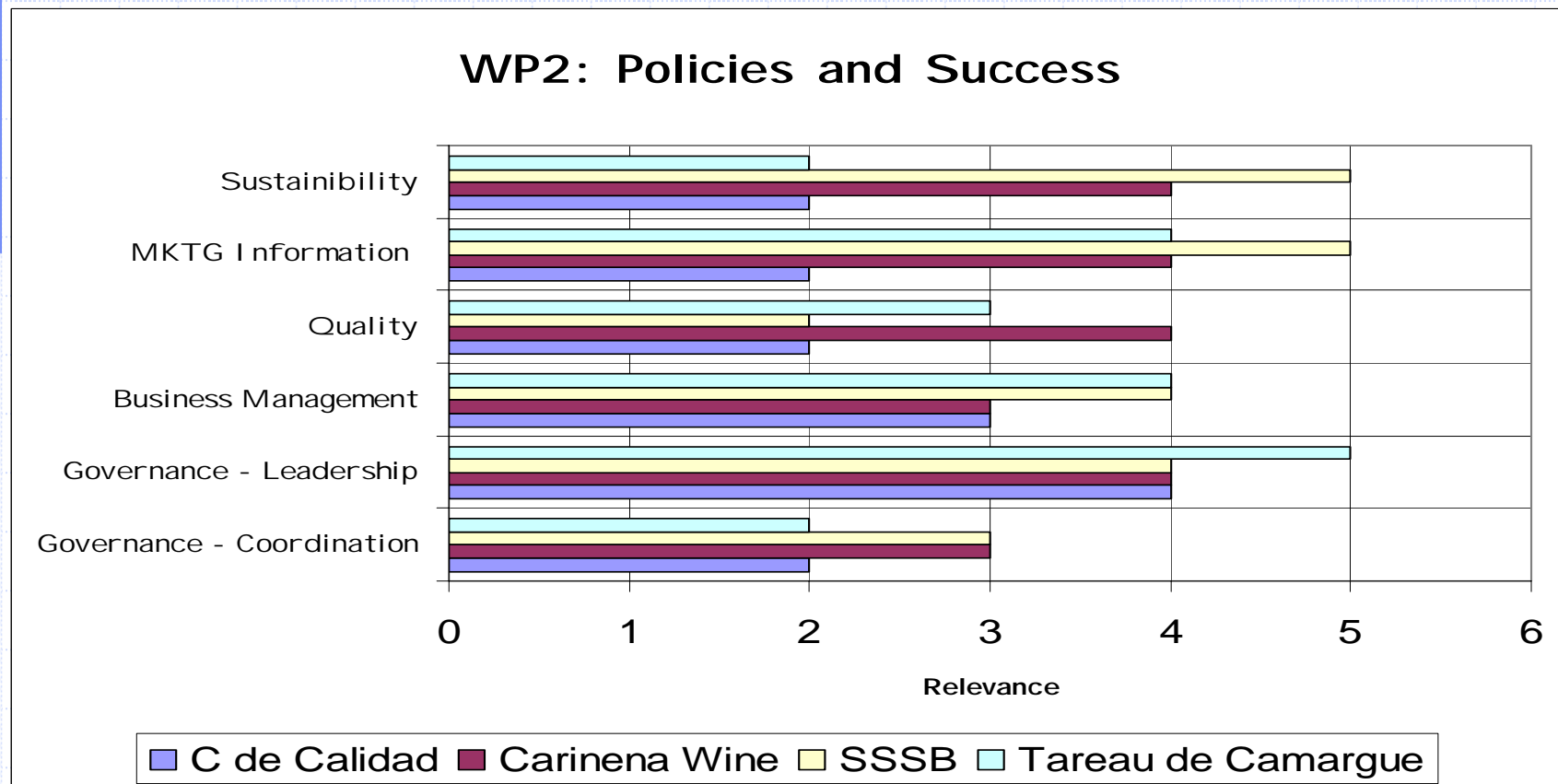
- ◆ 2 salami, 4 cheese, 1 vegetable, 1 fruit, 1 olive oil, 2 beef meat, 1 wine, 1 beer,
- ◆ 7 PDO, 2 PGI, 1 DO - 2 Collective brand.
- ◆ Most of this products are know only at regional level and can be considered as "new" products. Most of them are re-defined thanks the PDO/PGI Regulation.

WP1 - what are the reason ?

	Cultello di Zibello	Salumi di Piacenza	C de Calidad	Carinena Wine	Beacon Fell Cheese	SSSB	Tareau de Camargue	Roquefort Cheese	Bavarian Beer	Asparagus	Etivaz Cheese
APPLICATION PROCCES TO PDO/PGI											
Previus Association											
Leader actor - private firm											
Political actor											
ECONOMIC AIM OF PDO/PGI LABELLING											
avoid imitation											
Increase product fame on MKT											
added value											
help comunity to survive											
increase trust											
DIFFERENTIATION OF THE PRODUCT											
Very											
Not very											
Not at all											
DEFINITION OF GEOGRAFIC AREA											
Historical reason											
Natural reason											
Political reason (arbitrary)											

WP2 - POLICIES AND "SUCCESS"

Wich policies ? Support small business and
Deliver "Quality products"



WP3 - LINK BETWEEN OLPs AND RURAL DEVELOPMENT - 1

- ◆ The importance of OLPs on rural economy (employment, added value...):
 - a set of differentiated situations (*Roquefort vs Culatello di Zibello*)
 - this is not the main stake for analysing the link between OLPs and rural development
- ◆ What should we consider? OLPs can act as engine elements for fostering rural development dynamics

WP3 - LINK BETWEEN OLPs AND RURAL DEVELOPMENT - 2

- ◆ LOCAL IDENTITY, proudness, self-esteem of producers and local population (*Taureau de Camargue, cherry of Lari, Culatello di Zibello, Asparagus, Bavarian Beer, etc.*)
- ◆ SOCIAL COHESION: OLPs make people work together, discuss, take initiatives (*Etivaz, Roquefort, Taureau de Camargue, etc.*)

WP3 - LINK BETWEEN OLPs AND RURAL DEVELOPMENT - 3

◆ ECONOMIC INTEGRATION

- **within the supply-chain** (*SSSB, Salumi tipici piacentini, etc.*)
- **with local and non-local institutions** (Chambers of Commerce, Public institutions, local development agencies) (*asparagus, Etivaz, C de Calidad, etc.*)
- **with other economic, social, cultural activities in the area** (tourism, craft, artistic sites, natural parks) --> **INTEGRATED RURAL DEVELOPMENT** (*Etivaz, Asparagus, Roquefort, Culatello, etc.*)

WP3 - LINK BETWEEN OLPs AND RURAL DEVELOPMENT - 4

- ◆ What about PDO/PGI effect?
 - It may reinforce local identity, social cohesion, economic integration...

but...

- EXCLUSION EFFECTS
 - ◆ between firms at local level
 - ◆ between areas (marginal & disadvantaged areas face more difficulties in applying and using PDO/PGI)
- no evidence in our case-studies

WP3 - LINK BETWEEN OLPs AND RURAL DEVELOPMENT - 5

- ◆ Public policies: one reflexion...
 - Very often public policies and institutions (research, technical assistance, training) are still too much SECTOR-ORIENTED rather than TERRITORIAL-ORIENTED.
 - This doesn't ease the way of supporting the link between OLPs and rural development

WP3 - LINK BETWEEN OLPs AND RURAL DEVELOPMENT - 6

- ◆ MULTIFUNCTIONAL OLPs: some remarks, no much evidence, controversial aspects
 - ENVIRONMENT and LAND MANAGEMENT (*Etivaz, Lancaster Beacon Fell cheese, Scottish Beef, Taureau, etc.*)
 - BIODIVERSITY (*Taureau, cherry of Lari*)

WP4 -HOW ARE MARKETING ACTIVITIES CARRIED OUT ?

- ◆ **Much diversity! Over who is responsible & which activities they do**
 - See tendency for common benchmark on physical production & some packaging, beyond that individual producers do our marketing
 - see potential for control dynamic, e.g. from within associations or from downstream partners
 - marketing activities rarely planned, so spontaneously harmonised, if at all, compounded by short term objectives
 - of coops
 - + general lack of marketing skills

WP4 - CONSUMERS AND MARKETS TARGETED BY OLPS?

- ◆ Diversity again!! Both proximate and distant
 - See tendency of PDO being used in connection with gaining/accessing “distant” markets; in local, not so important because proximate consumers have natural preference for OLP, make distinction without official designation
 - Exception is wine ! Because AOC is accepted quality standard + strong origin-quality link in this sector

WP4 - IN PRACTICE, DOES PDO ADD VALUE TO THE PRODUCT?

- ◆ Observe low awareness of PDO in many countries, and low understanding is widespread.
- ◆ PDO itself does not add value directly (exception: Wine)
- ◆ BUT raises general awareness and profile of origin products, makes origin valuable. So indirectly adds value