

Case study

A common methodology

Wp5 Seminar

Parma Meeting

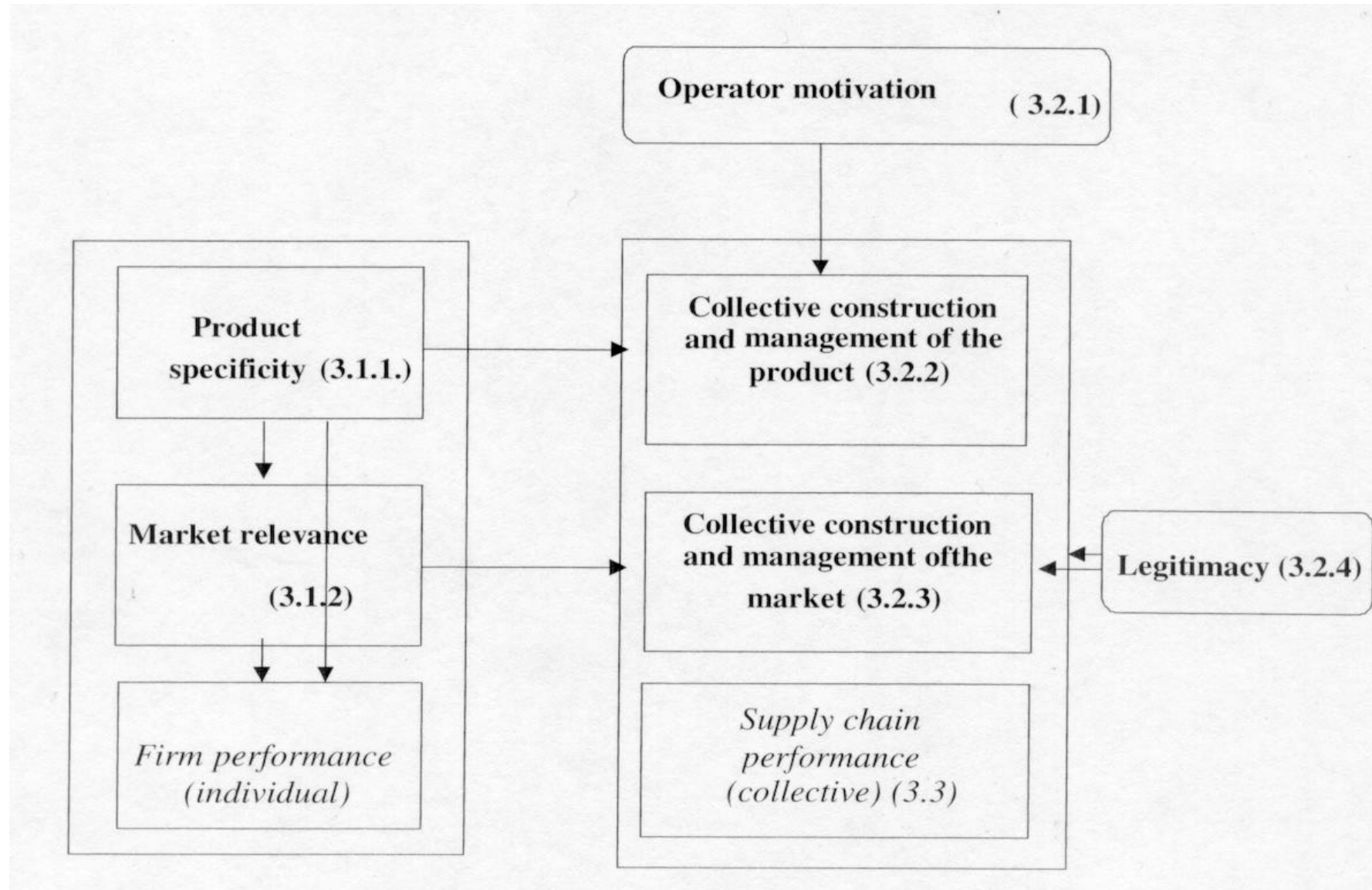
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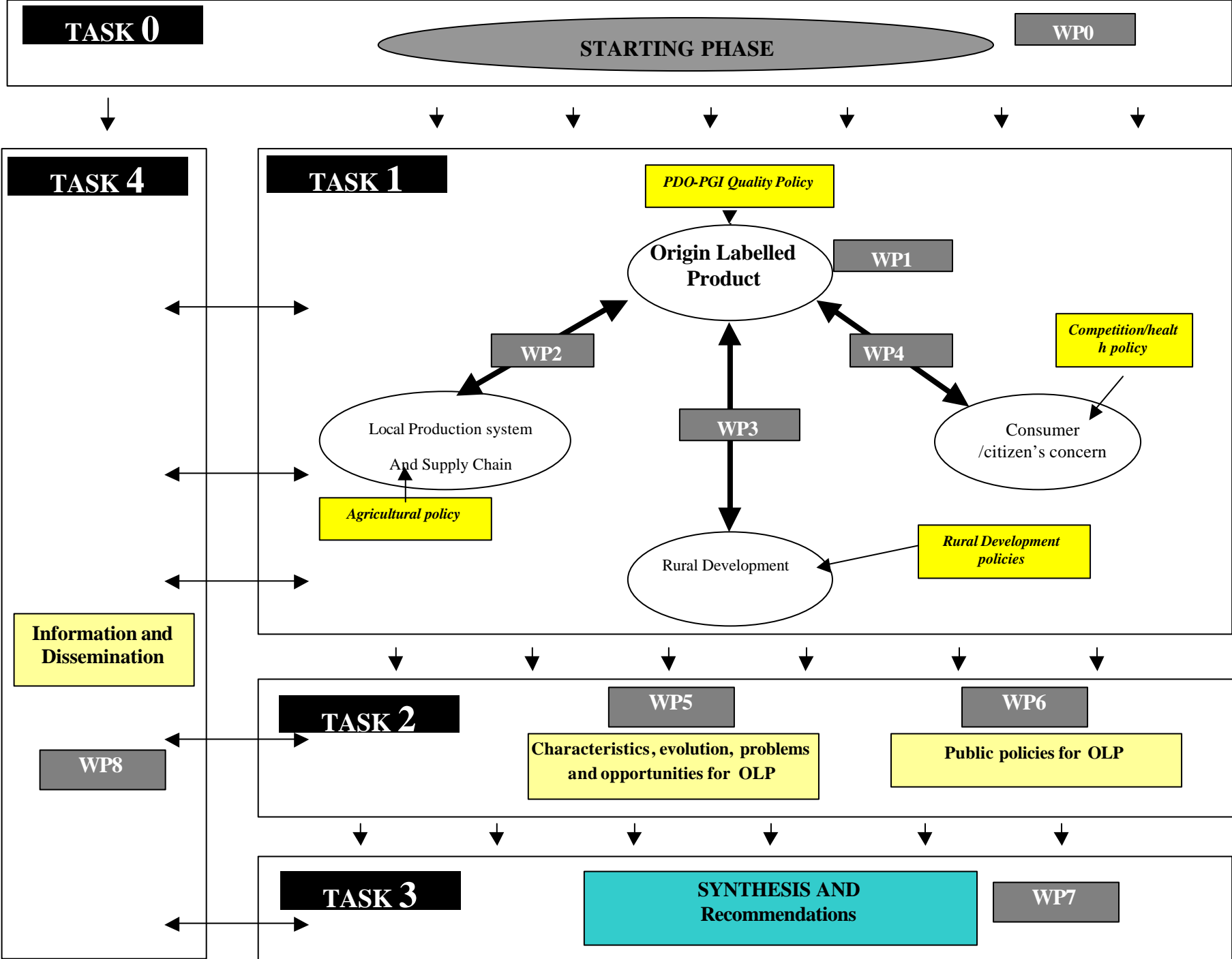
The information

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.

Theoretical framework

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Questions

1.General information	1	2	3	4	5
Name of OLP					
Type of product					
Type of denomination					
Country of origin					
Area of production					
Presentation and general description (story, region of production, relevance in the market reputation products competitors)					

2. Definition, characteristic and legal protection (ex WP1)	1	2	3	4	5
2.1 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...)					
2.2 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 concerning quality, imitation					
denominations of the product					

3. Link with production and marketing system (ex WP2)	1	2	3	4	5
<i>3.1 Production chain aspect</i>					
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					
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					
<i>3.2 Consortia and Interprofessional bodies</i>					
Description of origin and structure of the Interprofessional bodies involved					
Role of Interprofessional bodies					
Issue related to the governance of the Chain					
<i>3.3.Link with the Local Production System</i>					
Analysis of local connections					
Analysis of local production and marketing systems					

4. Link with rural development (ex-WP3)	1	2	3	4	5
<i>4.1 Area of production</i>					
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					
<i>4.2 Rural development tools</i>					
Main actions used to develop the rural areas					
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					

5. Link with consumer and citizens (ex-WP4)	1	2	3	4	5
Description of promotion					
advertising,					
packaging					
use of trademark					
use of Collective brand,					
Perception by the consumer					
Image of the product VS competitors					
5.1 Marketing differentiation					
Capability of the consumers to recognise and perceive OLP Vs non OLP					
Competitive advantage and disadvantage of OLP against non OLP					
5.2 Strategies					
Influence of GDO on the chain					
Quality strategies: "Cost leadership" against "Focalisation":					
low/high quality,					
different techniques of productions					
different prices.					
Most relevant actions of marketing supporting the product					
Strategy of diversification followed by the firm involved					

Suggestions