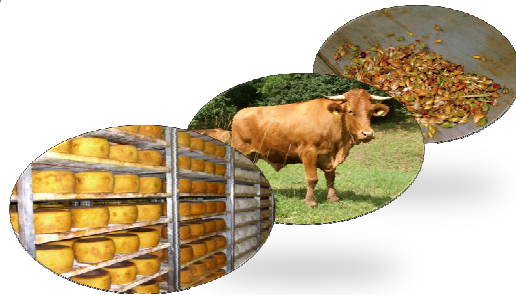




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## Branding Regional Identity and Regional Agricultural Products

Dr. Alexander Wirsig  
[www.terra-fusca.eu](http://www.terra-fusca.eu)



### Company profile

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- TERRA FUSCA INGENIEURE is a private consultancy in the legal form of a registered associate company
- Objective: Consulting services in the field of agribusiness, regional marketing and environmental consulting.
- References: The major part of services provided by terra fusca refers to numerous consulting activities to producer associations with respect to value generation of regional products since 2003.

**Regional Marketing...**

**Marketing of Regions**

► Market studies ► Surveys ► Expertises

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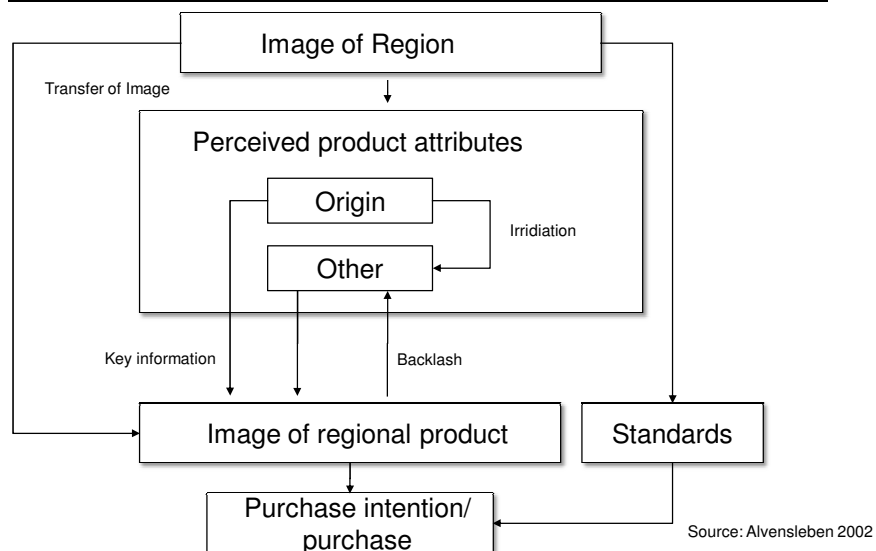
## Branding Products and Regions

### Observed Trends:

- Within the globalizing world, regions and their identities are subjected to great pressure. At present, places are engaged in a process of "territorial competition" in an integrated world economy.
- A constantly increasing number of consumers attach greater importance to the quality of foodstuffs in their diet rather than to quantity. This quest for specific products generates a demand for agricultural products or foodstuffs with an identifiable geographical origin.

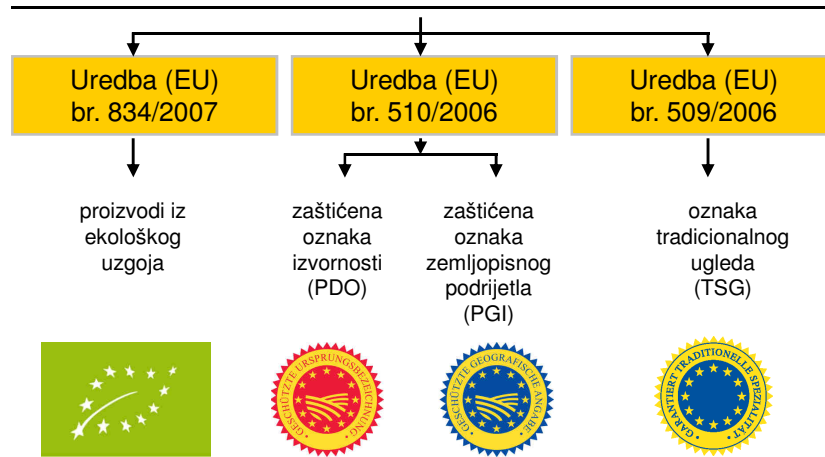
Source: European Commission, 2007

## Branding Products and Regions



**Branding Products**  
**The European Quality policy**

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Izvor: oslanja se na Rieke, 2007

**Branding Products**  
**The European Quality policy**

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Quality agricultural products and foodstuffs according to regulation (EC) N° 510/2006 and N° 509/2006



**Branding Products**  
**The European Quality policy**

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Aims:

- to encourage diverse agricultural production
- to improving the incomes of farmers and retaining the rural population in these areas
- to protect names from misuse and imitation
- to help consumers to understand the specific character of the products

Source: European Commission, 2007

**Branding Products**  
**The European Quality policy**

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Way of protection

- Temporally unlimited protection within the EU
- Product name cannot become generic
- protection against
  - imitation or evocation ('style', 'type', etc.)
  - misleading indication (origin, qualities, etc.)
  - illegal direct or indirect commercial use
- verification of misuse by competent authority

Source: European Commission, 2007

## Branding Products The European Quality policy

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GIs are important because they:

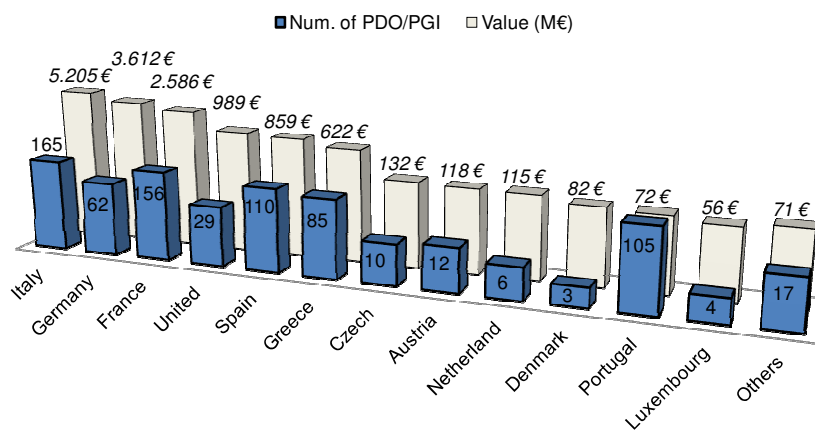
- help producers to obtain a premium price for their products in exchange for guarantees offered to consumers on production methods and quality;
- increase production and create local development;
- allow for a better redistribution of the added value in the production chain;
- bring value to the land of origin;
- prevent the re-localisation of production;
- encourage diversification in production, thus preserving the biodiversity, local know-how and natural resources;
- have a positive impact on tourism.

Source: European Commission, 2007

## Branding Products Turnover of EU PDO/PGI products

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turnover in 2008: 14.2 billion euro



Source: terra fusca Ingenieure, 2011 based on European Commission, 2009

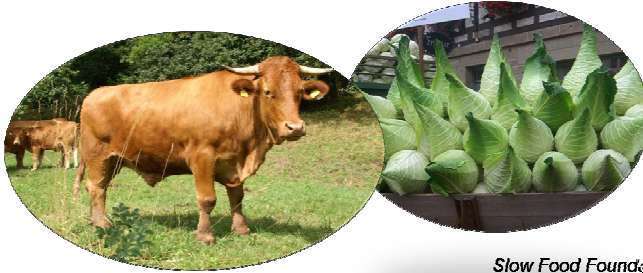
## Branding Products Non-Profit Labeling Schemes

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### Slow Food®

*"The Ark of Taste aims to rediscover, catalog, describe and publicize forgotten flavors. It is a metaphorical recipient of excellent gastronomic products that are threatened by industrial standardization, hygiene laws, the regulations of large-scale distribution and environmental damage. All are endangered products that have real economic viability and commercial potential."*



Slow Food Foundation for Biodiversity, 2011

## Branding Regional Identity Schemes

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# Branding Regional Identity Case Study Baden-Württemberg

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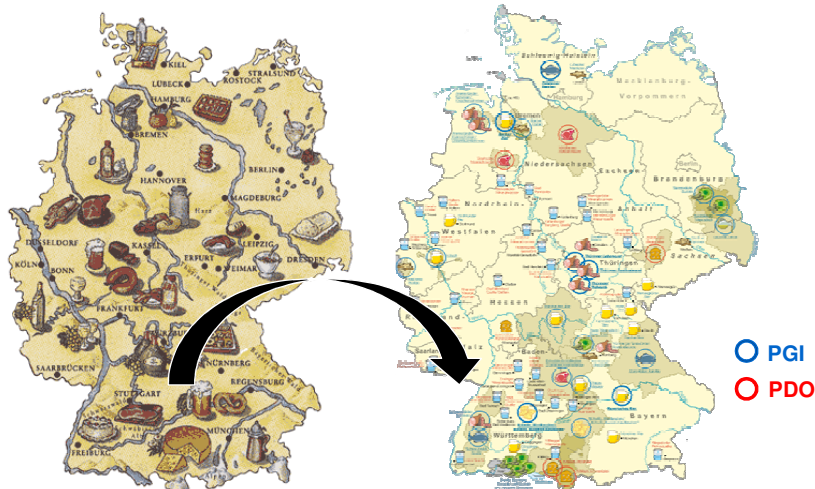


Map source: European Commission, 2004

# Branding Regional Identity Case Study Baden-Württemberg

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## Protection of the culinary heritage of regions in Germany



Source: ars vivendi Verlag Cadolzburg, 2004

Source: Leibniz-Institut für Länderkunde e. V. (IfL), Leipzig 2007.



## Branding Regional Identity Case Study Baden-Württemberg

### Quality label with designation of origin , Baden-Württemberg'

- Guarantees since 1989, the origin from the Baden-Württemberg and a quality that is significantly higher, as it provides the legal standard
- approved notification in 2003 by the European Commission (C(2003) 1456fin)
- Individual codes of production for each product
- the main message relates to the special quality of the products, in order to avoid the impression that the product is solely because of its regional origin of a higher quality.



## Branding Regional Identity Case Study Baden-Württemberg

### Private Labeling schemes e.g. Branding of the GMO free region Neckar-Alb in the state of Baden-Württemberg

Übersicht: Gentechnikfreie Regionen

Übersicht Deutschland  
89 gentechnikfreie Regionen auf 1500.000 km²

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Regionale Futtermittelbefragung Schäfer

Intensiv an Futtermitteln der GVO-freien Anbauregion n=15

Kategorie	Anteil
Ja	63%
Nein	33%
Konkrete Angabe	4%

Bisherige Futtermittel n=

Quelle	Anteil
Handel Mayra etc.	20%
Sammelställe	20%
Loose Ware	20%
Ab Pctd	13%

Quelle: Eigenbefragung, 130 Schäfer aus 14, 11 u. 10 (nach Schmitt 04)

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Vorbereitungen Veranstaltungen

Veranstaltung

Veranstaltung

GVO-FREI ANBAUREGION NECKAR-ALB

Prominente aus der Region beim 'Spätzleessen' mit garantiert gentechnikfreien Zutaten aus der Anbauregion Raiffingen/Neckar-Alb (von rechts nach links: Landrat aus Raiffingen Hr. Thomas Reumann, Berufsschulleiter in Münsingen Hr. Roland Dör, mit Frau Grebe)

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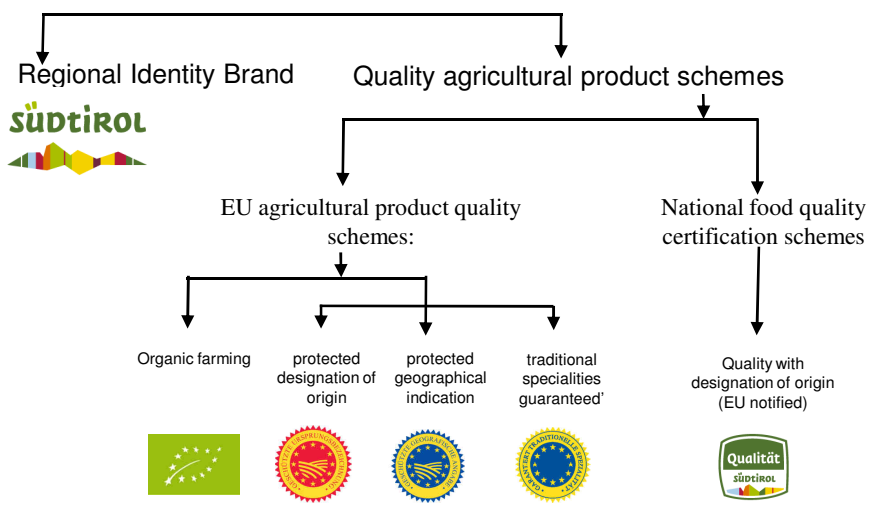
# Branding Regional Identity Case Study South Tyrol

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# Branding Regional Identity Case Study South Tyrol

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## Branding Regional Identity Case Study South Tyrol

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### Quality label with designation of origin ‚Südtirol/ Alto Adige‘

- The label "quality South" stands for proven quality of agricultural products and foodstuffs.
- It guarantees the origin from the South Tyrol and a quality that is significantly higher, as it provides the legal standard (State law: Provincial No. 12/2005)
- The restrictive provisions of EU law, was taken into account, the sign was approved in autumn 2005 by the European Commission.

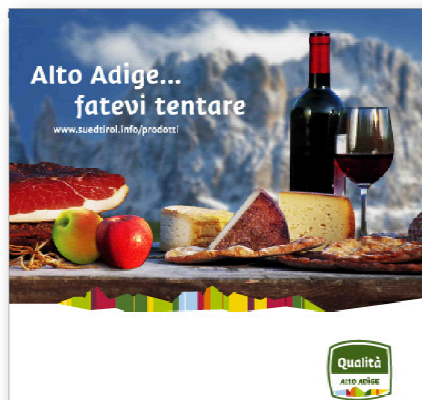


Source: Autonome Provinz Bozen – Südtirol 2010

## Branding Regional Identity Case Study South Tyrol

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‚Südtirol/ Alto Adige‘



Source: Brandmanagement Südtirol Marketing Gesellschaft 2010

## Conclusion

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- The identity of the region can be used as a starting point to brand a region and differentiate it from others. In the regional branding process, the region as a whole becomes a product or brand and offers a "basket" of regional products and services (Messely/ Dessein/ Lauwers 2009)
- GIs may hereby, promote regional and local identity, prevent the re-localisation of production, secure jobs and maintain value to the region of originGIs
- GIs may be an image carrier for a region, especially for rural areas, and have a positive impact on tourism.

## Information

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### Komisija EU (Generalna direkcija za poljoprivredu)

- Zahtjevi/ Već zaštićene oznake zemljopisnoga podrijetla i izvornosti  
[http://ec.europa.eu/agriculture/quality/database/index\\_en.htm](http://ec.europa.eu/agriculture/quality/database/index_en.htm)
- Obavijesti  
[http://www.ec.europa.eu/agriculture/quality/policy/communication\\_de.htm](http://www.ec.europa.eu/agriculture/quality/policy/communication_de.htm)
- Kvaliteta  
[http://www.ec.europa.eu/agriculture/quality/index\\_de.htm](http://www.ec.europa.eu/agriculture/quality/index_de.htm)

### FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

- Program kvalitete koji se oslanja na zemljopisno podrijetlo: proizvodi, ljudi i lokacije  
<http://www.foodquality-origin.org>

### Nacionalne informacijske stranice

- Ministarstvo poljoprivrede, ribarstva i ruralnog razvoja:  
<http://www.mps.hr>

**Branding Products and Regions**

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