

*Strengthening Geographical Indications – Online Conference
Brussels, 25 November 2020*

Panel 4

Increasing attractiveness of Gis 1: issues

**Consorzio Tutela
del Lambrusco di Modena:
Emilia-Romagna RDP funded projects,
an opportunity to promote GIs**

Chiara Cecchetto – Promotion and Project Management Office



The Consortium

ORGANISATION

Non-profit producer organisation gathering 41 associates

FOUNDATION

1999

AIMS

Coordinate, manage and promote 4 wine Protected Designations of Origin

- Lambrusco di Sorbara
- Lambrusco Salamino di S. Croce
- Lambrusco Grasparossa di Castelvetro
- Modena o Provincia di Modena



Emilia-Romagna Region - Rural Development Programma (ER RDP)

ERD Policy Framework:

- **Priority 3** – Food Chain Organisation and Risk Management
- **Measure 3** – Quality schemes
- **Focus Area 3A** – Improving competitiveness of primary producers by better integrating them into the agri-food chain

How?

Promoting quality schemes, reinforcing the position of agricultural products in the value chain, encouraging access to the EU internal market, enhancing the role of producer organisations/interprofessional associations

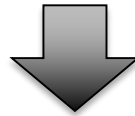
Calls for proposal launched in 2016 – 2018 - 2020



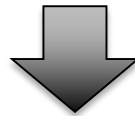
Emilia-Romagna Region - Rural Development Programma (ER RDP)

National and regional framework:

- Each Italian Region draws its own RDP up, setting out priority approaches and actions to meet specific needs of its area
- ER RDP Submission: rather complex
- ER RDP Implementation phase: high administrative burden



Accessibility to funds is easier for organised and well-structured beneficiaries



Beneficiaries are encouraged to build partnerships



Emilia-Romagna Region - Rural Development Programma (RDP)

Beneficiaries:

Producer organisations or associations of producer organisations

Interprofessional associations - Agricultural cooperatives - Consortia

Objectives:

- Raise awareness about quality schemes among consumers/operators
- Inform about advantages and meaning of quality schemes
- Communicate environmental and food safety features of quality schemes
- Contribute to a better integrated food chain
- Encourage the promotion in the internal market

Grant: 70% of eligible costs



The Projects: Partnerships

Lead Partner: Consorzio Tutela del Lambrusco di Modena

Project 2017/2018 – Consorzio per la Tutela e la Promozione dei Vini DOP Reggiano e Colli di Scandiano e Canossa, Consorzio Tutela Vini Emilia and Consorzio Produttori Amarene Brusche IGP

Project 2019/2020 - Consorzio per la Tutela e la Promozione dei Vini DOP Reggiano e Colli di Scandiano e Canossa and Consorzio Tutela Vini Emilia

Submitted Project 2021/2022 - Consorzio del Prosciutto di Modena



The Projects: main info

DURATION: 2-year implementation (24 months and 18 months)

BUDGET: from 250.000 euro to 120.000 euro

MAIN TARGET COUNTRY: Germany

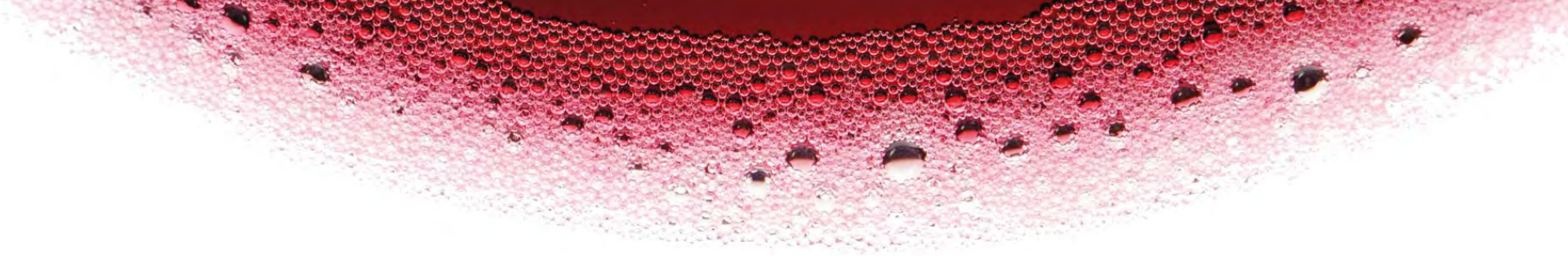
TARGET GROUPS:

Target group consumers such as shoppers, consumers, foodies, wine lovers

Target group “knowledge” multipliers, such as sector players, journalists, bloggers, influencers, sommeliers, chefs, retail players.

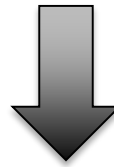
MAIN ACTIVITIES:

- A) Promotional material (ADV, communication tools, web, social media)
- B) Trade fairs and exhibitions
- C) Seminars, workshops and info days



The Projects: main goal

**Increase knowledge and raise awareness
about characteristics of quality agri-food products**



Reduce importance of the “price” component
as factor motivating choice of quality products to be consumed
in the short and average term

Support the spread of quality products
with high qualitative and food safety standards

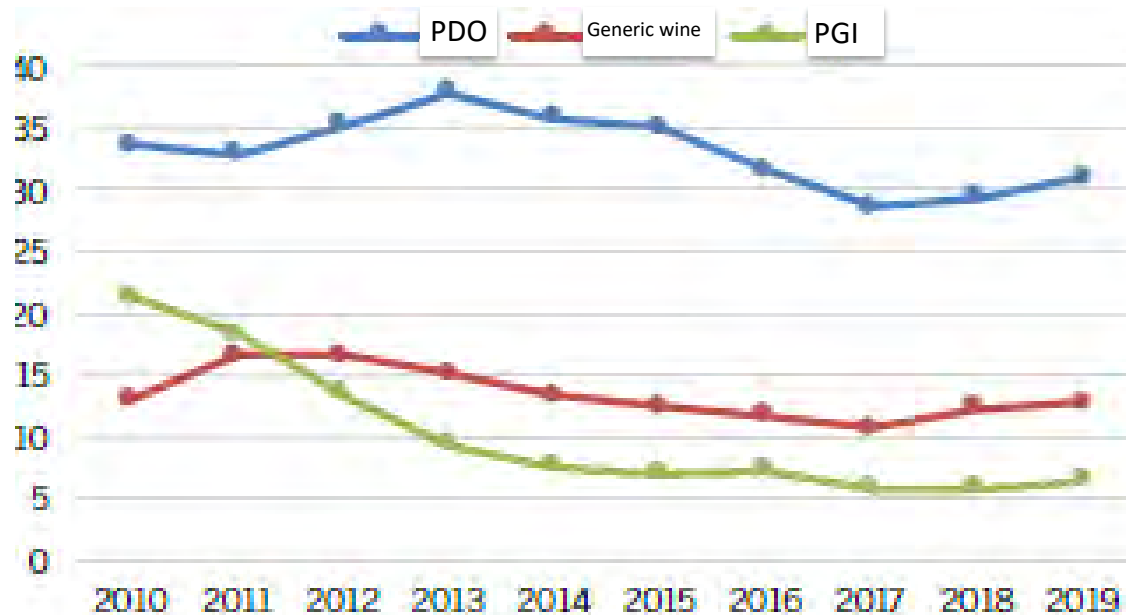


The Projects: Actions approach

- 1. Educational Session** – Designations and production systems are presented, meeting the information needs of the markets/audience
- 2. Product Tasting** – Designations are presented directly to consumers, operators and “knowledge multipliers” thanks to the presence of producers who, with their products, express all the different features of the same product.

The Projects: results

1. Increased visibility on media
2. Increased sales opportunities for PDO and PGI wines



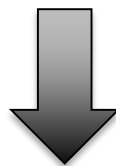
**Italian sparkling wines
Export in Germany**
(ml/litres)
Source: Corriere Vitivinicolo
(August 2020)



The Projects: a new beginning

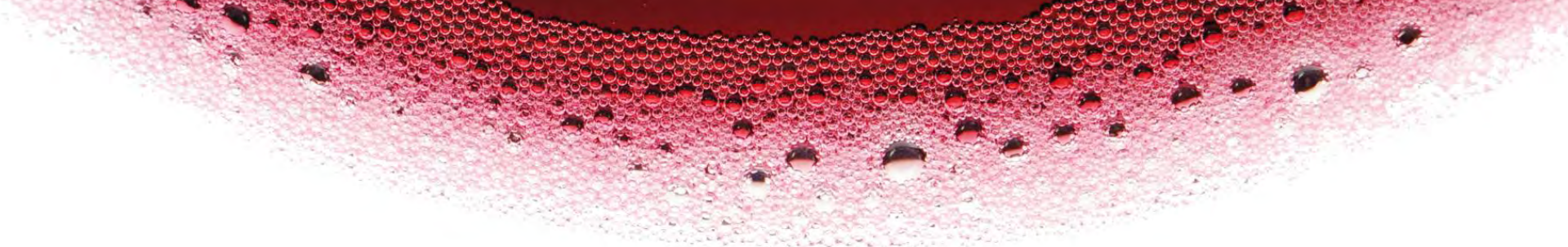
Project cooperation among wine consortia led to

- Strengthen their relation
- Optimise resources
- Make the communication more effective



**Merging of 3 Consortia in a UNIQUE PRODUCER ORGANISATION:
Consorzio Tutela del Lambrusco (starting from 1st January 2021)**

(Consorzio Tutela del Lambrusco di Modena +
Consorzio Tutela e Promozione vini DOP Reggiano e Colli di Scandiano +
Consorzio Tutela Vini del Reno)



The Projects: Challenges

✓ **Make the most of the partnership**

Work together and find a common communication strategy for quality products

VS

Promote single quality schemes

✓ **Producers commitment and participation**

Communication and information are key factors

VS

Main focus only on quality production

✓ **Results capitalisation**

Single projects need a stronger effort at EU GIs policy level to make each actions more effective and with a long-lasting impact

Thank you for the attention

Chiara Cecchetto

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