



European Mountain Agrofood products, Retailing and Consumers

EuroMARC Seminar 06/11/2008



www.mountainproducts-europe.com

Some historical data

- Mountain quality food products as a working theme for Euromontana for almost 10 years
 - Reflections led within Euromontana since 1999
 - 3 seminars and the second convention – DG Agri
 - 2002-2004: research project to characterise mountain quality food products (MQFP)
 - DG Research – 13 partners – 8 countries – 10 studied areas – 122 products studied
 - 2005: launch of the European charter of mountain quality food products
 - 69 signatories – 12 countries – 4 governments



The European Charter of mountain quality food products

- 5 principles:
 - Raw material from a mountain region
 - Processing in a mountain region
 - Concerns relating to sustainable development
 - Maintain biodiversity and heritage
 - Transparency of information
- How to implement the charter?
Development of the EuroMARC project



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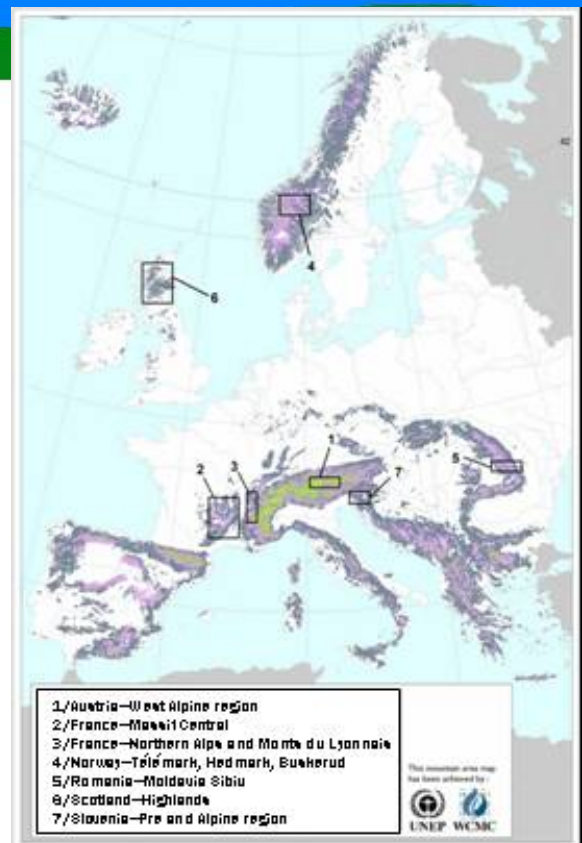
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What is EuroMARC?

- Research project, FP6
- 2007-2010
- 10 teams, 6 countries



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EuroMARC: General Objectives

- Measurement of European consumers' interest for mountain food products: verbal responses, actual attitudes, buying behaviour
- Assessment of share of added value along supply chain of mountain food products
- Strengthening rural development by implementation of original market-oriented strategy, enabling the maintenance of a living countryside and healthy environment



Scientific objectives of EuroMARC

- To assess the interest, perception & expectations of European consumers for mountain food products
- To identify specific consumer segments sensitive to mountain food products, by means of cluster analysis
- To analyse the supply chains of mountain food products, with focus on bottle-necks and constraints, in order to emphasise the opportunities offered by distribution channels and consumer segments
- To identify factors for success or failure in local initiatives devoted to marketing of mountain food products



Relevant research questions from EuroMARC

- Consumers and mountain: image vs knowledge
- Consumers and small scale producers in mountain area
- Mountain food products, marketing channels and promotion incl. tourism

Are mountain-quality food products attractive because they are from any mountain or from a specific local or far away place?

Possible overlapping between Mountain & Origin



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EuroMARC: how to proceed?

- 2007-mid 2008: phase of research
 - Consumers study
 - Retailers study
 - Supply chain analysis
 - Local development analysis
 - Policy analysis
- Mid 2008 – 2009: preparation of guidelines and policy recommendation
- Today: presentation and discussion of the first results



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