



ZAKLJUČNA KONFERENCA PROJEKTA EUROMARC

FAKULTETA ZA KMETIJSTVO IN BIOSISTEMSKE VEDE
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What marketing strategies for mountain quality food products?

Presentations available on www.mountainproducts-europe.org.

Speakers:

- *Philip Leat*, Scottish Agricultural College, Scotland
- *Virginie Amilien*, National Institute for Consumer Research, Norway
- **Jože Tlaker**, Association of Zgornjesavinjski želodec producers, Slovenia
- *Georges Giraud*, ENITA-Clermont Graduate School of Agronomy, France

The second session focused on the elements of the best strategies for marketing mountain food products.

Philip Leat first presented the results of EuroMARC on this question, raising the point that *better communication of product attributes is crucial for effective retail positioning by producers and retailers*. He mentioned the diversity of mountain products at the European level.

The conclusion is that mountain products are promoted inadequately, with a overreliance on product packaging and labelling (in the form of an image, symbol or key mountain-related words) to convey a mountain provenance. Promotional efforts and personal communication vary greatly amongst countries, product groups and types of shops. The presentation concluded with the need for an individual approach when developing or intensifying the sale of mountain products.

Georges Giraud presented the integrated approach of selling the Laqueuille spring mountain water in France by a supermarket chain.

Joze Tlaker presented another type of marketing of mountain products, through the example of the PDO zgornjesavinjski želodec, a meat product, from the upper Savinja valley region in Slovenia. The production of zgornjesavinjski želodec is deeply rooted in the local history and culture and is a source of pride for the region.

Although this type of želodec is more expensive than others, it benefits from its reputation and organisation of production. Promotion actions are also organised for selling these special meat products. Želodec is sold mainly through direct sale. Because of its huge success, it seldom reaches the shelves of specialty shops; it may also be sold through public procurement for special events.



Zgornjesavinjski želodec meat, a typical product from the Slovenian mountains

