

***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

***Deliverable 0***

**Guideline with  
activities programme and definition  
of organisational aspects**

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# 1. OBJECTIVES AND EXPECTED ACHIEVEMENTS

Agri-food traditional and typical products are an important resource for agricultural and rural development in many areas of the European Union: these products show a strong link with their area of origin, and very often their name coincides with that of a specific geographical area. For this reason we will refer to these products as *Origin Labelled Products* (OLPs), also when there is no legal instrument protecting their name.

OLPs activate a complex system of relationships, which interest and involve the local production systems where these products are made, their marketing and distribution systems, rural development dynamics, and consumers/citizens.

This system is affected and conditioned by many public policies, not only at EU and international level, but also at national and local level: agricultural policies, rural development policies, competition and health policies are among the most important.

Within food quality policy, the EU has recently strengthened its action to protect OLPs, in particular with Council Regulation n. 2081/92 by introducing two legal instruments of protection: PDO and PGI.

Traditional and typical agro-food products (OLPs) have been deeply analysed in the last years by many researchers in many countries of the European Union, and also in other European countries. Many different points of view have been reached on different topics, but many others have been until now neglected or less developed. There comes the need to know, synthesize and discuss the main research results, also in order to re-direct research efforts and concentrate on relevant issues both from an academic and an operative-political point of view.

## 1.1. General aim and scientific objectives

The GENERAL AIM of the Concerted Action (CA) DOLPHINS is to ease and strengthen exchanges of the scientific results of the researches conducted in European countries on OLP-related topics. This has to be achieved by means of:

1. the setting-up of a network of scientists involved in research on OLPs;
2. the activation of dissemination instruments in order to meet the needs of citizens, policy-makers, researchers, firms and all the other operators involved in OLPs.

The SCIENTIFIC OBJECTIVES for this concerted action are threefold :

1. to better understand the characteristics and the evolution of OLPs in the agro-food system, also by analysing the links and synergies between OLPs and local/global production and marketing systems, rural development with particular reference to employment in rural areas, and consumers/citizens;
2. to provide tools for an assessment of public policies at various levels concerning PDO-PGI and other OLPs, and the effects of legal protection, financial support and public promotional initiatives on production and marketing systems, competition policy, rural development, consumers/citizens concerns and expectations;
3. to provide relevant recommendations to the EU in order to better prepare and support the negotiation process in the framework of the WTO Round regarding the protection and promotion of OLPs.

## 1.2. Expected achievements

By setting-up a network of researchers on OLPs, through exchanges of information on research results and meetings, it will be possible to:

- reach an up-to-date systematic knowledge on the main topics relating to characteristics, evolution, problems and opportunities given to/by OLPs, with particular attention to the relationship between OLPs on the one side, and local/global production and marketing system, rural development (with particular reference to interconnection with non-agricultural activities in rural areas and to employment), consumers' and citizens' expectations and concerns, on the other side; a Report on OLP Characteristics, Evolution, Problems and Opportunities will be produced, resulting from Workpackages (WPs) activity;

- understand the effects of public policies on OLPs and, through these products, on local and rural development, on the agro-food system, and on consumers/citizens; the proposed action aims at offering policy makers socio-economic tools of analysis to assess the impacts of policy tools and regulations related to OLPs; a Report on Policies Effects on OLPs, resulting from WPs Activity will be produced;
- provide relevant recommendations to the EU in order to support WTO international trade negotiations; a Document containing recommendations for WTO will be produced;
- make information circulate within academics, policy-makers, public institutions, consumers and citizens, firms and other institutions; besides distributing the Report on OLP Characteristics, Evolution, Problems and Opportunities and the Report on Policies Effects on OLPs, a WEB Page will be built, containing:
  - an Electronic journal on OLPs
  - a Synthesis of results of Partners' research activities
  - a Database on researches on OLPs
  - a Database on publications on OLPs
  - a Database on Research Institutions working on OLPs
  - documents produced by WorkPackages during the action.

## 2. OVERALL WORKING PLAN

### 2.1. DOLPHINS Workplan Structure

Work-package No.	Workpackage title	Responsible participant No.	Person months	Start month	End month	Deliverable(s) No.
WP 0	Starting phase	1	8,2	0	2	D0

### 2.2. Task 0 : Description of the starting phase

#### 2.2.1. WP 0 – STARTING PHASE

<b>Phase:</b>	Task 0
<b>Start date or starting event:</b>	Month 1
<b>Completion date:</b>	Month 2
<b>Partner responsible:</b>	1; assistant: 5; 7; 8 (Steering Committee)
<b>Person-months:</b>	1:2,5; 3:0,9; 5:1,1; 7:1,3; 8:0,7; 10:0,8; 11:0,9 (total:8,2)

#### Objectives:

Task 0 has the aim of activating the whole project.

#### Methodology

One meeting with the co-ordinator, the Steering Committee and the Responsibles of WPs of Task1 (WP1, WP2, WP3 and WP4) will be held in order:

- to fix important dates and start operation activities of Task1 (WP1, WP2, WP3 and WP4)
- to create a system of links among Partners and a system of results dissemination (guidelines for WP8 - Task4)

#### Deliverables

**D0** Guidelines with activities programme and definition of organisational aspects

#### Milestones and expected results

- M1 - Guidelines for Task1 (month n.2)
- M2 - Guidelines for Task4 (month n.2)

#### 2.2.2. WORKPACKAGE LIST

Work-package No.	Workpackage title	Responsible participant No.	Person months	Start month	End month	Deliverable(s) No.
WP 1	OLP products: definition, characteristics, legal protection	3; assistant 4	14,9	3	18	D1
WP 2	Link between OLP and local production systems, supply chain analysis	10; assistants 6, 12	15,7	3	18	D2
WP 3	Link between OLP and rural development	7; assistant 15	14,0	3	18	D3
WP 4	Link between OLP and Consumers and citizens	11; assistant 2	21,1	3	18	D4

### 3. WORKING PLAN FOR TASK 1, MONTHS 3 TO 9 (FIRST PHASE)

#### 3.1. Basic principles

##### Methodology

Two Plenary meetings are planned.

The first phase concerns the preparation of the first meeting (month 9), which will be held in Firenze, 10-12 September

In the first meeting each participant group brings experiences and results of research activities in its country of origin with reference to previous mentioned objectives of the WP, and identifies the most important topics and issues to be developed and deepened for the second meeting of Task1. The first Plenary meeting will give the opportunity to exchange research results and methodologies, to discuss the main issues in order to meet the objectives, and to select relevant common issues to be developed.

Development of selected issues will be based on bibliographical research, discussions and interviews with firms, public institutions and other relevant operators, information and experience exchanges within WP1 participants.

(The second Plenary meeting will put together further development of research activities, and the results of the activity brought on to develop the selected specific issues).

The first phase consists of a very wide collection of references, analysis, themes, discussions concerning the topics contained in the WP (see part 4 below : list of the topics for each WP, see appendices 1 and 2).

At this stage, each researcher is asked to write and send two thin reports :

- **Review report** (max 5 pages), selecting scientific and recent (since 1980) papers, publications, memories and studies in their country (including international and national meetings held in English), identifying the most relevant result (3 main results).  
For the most relevant papers, it is necessary to write an abstract (10 rows), in order to evaluate the main findings and give the reasons why the document is important regarding the topics.
- **Discussion report** (max 2 pages), presenting the need for new research (which and why) and policies related issues, which papers are important for the policies and important for the WTO

Each document shall be sent both to the WP's responsible (who will be in charge of disseminate in he's (or her) unit. Those documents will be used as a basis for the presentations to be made at the first meeting in Firenze (10-12 september).

#### 3.2. First meeting in Firenze

- The first meeting will be held in Firenze the 10th to 12th September and will be organised by partner 7.
- The amount of participants is limited to 3 researchers for each partner (the total becomes 45).
- The objective in the first phase : have a very wide introduction and discussion
- Structure :
  - Day 1 (11.00 am – 1.00 pm, 3.00 - 5.00 pm) : Plenary session (opening address, each researcher introduces himself, synthesis reports for each WP by responsables, lecture)
  - Day 2 (9.00 – 12.30 am, 3.00 – 5 pm) : workshop session (WP 1 to 4)
  - Day 2 (6.00 – 8.00 pm) : OLP presentations and tasting !
  - Day 3 (9.00 – 12.30 am) : plenary session : reports from WP, lectures, conclusions and working plan for the next step.

### 3.3. Agenda and to do's

	Who	What	When
<b>A. PRELIMINARY PHASE</b>	Co-ordinator	<ul style="list-style-type: none"> <li>sends to all researchers a guide-line (D0) presenting :               <ul style="list-style-type: none"> <li>The working plan</li> <li>A <u>registration table</u> for all researchers</li> </ul> </li> </ul>	Mid february
See appendice 1	Each researcher (n=50)	<ul style="list-style-type: none"> <li>fills in the <u>registration table</u> in order to be member in one of the WP working plan and take part in the work to be completed during the task 1 (18 months).</li> <li>sends the registration table to the WP responsible and to of the coordinator. Notice that each researcher may be member of only one WP.</li> </ul>	End of february
	Each partner (n = 15)	<ul style="list-style-type: none"> <li>sends a short presentation of the research unit</li> </ul>	End of February
		<ul style="list-style-type: none"> <li>sends the references of works published by of the unit concerning the OLP's topics</li> </ul>	End of February
		<ul style="list-style-type: none"> <li>identifies three experts related to the topics defined in WP1-4 and proposes their names to the WP's responsible</li> </ul>	End of march
<b>B. DELIVERABLE PHASE</b>	Each partner (n = 15)	<ul style="list-style-type: none"> <li>sends a <u>file containing basic information's on OLP's sector</u> in the country (to be used at the first meeting)</li> </ul>	End of may
See appendice 2	Researchers (n = 50)	<ul style="list-style-type: none"> <li>Send <u>review report (RP)</u> (5 pages)               <ul style="list-style-type: none"> <li>All references they can find about the topics in their country</li> <li>Identification of the most relevant result (3 main results)</li> </ul> </li> </ul>	End of may
	Researchers (n = 50)	<ul style="list-style-type: none"> <li>Send <u>discussion report (DP)</u></li> <li>Need of new research, which and why</li> <li>Policies related issues, which papers are important for the policies and important for the WTO</li> </ul>	
	WP's responsables and assistants (n = 8)	<ul style="list-style-type: none"> <li>Analyse the RP and DP</li> <li>Select a list of 20 main references and highlight the main topics to be discussed at the first meeting</li> <li>Propose to the steering committee a list of oral presentations for the first meeting (to be made by researchers)</li> <li>Write an synthesis paper, to be presented as an introduction to debates at the first meeting</li> </ul>	End of July
<b>C. FIRST MEETING</b>	Steering committee	<ul style="list-style-type: none"> <li>Determines the agenda of the meeting (contents, lectures, etc.)</li> <li>Validates the issues (minutes and reports)</li> </ul>	End of august
	Partner 7	<ul style="list-style-type: none"> <li>Organises the meeting</li> </ul>	10-12 september
	Researchers (n = 50)	<ul style="list-style-type: none"> <li>Attend the meeting</li> <li>Take part in the WP workshops with presentation and/or informal interventions in debates</li> <li>Take part in the plenary meetings</li> </ul>	10-12 september
	WP responsables and assistants	<ul style="list-style-type: none"> <li>Present an introduction to the debates (synthesis from the first phase) at the plenary session</li> <li>Coordinates the work in the WP workshops</li> <li>Write a report and present the report at the final plenary session</li> </ul>	10 september 10-11 september 12 september

## 4. TOPICS FOR EACH WORK PACKAGE

### 4.1. WP1 : OLP products: definition, characteristics, legal protection

WP 1	OLP products: definition, characteristics, legal protection	Responsible : François Casabianca (3) Assistants : J.P. Doussin, L. Lorvellec (4)
General purpose	<p><b>Main stakes</b></p> <ul style="list-style-type: none"> <li>* There are several definitions of OLP in the different countries of EU. Our preoccupation is to specify the role of <i>Origin</i> into the territorial qualification of food products.</li> <li>* Due to the specialities of researchers involved into our project, we have no real interest to mobilise complete analytical point of view. However, we must articulate OLP with other types of signal, in particular <i>Quality signs</i> and <i>trade marks</i> (with or without signs).</li> <li>* Very often, producers of a country A feel as concurrency distortion the fact to be refused with quite the same file as producers of a country B whose demand is already accepted. <i>Subsidiary</i> application of European regulation is producing diversity and, as a matter of fact, <i>new risks of distortion</i>. EU is facing the same problems in <i>WTO negotiations</i> and we must have a reflection about the best way the several European countries can converge to common interests in protecting OLP.</li> </ul> <p><b>Methodology</b></p> <p>For having real interest to international comparisons, it seems more efficient not to start with established definitions to be collected but reconstruct <i>rationality</i> each one is produced by. So, we propose to give attention to dynamics explicitly in relation with EC regulation 2081/92 and mobilising its application at <i>three levels</i> :</p> <ul style="list-style-type: none"> <li>EC decision-making and the several national or international influences,</li> <li>National interpretations of the regulation,</li> <li>Local dynamics of production systems.</li> </ul>	
	<p><b>1 – European regulation as result of compromise</b></p> <ul style="list-style-type: none"> <li>• International context of European protection, in particular the influence of world approach (OMC APDIC).</li> <li>• National influences on the agreements about PDO, including the problems of distortion within EU.</li> <li>• Creation of PGI and the differences between national constraints.</li> </ul> <p><b>2 – National management in the application of EC regulation</b></p> <ul style="list-style-type: none"> <li>• National integration into the institutions,</li> <li>• Creation of commissions for validating the local projects, composition and decision-making,</li> <li>• Independent verifications and penalties procedures.</li> </ul> <p><b>3 – Dynamics of Local Production Systems related to EC regulation</b></p> <ul style="list-style-type: none"> <li>• Normalisation process. Relationship between local organisations and technical contents (elements to be protected, connection with traditional dimensions, etc.), at the same time justification of the protection and basis of control procedures,</li> <li>• Resources specification. How to rely biological materials to manage and local knowledge to insure and to transmit</li> <li>• Local competencies and decision-making. To be clarified the influence of various types of producers (farmers, industrials, retailers, commercial, etc.) and the role of scientists.</li> <li>• Relationship with Concurrency Law. In particular, restricted access to market and questions of “traceability” (origin and process modality).</li> </ul>	



## 4.2. WP2 : Link between OLP and local production systems, supply chain analysis

<b>WP 2</b>	Link between OLP and local production systems, supply chain analysis	Responsible : Luis Miguel Albisu (10) Assistants : Kees de Roest (6) Kate Corcoran (12)
<b>Topics</b>	<ul style="list-style-type: none"> <li>▪ Short description of OLPs with similar characteristics either because its production system, the supply chain structure, marketing systems, organisation framework and coordination mechanisms.</li> <li>▪ Main analytical and methodological tools to analyse OLPs production and</li> <li>▪ Marketing systems in the supply chain context.</li> <li>▪ Main supply chain trends for high quality food products and its application to OLPs.</li> <li>▪ Differences between the production and marketing systems of OLPs and the production and marketing systems of conventional products. Special reference to vertical coordination mechanisms and the presence of co-operatives.</li> <li>▪ Differences between fresh and processed OLPs in their performance in the market.</li> <li>▪ Shortcomings and strong points in favour for different OLPs supply chains.</li> <li>▪ The different policies and strategies affecting OLPs supply chains.</li> <li>▪ How to promote supply chain activities, in a global economy, taking into consideration the production and the marketing systems of local and regional food products.</li> </ul>	

### 4.3. WP3 : Link between OLP and rural development

WP 3	Link between OLP and rural development	Responsibles : Giovanni Belletti and Andrea Marescotti (7) Assistant : Antonio Fragata (15)
General purpose	<p>A <i>preliminary step</i> is a reflection on the concept of Rural Development adopted by DOPLHINS researchers in their works and, in general, on the concepts prevailing in European countries. In fact, given that the definition of rural areas is quite vague and variable both in economic literature and in statistical sources (often rural areas are simply “not urban”, but especially in recent times, this meaning has been substituted by a more articulated one, following the social and economic changes observed in “not urban” areas and the variability of situations and trends), the concept of Rural Development is a wider one. Rural development is no more agricultural growth or development only, but it should consider <i>multifunctionality</i> of agricultural firms and more generally <i>the integration of all the economic and social activities at a local level</i> (tourism, craft or industrial manufacturing, services, social activities). Even Rural Development policy of the European Union is more and more oriented towards a diversification of economic and social activities in rural areas, in order to increase quality of life and rural resources for local and external citizens. Besides, recent approaches consider Rural Development in an <i>endogenous</i> and <i>sustainable</i> dimension: this means that community participation in the definition of objectives (bottom-up), the role of local resources (goods, skills, contextual knowledges) and the respect of natural and social environment, take a central role in rural development process.</p> <p>Given this preliminary discussion, the Work Package n.3 will identify, analyse, discuss and synthesise:</p> <ul style="list-style-type: none"> <li>- theoretical tools useful to set links between OLPs and Rural development;</li> <li>- the role of local community, of local institutions and of characteristics of local production systems/networks (with particular reference to “relational goods”) in the development of OLPs;</li> <li>- the impact of OLPs on rural development, on multifunctionality of agricultural firms, and on the degree of integration of economic and social activities in the rural areas;</li> <li>- the role of rural development in fostering the growth of OLPs;</li> <li>- the management of rural development in its relationships with OLPs, and in particular information and trasmission of skills and the role of public policies (EU and local, both general and rural policies).</li> </ul> <p>On the basis of these findings, Work Package n.3 will also propose:</p> <ul style="list-style-type: none"> <li>- recommendations to the European Commission on WTO negotiations: many of the above-mentioned topics should be linked to present dispute within WTO negotiations. The role of OLPs in fostering rural development should be stressed, together with the need of preserving rural culture, landscape, environment, traditions, within the general framework of the support to agricultural multifunctionality and rural areas diversification.</li> <li>- areas of future research in the link between OLPs and rural development, for the second part of WP3 (months 9-16).</li> </ul> <p>The research needs for WP3 are grouped under <b>7 key topics/headings</b>.</p>	

<p><b>Topics</b></p>	<p><b>1. Concept of rural development</b></p> <p>It should be clear that the discussion on the concept of rural development is not the WP3 focus, but it is a preliminary topic. Following topics focus on relationships between OLPs and rural development; therefore the aim of this topic is not to study deeply rural development theories, but only to share some key-concepts on rural development useful for following topics.</p> <p>DOLPHINS Researchers must careful reflect on the concept of Rural Development adopted in their works on OLPs and, in general, on the concept prevailing in European countries.</p> <ul style="list-style-type: none"> <li>• What are the rural areas? What is rural development? Which are the differences between agricultural and rural development?</li> <li>• What means “endogenous” rural development? What is the role of local factors and of local community/identity in rural development?</li> <li>• What means “sustainable” rural development? What is the role of natural environment in rural development processes? What is the role of anthropic environment (local culture, community identity, etc.) in rural development processes?</li> <li>• What is the role of economic diversification and of agricultural multifunctionality on rural development processes?</li> </ul> <p><b>2. Rural development Aand OLP : theoretical tools</b></p> <p>Research needs: a review of rural development models and theories referred to the link between rural development (endogenous, sustainable, ...) and OLPs (see also WP1) and of their local production systems (see also WP2), useful to identify and assess relationships between rural development and OLPs.</p> <ul style="list-style-type: none"> <li>• Rural development (endogenous, sustainable) models and the role of local resources, both tangible assets and intangible assets.</li> <li>• Local production systems models and the role of “relational goods” and contextual knowledge and skills.</li> <li>• Rent seeking models.</li> <li>• Interactions between local factors/forces wich start a transformation process of rural local systems, and external factors/forces which deeply affect social and production structures at local level.</li> </ul> <p><b>3. The role of local community and of local production system</b></p> <p>Research needs: study and assessment of the relationships between OLPs and local human and production system, given that typical products are deeply interconnected with their “terroir”.</p> <ul style="list-style-type: none"> <li>• The role of local rural community in the development of OLPs. The role of public local institutions. The role of private local (intermediate) institutions. The role of professional bodies.</li> <li>• The relationships between OLPs and local culture and identity.</li> <li>• The role of local production systems characteristics in the construction of typicity and in the efficiency/effectiveness of the chain (<i>filière</i>).</li> <li>• Local community, local production system and EC Reg.2081/1992. Which is the role of public and private institutions in PDO-PGI recognition process? How does institutionalization of OLPs (PDO-PGI) change the relationships between OLP and local resources and community?</li> </ul> <p><b>4. Impact of OLP on rural development, multifunctionality and economic diversification</b></p> <p>Research needs: a review of findings of empirical studies on the (direct and indirect) impact of OLPs on different dimensions of rural development, with the purpose of identifying and typologizing the role of OLPs in supporting rural development process and of identifying methodologies of evaluation and measurement. In particular identification and assessment of:</p> <ul style="list-style-type: none"> <li>• Impact of OLPs on the use and remuneration of local specific resources (agricultural and not agricultural); impact of OLPs on employment and income of rural firms (agricultural, craft and industrial, services, tourism) and rural systems.</li> <li>• Impact of OLPs on environment and sustainability in rural areas, on protection of biodiversity, etc. <ul style="list-style-type: none"> <li>(iii) Impact on OLPs on development of new economic activities and on integration of economic and social activities in the rural areas; impact on OLPs on multifunctionality of agricultural firms.</li> <li>(iv) Effects of Product Specifications (Reg.2081/92) on the above mentioned elements.</li> <li>(v) Theoretical and analytical tools, indicators, evaluation methods.</li> </ul> </li> </ul>
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### **5. Impact of rural (endogenous and sustainable) development on olps**

Research needs: a review of findings of empirical studies on the (direct and indirect) impact of rural development (in particular endogenous and sustainable rural development) on OLPs, with the purpose of identifying and typologizing the different ways rural development process can foster the growth of OLPs, and of identifying methodologies of evaluation and measurement. In particular identification and assessment of:

- (i) Rural development and marketing in rural areas: the role of tourism, rural tourism and agri-tourism, and the role of "wine routes" and of in general "product-routes".
- (ii) Environment and OLPs: the role of lanscape and of environmental, cultural, artistic resources in the marketing of OLPs products.
- (iii) New OLPs promotional and marketing methods linked to rural development.
- (iv) Theoretical and analytical tools, indicators, evaluation methods.

### **6. Rural development management**

Research needs: an analysis and a review of findings of empirical studies on tools and methods with reference to the management and assessment of information and communication for OLPs in rural areas. How information on OLPs is stored and diffused within rural areas? What kind of initiatives have been taken in order to stimulate the involvement of local community (ex. museums, schools, training course, restaurants, seminars) in OLPs?

In particular identification and assessment of:

- (i) Role of communication and information
- (ii) Role of education and training, and methods of storage and transmission of contextual knowledge
- (iii) Role of local institutions (public and private)

### **7. Rural development and public policies**

Research needs: an analysis and a review of findings of empirical studies on the typologies of public polices concerning OLPs in a context of rural (endogenous and sustainable) development, on their effects on links between OLPs and rural development, and on methodologies of evaluation.

In particular identification and assessment of:

- (i) Analysis of public policies affecting the link between OLPs and rural development and identification and categorization of the effects on OLPs
- (ii) National-Local rural development policies: experiences and evaluations with reference to effects on OLPs
- (iii) EU rural development policies: Agenda 2000, Structural Funds, LEADER.
- (iv) Theoretical and analytical tools, indicators, evaluation methods.

#### 4.4. WP4 : Link between OLP and Consumers and citizens

<b>WP 4</b>	Link between OLP and Consumers and citizens	Responsible : Angela Tregear (11) Assistant : Gilles Allaire (2)
<b>Purpose</b>	<p>The purpose of this work package is to draw together the state of the art with respect to the link between OLPs and consumers/citizens. The work package will identify, analyse and synthesise information on the profile of consumers of OLPs and the mechanisms which underpin their behaviour; the nature of consumer involvement in, and response to, the marketing techniques attached to OLPs; the nature of citizen involvement and activity in groups and movements relevant to OLPs; and the impact of key issues/trends in food policy on consumer/citizen behaviour in relation to OLPs. On the basis of these findings, the work package will also propose recommendations to the European Commission on WTO negotiations and areas of future research in the link between OLPs and consumers/citizens. Following the above, the research needs for this work package are grouped under 6 key topics/headings.</p>	
<b>Topics</b>	<p><b>1. Theoretical and analytical tools used in the analysis of OLP consumers</b></p> <p>Research needs: a review of consumer studies relating to OLPs, with the purpose of evaluating the different theoretical approaches and research methods employed in these studies. In particular identification and assessment of:</p> <p>The different problematic or issues through which OLPs consumers are studied (marketing, evaluation, food, feeding and foodism issues...)</p> <p>Key theoretical and analytical frameworks which are employed to explain behaviour and consumption patterns of OLPs, drawn from relevant disciplinary backgrounds (e.g. economics, marketing, sociology).</p> <p>The different analytical and research methods used to study OLP consumers empirically, from qualitative to quantitative (e.g. contingent valuation; multivariate techniques; mean-end chain analysis; grounded theory; discourse analysis; sensory analysis; case studies).</p> <p><b>2. Characteristics and evolution of consumers' perceptions and behaviour in relation to OLPs</b></p> <p>Research needs: a review of findings of empirical consumer studies relating to OLPs, with the purpose of identifying and analysing what is known about OLP consumers and their behaviour. In particular, information to be gathered on:</p> <ul style="list-style-type: none"> <li>• The profile of OLP consumers (is the typical product consumer a typical consumer?)</li> <li>• The nature of perceptions and behaviour relating to OLPs (what meanings do OLPs embody? how do people make associations between food and territory, or food and community? where, when, how and why does OLP consumption take place?)</li> <li>• Factors influencing perceptions and behaviour in relation to OLPs (what are the macro forces - economic, social, cultural - which drive perceptions and choice? for example, what role does gastronomic tradition play?)</li> </ul> <p><b>3. Consumer's involvement in, and response to, marketing activities for OLPs</b></p> <p>Research needs: a review of consumer and marketing studies of OLPs, with the purpose of identifying how consumers behave and react in particular marketing situations, and when particular marketing tools are employed. Assessment of consumer behaviour in response to:</p> <ul style="list-style-type: none"> <li>• Product related tools (what impacts do different product information, labelling, symbolism and imagery have?)</li> <li>• Price related tools (what is the influence of different pricing strategies for OLPs?)</li> <li>• Promotion related tools (how do consumers respond to alternative promotional strategies?)</li> <li>• Distribution related tools (how do consumers behave in different marketing channel situations?)</li> </ul>	

#### **4. The role of information and communication in the link between consumers/citizens and OLPs**

Research needs: an assessment of how public and/or private information campaigns, education and/or training impact on consumer and citizen perceptions and behaviour in relation to OLPs. Within this, identification of:

- Levels of awareness or knowledge in relation to food in general and OLPs in particular.
- The sources of information which consumers/citizens refer to for awareness and knowledge about food in general and OLPs in particular.
- The credibility or trust placed on sources of information and education for OLPs and how this information is used.

#### **5. The impact of national/international food policies on the link between consumer/citizens and OLPs**

Research needs: a review of studies of public food policies and their impact on consumer/citizen behaviour, in relation to OLPs where possible. Review also of case studies of the impact of particular legislative measures on consumer/citizen choices and interactions with producers. An assessment of how trends in food policy affect OLP perceptions and behaviour, in particular policies relating to:

- (i) food hygiene and safety
- (ii) food product quality

#### **6. The role of citizen activities and behaviour in relation to OLPs**

Research needs: identification of key citizen-driven groups or movements relating to food (e.g. environmental groups; food quality and safety activists; 'slow food' movements), and review of studies of such groups, assessing the implications for OLPs, in particular:

- (i) the objectives, motivations and remits of such groups
- (ii) impacts on supply and demand for OLPs

On the basis of the 6 key topics for research in this work package, participants will consider the implications of their findings for:

- (i) forthcoming WTO negotiations (what do the findings regarding consumer and citizen behaviour for OLPs mean for the EU's position at the WTO? What recommendations can be put forward on the basis of these findings?)
- (ii) future research needs (with respect to consumers/citizens and OLPs, which areas should future research focus on and what kinds of approach should be adopted? What are the key areas of uncertainty and lack of knowledge? Which are the most problematic issues?)

## 5. WORKING PLAN FOR TASK 4, WORK PACKAGE 8

Two web sites will be created :

- An internal web tool for achieving the internal coordination between members (news, meeting minutes, progress reports, references, papers, etc..)
- A public web site, presenting the OLP's sectors in all countries

Those sites will be elaborated during the months 3 to 6 and launched in June 2001, under the responsibility of the coordinator. The deliverables D10, D11, D12 will be available on month 12 and be put on the web site at this date.

The site will contain two parts :

### 1. News (electronic journal) and forum

All the news coming from each Governative bodies or relating to any OLPs concerning :

- Legislation
- Juridical sentences
- Trade
- WTO negotiations
- Market data
- Production
- Quality
- Fairs
- Innovation
- Events

### 2. Data base

Scientific informations organised by key words :

- Papers and documents in PDF format
- Relevant bibliography on OLPs
- List of definitions

Addresses (with link) of :

- Researchers
- Research institutes
- Public institutions involved on OLPs
- Consortia of producers
- Certification body PDO/PGI products

Juridical informations, concerning to :

- Consolidate and new legislation at EU level, national level and regional level
- Relevant juridical sentences
- Code of practice for each PDO/PGI products

Market information (for each PDO/PGI products)

- Organization of the market (brief description)
- Yearly quantity of production
- Stock data
- Market price (at production level) for relevant market
- Price at consumers level for relevant market
- List (number) of producers ?
- List (number) of traders ?

Products informations

- Country
- Region (terroir)
- Characters of the product (presentation of flavour, colour, weight, etc...)
- Nutritive information's
- Age of consumption
- Registered Trade Mark
- Period of production
- Relevant address and link

Links

- Official web site by PDO/PGI products
- Unofficial web site by PDO/PGI products
- Governmental
- Research institute

# Appendices



## 1. REGISTRATION TABLE FOR THE WP 1 TO 4

**DEADLINE : END OF FEBRUARY**

1. Please register your name in the WP's you wish to take part for the first phase of the task 1 (month 3 to 9). Put

<b>Name</b>	
<b>Institution</b>	
<b>Address</b>	
<b>Tel</b>	
<b>Fax</b>	
<b>e-mail</b>	
<b>Your main fields of interest</b>	
<b>Strongest interest in WP n°</b>	

2. In order to keep balance in the different groups, please rank the following WP in preference order :

<b>Work-package No.</b>	<b>Workpackage title</b>	<b>Responsible participant No.</b>	<b>Rank order (example n)</b>
<b>WP 1</b>	OLP products: definition, characteristics, legal protection	Responsible : François Casabianca (3) Assistants : J.P. Doussin, L. Lorvellec (4)	<i>Ex : 1</i>
<b>WP 2</b>	Link between OLP and local production systems, supply chain analysis	Responsible : Luis Miguel Albisu (10) Assistants : Kees de Roest (6) Kate Corcoran (12)	<i>Ex : 3</i>
<b>WP 3</b>	Link between OLP and rural development	Responsibles : Giovanni Belletti and Andrea Marescotti (7) Assistant : Antonio Fragata (15)	<i>Ex : 4</i>
<b>WP 4</b>	Link between OLP and Consumers and citizens	Responsible : Angela Tregear (11) Assistent : Gilles Allaire (2)	<i>Ex : 2</i>

## 2. REPORT STRUCTURE FOR LITERATURE REVIEW

**DEADLINE : END OF MAY**

<b>Review report</b> (5 pages)
1. Selection of scientific and recent (since 1980) papers, publications, memories and studies in the country (including international and national meetings held in English) : 4 pages maximum

2. Identification of the most relevant result (3 main results) : 1 page

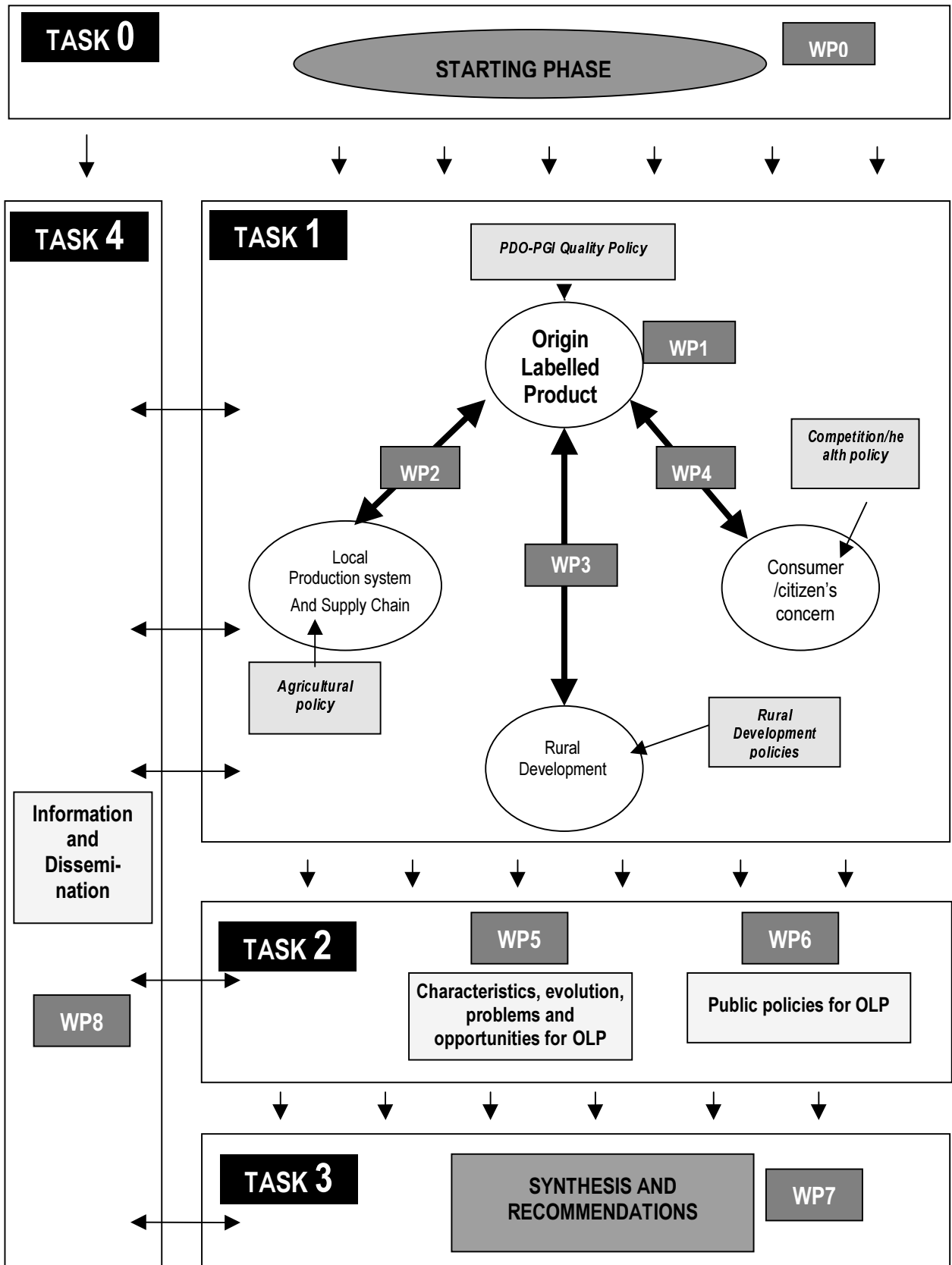
For the most relevant papers, it is necessary to write an abstract (10 rows), in order to evaluate the main findings and give the reasons why the document is important regarding the topics.

## Discussion report (2 pages)

1. Need for new research (which and why) and policies related issues, which papers are important for the policies and important for the WTO (page 1)

2. Policies related issues : which papers are important for the policies and important for the WTO (page 2)

### 3. GRAPHICAL PRESENTATION OF THE PROJECT'S COMPONENTS



## 4. RECALL FROM THE TECHNICAL ANNEX FOR TASK 1 AND 4

### TASK 1 – ANALYTICAL WORKPACKAGES

#### WP 1 - OLP PRODUCTS: DEFINITION, CHARACTERISTICS, LEGAL PROTECTION

**Phase : Task 1****Start date or starting event:** Month 3**Completion date : Month 18****Partner responsible:** 3; assistant: 4**Person-months :** 1:1,2; 3:0,9; 4:2,0; 5:1,1; 6:0,7; 7:0,7; 8:1,4; 9:0,9; 10:0,8; 11:0,9;12:1,0; 13:1,7; 15:1,6 (total:14,9)**Objectives**

Clarifying the various definitions of OLP in agri-food system in different European countries, and their relationships with other typologies of high-quality food products, according to the specifics of the various scientific disciplines involved (ethnology, economy, sociology, biology, geography, etc.);

- Collecting information about OLPs in different European countries, and about instruments used till now to «measure» traditionality and typicity in agri-food system;
- Analysing the modalities by which the Law in different countries has defined and protected OLPs, with special reference to the ways and mechanisms by which each member State has implemented EEC Regulation n. 2081/92
- Assessing the legal protection of OLP with regards to EU and WTO regulations and providing EU with diagnosis of negotiations basis
- Identifying needs for further research

**Methodology**

Two Plenary meetings are planned.

In the first meeting each participant group brings experiences and results of research activities in its country of origin with reference to previous mentioned objectives of the WP, and identifies the most important topics and issues to be developed and deepened for the second meeting of Task1. The first Plenary meeting will give the opportunity to exchange research results and methodologies, to discuss the main issues in order to meet the objectives, and to select relevant common issues to be developed.

Development of selected issues will be based on bibliographical research, discussions and interviews with firms, public institutions and other relevant operators, information and experience exchanges within WP1 participants.

The second Plenary meeting will put together further development of research activities, and the results of the activity brought on to develop the selected specific issues.

**Deliverables**

**D1** WP1 Report about the state of the art on the basis of meetings minutes, included bibliographical analysis and special part collecting reports on selected relevant issues. The Report give also a basic support to EU for WTO negotiations process.

**D4B** Part 1 of the prelliminary working document on WTO's negotiations

**Milestones and expected results**

- M4 - First Meeting (month n.9)
- M11 - Second Meeting (month n.16)
- M15 - deliver of the Report about the state of the art with bibliography and selected relevant issues (D1) (month n.18)

## WP 2 - LINK BETWEEN OLP AND PRODUCTION-MARKETING SYSTEMS (LOCAL/GLOBAL)

### Phase: TASK 1

**Start date:** Month 3

**Completion date :** Month 18

**Partner responsible:** 10; assistants: 6, 12

**Person-months:** 1: 1,2; 3:0,9; 5:2,2; 6:0,7; 7:1,3; 8:1,4; 9:0,9; 10:1,6; 12:2,0; 13:0,9; 14:1,0; 15:1,6 (total:15,7)

### Objectives

- Analysis of theoretical and analytical tools and methods used in the analysis of OLP local production systems, of vertical co-ordination mechanisms among firms, in supply chain and agri-food system analysis, of local-global connections
- Analysis of local production and marketing systems related to OLP products (case-studies), differences from production and marketing system relating to “conventional” or other typologies of high-quality food products
- Environment and sustainability of OLP production and marketing systems
- Impact on employment and income (firms and local systems)
- Role of information transmission, education, formation, training
- Marketing of OLP products: analysis of the different marketing channels and distribution methods used, modern distribution and traditional marketing channels, new promotional and marketing methods
- Policies: analysis of public policies affecting the link between OLP and production and marketing system, with special reference to Common Agricultural Policy and Agenda 2000, international trade liberalisation, WTO
- Assessing the legal protection of OLP with regards to EU and WTO regulations and providing EU with diagnosis of negotiations basis
- Identifying needs for further research

### Methodology

Two Plenary meetings are planned.

In the first meeting each participant group brings experiences and results of research activities in its country of origin with reference to previous mentioned objectives of the WP, and identifies the most important topics and issues to be developed and deepened for the second meeting of Task1. The first Plenary meeting will give the opportunity to exchange research results and methodologies, to discuss the main issues in order to meet the objectives, and to select relevant common issues to be developed.

Development of selected issues will be based on bibliographical research, discussions and interviews with firms, public institutions and other relevant operators, information and experience exchanges within WP2 participants.

The second Plenary meeting will put together further development of research activities, and the results of the activity brought on to develop the selected specific issues.

### Deliverables

**D2** WP2 Report about the state of the art on the basis of meetings minutes, included bibliographical analysis and special part collecting reports on selected relevant issues. The Report give also a basic support to EU for WTO negotiations process.

**D4B** Part 2 of the preliminary working document on WTO's negotiations

### Milestones and expected results

- M5 - First Meeting (month n.9)
- M12 - Second Meeting (month n.16)
- M16 - deliver of the Report about the state of the art with bibliography and selected relevant issues (D2) (month n.18)



## WP 3 - LINK BETWEEN OLP AND RURAL DEVELOPMENT

**Phase:** TASK1

**Start date :** Month 3

**Completion date :** Month 18

**Partner responsible:** 7; assistant: 15

**Person-months:** 1:1,2; 2:1,4; 3:0,9; 5:1,1; 7:2,6; 8:0,7; 9:0,9; 10:0,8; 11:0,9; 13:0,9; 14:1,0; 15:1,6 (total:14,0)

### Objectives

- Analysis of theoretical and analytical tools and methods used in the analysis of connections between OLP and rural development
- Analysis of the link between OLP and rural development: have OLPs an impact on rural development and to which conditions? How rural development can help to re-launch OLPs? Case-studies
- Environment and sustainability of OLP production and marketing systems in rural areas
- Impact on employment and income (firms and rural systems): analysis of the inter-connections between OLP and other economic, social and cultural activities in rural areas (tourism, craft, industrial activities, services, etc.); integrated sustainable rural development
- Role of information transmission, education, formation, training
- Marketing of OLP products in rural areas: the role of rural tourism and agri-tourism, landscape, and environmental, cultural, artistic resources in the marketing of OLP products; new OLP promotional and marketing methods linked to rural development
- Policies: analysis of public policies affecting the link between OLP and rural development, with special reference to EU rural development policies (Agenda 2000, Structural Funds, LEADER) and national-local rural development policies
- Assessing the legal protection of OLP with regards to EU and WTO regulations and providing EU with diagnosis of negotiations basis
- Identifying needs for further research

### Methodology

Two Plenary meetings are planned. In the first meeting each participant group brings experiences and results of research activities in its country of origin with reference to previous mentioned objectives of the WP, and identifies the most important topics and issues to be developed and deepened for the second meeting of Task1. The first Plenary meeting will give the opportunity to exchange research results and methodologies, to discuss the main issues in order to meet the objectives, and to select relevant common issues to be developed.

Development of selected issues will be based on bibliographical research, discussions and interviews with firms, public institutions and other relevant operators, information and experience exchanges within WP3 participants.

The second Plenary meeting will put together further development of research activities, and the results of the activity brought on to develop the selected specific issues.

### Deliverables

**D3** WP3 Report about the state of the art on the basis of meetings minutes, included bibliographical analysis and special part collecting reports on selected relevant issues. The Report give also a basic support to EU for WTO negotiations process.

**D4B** Part 3 of the preliminary working document on WTO's negotiations

### Milestones and expected results

- M6 - First Meeting (month n.9)
- M13 - Second Meeting (month n.16)
- M17 - deliver of the Report about the state of the art with bibliography and selected relevant issues (D3) (month n.18)

## WP 4 - LINK BETWEEN OLP AND CONSUMERS AND CITIZENS

### Phase : task 1

**Start date :** Month 3

**Completion date :** Month 18

**Partner responsible:** 11; assistant: 2

**Person-months:** 1: 1,2; 2:1,4; 3:0,9; 4:2,0; 5:1,1; 6:0,7; 7:0,7; 8:0,7; 9:2,6; 10:1,6; 11:1,8; 12:1,0; 13:1,7; 14:2,0; 15:1,6 (total:21,1)

### Objectives

- Analysis of theoretical and analytical tools and methods used in the analysis of OLP consumer
- Characteristics and evolution of consumers' habits and perceptions; quantitative and qualitative analysis, gastronomic traditions, case-studies: is the consumer of typical products a typical consumer?
- Role of information transmission (labels, information campaigns, promotional activities, advertising, etc.), education, formation, training
- Marketing of OLP and consumers perception and expectations on OLP: analysis of the consumers' behaviour within different marketing channels and distribution systems ; effect of new promotional and marketing methods
- Policies: analysis of public policies affecting the link between OLP and consumers-citizens, with special reference to EU food safety and hygiene regulations, and quality policy; international trade liberalisation, WTO
- Assessing the legal protection of OLP with regards to EU and WTO regulations and providing EU with diagnosis of negotiations basis
- Identifying needs for further research

### Methodology

Two Plenary meetings are planned.

In the first meeting each participant group brings experiences and results of research activities in its country of origin with reference to previous mentioned objectives of the WP, and identifies the most important topics and issues to be developed and deepened for the second meeting of Task1. The first Plenary meeting will give the opportunity to exchange research results and methodologies, to discuss the main issues in order to meet the objectives, and to select relevant common issues to be developed.

Development of selected issues will be based on bibliographical research, discussions and interviews with firms, public institutions and other relevant operators, information and experience exchanges within WP4 participants.

The second Plenary meeting will put together further development of research activities, and the results of the activity brought on to develop the selected specific issues.

### Deliverables

**D4** WP4 Report about the state of the art on the basis of meetings minutes, included bibliographical analysis and special part collecting reports on selected relevant issues. The Report give also a basic support to EU for WTO negotiations process.

**D4B** Part 4 of the prelliminary working document on WTO's negotiations

### Milestones and expected results

- M7 - First Meeting (month n.9)
- M14 - Second Meeting (month n.16)
- M18 - Deliver of the Report about the state of the art with bibliography and selected relevant issues (D4) (month n.18)

## TASK 4 – INFORMATION AND DISSEMINATION

### WP 8 - INFORMATION AND DISSEMINATION

**Phase : Task 4****Start date:** Month 3**Completion date : Month 36****Partner responsible:** 1**Person-months:** 1:9,9; 5:1,1; 7:1,3; 8:0,7 (total: 13,0)**Objectives**

The objective of Task4 (WP8) is twofold:

- a) supporting activity of other tasks by implementing an electronic system of information exchange among Partners;
- b) dissemination of results of DOLPHINS Concerted Action to academics, policy-makers, public institutions, consumers and citizens, firms and other institutions.

This Task will accompany the activity of DOLPHINS Concerted Action along the whole period (Three years).

**Methodology**

Task4 will have a service role for the whole Concerted Action, in order to provide a tool to collect works and databases, and to ease exchanges of documents, researches results, suggestions and opinions among partners. The tool, in the form of a Web Page, will have also an important dissemination role (in particular during Task2 e Task3), in order to make results of Concerted Action circulate within academics, policy-makers, public institutions, consumers and citizens, firms and other institutions involved in OLPs.

Task4 will work in parallel with Tasks 1, 2 and 3, on the basis of guidelines formulated during Task0 by the Steering Committee.

The main instrument implemented by WP8 is the DOLPHINS Web Page, which will contain a restricted area, aiming at supporting information and researches exchanges among participants to Concerted Action, and a public area where the results of the Action will be accessible. In particular, a Synthesis of results of Partners' research activities, a Database on researches on OLPs, a Database on publications on OLPs, a Database on Research Institutions working on OLPs and Documents produced by WorkPackages during the action will be put on-line on the Web Page DOLPHINS.

In order to build Databases, the Responsible and assistants will collect from each Partner information about researches and publications on OLPs, and information on Research Institutions working on OLPs. Information must be given by each partner according to a track record given by Responsible. The Web Page will collect also DOLPHINS meetings proceedings and other publications of the researchers involved in the action.

**Deliverables**

- D9** DOLPHINS Web Site
- D10** Database on researches on OLPs
- D11** Database on publications on OLPs
- D12** Database on Research Institutions working on OLPs

**Milestones and expected results**

- M3 - Construction and implementation of DOLPHINS Web Site (month n.6)
- M8 - Database on researches on OLPs (month n.12)
- M9 - Database on publications on OLPs (month n.12)
- M10 - Database on Research Institutions working on OLPs (month n.12)

## 5. DOLPHINS - CONTRACTORS AND ASSISTANT CONTRACTORS PARTICIPATING TO THE PROJECT

n.	Country	Partner	Role
1	France	INRA – UREQUA	CO
2	France	INRA – ETIQ	MB (with 1)
3	France	INRA – LRDE	MB (with 1)
4	France	CEDRAN	MB (with 1)
5	Italy	Università di Parma - Istituto di Economia Agraria e Forestale	CR
6	Italy	CRPA	MB (with 5)
7	Italy	Università di Firenze - Dipartimento di Scienze Economiche	MB (with 5)
8	Switzerland	SRVA	CR
9	Germany	Technische Universitaet Muenchen	CR
10	Spain	Servicio de Investigation Agroalimentaria - Unidad de Economia Agraria	CR
11	United Kingdom	University of Newcastle	CR
12	United Kingdom	University of Edinburgh	MB (with 11)
13	Belgium	Fondation Universitaire Luxembourgeoise	CR
14	Finland	University of Helsinki	CR
15	Portugal	INIAP	CR

## 6. LIST OF PARTICIPANTS

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