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STRATEGIC INFORMATION FOR THE DEVELOPMENT OF THE
AGRICULTURAL QUALITY PRODUCTS IN THE EUROPEAN MOUNTAIN
AREAS

Questionnaire 2 :
Case studies of the relevant initiatives
in the Mountain study areas

Methodological guide

This guide consists of :

- I - Presentation of questionnaire 2's objectives: Case studies of the relevant initiatives in the Mountain study areas
- IV - Explanation of questionnaire 2 completion

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I - Presentation of Questionnaire 2 objectives

1/ Objectives and missions

Questionnaire 2 follows questionnaire 1, which examined various products (more than one hundred in total) from the 10 Mountain study areas. Questionnaire 1 went deep into the internal criteria of each product and its supply chain (production and transformation methods, qualities implied, mountainous conditions impacts, volumes and prices).

However, questionnaire 2 is framed in the form of case studies from some selected products which were under review in Questionnaire 1 in order to find the crucial external conditions that are of interest for the commodity chain process (such as institutional factors, historical and economical environment, ...).

Questionnaire 2 central theme is:

To identify the conditions that makes a mountain quality product economically sustainable.

At a second priority, questionnaire 2 will have to give some explanatory elements to the following issues :

- 1/ Why are there few PDO/PGIs and yet there are many initiatives based on communication in mountain areas?
- 2/ What are the criteria, elements of success and failures?
- 3/ And finally, what are the needs ?

The study cases selected chosen can be selected either as successes or as failures (in term of economic, environmental and social sustainability) and have a strong potential to yield lessons.

2/ The 7 chapters of Questionnaire 2 description

For each case study the following chapters have to be filled in:

➤ Emerging of the project: describes the global reasons for the creation of the project / quality product ;

➤ Production : focuses on raw material production and its various environment;

➤ Processing and Transformation

➤ Delivery chain : gathers all the commercial and trade actors;

➤ Global supply chain: aims to describe criteria that cannot be studied on a transversal level (that is to say production, processing and commercial levels), but more on a linear level (from producers to consumers). Therefore, ***the Supply chain will include, in this Questionnaire 2, the production and the processing and the delivery chain stages.***

- Labelling: that chapter may not concern each case study;
- Success / Failure / Needs: this last chapter is the synthesis and conclusion of the case study.

II - Explanation for Questionnaire 2 completion

1/ The presentation (in file: Form-Q2 - en) will be used (character size, chapter and sub-headings presentation, ...)

2/ The maximal length indicated in the questionnaire 2 protocol will have to be strictly respected.

3/ The final document will have to be written in English

4/ All the sub-headings are indicated in the presentation, but it is not obligatory to fill in each, depending on the relevance and availability of the data. So, complete the individual sub-parts only to the extent they are found relevant.

5/ Some points can appear to be duplicated, similar but asked from a different angle. The same answer need not be repeated, and each partner should fill in the sub-headings he finds appropriated.