

## Guideline for organise the Case Study to develop in WP5 Starting point: Parma meeting

This is a draft of the guideline to analyse with a common “language” and common methodology the case study of OLP products from your region. As you will see this guideline reflects the scheme and the topics analysed during the task 1 (WP1- WP4). The idea is to produce a cross reading of the topics in relation with the OLP products that will be analysed. The data collected following this brief note represent the starting point for introduce the debate in Parma and to organise a deeper questioner for next meetings. You have to follow the scheme that we propose and produce a written brief note

### General information:

- ~~☒~~ ~~☒~~ Name of OLP
- ~~☒~~ ~~☒~~ Type of product
- ~~☒~~ ~~☒~~ Type of denomination
- ~~☒~~ ~~☒~~ Country of origin
- ~~☒~~ ~~☒~~ Area of production
- ~~☒~~ ~~☒~~ Presentation and general description of the product (story of the product, region of production, relevance in the market, reputation, products competitors, etc)

### Definition, characteristic and legal protection (WP1):

#### *Code of practice:*

- ~~☒~~ ~~☒~~ Relevant issue of the Code of practice (if exist)
- ~~☒~~ ~~☒~~ Relevant issue related on certification (product and process)
- ~~☒~~ ~~☒~~ In what they differ respect other products competitors (price, ingredients...)

#### *Legislative aspects – description of:*

- ~~☒~~ ~~☒~~ Laws that institute and regulate the denomination of this product
- ~~☒~~ ~~☒~~ Legal institutions concerned with it
- ~~☒~~ ~~☒~~ Bodies involved in the definition of the product characteristics
- ~~☒~~ ~~☒~~ Bodies involved in the protection of the product
- ~~☒~~ ~~☒~~ Bodies involved in the quality monitoring of the product
- ~~☒~~ ~~☒~~ Existence of a trademark
- ~~☒~~ ~~☒~~ Existence of a collective brand
- ~~☒~~ ~~☒~~ Other indications which can mislead the consumers
- ~~☒~~ ~~☒~~ Existence of jurisdictional case involving or concerning quality, imitation or denominations of the product

## **Link with production and marketing system (WP2):**

### *Production chain aspect*

- ☒☒ Brief description of the chain
- ☒☒ Code of Practice and Chain organisation
- ☒☒ How is organised the chain of production especially referred to the vertical co-ordination mechanisms among firms in the supply chain
- ☒☒ Characters, typology and structure of the Actors involved
- ☒☒ Strategy of the main Actors involved belonging the chain
- ☒☒ Quality management belonging the chain
- ☒☒ Characters of the distribution channels who trade this OLP product and their strategies

### *Consortia and Interprofessional bodies:*

- ☒☒ Description of origin and structure of the Interprofessional bodies involved
- ☒☒ Role of Interprofessional bodies
- ☒☒ Issue related to the governance of the Chain

### *Link with the Local Production System*

- ☒☒ Analysis of local connections
- ☒☒ Analysis of local production and marketing systems

## **Link with rural development (WP3):**

### *Area of production:*

- ☒☒ Characters of the Region (area) of production
- ☒☒ Relevance of the product for the Region
- ☒☒ Reputation of the product, reputation of the area and Local Development

### *Rural development tools:*

- ☒☒ Main actions used to develop the rural areas where the product is produced
- ☒☒ Actions of rural development based on the OLP product
- ☒☒ Legal base for this action of Local development
- ☒☒ Description of the actors involved (public/private, Consortia...)
- ☒☒ Problem and results of this action

## Link with consumer and citizens (WP4):

### *Image of the product:*

- ☒☒ Description of promotion (advertising, packaging, use of trademark, use of Collective brand, etc)
- ☒☒ Perception by the consumer
- ☒☒ Image of the product VS competitors

### *Marketing differentiation:*

- ☒☒ Capability of the consumers to recognise and perceive OLP Vs non OLP
- ☒☒ Competitive advantage and disadvantage of OLP against non OLP

### *Strategies:*

- ☒☒ Influence of GDO on the chain
- ☒☒ Quality strategies: "Cost leadership" against "Focalisation": low/high quality, different techniques of productions and different prices.
- ☒☒ Most relevant actions of marketing supporting the product
- ☒☒ Strategy of diversification followed by the firm involved