

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

Minutes of the start-up meeting
Brussels, 18 and 19 January 2001

Bertil Sylvander
(Partner 1, Coordinator)

February 2001

Participants :

INRA-UREQUA, Le Mans, France
SRVA, Lausanne, Switzerland
University of Firenze, Italy
University of Parma, Italy
University of Newcastle, UK
FUL, Arlon, Belgium
DGS-SIA, Zaragoza, Spain
INRA-LRDE, Corte, France

Bertil Sylvander (co-ordinator)
Dominique Barjolle, Corinne Couillerot
Andrea Marescotti, Giovanni Belletti
Filippo Arfini, Giacomini Corrado
Angela Tregear
Marc Mormont, Pierre Stassart
Luis Miguel Albusu
François Casabianca

Agenda :

1. Administration
2. Workplanning of the WorkPackage 1-4
3. WorkPackage 8
4. First Meeting (month 9)
5. Other matters

1. Administration

- The contract for DOLPHINS was signed 30th november 2000 and began the 1st december 2000.
- Mr Sjur BAARDSEN is responsible for the project in Brussels.
- All contacts with Brussel have to go through the coordinator. No direct contact.
- It is imperative to keep all the invoices (travels, food...) and to send them to the coordinator by the end of October 2001.
- The project DOLPHINS is driven by the DG 12 Research. If the allocations of the spendings is planned to differ from the contract, the partners must inform the co-ordinator, who will ask the allowance from DG 12.
- Staff for temporary works (only dealing with administration, coordination or management works and not with research) can be hired under the conditions of the contract.

2. Working plan for the WorkPackage 1-4

- The coordinator will write a guideline, in order to summarise the decisions taken at the meeting.
- Researchers will be asked to choose only one WorkPackage for the first task.
- Each researcher will select scientific and recent (since 1980) papers, publications, memories and studies in their country (including international and national meetings held in English)
- For the most relevant papers, it is necessary to write an abstract, evaluate the main findings and give the reasons why the document is important regarding the topics.

	Who	What	When
Preliminary	Co-ordinator	Guide-line on what will be required (also with indications regarding the time required)	The end of February
	Each partner	Short presentation of their unit	The end of February
		The name of the persons involved in the project	The end of February
		All the references in the unit concerning the main topics	The end of February
		Identification of experts related the topics defined in WP1-4 and asking for a contribution for the first meeting in agreement with WP's responsible person	The end of March
Deliverable	Each partner	Basic information on OLPs	The end of May
	Responsibles and assistants of the WP	Choose a list of topics	The end of May
	Researchers	Review papers <ul style="list-style-type: none"> ■ All papers you can find about the topics ■ Selection of the most relevant result 	The end of may
		Discussion papers <ul style="list-style-type: none"> ■ Need new/researchers and why ■ Policies related issues, which papers are important for the policies and important for the WTO 	The end of May
For the first meeting	Responsible persons of the WP	Introduction to organize the discussion	The end of July
		Choose 20 files of papers and 3 main points (2 pages) about the 20 publications	The end of July
At the same time	Each partner	Main points for R 4 B for the WTO	The end of July

Topics to be put on the guideline 0

WorkPackage 1 : OLP products : definitions, characteristics, legal protection

Responsible : François Casabianca,

Assistants : Jean-Pierre Doussin and Louis Lorvellec

The proposal topics :

Three main points :

1. What is "origin" with or without legal regulations, definition of "origin", "labelled" and "territory qualification"
2. Relationships between origin and quality
3. Competition on markets at national or international levels, problems occurred with competition policies.

Fourth main themes :

1. Which interpretation of the UE regulations in each country ? (regulations, implementations, institutions)
2. How is the legal protection managed by each country ?
 - decision making process for commissions and administrations
 - procedures of examination of the application files and agreement procedures
 - certification, controls, fraudes and penalties
3. Normalisation, social construction process
 - controls of derivations
 - management of the local resources : biological material and production systems
4. Scientific competencies mobilize for relation applicants and commissions (who make the decisions)

WorkPackage 2 : Link OLP and production-marketing systems (local/global)

Responsible : Luis Miguel Albisu

Assistants : Keest de Roest and Kate Corcoran

The proposal topics :

1. Short description of a OLP or OLPs with similar characteristics either because its production system, the supply chain structure or its organization
2. Main analytical and methodological tools to analyse OLPs production and marketing systems
3. The economic significance of OLPs on the market in general, repartition of the added value along the supply chain
4. Markets requirements and main trends in general terms for high quality food products
5. Shortcomings in each situation and strong points in favour
6. How to promote local products in a global economy taking into consideration the production and the marketing system
7. The different policies and strategies related to marketing affecting OLPs and their influence
8. Role of coordination within the supply chain, contracts and transaction costs.

WorkPackage 3 : Link OLP and rural development
Responsibles : Giovanni Belletti and Andrea Marescotti
Assistants : Antonio Fragata

The proposal topics :

1. Rural development : concept, characteristics, trends. Definitions of rural areas and rural development in different countries. Local and rural development. Endogenous vs exogenous development. Sustainable rural development.
2. Theory : theoretical and analytical tools and methods in the relationship between OLPs and rural development
3. Rural employment and income : impact of OLP on employment and income of rural firms and rural systems
4. Environment : impact on environment and sustainability in rural areas
5. Rural marketing and tourism : marketing of OLP products in rural areas : the role of tourism, rural tourism and agri-tourism, wine routes, landscape, and environmental, cultural, artistic resources in the marketing of OLP products, new OLP promotional and marketing methods linked to rural development
6. Information and community : role of communication : information, formation, education, training, skills, contextual knowledge, problems to be solved
7. Role of local community and networks : the role of local rural community in the development of OLPs
8. Policies : analysis of public policies affecting the link between OLP and rural development, with special reference to EU rural development policies and national-local rural development policies
9. Promotional measures
10. Contribution of the OLPs to the multifunctionality of the agriculture at the regional level.

WorkPackage 4 : Link OLP and consumers/citizens
Responsible : Angela Tregear
Assistants : Gilles Allaire

The proposal topics :

1. Theoretical and methodological tools (qualitative, quantitative)
2. Understand consumers behaviour
 - who are the consumers ? profiles ?
 - what factors influence behaviour ?
 - why do people buy OLPs ?
3. Consumers' answers to marketing activities, production, price, channel, promotion
4. Information, what are the source of information to become aware of the products ?
5. Policies (consumers policies)
6. Political movement, lobbying, consumer's association
7. Citizen's considerations
8. How do consumers relate food to territory
9. Geographical difference.

3. WorkPackage 8 : Web Page

Public Web Page : Each partner must communicate as soon as possible to Bertil or Dominique :

- the adequation of current content of www.aoc-igp.com with the DOLPHINS public web page
- their opinion about the future name for the DOLPHINS public web page
- their opinion and corrections about the further development of the web page (see F. Arfini's proposal annexe 1).

Internal Web Page: (reserved access to the partners) :

1. Presentation

- One page pro research unit (partners)
- One page pro researchers
- One page pro WorkPackage
- List of e-mail addresses (downloaded)

2. Data base

- Data base on paper files (abstract, main findings, open questions)
- Papers to be presented at the first meeting

3. Administration

- General information
- All the guide-lines
- Technical annex of the project
- Programm of the first meeting

4. Exchange of information

- General information
- Discussion forum

4. First meeting in Firenze : 10 – 12 September 2001

- The first meeting must be very open, basic and informative.
- The aim of the first meeting is to share information between all the researchers and to build up a network based on a common culture. The objective is to establish the "State of Art", to identify the findings to be reported and analysed and to identify needs for further researchs.
- Each WorkPackage may invite 1-5 persons who are specialized in the subject within the WorkPackage topics.
- Each WorkPackage responsible has to write a paper to explain the selection of the main papers referring to the topics.
- During the first meeting, each WorkPackage will be formed of 12-15 persons and they will discuss 8-10 papers.

5. Other matters

- The annual report must be prepared by the end of November 2001.
- The report has to be objective, methodological and self-criticism.
- Next steering meeting (with the steering committee and the responsables of the WorkPackage) : 11/12 june 2001 in Paris (the final decision of having this meeting is to be confirm).

Annex 1 : Proposal for the web site

News (electronic journal)

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

Data base **Scientific informations organised by key words :**

- Paper, memouare and document in PDF format
- Relevant bibliography on OLPs
- List of definitions

Address (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