



Using Gis to Maximise the National Export Potential

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...local, loyal and constant usages ...

The evolution process in agriculture (EU)

1. → 1945: the rural society
2. 1945-1975: the technical progress apogee of growth
(1951 Conference of Stresa on designations of cheeses)
3. After 1975: the time of crises and interrogations
 - over-production
 - reduction of selling prices
 - price support and (export) subsidies
4. 1992: PDO/PGI

HOW TO BE COMPETITIVE

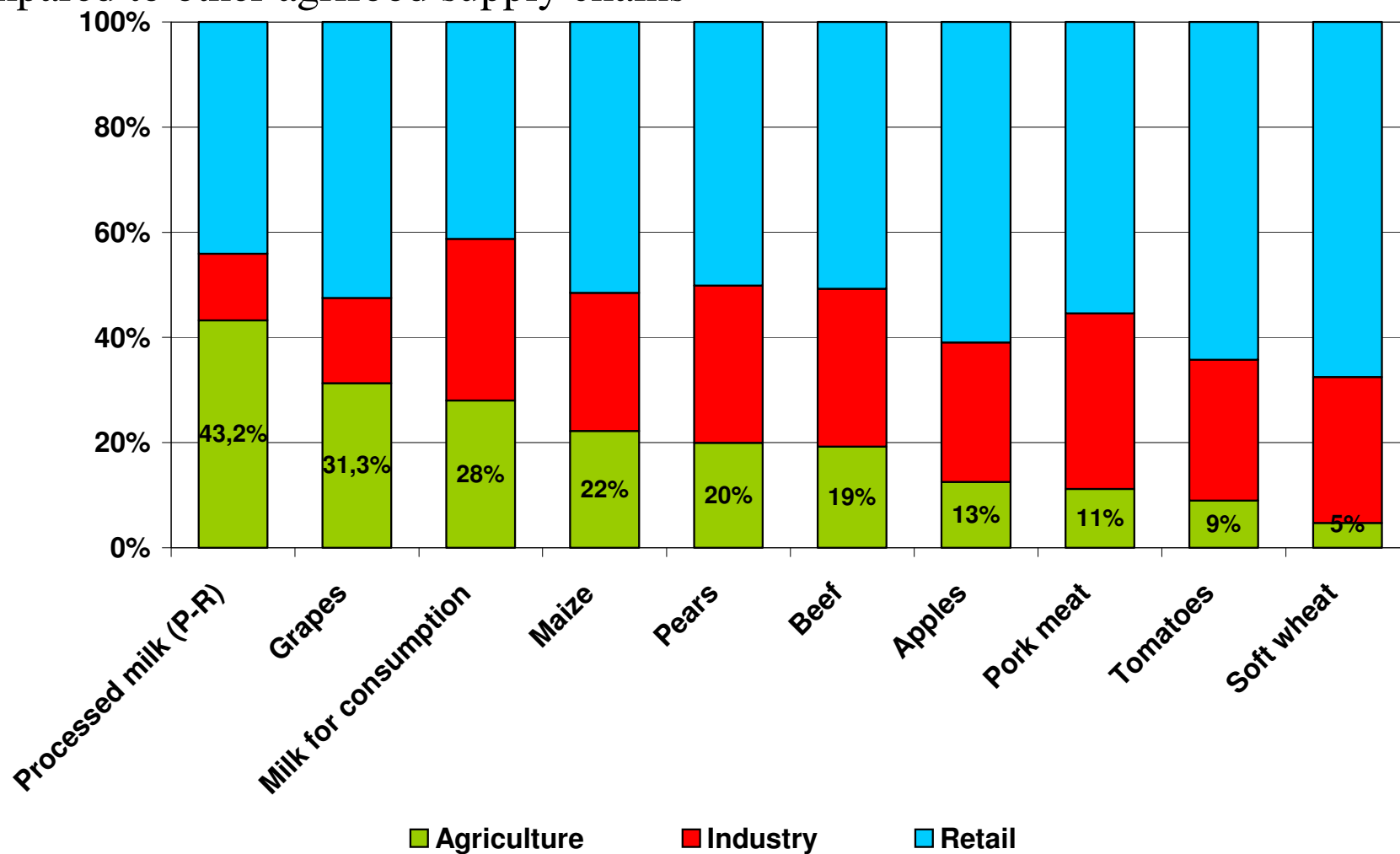


Price / Quality (specification, difference...)



Value added chain

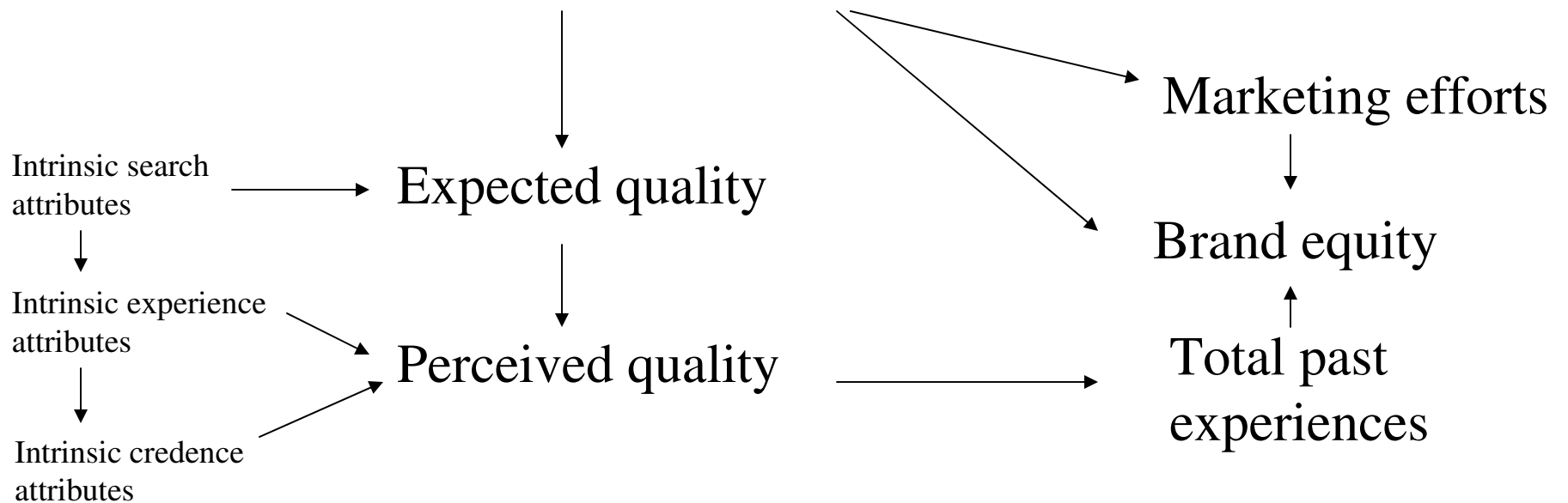
Agriculture captures 43% of the total value of Parmigiano-Reggiano cheese on the consumption market; the share of value created by the agricultural sector is the highest compared to other agrifood supply chains





Food Quality Framework Showing the Contribution of a GI

Individual's perception of the country including history and tradition, current news, experiences with its citizens, situational factors





The Export of Gis *plus*

- GI strategy for export: an effective way to promote a country's products on the international market
- Distinctive logo: to signal to consumers their past experiences with same products
- Marketing effort: to promote GI products and their perceptions of a country/region and its citizens

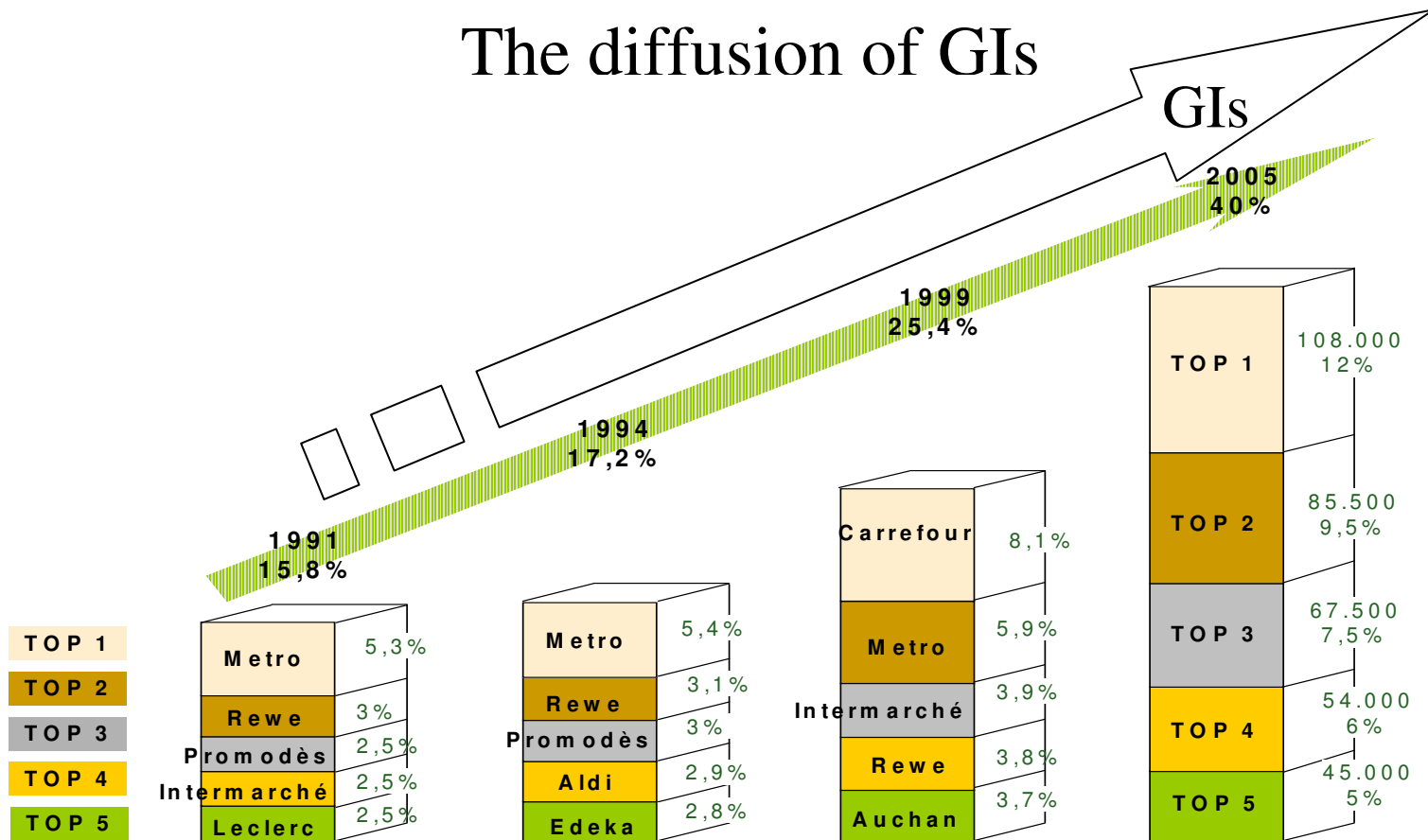


The Export of Gis *but...*

- Necessity to manage both the GI-country/region image and GI quality
- Link the GI reputation with the reputation of the country/region
- Assure a consistent quality of product
- GI and brand of the producer to enhance the marketability of product→product specification (minimum quality standard)
- Quality assurance system to ensure that monitoring and enforcement is proportional to the benefits of compliance
- GIs are succesfull if they provide a complementary quality signal
- A key to success: to credibly signal a unique product (image) to consumers

The concentration of the distribution

The diffusion of GIs



Source M+M EUROdata, 2000.



Italian? from “Parma”?







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The export of GIs: *benefits...*

- A product, a region, a country: selling outside the original area of origin
- A territory (biodiversity): explicit inputs in the value chain with a clearly delimited area and environmentally sound practices
- Knowledge and practices: creative use of tradition and innovation. Converge tradition and modernity depending on legitimacy of the governance
- Marketing information: scale and distance of markets, cultural proximity criteria / where the product comes from and who and how makes it



Distribution of GI benefits

Grazie

