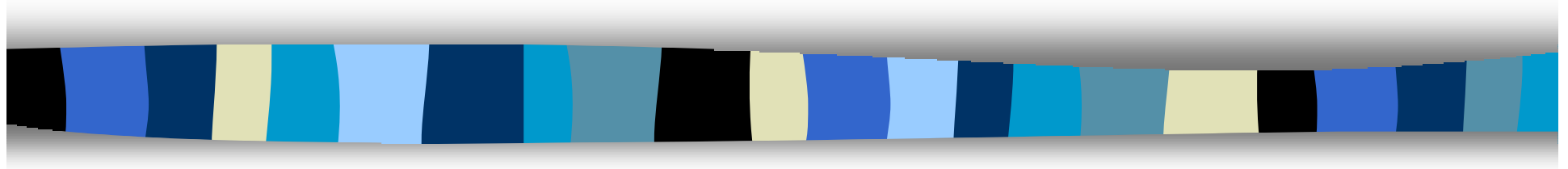


# DOLPHINS Project



Firenze Meeting 10th-12th  
September 2001



# OLPs

- ✍ have a strong potential
- ✍ are vulnerable



# Strenghts of OLP

- ✍ Strong image (naturality, authenticity, GMO free, culture, ...)
- ✍ Link with farmers, artisan craft production, connaisseurs consumers
- ✍ Link with social local networks and local economy, social cohesion and culture economy
- ✍ .....



## Weaknesse of OLP - a

- ✍ Atomisation, small firms
- ✍ Often natural handicaps (LFA)
- ✍ Wild competition and opportunism **within** OLP sector
- ✍ Imitations, usurpation from large industries
- ✍ Exploitation of OLP by big multisectoral firms



# Weaknesse of OLP - b

- ✍ **Difficulty to innovate** (rigidity, how to comply tradition and innovation)
- ✍ **Difficulty for small actors to build up a collective action** (Difficulty to manage collective product quality and differentiation, ..)
- ✍ **Difficulty to maintain and develop a relationship with consumers**
- ✍ **Difficulty to face modern distribution**



## Weaknesses of OLP -c

- ✍ Europe : common agricultural policy does not help OLP
- ✍ World : globalisation does not give place to OLP



## Some links between OLP - a

- ✍ WP1 – WP2 : How to combine standardisation, codification, innovation, differentiation ?
- ✍ WP1 – WP3 : How to improve codes of practice, innovate and maintain social cohesion ?
- ✍ WP2 – WP3 : How to manage business and maintain social cohesion ?



## Some links between OLP - b

- ✍ WP1 - WP2 – WP4 : How to develop relationships with consumers (who are more and more interested in modes of production)
- ✍ WP3 – WP4 : How to combine social quality, rural development, overall policy and market ?





# WP and some policy implications

a

- ✍ WP1 : Quality and origin Policies (regulations and implementation)
- ✍ WP2 : Competition policy (market, competition and interprofessionnal bodies)



# WP and some policy implications

## b

- ✍ WP3 : Will CAP take into account rural developement and multifuncionnality
- ✍ WP4 : Consumer information and protection (brands, labelling, ...)  
Social concern and market



# Our project

- ✍ Has a strong potential
- ✍ Is vulnerable



# Strenghts of our project

- ✍ Nice international team (from several networks to one research team)
- ✍ Common scientific culture and cohesion
- ✍ Common interest (and passion) for OLPs
- ✍ Plaesure (yesterday's dinner for example ...)



# Weaknesses of our project

- ✍ Too long delays for our duties
- ✍ Information does not flow well (the website will improve it : thanks Corinne!)
- ✍ Heterogeneity of the deliverables
- ✍ Not enough knowledge of our works and publications
- ✍ Scientific consanguinity ?
- ✍ Links with the mainstream ?



# Further works

- ✍ Finalise Literature reviews
- ✍ Finalise WP synthesis
- ✍ Annual report
- ✍ Databases D10, D11, D12
- ✍ D4B : WTO negotiations
- ✍ Case studies and seminar on special topics
- ✍ Next plenary meeting : March 21st – 22nd 01



# Seminars

- ✍ WP1 : legal problems and labelling, Controls
- ✍ WP2 : Vertical relationships upstreams-downstreams
- ✍ WP3 : Local networks and development
- ✍ WP4 :