



MARKETING APPROACHES



A new CAP
Mountains of
opportunities

Marketing strategies for mountain products

Marketing is essential for mountain producers to be competitive. The use of designations of origin, geographical indications and traditional terms can contribute to transmit the mountain dimension to the consumer. Especially, the **adoption of the new optional quality term “mountain product” in July 2014, is a great instrument for mountain producers to have an added value** in their products that could attract consumers.



Relations between brands should be analysed to find the “best-fitting” mix together with the different **aspects of a product that have a real impact on the consumer**. The selected strategy will depend on the target groups and structure of the offer. At the same time, the differences between short and long supply chains should be taken into account.

Assessment of the current situation

At present, many food products on the market carry labels referring to mountains, directly or indirectly (images, other terms such as synonyms, names of massifs, etc). The interest of consumers in mountain products is emphasized by different research works and studies and in particular by the results of the EuroMARC project developed by Euromontana. However, there is still a lot of work to be done to increase the visibility of these products to consumers, and communication work should be undertaken on their origin, qualities and their impact on rural mountain societies.

At the EU level, very helpful support measures are available through the market measures of the new CAP such as the optional quality term “mountain product”, the EAFRD measures (Reg. N°1307/2013) on quality schemes for agricultural products; on forestry; on producers groups; on investments and the Common Market Organization. This new optional quality term ‘mountain product’ constitutes a big step forward in the promotion of mountain products to consumers and is an instrument for mountain producers to achieve an added value for their products and improve their marketability. The use of designations of origin, geographical indications and traditional terms can contribute to transmit the mountain dimension to the consumer.

Marketing strategies have a vital role in developing mountain areas and in enabling small producers to be more competitive in the market. These strategies for mountain products must take into account the profile of the different types of consumers to whom they are addressed and must adapt to their different perceptions of mountain products. Mountain products, which are not always local, are normally associated with the idea of authenticity, origin and quality, natural conditions of production, purity of the environment, extensive methods of production, as well as the heritage and culture of a region. They bring a history and “savoir-faire” that have an emotional impact on consumers. Consumers regard these as important characteristics for differentiating and purchasing mountain products, and it is the authenticity and the quality of the products which permit them to gain a premium price.

At regional and local level, several initiatives and strategies have been developed by producers and local and regional stakeholders to promote their products, inform the customers and improve access to the market as demonstrated by the 3 case studies on marketing strategies in France, Norway and Scotland presented in the workshop.

The main difficulties encountered so far

The most important factors inhibiting the distribution and the success of these products are higher production costs, seasonality, lower labour productivity and limited volume of supply. Adapted marketing strategies, respecting the production constraints and responding to consumer expectations can facilitate a common understanding of the specificities of mountain quality food products and of their seasonality. Furthermore developing great marketing strategies and showing the added value of mountain products to consumers can result in a higher price and consumer acceptance, helping to overcome the higher costs they face. These strategies can be supported through training/advisory services with respect to business and management issues and through supply chain organisations dealing with mountain products.

In order to overcome all these barriers it is essential to act at EU, national and regional local levels.



Co-financed by the Directorate General
for Agriculture and Rural Development
of the European Union

www.newcapmountain.eu

Recommendations



A new CAP
Mountains of
opportunities

Recommendations to improve knowledge of existing different market

strategies for mountains supply chains:

- **develop a strong marketing skills base among mountain farmers** in order to define and improve their marketing strategies and respond to market demands. The availability of training and advice, and the raising of awareness among producers, on the potential of well-marketed mountain products, on the type of products consumers are willing to buy, and on possible strategies to sell their products, could encourage their competitiveness.
- **inform mountains farmers about the existence of current certification instruments** (designations of origin, geographical indications, quality terms, etc.) and promote their appropriate use.
- **finance promotional campaigns** to make consumers and actors in mountain supply chains aware of the existence of protection for mountain products and their qualities.
- **encourage strong collaboration between EU and national** levels of governance in order to **simplify the general rule for marketing standards**, to meet the information needs of consumers and producers, to simplify quality policy and systems of protected indications and to streamline administrative procedures related to the registration process of geographic indications.



Action plan for Euromontana

Establish a **working group** within Euromontana that focus on analysing the **successes and failures of mountain products** and facilitating the **dissemination of information and experiences**. A better exchange of good information (on production issues, supply or marketing opportunities, consumer demand) between the stakeholders of the supply chain could help the different actors to overcome bottlenecks of mountains production and improve a common understanding of the specificities of mountain quality food products that could lead to the establishment of adapted marketing strategies responding to consumer expectations.

Timetable: from 2015 and on-going the following years by Euromontana secretariat.



<https://www.facebook.com/anewcapmountainsofopportunities>



<https://twitter.com/NewCAPMountain>

www.newcapmountain.eu

The contents of this factsheet are the sole responsibility of Euromontana and they do not reflect the views of the European Union