

**Definitive Version– 01/08/2003**

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

# Questionnaire

Questionnaire 2 has to be completed  
with the methodological guide :

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## Questionnaire 2 - Case-study Protocol

### **CHAPTER I - BASIC DATA ABOUT THE EMERGING OF THE PROJECT**

(The expected complete text for Chapter I should not cover more than 1 page)

1. Describe the basic *Natural, Geographical, Historical and Economical* environment and conditions at the origin of the project.
  2. Describe the *Conditions (Opportunities / Threats)* that drive the protagonists to act.
  3. Describe the *Human Dynamic and/or Categories of Actors* that provided the impetus of the project (1 or a group of person, producers, processors, supermarkets, how they get involved, ...)
  4. Describe, when it exists, the *Impact of mountain area location* on the launching of the project.
  5. Describe shortly *Other Aspects* that you consider of importance in this relation.
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### **CHAPTER II - BASIC PRODUCTION (RAW MATERIAL)**

(The expected complete text for Chapter II should not cover more than 2 pages)

1. Describe the most important *Organisational Aspects* (Types and numbers of actors involved. How they are organised locally, their specialisation level in terms of type of production (polyculture, ...) and activity (tourism, etc) and to what extent and how they take part in regional and/or national and international organisations).
2. Describe the most important *Know-how and quality Aspects* (Main characteristics of know-how and quality development. To what extent and how they are involving internal group exchanges or external know-how actors, - consultancies, R&D, etc.).
3. Describe the most important relations (participation and involvement) with *Public Authorities* (Main characteristics of involvement, field of involvement ( technical, financial, lobbying...), types of public authorities involved at local, regional and national levels)
4. Describe the most important *Public Policy Aspects* (which type of and to what extent public policies are important. Are there important public programs, public economical support, and/or other public policy measures?).
5. Describe the most important *Quality Control Aspects* (Which types of quality control and which authorities are involved in this context? Are there certification systems of importance?).

6. Describe the *Strategy Aspects* that are the more specific of this production (limited volumes, state aids, very extensive production, agri-tourism diversification, ...)
  7. Describe, when it exists, the *Impact of mountain area location* on Organisational Aspects, Know-how and Quality Aspects, Public Authorities, Public Policy Aspects, Quality Control Aspects, Strategy Aspects.
  8. Describe shortly *Other Aspects* that you consider of importance in this relation.
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### **CHAPTER III - PROCESSING AND TRANSFORMATION**

(The expected complete text for Chapter III should not cover more than 2 pages)

1. Describe the most important *Organisational Aspects* (Main characteristics of the Processing/ Transformation organisation. How it is organised locally, the specialization level, type of relations and contracts with producers and retailers and to what extent and how it is part of regional and/or national and international organisational structures).
  2. Describe the most important *Know-how and quality Aspects* (Main characteristics of know-how and quality development. To what extent and how internal group exchanges or external know-how actors, - consultancies, R&D, etc. are involved).
  3. Describe the most important relations with *Public Authorities* (Main characteristics of involvement, field of involvement ( technical, financial, lobbying....), types of public authorities involved at local, regional and national levels)
  4. Describe the most important *Public Policy Aspects* (Which type of and to what extent public policies are important. Are there important public programs, public economical support, and/or other public policy measures?).
  5. Describe the most important *Quality Control Aspects* (Which types of quality control and which authorities are involved in this context? Are there certification systems of importance?).
  6. Describe the *Strategy Aspects* that are more specific features of this process (communication on process or on the enterprise, high/low costs process, adding value, volumes of production, traditional, modern process, ...).
  7. Describe, when it exists, the *Impact of mountain area location* on Organisational Aspects, Know-how and quality Aspects, Public Authorities, Public Policy Aspects, Quality Control Aspects, Strategy Aspects.
  8. Describe shortly *Other Aspects* that you consider of importance in this relation.
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## **CHAPTER IV - DELIVERY CHAIN**

(The expected complete text for Chapter IV should not cover more than 3 pages)

1. Describe the most important **Organisational Aspects** (Main characteristics of the Delivery chain organisation and structure. How it is organised locally, and to what extent and how it is part of regional and/or national and international organisational structures, type/ range of product specialisation and type of contract and relations with buyers).
  2. Describe the most important **Know-how Aspects** (Main characteristics of know-how factors that are addressed. To what extent and how external know-how actors, -consultancies, R&D, etc. are involved).
  3. Describe the most important relations to **Private Firms and Organisations, included Consumers and Consumer Organisations** (Which forms of relations, and which types of consumers, firms and organisations that are important in sales and marketing of the product).
  4. Describe the most important relations to **Public Authorities** (Main characteristics of involvement, types of public authorities involved at local, regional and national levels)
  5. Describe the most important **Public Policy Aspects** (Which type of and to what extent public policies are important. Are there important public programs, public economical support, and/or other public policy measures?).
  6. Describe the most important **Quality Control Aspects** (Which types of quality control and which authorities are involved in this context? Are there certification systems of importance?).
  7. Describe the **Marketing Strategy Aspects** that are used for the selling of the product (communication, markets/ consumers research, distribution channels, type of products, image, promotion, price, ...)
  8. Describe, when it exists, the **Impact of mountain area location** on Organisational Aspects, Know-how and quality Aspects, Public Authorities, Public Policy Aspects, Quality Control Aspects, Strategy Aspects
  9. Describe shortly **Other Aspects** that you consider of importance in this relation.
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## **CHAPTER V – GLOBAL SUPPLY CHAIN ASPECTS**

(The expected complete text for Chapter V should not cover more than 2 pages)

1. Describe the main **Organisational Aspects** on the global supply chain (its integration level, internal rules, local organisation, internal communication – meetings, news circulation- who is central or leader in the supply chain )
2. Describe the most important **Know-how Aspects** (Main characteristics of know-how factors that are addressed. To what extent and how external know-how actors, -consultancies, R&D, etc. are involved)

3. Describe the ***Organisation and management of the product quality*** in the supply chain (type of characterisation, homogenisation and efficiency in quality management, consumer studies and involvement and its consideration in quality management)
  4. Describe the most important relations to ***Public Authorities*** (Main characteristics of involvement, types of public authorities involved at local, regional and national levels)
  5. Describe the most important ***Public Policy Aspects*** (Which type of and to what extent public policies are important. Are there important public programs, public economical support, and/or other public policy measures?).
  6. Describe the ***Global strategy*** of the supply chain (product image, communication, markets and consumer types, type of product quality, ...)
  7. Describe, when it exists, the ***Impact of mountain area location*** on Organisational Aspects, Know-how Aspects, Organisation and management of the product quality, Public Authorities, Public Policy Aspects, Quality Control Aspects, Strategy Aspects
  8. Describe shortly ***Other Aspects*** that you consider of importance in this relation.
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## **CHAPTER VI - LABELLING**

(The expected complete text for Chapter V should not cover more than 2 pages)

1. Describe the ***Type of Label*** (local/regional/national/international; public/private, etc).
  2. Describe what should be considered as the main reasons behind the ***Choice of Label*** or possibly non-labelling.
  3. Describe the most important ***Organisational Aspects*** (Main characteristics of the Labelling organisation and structure. How it is organised locally, and to what extent and how it is part of regional and/or national and international organisational structures).
  4. Describe the most important ***Know-how Aspects*** (Main characteristics of know-how factors that are addressed. To what extent and how external know-how actors, -consultancies, R&D, etc. are involved).
  5. Describe the most important relations with ***Public Authorities*** (Main characteristics of involvement, types of public authorities involved at local, regional and national levels)
  6. Describe the most important ***Public Policy Aspects*** (Which type of and to what extent public policies are important. Are there important public programs, public economical support, and/or other public policy measures?).
  7. Describe the ***Labelling Strategy*** (aims of labelling)
  8. Describe, when it exists, the ***Impact of mountain area location*** on Organisational Aspects, Know-how and quality Aspects, Public Authorities, Public Policy Aspects, Quality Control Aspects, Strategy Aspects
  9. Describe shortly ***Other Aspects*** that you consider of importance in this relation.
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## **CHAPTER VII - SUCCESS/FAILURE/NEEDS**

(The expected complete text for Chapter VI should not cover more than 2 pages)

1. Describe shortly to what extent and how the product may be considered a success or failure (Success/Failure in relation to: sales volumes, added value to producers / processors, private economy, job creation, farm sustainability, local public economy, land and landscape management, territorial development, others...?).
  2. Describe shortly to what extent and how the success/failure mostly stems from one or more of *Emerging of the project* (Chapter I), *Basic Production* (Chapter II), *Processing and Transformation* (Chapter III), *Delivery Chain* (Chapter IV), *Global Supply Chain Aspects* (Chapter V) or *Labelling Aspects* (Chapter VI).
  3. In this context also describe shortly to what extent and how the success/failure mostly stems from one or more of *Organisational Aspects*, *Know-how Aspects*, *Public Authority Aspects*, *Public Policy Aspects*, *Quality Control Aspects*, *Strategic Aspects (including marketing aspects)* or *Other Aspects*.
  4. Describe shortly what are the needs, what is missing and what could be done (from one or more of *Organisational Aspects*, *Know-how Aspects*, *Public Authority Aspects*, *Public Policy Aspects*, *Quality Control Aspects*, *Strategic Aspects (including marketing aspects)* or *Other Aspects*
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## **CHAPTER VIII – ADDED QUESTION: CHARACTERISTICS OF PRODUCTION AND THEIR LINKS WITH THE TERRITORY**

(The expected complete text for Chapter VIII should not cover more than 1/2 page)

Describe the production aspects and their links with the territory, according to the following criteria:

- environment
- economy (on a local scale)
- social

*Any points from the specifications scheme or connections with local associations, specific local actions, etc can be mentioned.*