



Workshop 4.1: **Mountain food products: A special system of provision** – Presentation of the results of EuroMARC

Convenors: **Markus Schermer, Cesar Revoredo-Giha and Andreja Borec**

Promotion of mountain food: An explorative a study about consumers' and retailers' perception in six European countries

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The purpose of the paper is to provide information – based on surveys conducted in several European countries – about how consumers perceive or expect mountain quality food products (MQFP). It explores: first, where consumers look for mountain quality food products; second, what factors influence their attitude; and third, when consumers buy or use these products. Results indicates that although Austrian and French consumers seem to have a common understanding of the concept of MQFP, focusing on the fact that these products are local, consumers in other countries accept that they can also be foreign. Furthermore, although most of the respondents make their regular food purchases in supermarkets; they expect to find MQFPs in non-conventional channels. As a result, more emphasis should be put on marketing on alternative sales channels.

Determinants of interest in mountain-type food products: A European cross-country study

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Developing mountain food production is a way to encourage sustainable development of mountain areas. A key interest lies in identifying consumer propensity to purchase mountain food. This paper measures the adequacy between a) the importance of a set of characteristics as consumers' food purchase criteria with b) the appeal of these characteristics in mountain food products according to retailers, in five European countries, using a weighted adding procedure. The results show which consumers have purchase criteria that match mountain product characteristics. Characteristics of the consumers whose purchase criteria match best were then identified by means of a statistical criterion.

Promoting Mountain Quality Food Products (MQFPs) – Analysing possibilities beyond labelling policy

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The new orientation of the Common Agriculture Policy encourages producers to respond to market forces. Also, the public expect producers to contribute to a living countryside. Thus, the paper discusses what other marketing alternatives exist for the promotion of mountain quality food products beyond labelling. This is done through the analyses of shelves and postal surveys to retailers, carried out as part of the EU project EuroMARC, based on information for Austria, France, Norway, Romania, Slovenia and UK (Scotland). The analysis concentrates on two product promotion aspects: display and store-promotion, and communication of product attributes. Results indicate that there is scope to improve the promotion of mountain quality food products.

The perception of quality aspects for mountain products in long supply chains – Cases from Slovenia and Austria

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Results of the European 6th framework project **EUROpean Mountain Agrofood products, Retailing and Consumers** (EuroMARC) have shown that most consumers expect mountain products to be from small scale farms produced under extensive farming conditions, but buy them in general supermarket stores as part of their daily shopping routine. The paper assesses which aspects of quality are perceived important by actors on different levels of the supply chain from farmer to consumer. Two dairy supply chains in Austria and Slovenia are compared with the consumer expectations in the two countries. The results give hints how to communicate consistently aspects of quality.



Workshop 4.1: **Mountain food products: A special system of provision** – The role of MFP for rural development: Networks and capacities

Convenors: **Markus Schermer, Cesar Revoredo-Giha and Andreja Borec**

Community Network support of short supply chains for local food in mountain areas

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The paper focuses on factors responsible for the resilience and long term survival of short, local food supply networks formed in mountain areas. A case study of Community Interest Company located in remote area of Scotland have shown that trust and relationships amongst supply chain participants in the supply chain and other stakeholders are critical factors in overcoming infrastructural and market barriers to the development of a successful local enterprise. Indeed the most significant success factor for a community based enterprise is the integration of actions in multiple fields leading to the fulfilment of diverse needs of individuals and local organisations.

Mountain food production – Promising niches for rural development in Galicia, Spain

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In the EU DERREG project, researchers explore how the interfaces between rural development initiatives, knowledge infrastructure and policies do and can effectuate regional learning and capacity building. One of the six case study areas in the project is the mountainous area of Comarca de Verín in Galicia, an autonomous region in the Northwestern part of Spain. In this paper we focus on two initiatives that in recent years have been started and relate to mountain food production: the Co-operative Biocoop and O grelo verde. We draw conclusions on the (potential) impact of these initiatives on rural development in the Comarca.



Workshop 4.1: **Mountain food products: A special system of provision – The role of MFP for rural development: Strategies**

Convenors: **Markus Schermer, Cesar Revoredo-Giha and Andreja Borec**

How can mountain quality food reduce the vulnerability of mountain farming systems?

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This essay is based on personal research for example talks with farmers and experts. The chief food products of mountain farms are dairy products and meat. Their product and processing quality are defined in the food-code, the quality of services such as distribution and presentation is sometimes regarded as secondary and requires more attention. Product quality is the “*conditio sine qua non*”, but whatever cannot be sold, will not be produced. Special efforts are therefore required to co-operate in building networks and “bottom up” growing trade structures. Revival of local and regional institutions and innovations drive mountain farming systems, environment and tourism.

Biodiversity conservation as a new rationale for localized and sustainable agri-food systems – The case of two French PDO mountain cheeses

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Our paper is based on the results of an interdisciplinary research project which purpose is to study the emergence of biodiversity conservation as a new goal set to geographical indications. Case studies have been carried out on two French Protected Designations of Origin mountain cheeses the “Saint-Nectaire” and the “Salers”. We describe the current impacts of the new biodiversity conservation rationale on the French quality and origin policy. We present the first results of the analysis of the place of meadow biodiversity concerns in the local collective process of norms construction governing these two PDO supply chains.

Fruitful Liaisons? Relationships between regional food productions and tourism activities in Serra da Estrela, Portugal

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The paper explores the amplification of the efficacy of the strategies and instruments to promote a real connection between regional food productions and rural tourism, using an interdisciplinary perspective and analysing the opportunities presented by rural tourism as preferential market for regional food products. Based on an exploratory research conducted in the Tourism Region of Serra da Estrela (Portugal), it is possible to point out the need to intervene at several scales (tourism demand, tourism establishments and agents, regional food producers) to explore and materialise the potential for a fruitful liaison between rural tourism and regional food productions.