

***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.

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

***DOLPHINS***

Contract QLK5-2000-00593

***Guidelines 0A***

**Guideline for a common  
presentation of OLP's sectors in the  
different countries**

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## Foreword

This short presentation of OLP sectors in the partners countries, produced by the partners according to the guideline 0, aims to help the partners to get a picture of what OLP's concretely represent in the different countries. This presentation will also be included in the web site. Those presentations must be considered as quite short ones : 5 to 10 pages (as a maximum).

At our steering committee in Paris 11-12th june 2001, we had a look on the three presentation made so far and realized that the format was likely to be different from one country to another. So we decided (see the minutes) that a common format would be defined, so that all reports are consistent.

Obviously not all information's are required from the partners. This is only a guideline in order to get a common structure for the reports. If data are missing so ignore the heading but keep the structure ! We apologize for the three teams who already produced this report : please use "cut and stick" !

## Format for the OLP sector presentation

### 1. Introduction

- Which "types of origin signs" are concerned in this presentation ?  
PDO, PGI (all countries) , regional products (UK ?), "traditional products" (like in Italy),  
Farm house products where "origin" is mentioned ? , etc...
- Short argumentation for keeping them in the framework of the project

### 2. General information's

#### 2.1. "Market share" of the OLP sector (referred to the overall market)

According to :

- Turn over
- Export rate
- Volumes (tons)
- Number of producers
- Number of animals

Evolution : 10 last years, 3 last years

#### 2.2. "Market share" sorted by "type of origin sign" (PDO, PGI, etc...)

- Same items as previously

#### 2.3. Regional repartition (Map)

For the whole OLP sector

### **3. Presentation per "type of origin sign"**

#### **3.1. Origin Sign 1 (for example "PDO products")**

##### *3.1.1. Which are the concerned products ?*

List, date and possibly references of registration

Table : breakdown per sector (wines, cheeses, delicatessen, etc..)

Same items as previously (turnover, volumes, number of producers, etc.)

Evolutions

##### *3.1.2. Presentation by sector (example sector 1 cheeses)*

Same items as previously (turnover, volumes, etc..)

Possibly : *breakdown for relevant sub types* (ex : part of PDO cheeses made from raw milk, etc..)

Breakdown according to *marketing channels* (supermarkets, small shops, open markets, direct sales, mailing, exports, ...)

##### *3.1.3. Presentation by sector : sector 2 (etc..)*

etc..

#### **3.2. Map**

### **Conclusion**