

# External discutant

## F. Brand

Are the questions you want to answer useful for an administration?

- PDO/PGI (TRIPS)
- Organic
- Supply chain regulation
- Communication for agricultural products

# WP1: my opinion

- Certification: credibility has a price!
- D4B report is « trademark oriented »

# WP1: my suggestions

- Consequences of « part of intellectual property » (antitrust, TBT)
- Public controls?

# WP2: my opinion

- I did not get the point. Too abstract!

# WP2: my suggestions

- Link between OLP and economic theory
- Competition – cooperation: what is the rule of the state? Level of the intervention?
- Learning process of the supply chain?

# WP 3: my opinion

- Please stop using the multifunctionality (word and concept)!
- Very useful for « second pillar », for justification of OLP's related policy and evaluation

# WP3: my suggestions

- Is there a « regional development » argumentation for « strict specification »?
- Cooperation between public policy (rural development, agriculture, immigration economy...)
- Coordination of policy tools at local level

# WP 4: my opinion

- Work for the supply chain and not for the administration
- Distribution, price fixing!!!! (forbidden)



# WP4: my suggestions

- Evaluation of communication measures
- What is specific for the OLP' marketing (structure of the supply chain, link with WP2, centre of command)

Thank you for opening my mind!

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