

Case Study 1, partner Germany

0. General information:

Name of OLP: *Schrobenhausener Spargel*

Type of product : asparagus

Type of denomination: collective trademark (see figure 1) recognised after national law in 2002. An application for PGI is on the run.

Figure 1:



Country of origin: Germany – Bavaria

Area of production: 40 km north of Munich (see map 1).

Map 1:



1. Definition, characteristics and legal protection (ex-WP1):

This part is devoted to the issue of legal protection systems, and to the way PDO-PGI (or other legal protection systems) intervene on the relationships between the product and its production system, modifying actors' interests and actions.

- Is OLP production process based on specific non-transferable local assets (both of material - i.e. specific plant varieties or animal breed - and immaterial kind - i.e. local knowledge and culture)?

There are no specific non-transferable local assets. But nevertheless in the PGI-application it was pronounced that the farmers have an excellent knowledge on how to produce asparagus. Additionally in a consumer survey it was found out that a lot of people prefer to buy Schrobenhausener asparagus because they believe that farmers in this region know best how to cultivate asparagus.

- To what extent the OLP is made differently in the local area?

From an objective point of view, there are no certain differences in the production process compared to other asparagus areas.

- To what extent there is heterogeneity in production techniques, in production costs and in the characteristics of the firms involved in the supply chain (dimension, access to marketing channels)?

Producers:

Production structure

Size of the asparagus area of one farm in ha	number of farms	asparagus area in ha
-1,0	166	96
1,0 - 5,0	81	175
5,0 -10,0	10	68
10,0 - 20,0	7	101
> 20,0	3	180
Total	267	620

Source: Office for agriculture Schrobhausen, 2002.

The asparagus production area of Schrobhausen is characterised by farmers that are operating a on small scale. 62 % of the farmers are cultivating asparagus on an area smaller than 1 ha. On the other hand, there are few big producers with up to 70 ha. The small-scale farmers have very low fix costs compared to the smaller ones.

The planting and harvest techniques is on every farm nearly the same. The main difference is that larger farms are using automatic sorting machines that divide the asparagus in the different quality classes. This work is done by hand on small farms.

Small farmers are selling their product in the most cases on near weekly markets during larger farmers are selling notable amounts to the wholesaler markets of the bigger cities.

1.2 The process of institutionalisation

Important notice: Schrobhausener asparagus will apply for PGI this month!

- Which were the problems faced by the OLP before the activation of the legal protection system?

The most important problem in the beginning has been the lack of information of the producers about the legal protection system. The next problem was the lack of time of the person of the asparagus association who is in charge of legal affairs. Another difficulty was the communication of the advantages and disadvantages of the protection system to all producers.

- Who activate the request for protection? Which are the interests and economic actors?

The asparagus association of south Bavaria initiated the request for protection as PGI because of the following reasons:

In the last years the Bavarian asparagus producers are confronted with increasing imports from other parts of Germany or foreign countries. These imports increase the supply on the one hand and decrease the prices in general on the other hand. Nevertheless, due to the high reputation of Schrobenshausener asparagus this negative factor has been until now of minor importance. In the face of the EU enhancement this situation could get worse.

Another problem is the high level of misuse of the OLP denomination which has a high reputation. It is assumed that 50 % of the so-called Schrobenshausener asparagus on the Munich market comes from other production areas.

- Which problems were to be faced in the drawing of the Code of Practices – *Cahier des Charges* (production area, techniques, product quality, etc.)?
- Which conflicts emerged?

At first it was intended to use the PGI-application to achieve a higher quality standard. Thus it was proposed to follow the rules of the so-called "integrated production" where the application of fertilizer and pesticides is stronger regulated as it is required by the minimum requirements of the national German law. Additionally it was planned that every producer must have a refrigerated storage room.

In discussions the small-scale producers argued that there would be a too high increase in production costs if more strict production rules would apply and every producer has to run a refrigerated storage room.

- Was the solution reached a good compromise (accepted by all actors), or did it give way to an unstable equilibrium?

After two years of discussion it has been agreed that the minimum requirement of production according to the national law is sufficient. The refrigerated storage room isn't necessary as well.

Producers with a higher production standard can use the collective trademark (see page 1) additionally to the EU-logo to differentiate their product from "normal" Schrobenshausener asparagus. This solution was accepted by nearly all farmers.

1.3 Code of practice:

Relevant issues of the Code of practice (if it exists...)

In the case of Schrobenshausener asparagus it exists a code of practice for the collective trademark and a code of practice for the PGI application (which naturally first come in force when the PGI is registered).

As mentioned the code of practice for the trademark is more strict than for PGI. The main difference is that for the trademark the farmers have to follow the rules of the so-called "controlled integrated production" where the application of fertilizer and pesticides is strongly limited. The second main difference is that for the PGI there has to be a certain soil quality (high percentage of sand, etc.). The area of production is for both the same (see point 2 of the following quality and test directives).

a) Quality and test directives for the use of the trademark " Schrobenshausener asparagus "

1. Owner of the collective trademark is the asparagus producer association of south Bavaria inc.
2. The trademark owner gives away the license to the use of the trademark to asparagus producer in the following municipalities: Aichach, Aresing, Berg im Gau, Brunnen, Gachenbach, Geisenfeld, Gerolsbach, Hohenwart, Inchenhofen, Karlskron, Kühbach, Langenmosen, Pfaffenhofen/Ilm, Pörnbach, Pöttmes, Reichertshofen, Rohrbach, Schrobenshausen and Waidhofen. Asparagus producers

from directly adjacent areas can get the trademark in the individual case after test of their application. The mark may be applied only for asparagus which has grown in the fixed area.

3. The asparagus which is produced after the principles of the controlled integrated production should be particularly marked.
4. The asparagus must correspond with the resale to the quality standards of the EU and the grade law (VO (EWG) Nr.454 / 92).
5. The asparagus must correspond, in the case of the direct distribution from the producer to the consumer, to the prescribed grades and the asparagus has to be marked appropriately. The asparagus which does not correspond to the grades must show the following criteria: - healthy, particularly freely from putrefaction - freely from the losses which are caused by inappropriate watering - freely from other losses - cleanly as well as from fresh appearance and smell - no excess(exceeding) of the lengths of 22 centimeters.
6. In order to receive the best quality of the harvest product, an adequate after-harvest treatment is required fundamentally, i.e. shock cooling after the harvest with subsequent cooling, damp storage - but not in the water. The enterprise (operation) must dispose of a suitable cool possibility. Cold storage room, dressing space and salesroom must be clean and be neat.
7. The trademark user has to meet in own responsibility the required precautionary measures to be able to answer for the fact that the marked asparagus after origin and quality corresponds to the regulations (determinations).
8. The salesman who uses the logo "Schrobenhausener asparagus" is proof-obliged to the trademark owner or its representatives and has to meet the commitments of the above stated conditions. If the mark user offends against the directives, the mark owner can take away the right to use the trademark.
9. The directives are checked by an examiner of the "Landeskuratorium für Pflanzenbau".
10. Controls, which have to be carried out again, because infringements of the producer were stated at an earlier control, have to be paid by the producer.
11. The examiner can become active only at enterprises which are a member of the producer's ring and in the producer's association.
12. Possibilities for the technical continuing education have to be used.

Munich, January 2000

Relevant issues related on certification (product and process)

For the trademark the product and process control is done by the "Landeskuratorium für Pflanzenbau". This self-help institution for the producers of plants is half public and half private.

1.4 Certification:

- Description of certification procedures, subjects involved, certification costs, sanctions

For trademark:

The farmer who wants to apply for the trademark has just to write to the asparagus association. Until now there are no direct costs for the farmer. Nevertheless the asparagus association pay 20 Euro for every control to the "Landeskuratorium für Pflanzenbau".

For PGI:

All producers in the region of Schrobenhausen has to notify their participation in writing to the office of the asparagus association of south Bavaria. The office will send the names and addresses to the highest control regime in Bavaria according to PGI an PDO the so-called "Landesanstalt für Ernährung" (public). The "Landesanstalt für Ernährung" gives the application to the private firm "Lacon GmbH" that is charge of the product and process controls. The certification costs are until now unknown, but it 50 % of the costs will be paid by the Bavarian ministry of agriculture.

1.5 Legislative aspects – description of:

- Laws that institute and regulate the denomination of this product

For collective trademark:

§ 99 of the german "Markengesetz" (MarkenG) regulates the geographical indication that are protected as collective brand.

For PGI:

§§ 129 ff. of the MarkenG regulate the protection of geographical indications according to EU regulation 2081/92.

- Legal institutions concerned with it (in the definition of product characteristics, in the protection, in quality monitoring, etc.)

For trademark and PGI:

Deutsches Patent und Markenamt (application)

producers (definition of product characteristics)

Lebensmittelüberwachung=public food monitoring organisation (monitoring)

- Existence of trademarks and collective brands

As mentioned it exists a collective brand. Owner is the asparagus association of south Bavaria.

In Germany, the Schrobenhausener asparagus is protected as a collective brand. Only farmers which cultivate the asparagus after stringent production regulations are allowed to use the trademark of the southern Bavarian asparagus union for marketing-purposes.

Every farmer living in the region, can apply for the collective brand. But nevertheless, there is lack of protection even when you are allowed to use the trademark. It has to be understood that only the logo of the trademark, the graphical sign, is protected. However, not the Schrobenhausener Spargel name as such. Therefore, there is the possibility for farmers of other regions, to use this Schrobenhausener name which is highly valued in the eyes of the consumer, without being punished. Especially in Munich the abuse of the name is highly evident. But let's go back to the regulations that are defined for the collective trademark.

Following the regulations, the farmers have to be controlled at least once a year by the "Landeskuratorium für Pflanzenbau". Furthermore they have to follow the principles of the so-called integrated production. For example the use of pesticides is closely regulated and when the asparagus is harvested, it has to be shock-frozen, so that it remains fresh (furthermore, the asparagus has to be sold within 48 hours).

- Existence of indications which can mislead the consumers

There are no misleading indications.

- Existence of jurisdictional case involving or concerning quality, imitation or denominations of the product

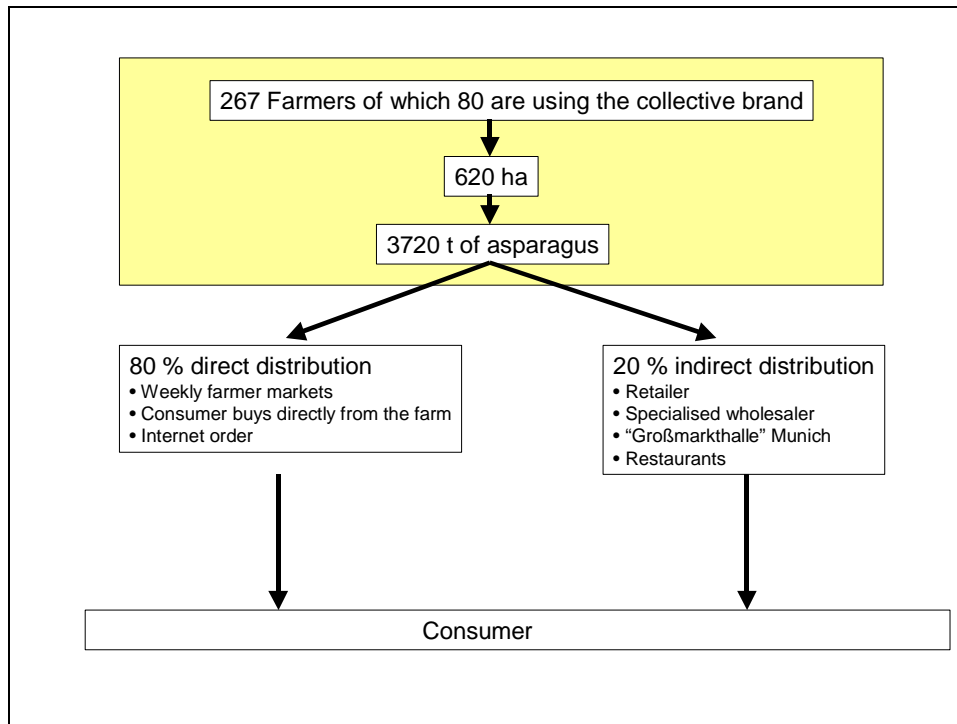
There are no such cases.

2. Link with production and marketing system (ex-WP2):

In this part we should analyse not only the characteristics of the local production system (vertical co-ordination mechanism among firms inside the supply chain and local agro-food system), but also the marketing system which can be conventional or typical of high quality food products.

2.1 Production chain aspect

- Short description of the supply chain



The small asparagus plant used for the production comes to 30 % from the region, 60 % from Holland and 10 % from other regions of Germany. For one hectare you need 15.000 young plant. Asparagus is a perennial. According to the production cycle every year about 100 ha of old asparagus fields are replaced by fields with young plants. Thus every year 1.5 mio. young plants are needed. For the planting machines are used.

On 620 ha in 2001 3720 t were produced. The harvest can only be done by hand. For 1 ha 4 persons a needed on a day. A field is harvested two times a day. The harvest period goes from April to June.

Up to now most of the asparagus (75-80 %) is distributed by the farmer themselves. In this distribution channel the producer can earn higher profits than selling the asparagus by middlemen (retailer, wholesaler, etc.). In order to improve the market situation in Munich few producer groups have been founded, with the aim to bundle the supply and to achieve higher prices. With regard to the marketing for Schrobenshausener asparagus a committee has been established, which is organising a lot of different kinds of communication activities (market events, flyers, see point 5).

These activities became necessary, because in the last twenty years the asparagus area inclined about more than 50 %. Additionally, more and more foreign producers entered the Bavarian market. Despite, the increased supply, the Schrobenhausener asparagus producers still achieve a premium and thus a higher price.

But, this competition advantage is in danger, a lot of producer outside the area of Schrobenhausen and retailer abuse the name Schrobenhausener asparagus. Thus, it very often happens that the Schrobenhausener asparagus on a market in Munich steams from other parts of Germany or from other foreign countries. It is estimated that about 1/3 third one the Schrobenhausener asparagus sold in Munich comes from areas outside Schrobenhausen

- ✓ Organisation of the supply chain with special reference to vertical co-ordination mechanisms
- ✓ Characters, typology and structure of the Actors involved

Nothing like that exists.

- ✓ Strategy of the main Actors (firms and other private/public institutions) involved in the supply chain

Asparagus association South Bavaria

The interest union of the Bavarian asparagus farmers was created in south Bavaria in 1977. In the meantime about 280 asparagus producers from the places Aichach, Aresing, Berg, Gachenbach, Geisenfeld, Gerolsbach, Hohenwart, Inchenhofen, Karlskron, Kühbach, Langenmosen, Pfaffenhofen/Ilm, Pörnbach, Pöttmes, Reichertshofen, Rohrbach, Schrobenhausen and Waidhofen. This corresponds to the districts Aichach-Friedberg, Neuburg-Schrobenhausen and Pfaffenhofen (AfLuE, Nov.2000).

Both organizations cooperate closely. An example of this cooperation is the integration of the management in the LKP.

The members get technical and management consultation by the collaboration from:

- Bayerischer Landesanstalt für Wein- und Gartenbau
- Bayerischer Landesanstalt für Bodenkultur und Pflanzenbau
- Regierung von Oberbayern
- Landwirtschaftsämter in Ingolstadt, Pfaffenhofen, Aichach, Abensberg, Friedberg.

The association is an owner of the logo „ Schrobenhausener asparagus “which it gives away by observance of all quality directives and test directives to its members as a license.

An honorary **marketing committee** was created according to decision of the adviser's session from the 28.10.1996. In it assemble:

- Representatives of the AGRICULTURE OFFICES PAF/SOB/AIC/FDB
- Representatives of the producers
- Dr. LDD Ott of the government of Upper Bavaria, department Gartenbau
- Coordinator is Mr. Strobl of the agriculture office PAF/SOB

This committee sits up to four times per year and consults the association in the area of Marketing. It is supported by the state technical consultation.

In 1997 an **office** was established in Schrobenhausen. In 1979 followed the establishment **of the asparagus of producer's ring** which counts approx. 340 members. Under it are 240 asparagus producers from the Schrobenhausener cultivation area; the remaining ones come from the Abensberger cultivation area.

The asparagus producer's ring supports the farmers in all plants-structural and quality-protecting importance.

Tasks and aims

Sales promotion, image promotion, quality assurance and quality improvement of the product are the major tasks of the association.

Aim is to present Schrobenhausener asparagus “ as a high-quality product to the consumers „ to held the sales and the price on high level even with high yields and increasing supply in the future (AfLuE PAF/SOB, Nov.2000).

The office supports the association by executive tasks:

- Conversion of default of the marketing committee,
- Building contacts with organizers of weekly markets and special events in the Schrobenhausener region and Munich,
- Preparations of sales campaigns,
- Care of contacts with the gastronomy,
- Distribution of sample menus and information,
- Contact partner for association members and external questions or problems,
- Production of press releases,
- Care of the Internet scene,
- Distribution of promotional materials (AfLuE PAF/SOB, Nov. In 2000).

Financing of the tasks

The association finances itself exclusively from membership subscriptions and to a very low part from the sales of means of publicity to the members.

The yearly fees vary according to the asparagus production area of the farmer:

Membership subscriptions dependent on asparagus area

area	Membership subscription in Euro (€)
0,5 ha <	50
0,75 ha <	75
1 ha <	100
1-3 ha	210
3 –5 ha	280

5 – 10 ha	580
10 – 20 ha	800
> 20 ha	1200

Source: Strobl, P.; telephone call; 16.4.2002.

The association has **approx. 25 000 €** for disposal, with that money not only advertising and promotion actions must be financed, but also with 325 € monthly the endowed job in the office of the association.

Up to 31.12.99 the marketing activities has been supported by **5-b-means** from the structure fund with 25-30 %, but now this support from about 20 000 € **is exposed** (Strobl, G.; 25.4.02).

The city bank Schrobenhausen supports financially the Internet presence and the office of the association. **As a sponsor** for the asparagus travel atlas the Raiffeisen bank of the districts Neuburg-Schrobenhausen and Pfaffenhofen could be won. In addition, the city Schrobenhausen pays a small amount which is fixed annually new (Strobl, P.; 13.5.02). Other **insecure pecuniary resources** are donations, interests, events (e.g., asparagus fair), scenes of the asparagus queen who are not organized by the association among other things.

Besides the above called costs, there are travel expenses of the management, insurances, commercial need, postage, office equipment tools, soil examinations, contributions to the LKP, events (asparagus market), asparagus queen, bank fees which can be promoted partly to 40% stately.

✓ Quality management

80 producers which using the collective trademark follow the strict Quality and test directives for the use of the trademark "Schrobenhausener asparagus" (see code of practice).

✓ Characters of the marketing channels

The highest price can be earned in the direct marketing channels (directly from the farm, farmers markets, etc.). For example in these channels the producers earned still 8 Euro/kg during on the wholesalers markets in Munich the price was less than 6 Euro/kg (Additionally see 2.1).

- ✓ Effects of PDO-PGI on prices, volumes, marketing channels, market structures, etc.
- ✓ On which basis do the firms decide weather to use PDO/PGI rather than sell the product without it?
- ✓ How are these effects distributed along the supply chain? And inside-outside the area of production?
- ✓ Do the PDO-PGI create different opportunities for industrial and artisanal firms, for small and big firms, etc.?
- ✓ Which kind of firms use PDO-PGI on OLP, and in which kind of marketing channels?
- ✓ Are there firms specialised in PDO-PGI production?

These question can not be answered until know because the PGI-application will be done this month.

2.2 Consortia and Interprofessional bodies:

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

Don't exit.

3. Link with rural development (ex-WP3):

In this part we should go into the connection between the OLP and the rural development dynamics. In particular, the analysis concerns not only the supply chain but mainly the relationships between the product and its economic and social context.

3.1 Area of production:

- Relevance of the OLP for the region (in terms of revenue, employment, land management, culture and local identity, etc.)

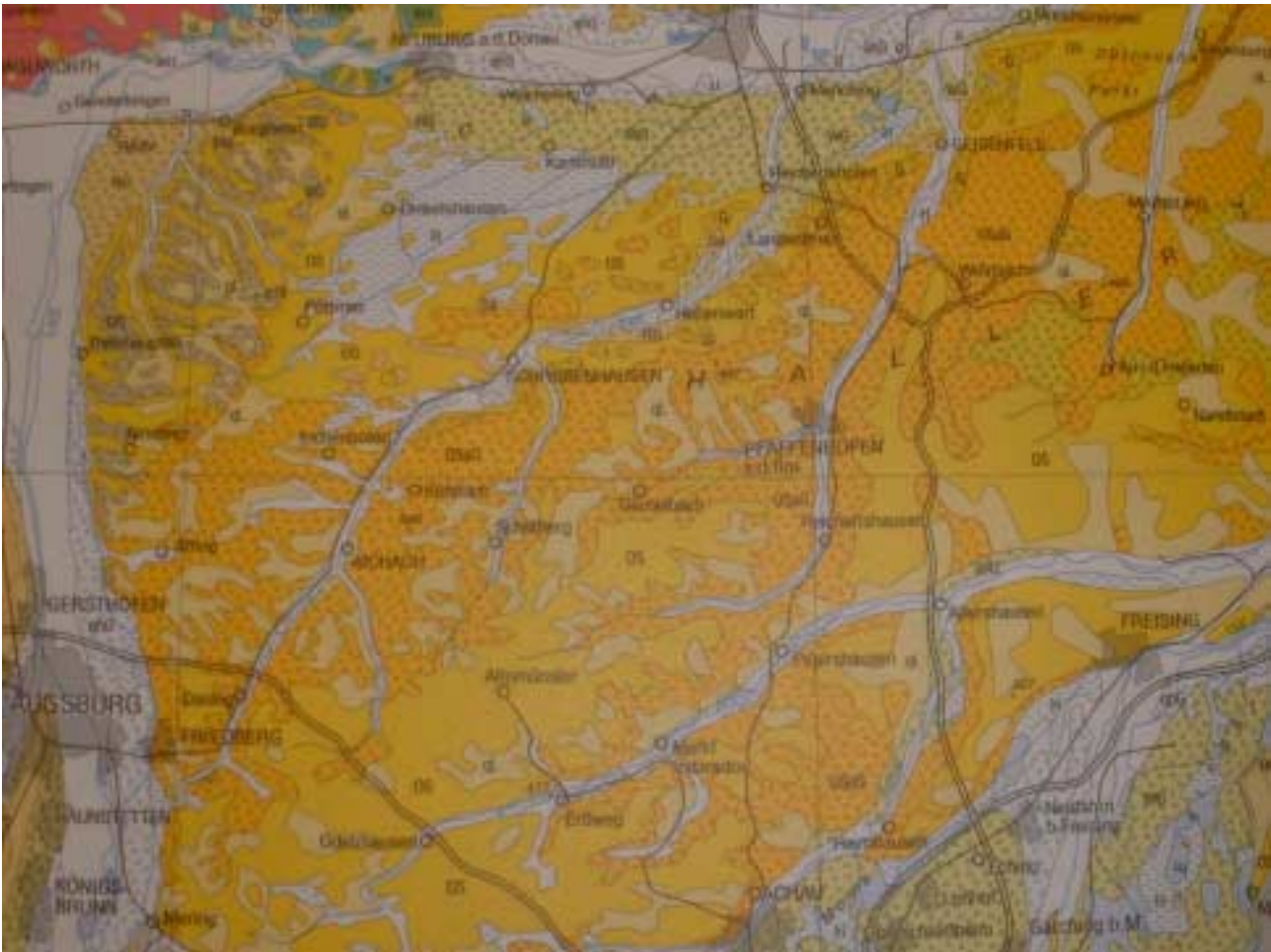
The production of asparagus is important for the economy of the region. 40 % of all the Bavarian asparagus is grown in the region Schrobenhausen on 620 ha (0,4 % of the agricultural production area of the region). At an average price of 5 € per kg and an average harvest of 6 tons per ha the monetary market volume is about 19 million €. A lot of producers are part-time farmers. During the day they are working in an industry company and in the evening or during the holidays they are cultivating the asparagus.

The area of Schrobenhausen is called by the people the "asparagus land". In Bavaria this region is very famous for because of its asparagus. You can find in literature (travel books and guides, etc.) always the connection between the region of Schrobenhausen and the asparagus. The asparagus museum is a further hint that the asparagus is supporting the local identity of the region.

To what extent OLP specificity comes from local natural resources?

The high quality of the product is due to the geographical conditions. In the region there are excellent sands that facilitate good growing conditions that allow a productive growth of the asparagus. One can see this on the following geological map. The yellow parts can be interpreted as mixtures of sands and clay (see map on next page)

Geological map of the region of Schrobenhausen



Source: Bayerisches Geologisches Landesamt 2002.

This specific mixture of sand and clay gives a specific flavour to the asparagus. This certain flavour has been proved by experts. In the code of practice for the future application as PGI, it is intended to determine the soil quality of the grounds on which farmers will be allowed to cultivate their asparagus.

- In which way PDO-PGI Code of practice (if it exists) take into account these relationships?

In the code of practice for the future application as PGI, it is intended to determine the soil quality of the grounds on which farmers will be allowed to cultivate their asparagus.

- Which are the links of the OLP with the local culture? (OLP festivals, gastronomy, traditions, etc.)

There are a lot of special asparagus markets every year in the region. This markets a small festivals where asparagus is sold and music bands are playing. This markets are opened by the asparagus queen. For the biggest festival in the city of Schrobenhausen every year a famous actor or actress is invited (paid naturally!) for promoting the asparagus.

Which are the stakeholders in the OLP others than firms involved in the supply chain (tourism associations, local and non local consumers associations, cultural associations, local and non local public institutions, research institutes, etc.?)

3.2 The Effects of PDO-PGI ("institutionalisation"):

- ✓ How do the definition of production area, techniques, and characteristic of the final product in the Code of practice affect the value of local resources in the supply chain and outside it (externalities)?
- ✓ Have small and/or artisan firms difficulties in implementing PDO-PGI schemes? Which are the problems? (shortness of the resources and skills required, low flexibility in production schemes, hygienic problems, etc.).

no.

3.3 Rural development tools:

- ✓ Are OLP important for stimulating the demand of other local products (both food and non-food, or services) in the rural area?

Especially, tourism and gastronomy of the region.

- ✓ Are there any tools for building networks between different local economic activities starting from the OLP, that can create diversification opportunities in rural areas (tourism, non-food craft products, environmental and recreational services ...)? (for example: "product routes")

The most important point is that the mayor of Schrobenhausen is strongly supporting the asparagus producer. Through using his personal network a lot of collaboration has been established (tourism office, gastronomy association, etc.).

- ✓ Which are the actions of rural development based on the OLP product? Which is their legal base? (for example: EU LEADER Initiative ...)
- ✓ Which are the actors involved (public/private, Consortia ...)?

For this year the asparagus association plans to develop a marketing program for Schrobenhausener asparagus in order to receive financial support from the Bavarian ministry of agriculture. The ministry has a special support budget for the improvement of the marketing for regional and traditional products. The marketing program will be developed by the university of Munich (us).

- ✓ Problems and results of these OLP-related development actions

We will see!

3.4 Evaluation:

- ✓ Keeping in mind your case-study, which are the most appropriate methodologies, criteria and parameters to use when evaluating the economic, social, cultural, environmental impact of OLPs on rural development processes?

criteria and parameters

economic: development of production area, prices, number of producing farmers

4. Link with consumer and citizens (ex-WP4):

- ✓ Description of promotion (advertising, packaging, use of trademark, use of Collective brand, etc)

Until now 80 producers use the collective trademark you see below. The trademark is used by the producer on the selling packaging.



During the harvest and thus selling season members of the asparagus association of south Bavaria runs a promotion and information campaign on the weekly markets in bigger cities and fairs. The aim is to inform about the high quality, certain characteristics and the production of Schrobenshausener asparagus and to increase the sales. For this purpose the collective trademark is printed on information flyers and on big banners. At the information desk of the association you can find asparagus production experts which can give detailed information on any type about the Schrobenshausener speciality. Additionally, there is an official asparagus queen who is representing the asparagus region of Schrobenshausen during the promotion tour.



Nevertheless, it can be observed that many sellers on the weekly farmer market don't use the collective trademark. This fact is due to the missing of appropriate advertising material for them.

Despite that, the trademark can be found in several tourist guides about the region of Schrobenshausen. Another marketing-instrument where the trademark and information about the Schrobenshausener asparagus can be found is the website www.spargel.de of the asparagus association. There you can not only receive product or background information but also buy asparagus via the worldwide web.

Another further communication tool is the European asparagus museum which is located directly in Schrobenshausen. Visitors can find there everything about the history of the asparagus in Europe.. Nevertheless the main emphasis lies on the regional product. The museum is integrated in all tourist guide and thus an interesting spot for visitors.

For the future it is intended to use the official PGI EU-logo for communication activities. In this connection it is planned to use PGI-logo in combination with the collective trademark, if the farmer follows the principles of the "integrated production" (see next page Logo 1).



Auf die Herkunft kommt es an!

Schrobenhausener Spargel

2004

von
Hans Mustermann
Alte Straße 9
89000 Schrobenhausen



Schrobenhausener Spargel

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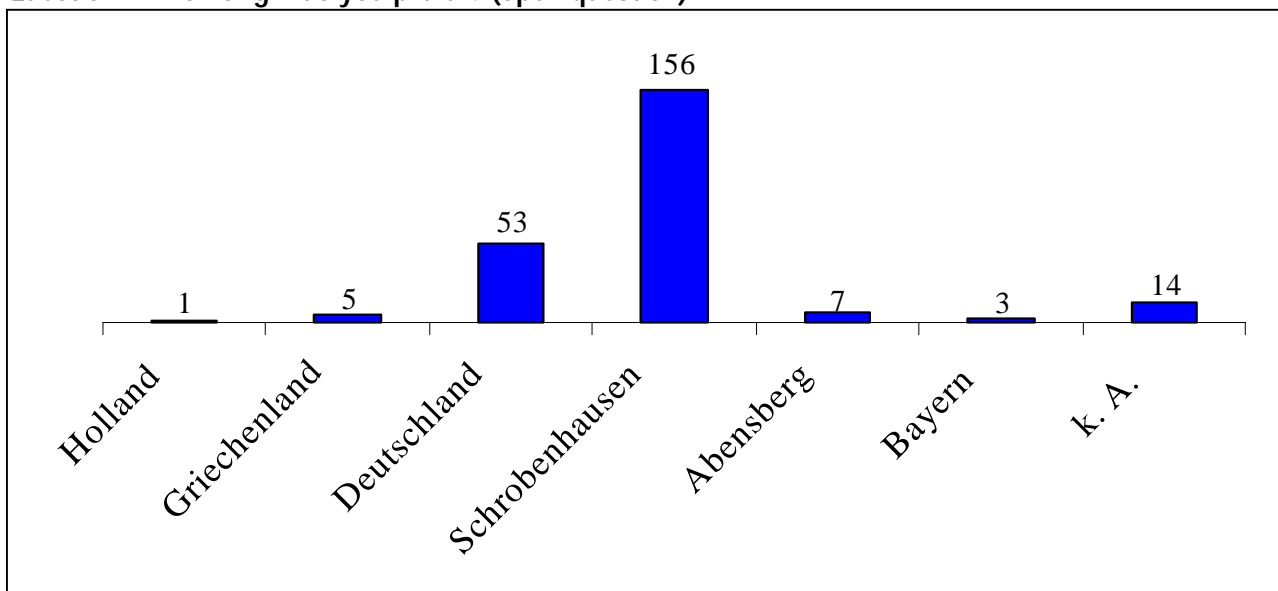
Logo 1

Logo 2

- Image of the product VS competitors
- ✓ Perception by the consumer

In 2002 from April to May we have carried out surveys for the south Bavarian asparagus association. The aim was to find out how the consumer evaluates the Schrobenhausener asparagus in comparison to asparagus from other regions. The main question on this occasion was: Does a unique selling proposition exist for Schrobenhausener asparagus or not? For this task the surveys were conducted in the region of Schrobenhausen and the three big sales markets Augsburg, Munich and Ingolstadt.

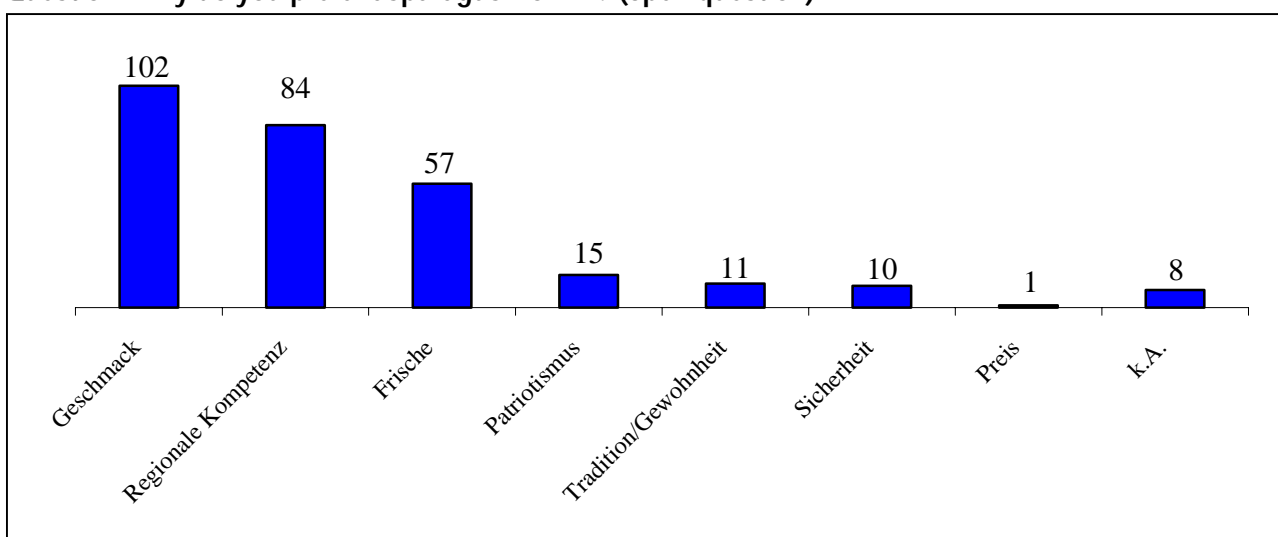
Question: Which origin do you prefer? (open question)



n=235.

On the question with regard to the preferred origin 65 % said that they prefer asparagus from Schrobenhausen. With only 2,5 % of the denominations the asparagus from Holland and Greece received a very low preference. It has to be stated that the results are heterogeneous about the four interview locations. In Schrobenhausen 80 % of the respondents prefer the origin Schrobenhausen, compared to only 50 % in Munich. The cities of Augsburg and Ingolstadt which both lie geographically nearer to Schrobenhausen than Munich have with 80 and 75 % very high values.

Question: Why do you prefer asparagus from...? (open question)



n=235.

To question about the reasons why a specific production area is preferred the most often the taste (43,4% of all asked respondents) and the regional competence (35,7%) are stated. The freshness follows only at the 3th place with 24,3%.

The term (factor) regional competence summarizes statements such as "...because Schrobenhausen is the best asparagus area per se", "...the farmers there know how to produce the best asparagus" and "there they have the best soil for the cultivation of asparagus". All these statements refer to a special suitability of the area for the asparagus production. This suitability is the sum of the human knowledge and experiences about the best production methods (human factor) and the outstanding natural conditions (natural factor).¹

4.1 Marketing differentiation:

- ✓ Capability of the consumers to recognise and perceive Collective trademark Vs non Collective trademark
- ✓ Competitive advantage and disadvantage of Collective trademark Vs non Collective trademark

23 % of the consumers in the survey above know the logo of the collective trademark. The logo was introduced in 2000 thus that is a good result. Nevertheless it has not been asked what the logo means exactly (e.g. strict production rules, etc.).

4.2 Strategies:

- ✓ Influence of GDO on the chain
- ✓ Quality strategies: "Cost leadership" against "Focalisation": low/high quality, different techniques of productions and different prices.

Focalisation

- ✓ Most relevant actions of marketing supporting the product

see point 5

- ✓ Strategy of diversification followed by the firm involved

no diversification

Please add the following information:

- bibliographic references on the OLP analysed
- a copy of the Code of Practice
- internet websites on the OLP analysed (official website, firms' websites, etc.)
- any other useful information

¹ Bei Befragungen zur Wahrnehmung und Bewertung regionaler Erzeugnisse wurden von ITTERSUM (2001: , *The role of origin in consumer decision-making and choice* , *University of Wageningen*) ebenfalls ein so genannter Humanfaktor und ein Naturfaktor identifiziert, welche maßgeblich die Kompetenz einer Region bestimmen, ein qualitativ hochwertiges Erzeugnis herzustellen. Anstatt des Begriffes Regionalkompetenz wurde von ITTERSUM (2001) der Begriff produktspezifisches Regionalimage verwendet.

The geographical indication "Schrobenhausen Spargel" is registered as collective trademark by the German patent office. The control is carried out by the "Landeskuratorium für Pflanzenbau"