



EuroMARC — Mountain Agrofood products in Europe, their consumers, retailers and local initiatives



Executive summary

WP4: Survey of retailing of Mountain quality food products

In Work Package 4 we concentrate on the factors for success or failure in local initiatives devoted to marketing of mountain quality-food products, prove the Leader approach and give policy recommendations.

First, we describe the design and methodology of WP4 – i.e. to depict the linkage between quality mountain food products and their respective value added chains and policy support measures of a LEADER type.

Then we analyse 10 Case Studies and Questionnaires of farmers, policy support institutions and retailers from: Leader+ Gevaudan (Lozere, Control Region) and “Pommes et poires de Savoie” (Apples and Pears of Savoy, Test Region) in France, Goriska Region (Test Region) and Savinjsak Region (Control Region) in Slovenia, Skye and Lochalsh Food Link (Test Region) and Cairngorms National Park (Control Region) in Scotland, “Käsestraße Bregenzer Wald” (Control Region) and “Sennerei Zillertal” (Test Region) in Austria and “Almond mountain potatoes from Vaga” (Test Region) and “Almond mountain potatoes from Oppdal” (Control Region) in Norway.

Chapter 3 shows the case study regions and their specific features. It analysis their framework conditions with respect to policy implementation, socio-economic conditions and development within the last few years. The chapter includes a summary of the Case Study findings together with a comparative analysis. The complete results of the case study work are in the Annexes of this report.

Chapter 4 provides hypotheses on the success of LEADER-like measures on mountain food supply chains and mirrors them against the findings of the case study work and the analysis of the field work. The research shows the outcomes on marketing, describes the factors of non-success and success of mountain quality food supply chains, offers the results of the analysed indicators and shows the strength and the barriers of the Leader approach.

We found out, that LEADER is a good policy instrument to initiate, establish and develop mountain quality food supply chains, marketing activities and corporate marketing for mountain quality food products. Thus, mountain product value chains rely on “health” and good resources, identity, tradition and people in place capable and willing to carry on this development.

Policy support may offer support for the establishment of a good area and framework for innovation, cooperation and competitive development. But, policy support can not replace the disadvantages of mountain areas – accessibility, lack of services, brain drain and demographic change and the people, capable and willing to carry on a development.

Therefore our policy recommendations in Chapter 5 concentrate on measures and activities to sensitize the Leader people for the needs, positive regional effects and success factors of MQFSC's, to give the Leader people adequate support tools for the identification, establishment and development of MQFSC's and to offer the Leader people Know how transfer and Inter-Network Learning in terms of MQFSC's.

Concluding, we give some recommendations on a possible new Leader programme after the programme period 2013.



FOOD QUALITY AND SAFETY



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