Quality from the Mountains Conference
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Workshop: Marketing Strategies
Food and Biodiversity – research
and the development of brands
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Today:

• Overview of the Region
• Overview of the Food and Biodiversity Project
• What were the key findings
• How has this been used, what success have they had
Argyll and the Isles

- Coastal and Mountainous
- 90000 people
- Sheep and Cattle predominantly stores
- Tourism
- Increasing number of food products
• Leader, Local Authority and environment agency project
• Rationale: Consumers appear to value biodiversity when making purchasing decisions – but what value do they place on it?
• Survey customers on where it ranks
• Improve marketing approaches on trial products
• Evaluate whether there is an impact
Research on consumer views:
• Environmental story of product closely linked to the farmers stewardship of the countryside
• Top 2: price and taste
• Next 2: provenance story and a fair return to the producer
• 5th - the products positive environmental rating
• However a growing area of consumer awareness
• Conclusion: environmental story needs to be present but as part of the wider story – with detail in the background
**Islay Lamb** – a new product to market. Developing a logo identity, leaflet and wall planner that reflected the Gaelic culture of the Islay. The logo colours reflecting the green brown hew of the Island colours.
Barbreck Farm – an established farm shop business with on farm butchery. A new identity developed to signify the wild pastures that the livestock graze on. A versatile approach to benefit website, label and leaflet marketing.
Argyll Hill Lamb – an established blackface lamb carcass marketing cooperative. Telling the story of the farms and the hills of the member producers. Trade show and Website applications.
Argyll Hill Lamb is a co-operative farm by a number of farmers across Argyll & the Islands (including mainland Argyll, Mull, Islay and Cèil), in an effort to market their product to a wider audience. The lamb has a wonderful heather flavour and is a high-quality product, so I was told that by forming the co-operative and working together, the uniqueness of the formed lamb could be made more available to the public.

Click on the pins on the map below to find out more about each farm.

Family farmers - together we grow
Winston Churchill Venison – an established Wild Venison stalking and butchery business. A revised logo identity to capture the wild origins of the product. Website and Label usage.
Learnings

• Biodiversity as part of the wider story – hard to measure impact
• But of growing significance as a point of difference
• Collaborating in business
• Collaborating in promotion