



SURVEY ON TERRITORIAL BRANDS

&

GEOGRAPHICAL INDICATIONS



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INTRODUCTION

This survey is an update of a previous survey, conducted in 2014 on regional brands in AREPO member regions (*Regional Brands Survey*). The conclusions of this survey were the following:

- There is a wide range of brands with different typologies and characteristics.
- The analyzed brands can be considered business-to-consumer (B2C).
- All the brands intend to guarantee a superior quality: mostly with an origin-quality link and less frequently by linking quality and integrated or organic production.
- The goal of the analyzed regional brands is not to replace Geographical Indications (GIs) but to coexist and interact with them.
- GIs generally are a fundamental part of the regional strategy in the broader context of creating a territorial marketing.

In the first place, it is necessary to adapt the vocabulary: we move from *regional* brands to *territorial* brands. Indeed, several brands have as geographical framework an administrative or historical entity different from the region: departments in France, provinces in Spain, etc. There are even brands of “historic” territorial zones that do not represent any administrative territory, such as the Berry Province brand (co-owned by the Center-Val de Loire Region, which also has its own brand “cducentre”). This allows our study to include more brands, and thus to properly understand the risks of infringement or potential legal problems.

- The definition of territorial mark sent to the partners is as follows: a territorial brand is a brand whose purpose is to promote the products (agri-food and other) of a territory.

It is necessary to differentiate two terms: the promotion of these products is carried out via a *territorial branding* strategy set up by *territorial marketing* actions. The "marketing-territorial" website gives a clear definition of what branding is¹ :

Territorial branding is the **collective effort to valorise and adapt** territories to competitive markets to influence the behavior of those targeted by an offer whose perceived value is durably higher than that of competitors. This **perceived value** can be divided into three parts :

- Usage value: characteristic of the territory or product.
- Hedonic value : sensations, emotions.
- Sign value: symbolism of the use of the product.

Territorial marketing is simply defined as the use of marketing techniques in a territorial branding strategy.

Thus, the word territorial branding will be used when approaching promotion strategies, and the word territorial marketing will refer to the actions that are set up (advertising campaign, posters, sponsorship, etc ..).

¹ Vincent Gollain, « *Définition du marketing territorial* », <http://www.marketing-territorial.org/page-5608177.html>

We will therefore study the relationship between Geographical Indications and Territorial Brands, and see what evolution the latter has experienced since the last study of 2014.

The methodology used is as it follows:

- 1) Identical questionnaire sent to all AREPO member regions
- 2) For further clarification or additional information, some brand managers have been contacted directly by phone or email.
- 3) For further clarification or additional information, official territorial brand websites have been used.
- 4) A comparative study of French territorial brands, completed at the end of June 2018, was used².

The “Brand Objectives” section has been added after sending and receiving the questionnaires and has been completed with the websites of brands or regions according to circumstances. If the sites do not clearly indicate the objectives, the section remain empty.

Concerning external contributions, the scientific literature about territorial marks is scarce, especially when it comes to articulating it with Geographical Indications or even the broader and more general subject of agriculture. Some specialists are interested, however, as shown by the creation of the Chair "Attractiveness and New Marketing" at Sciences Po Aix, where many regions and departments participate. According to Vincent Gollain, a specialist in territorial marketing, the research is characterized by some peculiar aspects:

- Conceptual confusion and divergent definitions
- Few references to the scientific literature
- Lack of empirical evidence
- Detached from politico-institutional considerations, too focused on marketing.

In other words, territorial brands are relatively recent creations that are difficult to analyze because of the lack of hindsight. As a result, there is very little relevant scientific analysis about them that is not focused on communication or marketing.

However, a study conducted in June 2018 by Food'Loire, on behalf of the Pays de La Loire Region, revealed a typology of brands:

- Umbrella: “An umbrella brand brings together under the same brand a variety of products, which benefit from the pooling of communication devices.”
- Product: “A product brand attributes a particular, differentiating, and highly marketable identity to every product a company carries.”
- Identity: “A territorial mark is registered for territorial marketing purposes in order to strengthen the identity of the community to be promoted.”

These brands fulfill one or more of the following objectives:

- Economic development: maintain employment, maintain added value in the territory, find outlets, improve local cooperation.

² Tatiana Lecomte – « Benchmark of existing regional brands » - Food Loire

- Promotion and valorisation: of regional and even emblematic products, of products under GI or sign of quality, influence of the territory, know-how of the region, tourism, gastronomy...
- Guarantee of quality, origin and provenance: of the raw material and / or the total product
- Social and environmental aspects: federate, create sectors, value the environment, culture, heritage.

I. SURVEY RESULTS

1) Participation

Out of the 26 AREPO regions, 20 regions participated in the questionnaire for 26 brands in total. Two regions indicated that their territory did not include any territorial brand: **Corsica and Lombardy**. 17 Regions replied to the questionnaire for one or more brands (see annex). The PACA Region did not reply to the questionnaire but sent additional information on an ongoing brand project. The distribution of the brands and regions that answered is as follows:

- Portugal: one region, two brands.
- Spain: four regions, six brands.
- Germany: one region, two brands.
- France: five regions, eleven brands.
- Greece: three regions, three brands.
- Italy: four regions, four brands.

Regions of Hesse, Andalusia, Centre-Val-de-Loire, Occitania, Epirus, Piemonte, Puglia, and Valle d'Aosta did not answer the questionnaire. The answers to the 2014 study of the Valle d'Aosta, Hesse and Andalusia regions and the “Produit en Bretagne” and “Marca Acores” brands were added at the end of the appendices.

In addition to the questionnaire, a benchmark survey conducted by Food'Loire (Pays de la Loire region) surveyed 13 French territorial brands, which provides additional insights into certain practices. However, to maintain a balance in the countries studied and because some territories are not from AREPO regions, the results are not counted numerically with the responses received by AREPO.

2) Brands names :

In the questionnaire's answers, brand names fall into two categories: those that focus on the origin of a product by integrating the name of the given territory, and those that put it on the production process of the product by integrating a variant of quality, bio, or integrated production. The first case is used by the French, Greek and Portuguese territories, while the Italian territories use most of the latter. Bavaria used both with GQ Bayern, as did GQ Hessen. It is also interesting to see that the two German regions have similar brands, even if

the graphic charter differs: a Geprüfte Qualität brand, a BioSpiegel brand. This may give consumers a point of reference between regions, but it requires coordinated action.

The Greek regions are the only ones to have set up brands in another language than theirs using English: Very Macedonia, Crete Land of Values.

The Aosta Valley is also in this case, but French is designated as the official language, which explains the name of the brand linked to this territory. In addition, the more autonomous status of this region makes it a separate administrative object within the Italian regions.

It should also be noted that a phone conversation with Arnaud Tézé, Director of the GIP "Produced in Anjou", focused on the issues of the official names given to the territories: the Maine-et-Loire, official name of the department, does not represent any particular identity, unlike the name of the former royal province of Anjou. This particular case may extend to other territories such as Pays de la Loire, or even to newly established regions: New Aquitaine, Hauts de France, Grand Est. The problem also arises for the brand "Sud-Ouest France" which is a geographical concept more than vague, without even mentioning the problems of referencing on the internet: a well-known regional newspaper called "Sud-Ouest" gets all the results on a search engine.

On the other hand, the names Normandy, Occitanie, Touraine or Poitou refer to an identity, a history and a specific culture that facilitate the feeling of common belonging. On this aspect, the Italian, Spanish and German territorial marks have an advantage, having regions whose names are part of a historical continuity and which are known internationally. This continuity can be seen also in some cases in the logo: the one from Bavaria is for example very easily recognizable, from the coat of arms of the former Kingdom of Bavaria and found in the mark GQ Bayern.

The choice of the name may also be problematic at the legal level, as confirmed by the Auvergne-Rhône-Alpes region, which created its brand "La Région du Goût" without being able to use the name of the region, because there are products under official quality signs with the name Auvergne (PDO or PGI). Many other denomination problems exist, mainly in France where the National Institute of Origin and Quality (INAO) is often mentioned as a blocking factor.

3) Families of products in the brand:

- Meat: 25 brands – 93%
- Processed Products: 24 brands – 93%
- Fish: 24 brands – 93%
- Dairy Products: 24 brands – 93%
- Fruits & Vegetables: 23 brands – 89%
- Wines: 18 brands – 69%
- Oils: 18 brands – 69%
- Non-agricultural products: 5 brands – 19%
- Services: 5 brands – 19%
- Other (honey, eggs, royal jelly, custom diet: 4 brands – 15%

Out of a total of 26 territorial brands, 5 product families clearly stand out: **processed products, meat, fish, dairy products and fruits & vegetables.**

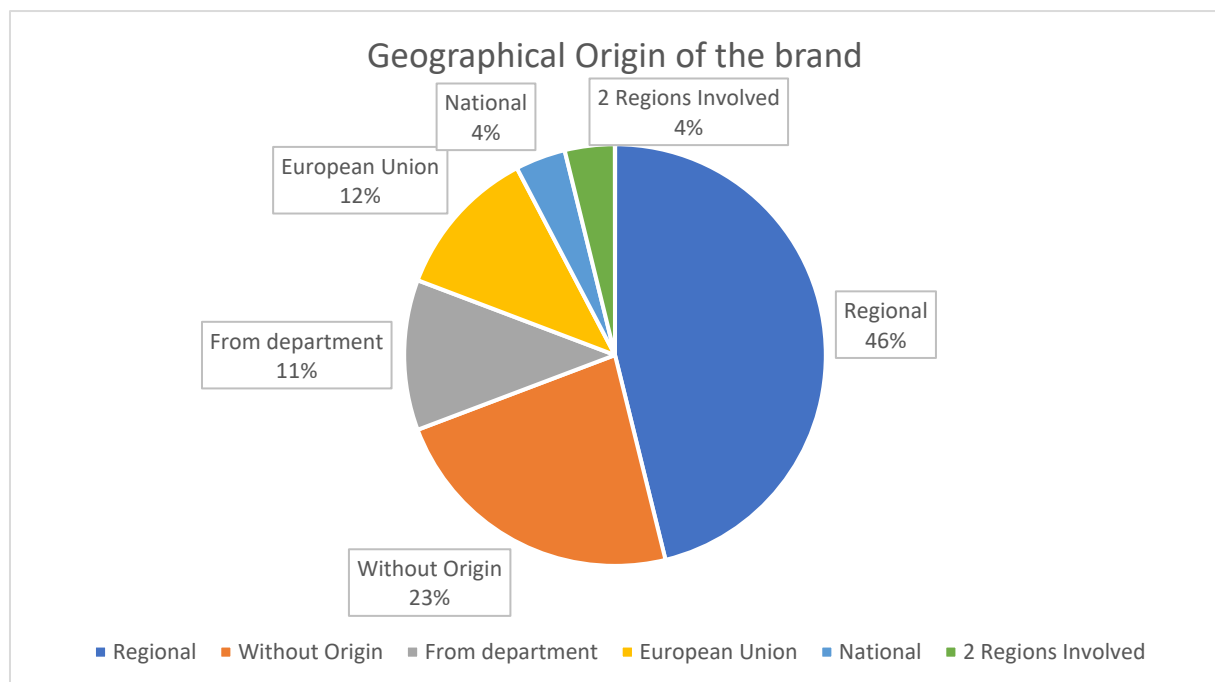
Wines and oils closely follow with a presence in 69% of the brands.

Non-agricultural services and products are used mainly in brands with a destination marketing strategy (Crete Land of Values, Artesanata dos Acores, SO France), but also those who want to take advantage of territorial solidarity to increase business cooperation between partners of the brand. The brand Product in Anjou in particular uses the skills of different partner companies in various areas: marketing, accounting, communication, etc.

They are also part of banner or catalogue brands like Poitou, which does not guarantee any particular quality but only a presence of one year in the territory defined by the brand.

4) Geographical origin of the brands' products & markets targeted

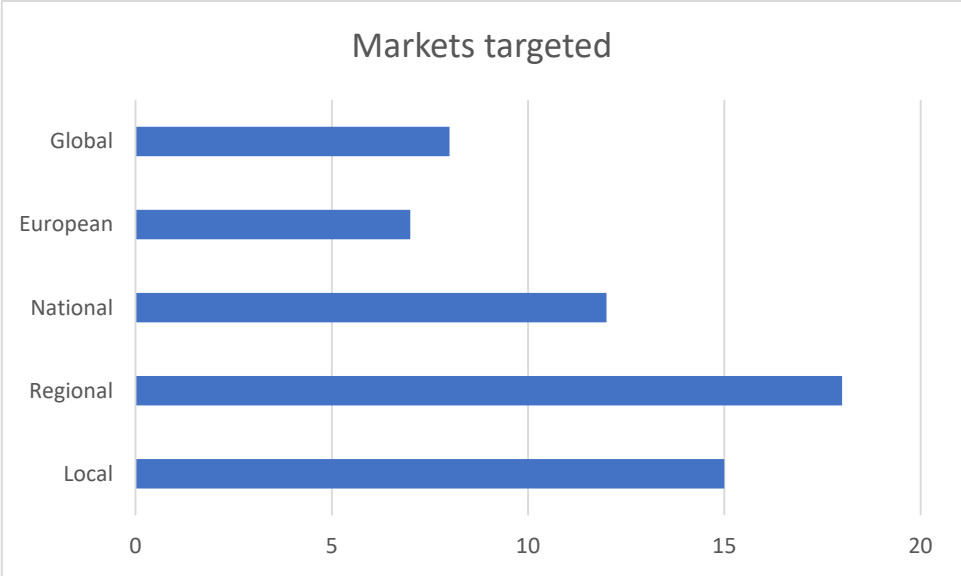
For the origin of the products in the territorial brands, most of them use as the limit of origin the territory claimed by the brand. A regional brand will have regional products, and a departmental or national brand will have products from the department or country.



In addition, it is important to point out here that 15 out of 26 brands indicated that they add specific rules as to the origin of the processed products (percentage of ingredients from a limited area, raw materials under official quality signs, transformation in the territory, headquarters of the company in the territory, etc.).

Some brands indicate that they do not need a specific origin of the products, but they also add criteria for processed products. Signed Aquitaine and Product in Limousin ask for example that the transformation be carried out in their territory. The application of these rules is often decided on a case-by-case basis: depending on the possibility of producing in the region, the need for production, etc. **The goal is not to ban all outside production, but to favor local production wherever possible.**

In accordance with the quality objectives of the certified products, Qualità Controllata (Emilia-Romagna) and Agriqualità (Tuscany) do not require a particular origin but require the application of the qualitative specifications to the raw materials to be part of the brand: these brands being dedicated to a qualitative approach of production, the origin of the products is not a necessarily relevant criterion.



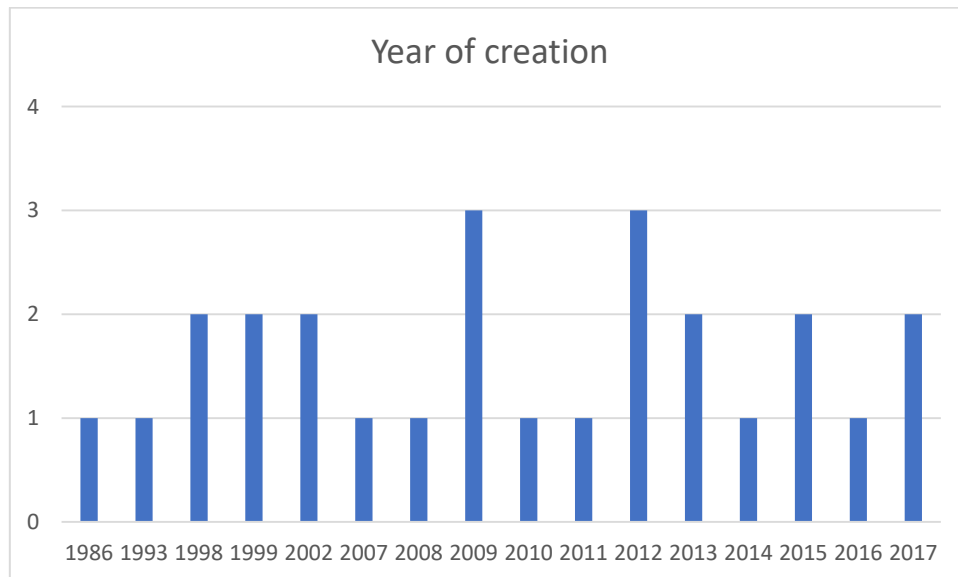
The expected sales area is overwhelmingly local and regional (respectively 15 and 18 brands are dedicated to these spaces), even if the national market is not neglected by most of them.



This other graph shows us that 16 brands have chosen to multiply targeted markets. 10 have specialized in one market, with 4 brands targeting the global market and 3 the regional market that seems to be the preferred sales area. Territorial brands that provide local sales have also planned, except in one case out of 15, to sell in the regional area. It seems logical that the local framework alone is not conducive to the establishment of a sales strategy, but it goes very well with the regional framework by adding a short circuit criterion for the consumer who lives close to the production establishments.

There is no correlation between product origin and sales area, neither way: if the origin of the products plays into the expectations of the consumer, the sales area is entirely at the discretion of the political or private decision-makers according to the strategy they wish to put in place. The number of combinations (11) shows the diversity of strategies developed by the territories.

5) Year of creation



Unsurprisingly, territorial brands have experienced uninterrupted expansion since the 2000s: only 6 were created before and 20 thereafter. In addition, local authorities are in the process of positioning: region PACA has recently launched the South Region brand, region Pays de la Loire is currently reflecting on its strategy, the Thessagro brand is also being launched, etc. We can therefore anticipate the multiplication of territorial brands in the near future.

We also note that the Italian regions were among the first to create their territorial brands, which may have helped to structure the processes in greater depth but also forces to adapt to new techniques and regulatory frameworks.

On the contrary, the Greek regions have recently invested in territorial marketing: with more hindsight during the creation of their brand, they have been able to develop an offer and a complete communication strategy.

6) Owners and managers of brands

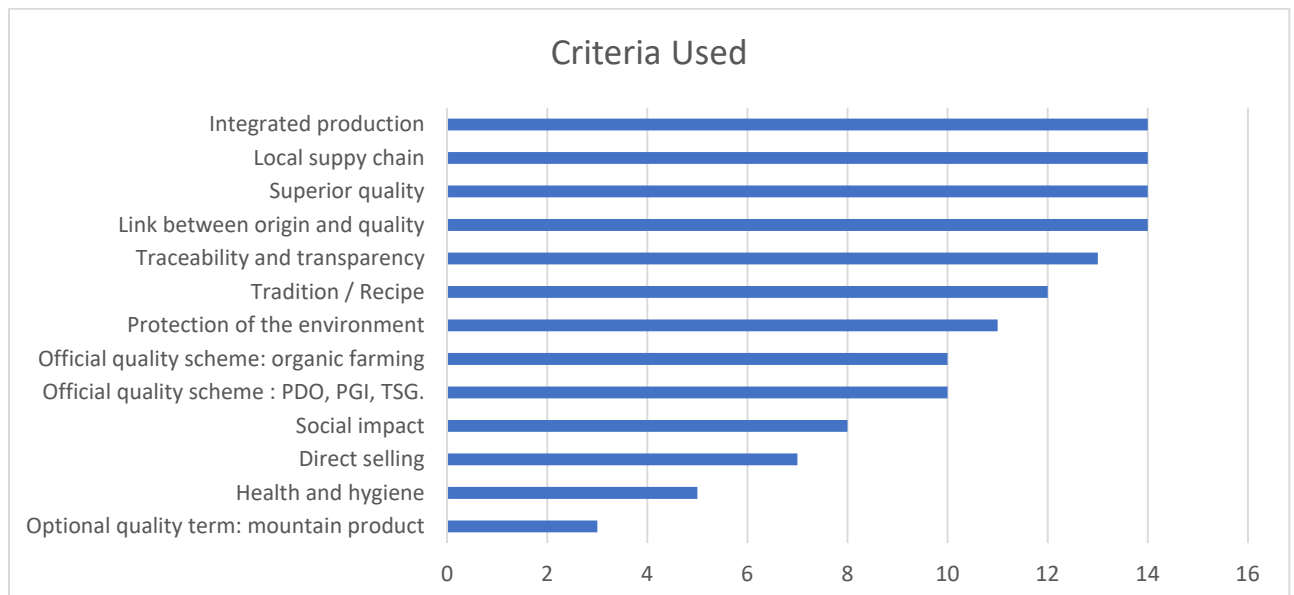
Of the 26 answers to the questionnaire, 17 territorial administrative entities directly own the brand (regions + departments). The other 9 are owned by mixed public-private organizations (Fundacion Hazi Fundazioa for the Eusko Label, Regional Ministry of Food, Agriculture and Forestry with 3 companies for GQ Bayern, Agronutritional Cooperation for Region of Crete etc.) or dependent on a territorial administrative entity (Chambre Régionale d'Agriculture, Agenzia Regionale per lo Sviluppo Rurale).

There is therefore a clear political grip on territorial brands, whether by necessity (legal problems related to the use of the name) or for reasons of public interest and economic development.

Then, 16 out of 26 brands are managed by their owners, but this time only 9 regions are officially designated as managers. At this level, public-private partnerships are the first choice of management method for most territorial brands with 17 of them using it. This makes it possible to use business skills in management, accounting, marketing, communication, market research, and integrate them directly into the decision-making process.

7) Criteria of territorial brands

For the 26 brands, there are 21 different combinations of requirements, which shows that the brands are well diversified according to the decision makers. 4 are based solely on the criterion of processed products with integrated production in the territory.



The most used criteria are integrated production, local supply chain, superior quality, link between origin and quality with 14 occurrences out of 26, followed closely by traceability and transparency (13), Tradition / Recipe (12), and the protection of the environment (11).

Official signs of quality, organic farming or PDO, PGI, STG therefore arrive after all these criteria with 10 out of 26 occurrences.

8 territorial brands use the criteria of official quality signs of the European Union, i.e. AB, PGI or PDO:

- SO France
- Sud-Ouest France
- Tierra de Sabor
- Marca Q
- La Région du Goût
- Thessagro
- Crete Land of Values
- Savourez la Bretagne

5 territorial brands indicated using a criterion of link between origin and quality without using official quality signs from the EU, and 6 brands indicate that they use the criterion of preservation of the environment without using the official sign of Organic Certification. There is therefore a lack of presence of these official European indicators within brands.

It should be noted that other criteria could have been used such as animal welfare, compliance with specific standards, etc. In addition, there are also criteria that do not relate to the products that could have been highlighted: the company's participation in the events of the brand, the necessary contribution, etc.

For a future study, it would be interesting to integrate a part on the internal workings of these brands which would focus more on the participating companies, the necessary actions to enter the brand, the "daily" investment required, etc.

8) Certification, specifications, control and penalties

14 territorial brands are certified against 12 which are not. There is a difference by country, with the 3 Italian brands certified, as well as the 2 German, the Portuguese and the 3 Greek. Spain has 3 certified brands against 3 not certified. Finally, in France only the territorial brand Saveurs du Périgord is certified.

Certified brands all rely on certification by a regulatory body, three adding self-monitoring and two adding external audit.

Regarding non-certified brands, some do not have specifications and use a charter or a solemn commitment. Self-monitoring under the declarative base is the most used solution, followed by the external audit. Two brands (Poitou and Signé Aquitaine) produce no control.

For the consumer, it is mandatory to be vigilant: there can be an asymmetry between the imposed specifications and the communication around the quality of the products. Some slogans can incorporate a qualitative vocabulary while the brand focuses on the origin of the products or the territorial attachment of the company.

For example, the brand "Poitou" indicates only in its specifications the need to have a head office in Poitou for over a year. Since the place of production or the labeling does not guarantee a particular quality, the brand cannot communicate on the quality of the products other than by using a subjective taste vocabulary, like flavor.

In general, penalties imposed on companies or products that do not respect their commitments are proportional to the seriousness of the breach. Various sanctions are used: call to order, support to manage the nonconformity, temporary or definitive exclusion, denunciation to the services of frauds. However, the two Bavarian brands are the only ones to consider a financial penalty up to €3,000.

9) Support and actions from the territorial entity linked to the brand

Depending on the brand there is a great variety in the support actions carried out by the territorial entity associated with the brand. 14 brands are helped in governance by their

territory, 12 are financed by the local government, 10 are helped in the financing of certain actions (events, promotion, fairs, etc.).

6 brands (Auvergne-Rhône-Alpes, Crete, Thessaly, Euskadi and the two from Extremadura) are supported more concretely with the use of brand products by the region, especially in canteens of schools or administrations. This is a great way to help local production, but it can pose legal concerns in terms of public market supply.

The Eusko Label and Crete Land of Values are also among the brands that offer a training to companies and users of the brand alongside three other brands.

10) Communication & Transparency

For their communication, all brands have a website at the public's disposal (dedicated to the brand, or via a regional or departmental governance website) where information on the brand is available. For the regions that bear the cost, the dedicated sites allow to offer more and more complete content, in a readable and organized way:

- Map of sales points
- Application for approval / certification for companies, available online
- Product Catalog
- Brand objectives & values
- Specifications
- News & Events
- Social networks & contact
- Recipes or cooking advice

The legibility of information is also an advantage of the dedicated site: the brand is not lost in the middle of many sections on different territorial policies.

The study also noted that only some brands have taken the trouble to have their website translated into foreign languages (i.e. that are not official languages of the country): SO France, Alimentos de Extremadura, Crete Land of Values, Very Macedonia, Bayern GQ, Artesanato dos Acores.

Two other means of information are used: communication actions (brochures, flyers ...) on the products, or directly on the product or its label (logo, seal of certification ...).

Two other means of information are put in place: communication actions (brochures, flyers ...) on the products, or directly on the product or its label (logo, seal of certification ...).

To promote the brand, two means of communication are privileged. The first is direct advertising of the brand to the public (21 out of 26: posters, flyers, TV spots, radio, ...), and the second is the organization of events (19 out of 26). These are often linked to agribusiness (for example in supermarkets, agricultural fairs), and can showcase products and possibly make a tasting. In addition, the organization of events also allows the brand to put the public in touch with artisans, business leaders, farmers, who can talk about their products and respond to consumer queries.

The companies themselves can also participate in advertising the brand via advertisements for their products where the brand logo is visible (15 out of 26). Almost half of the brands also

use partnerships with tourism sites or organizations. Sponsoring sporting or recreational events is also a good way to improve the visibility of the brand (10 out of 26).

We also note that brands using sponsorship or tourism partnerships are often those that make a greater communication effort (which of course requires a budget accordingly). In addition, it shows the desire to bring together a whole territory behind the same brand, whether via tourism, sport, culture, food, and even services. The more complete a brand is in its product offering, the more its image will spread and the more successful it will be. In addition, it allows to put in relation actors from the same territory who can help each other.

In terms of tools used in web communication, each brand has, as we said, a website, whether dedicated to the brand or part of an institutional site. However, on Italian brands in particular but also in the region of Catalunya the information can be difficult to find. In addition to the website, a small majority of brands - 16 out of 26 - use social networks to communicate. 100% of them use Facebook, and 7 use Twitter. Facebook being devoted to the general public and Twitter more focused on professionals or influencers, this positioning is not surprising. Only 4 use YouTube, and 3 Instagram.

Since 2014, Marca Acores has redesigned its website and means of communication, and is also using Facebook, Instagram and Youtube with some success since the Facebook page has almost 15,000 subscribers, and the videos shared on its page often go beyond 100,000 views.

Since Facebook & Twitter allow the sharing of video and photo content, the lack of presence on Instagram and Youtube may seem unimportant. However, as Instagram's share in the use of social networks is always greater, it may be useful for brands to invest a little more in this media: AQUA & Tierra de Sabor regularly post images of raw product, cooked meals, or people in their daily tasks.

As an example of a complete territorial presence, the brand Tierra de Sabor has recently congratulated the Real Valladolid, club of its territory, for its accession to the first division of the Spanish football championship. The club is sponsored by the Cuatro Rayas bodega, a cooperative winery in Castilla y León in AOP. This shows the territorial attachment and the links maintained with the various actors, economic or not, of the region.

Eventually, in terms of communication still, the use of the logo is globally identical: product labeling and presence in advertisements. Some go further and use the logo to identify tourist points (3), consumption points such as restaurants (6) or points of sale and stores (13) which are of course linked to the brand. Note that the brand AQUA, from Friuli Venezia Giulia, even went so far as to develop a mascot called Aqualot to convey the positive aspects of sold products.

The declination of the logo into several identifiers corresponding to the different criteria is used by a third of the brands. We can find a differentiation of percentage of production in the territory (La Région du Goût), a precise distinction of origin (GQ Bayern Bio, Signé Poitou-Charentes), categorization of products (Eusko Label). The brand Tierra de Sabor is the most complete in this aspect, offering no less than 5 different identifiers (taste, social, ecological, nutritional value, crafts), as can be seen in the following image.



11) Destination marketing

10 of the 26 brands identified as being part of a destination marketing strategy: Poitou, Very Macedonia, Tierra de Sabor, SO FRANCE, Crete Land of Values, Eusko Label, Agricultura Qualità Ambiente (AQUA), Qualità Verificata QV, Artesanato dos Azores and Thessagro.

Unsurprisingly, we find some very complete brands such as Eusko Label, Tierra de Sabor, Crete Land of Values, Very Macedonia, AQUA, which benefit from a great commitment of the territory and a positive variety of products. In these cases, the brand is the main asset of the territorial branding, it serves to stimulate local economic development through territorial solidarity and tourism (cultural or consumer). For example, the Saveurs du Val d'Aoste brand is present in hotels, restaurants, bars, alpine refuges and has specialized shops.

Artesanato dos Acores and SO France are in a different logic. The goal is not so much to bring tourists who consume as to export their products outside their area of influence. The development of SO France will be interesting to follow in the future and in particular the outcome of the concept-store opened in Singapore.

12) Legal problems

The two German brands reported having problems with the financial support with public money, about compliance with EU regulation on state aid.

Savourez la Bretagne has reported problems with the online sale of products, but this should be addressed by the new European regulations.

Eventually, the main problem lies in the fact that territorial brands that communicate about tradition and know-how of a territory cannot integrate the products that best represent this tradition and know-how, which are official quality/origin signs products. For several reasons:

- The products under official quality/origin sign have a more demanding specification than territorial brands and do not therefore see the value of being associated with them because of a lack of added value.
- Coexistence with products under quality/origin signs including the name of the region
- Problem of using the name of a region for a brand if already used for PDO / PGI (anteriority)

II. ANALYSIS

1) Purposes and Uses

The majority of AREPO territories' brands are therefore divided between "identity" and "product" brands, and only a few have opted for an "umbrella" brand strategy.

The objectives mentioned above (economic development, promotion and valorisation, guarantee of quality, origin or provenance, and social and environmental aspects) are identified as the main ones among the brands studied, but other values can be graft to these. These objectives are found in the requirements of the specifications, which take into account traceability, integrated production, preservation of the environment, etc., which underline the differences between territorial brands.

The specification indirectly considers **economic development** by indicators such as local processing of products or short circuits, but it is **present as the main or secondary objective of all brands**. Safeguarding employment and the local economic production remains a priority, as is the fight against rural desertification. The tendency of the French intermediate administrative territories (departments) to create territorial brands indicates this: **rural territories must find ways to make their economies viable**.

Territorial brands are not cut for global competition, most exerting **influence only within their regional** or national space. Indeed, [the logos of PDOs and PGIs are already poorly known to Europeans](#). To hope that a logo of a territorial brand be decisive for a consumer who lives outside this territory in his choice of product, it is necessary to invest communication costs all the more important that the territory of expected sale is wide, or enjoy a recognition based on the historical longevity of a particular symbol. The lack of translation into foreign languages of websites is also a sign that the objective is not over-export nor the global market.

The influence of a brand depends on the **objectives it has set and the means at its disposal**, but also on **the reputation of the products it offers**.

2) Geographical Indications & Territorial Identity

While food products play a major role in territorial brands, the role of Geographical Indications in these brands is clearly weak. On one hand, the specifications to which they must respond are more demanding than those of territorial brands, which limits the interest for them to join the brand. The same problem arises for other European quality signs, such as AB. On the other hand, legal conflicts of geographical denomination with GIs (notion of comparable products) make the coexistence complicated between territorial marks and GIs, especially in France with the INAO. This also poses the problem of identifying the product with the multiplication of possible logos on the label or packing.

As Food'Loire shows in its benchmark on regional brands, consumer confidence is an essential element to survive in the long-term and impose its image. It is therefore necessary to **avoid at all costs the confusion in his mind**, both at the level of specifications (what the

brand actually means) and at the level of logos and visuals. **There must be no gaps between communication and reality.**

Interestingly, the few brands that **can use the GI products** of their territory with success (Tierra de Sabor, Crete Land of Values, GQ, Eusko Label, Very Macedonia, La Région du Goût) are among the **most successful** in terms of the number of products, communication channels, visibility and the number of actors involved.

The typical products of a territory play a positive double role to the durable implantation of a territorial brand on a market. Whether there are food or craft products they can become the **standard bearer of the territorial branding** of this territory thanks to their **emotional value** (history, culture, tradition, know-how ...) and thus **participate in publicizing other less known products**. In addition, the **use value** is also high since they **guarantee rural development through the activity and the employment they provide**. Accordingly, the **participation of GI products in a brand is a large advantage**, as is the establishment of partnerships with local tourist or consumption sites (restaurants, hotels, etc ...).

The communication carried out around these typical products is therefore essential: explanation of professions and their stories, open days, partnerships with super and hyper markets, etc. **The first target should of course be the territory's public** so that it identifies with the brand, the products offered, and that it feels concerned by the actions that the brand leads. It is also for this reason that **brands are almost all managed by a public-private partnership** made up of local companies: this allows an investment of local actors who have different skills from the public sector.

If the Greek, Spanish, Italian and German brands all exist at the regional level and are coherent with each other, the multiplication of the territorial levels of French brands causes problems for several reasons:

- The existence of brands belonging to several distinct administrative levels blur the readability of a product's origin and leads to competition between jurisdictions that is not necessarily desirable. For example, the Provence-Alpes-Côte-d'Azur region is not always aware of the activities of the territorial brands from departments within its limits, which is problematic.
- The successive changes in the names of French administrations since the Revolution do not participate in creating a fixed identity recognized by all: the name Anjou is known and refers to a reality, but not the name Maine-et-Loire. Similarly, "New Aquitaine" is not a sentimental, historical or cultural reality unlike Occitania or Normandy. The German, Italian or Spanish regions have been more stable over time and allow a much simpler identification of their population to the territory and to what it represents.
- Some brands are now torn between several departments or regions, which makes governance difficult.

The **context is therefore highly variable between the different countries represented by AREPO regions**, which leads to equally different solutions: according to the administrative levels and the authorities or jurisdiction granted to them, depending on the intensity of the identity of the territory represented, depending on the presence (or not) of competition, according to national legislation, etc.

3) Evolution since the 2014 study

Since 2014, 6 brands have been created: Poitou, SO France, Geprüfte Qualität – Bio, La Région du Goût, Produit en Anjou, et Thessagro.

Just like in 2014, brands still have a **very different set of characteristics depending on the objectives and means** of the territorial entity and / or the partner companies. **With the exception of economic development**, there is not one single point common to all the brands in AREPO's member regions. However, trends are emerging such as the **public-private partnership** for brand management, the inclusion of **raw materials** in the origin of products, **the regional feature of sales**, the **digitalisation of brands** with a major importance of dedicated websites in the information, catalog and sales of the brand's products.

The goal of territorial brands is still not to replace GIs but to **coexist and interact with them for mutual benefit**. Likewise, GIs remain a fundamental but not necessary element of a territorial strategy in the broader context of creating territorial marketing.

Compared with 2014, territorial brands can no longer be considered solely as Business-To-Consumer (B2C). There is a growing desire to **involve actors from a territory to cooperate on the same project**. Moreover, there is also the training of the users of the brand, the organization of common events, cooperation forum, exchange of good practices, etc. The **business-to-business (B2B) part** is therefore really present and constitutes a kind of territorial solidarity between actors sometimes in competition who do not see better solutions than to join forces under the same banner. It can also **reduce costs** by using particular domain specialists working in partner companies: management, accounting, marketing, design, graphic design, communication, lobbying, events, etc.

To conclude, **identity has thus made its appearance as a determining element** in the success of a territorial brand, now perhaps more than quality. In front of multiple certifications and logos advocating a not always very clear higher quality, the consumers can prefer a certified provenance of which they are certain and contributes to the **development of their life environment**. Linking products to the land, to history, to the culture of the territory and to **rural development** is therefore a key factor. The quality of the products will play on the adhesion of the citizens to the brand since it conveys trust. **Territorial brands therefore have an advantage of proximity and consumer confidence to win, if they succeed in conveying identity and quality.**

III. APPENDIX : INDIVIDUAL ANSWERS

1) 2018 Survey

a) GERMANY

BAVARIA

« Geprüfte Qualität »	
Creation date	2002
Product families	Meat Fish Dairy Products Fruits & Vegetables Wines Processed Products
Products origin	Regional origin.
Certification	Yes.
Targeted markets	Regional
Brand owner	Bavarian State Ministry of Food, Agriculture and Forestry (Regional Authority)
Brand manager	Bavarian State Ministry of Food, Agriculture and Forestry with 3 firms
Brand's criterias	Local supply chain Link between origin and quality Integrated Production Traceability and transparency
Objectives	
Means of control	Auto-surveillance External Audit Certification by a control organism
Sanctions	Fine up to 3000€, loss of the right to use the label
Product traceability	Available on the web and through flyers and public information.
Brand promotion actions	Ads targeting the public Firm ads with label's mention Events organization

Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Participation in the governance of the brand
Digital Communication	https://www.gq-bayern. Use of the region's social websites.
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	460 companies
Legal issues	As a national quality program, very precise standards must be respected in order to be able to provide public financial support in compliance with European regulations concerning public aid. Much more complicated than supporting PDO / PGI.
« Geprüfte Qualität – Bio »	
Creation date	2015
Product families	Meat Fish Dairy Products Fruits & Vegetables Wines Processed Products
Products origin	Regional origin. Processed Products: with a special authorization (case by case), not more than 1/3 of the raw elements used in the plant products may come from a different origin. The use of animal raw materials outside the original designation may be permitted only where the raw material is not available in adequate quantity or quality with the original designation.
Certification	Yes.
Targeted markets	Regional
Brand owner	Bavarian State Ministry of Food, Agriculture and Forestry (Regional Authority)
Brand manager	Bavarian State Ministry of Food, Agriculture and Forestry with 3 firms
Brand's criterias	Official quality scheme: organic farming Local supply chain Link between origin and quality Integrated Production Traceability and transparency Other: link between origin and better organic quality
Objectives	
Means of control	Auto-surveillance External Audit Certification by a control organism
Sanctions	Fine up to 3000€, loss of the right to use the label

Product traceability	Available on the web and through flyers and public information.
Brand promotion actions	Ads targeting the public Firm ads with label's mention Events organization
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Participation in the governance of the brand
Digital Communication	https://www.biosiegel.bayern Use of the region's social websites. .
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	1000 products, 130 companies.
Legal issues	As a national quality program, very precise standards must be respected in order to be able to provide public financial support in compliance with European regulations concerning public aid. Much more complicated than supporting PDO / PGI.

b) ESPAGNE

CASTILLA Y LEON

«Tierra de Sabor»

Creation date	2009
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Product families	Meat Fish Dairy Products Fruits & Vegetables Wines Processed Products
Products origin	Regional origin.
Certification	Yes.
Targeted markets	Global
Brand owner	Junta de Castilla y León (Regional Authority)
Brand manager	Agrarian Technological Institute of Castilla y Leon
Brand's criterias	Official quality scheme : PDO, PGI, TSG Official quality scheme: organic farming Lien between quality and origin Superior Quality Integrated Production
Objectives	Positive impact for the environment Contribution to economic development in rural areas Support small farmers Identification of a lifestyle
Means of control	External Audit Certification by a control organism
Sanctions	Economic fine or exclusion of the brand.
Product traceability	Brand's website.
Brand promotion actions	Ads targeting the public Events organization
Administrative support	Funding of some actions organized by the brand
Digital Communication	https://www.facebook.com/tierradesabor ~ 30.000 followers https://twitter.com/tierradesabor ~ 23.000 followers https://www.instagram.com/tierradesabor/ ~ 3500 followers https://www.youtube.com/channel/UCn7W_8V8ZmwSjUkQtHfPrDQ ~ 180 followers
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	Yes, criterias can add-up and lead to different label designations
Use of brand in a destination marketing strategy	Yes.
Figures	6000 products 1000 companies 2000 jobs.
Legal issues	Yes

CATALUNYA

« Marca de Qualitat Agroalimentària - Marca Q »	
Creation date	1989, modified in 2003.
Product families	Meat Fish Dairy Products Processed Products
Products origin	Theoretically european, Catalunya is free to decide on a case-by-case basis.
Certification	Yes.
Targeted markets	Regional
Brand owner	Generalitat de Catalunya (Regional Authority)
Brand manager	Generalitat de Catalunya
Brand's criterias	Official quality scheme : PDO, PGI, TSG Official quality scheme: organic farming Superior quality Integrated Production Traceability and transparency
Objectives	Non disponible.
Means of control	Certification by a control organism
Sanctions	Withdrawal of the certification for a very serious offense. Impossible to become a beneficiary again before five years.
Product traceability	Region's website
Brand promotion actions	None
Administrative support	None
Digital Communication	http://agricultura.gencat.cat/ca/ambits/alimentacio/distintius-origen-qualitat-agroalimentaria/dar_mq/
Use of the logo	Product's labelling
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	13 products 16 companies
Legal issues	

« Venta de Proximidad - Directa o Circuito Corto »	
Creation date	2013
Product families	Meat Dairy Products Fruits & Vegetables Wines Oils Processed Products
Products origin	Without any particular origin.

Certification	No.
Targeted markets	Local
Brand owner	Generalitat de Catalunya (Regional Authority)
Brand manager	Generalitat de Catalunya and Department of Agriculture, Livestock, Fisheries and Food.
Brand's criterias	Direct selling Local supply chain
Objectives	
Means of control	Control by the Department of Agriculture, Livestock, Fisheries and Food.
Sanctions	Withdrawal of the brand
Product traceability	Region's website
Brand promotion actions	Ads targeting the public Events organization Partnership with tourism areas or organisms
Administrative support	Participation in the governance of the brand
Digital Communication	http://agricultura.gencat.cat/ca/ambits/alimentacio/venda-proximitat/
Use of the logo	Product's labelling
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	
Legal issues	No.

EUSKADI

« Eusko Label »	
Creation date	1993
Product families	Meat Fish Dairy Products Fruits & Vegetables Oils Eggs Honey
Products origin	Regional origin. Processed Products: the raw material must come mostly from Euskadi, and for the organic products, raw materiel should also be organic.

Certification	Yes.
Targeted markets	Regional Global
v	Fondation Hazi Fundazioa
Brand manager	Fondation Hazi Fundazioa
Brand's criterias	Official quality scheme : PDO, PGI, TSG Protection of the environment Link between origin and quality Superior quality Local supply chain Tradition/Recipe Health and hygiene Traceability and transparency
Objectives	Guarantee a demanding level of quality to the consumer Serving the consumer by allowing him to identify the origin and authenticity of products with security Defend the work of producers Promote the production of quality.
Means of control	Certification by a control organism
Sanctions	Temporary or definitive suspension according to gravity
Product traceability	Brand's website
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Partnership with tourism areas or organisms
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Education and training of product's users Products' utilization by the region (canteen, events, ..)
Digital Communication	http://euskolabel.hazi.eus/es/ https://www.facebook.com/EuskoLabel ~ 6700 followers https://twitter.com/euskolabel ~ 2800 followers https://www.youtube.com/user/Euskolabela ~ 30 followers
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	Yes, criterias can add-up and lead to different label designations
Use of brand in a destination marketing strategy	Yes.
Figures	17 products 497 companies
Legal issues	Semantic remarks.

EXTREMADURA

« Alimentos de Extremadura »

Creation date	2008
Product families	Any agri-food product from Extremadura.
Products origin	Regional origin. Processed Products: the raw material of regional origin must represent the main ingredients.
Certification	No.
Targeted markets	Global
Brand owner	Junta de Extremadura (Regional Authority)
Brand manager	General Secretariat of Economy and Commerce of the Junta de Extremadura
Brand's criterias	Geographical origin
Objectives	Identify and promote the different agri-food products of this region of Spain.
Means of control	Auto-surveillance vigilance of the General Directorate of Industrial Regulation and Trade.
Sanctions	
Product traceability	Website of Extremaduraavante, a group of public companies.
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention Organized promotions in selling points
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Products' utilization by the region (canteen, events, ..)
Digital Communication	http://www.alimentosextremadura.com/es https://www.facebook.com/pages/Extremadura-Avante/164868990204088?fref=ts ~ 4000 followers https://twitter.com/alimentosdeextr ~ 650 followers
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label Identification of consumption spots connected to the label.
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.

Figures	3665 products 467 companies
Legal issues	In 1987, the brand was regulated as a quality mark recognized by regional legislation, but in 2001 it was abandoned due to conflicts with the EU PDO / PGI legislation.
« Organics Extremadura »	
Creation date	2011
Product families	Any agri-food product from Extremadura, certified as organic by the CAEX.
Products origin	Regional origin. Processed Products: the raw material must come from the region and must be produced organically.
Certification	No.
Targeted markets	Global
Brand owner	Junta de Extremadura (Regional Authority)
Brand manager	General Secretariat of Economy and Commerce of the Junta de Extremadura
Brand's criterias	Geographical origin Official quality scheme: organic farming
Objectives	Identify and promote the different agri-food products of this region of Spain.
Means of control	Auto-surveillance vigilance of the General Directorate of Industrial Regulation and Trade.
Sanctions	
Product traceability	Website of Extremaduraavante, a group of public companies
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention Organized promotions in selling points
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Products' utilization by the region (canteen, events, ..)
Digital Communication	http://www.alimentosextremadura.com/es/organics/ https://www.facebook.com/pages/Extremadura-Avante/164868990204088?fref=ts ~ 4000 followers https://twitter.com/alimentosdeextr ~ 650 followers https://www.youtube.com/channel/UCJYn-xpEbKJRMUeXuMQjPRg ~ 250 followers
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label Identification of consumption spots connected to the label.
Extra designation	No, every criteria has to be respected in order to use the brand.

(bio, local, etc.)

Use of brand in a destination marketing strategy No, the label does not participate in a destination marketing strategy.

Figures 3665 products | 467 companies

Legal issues In 1987, the brand was regulated as a quality mark recognized by regional legislation, but in 2001 it was abandoned due to conflicts with the EU PDO / PGI legislation.

c) FRANCE

AUVERGNE-RHÔNE-ALPES

« La Région du Goût »

Creation date 2017

Product families Meat | Fish | Dairy Products | Fruits & Vegetables | Wines | Oils | Processed Products | Honey, royal jelly and pollen

Products origin Regional origin.
Processed Products: at least 80% of the raw materials must come from regional farms.

Certification No.

Targeted markets Local | Regional

Brand owner Région Auvergne-Rhône-Alpes (Regional Authority)

Brand manager	Région Auvergne Rhône-Alpes
Brand's criterias	Official quality scheme : PDO, PGI, TSG. Official quality scheme: organic farming Local supply chain Direct selling Traceability and transparency
Objectives	Identify the products and know-how of the region Increase the opportunities for regional productions Encourage consumers to make a citizen purchase gesture for the benefit of producers and the territory
Means of control	External Audit Partnerships with professional sectors
Sanctions	In the process of definition
Product traceability	Brand's website.
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention
Administrative support	Funding of the structure that manages the brand Participation in the governance of the brand Products' utilization by the region (canteen, events, ..)
Digital Communication	https://www.laregiondugout.com https://fr-fr.facebook.com/LaRegionduGout/ ~ 2000 followers
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	Yes, criterias can add-up and lead to different label designations : Produit en Auvergne (100%), Fabriqué en Auvergne (80%)
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	1700 products 500 companies
Legal issues	Yes, on the name of the brand because of the protection of the geographical names of our region

BRETAGNE

« Savourez la Bretagne »

Creation date	2007
Product families	Meat Fish Dairy Products Fruits & Vegetables Processed Products
Products origin	Currently none, but overhaul is underway.
Certification	No.
Targeted markets	Local Regional

Brand owner	Chambre Régionale d'Agriculture de Bretagne (Regional Authority)
Brand manager	Chambre Régionale d'Agriculture de Bretagne
Brand's criterias	Official quality scheme : PDO, PGI, TSG Official quality scheme: organic farming Link between origin and quality Local supply chain Direct selling Social Impact Tradition/Recipe.
Objectives	The will of the brand to identify and promote actors in the food supply chain in Brittany and to create a link between the actors.
Means of control	Auto-surveillance Data entry under the responsibility of the company.
Sanctions	No specifications yet, a charter is in the process of reflection.
Product traceability	No satisfactory answer at the moment, a redesign is in progress.
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand
Digital Communication	http://www.savourezlabretagne.com https://www.facebook.com/Savourez.la.Bretagne ~ 4000 followers Pinterest : pinterest.fr/savourezbzh
Use of the logo	Product's labelling New strategies to be implemented.
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	1300 producers
Legal issues	Problems with the Label Rouge: Producers with some of their production in Label Rouge could not put the logo on their direct sales page.

NOUVELLE-AQUITAINE

« Signé Aquitaine »

Creation date	2012
Product families	Processed Products

Products origin	Without any particular origin. Processed products : Transformation mandatory in "Aquitaine"
Certification	No.
Targeted markets	Local Regional National
Brand owner	ARIA Nouvelle-Aquitaine
Brand manager	ARIA Nouvelle-Aquitaine
Brand's criterias	Protection of the environment Social Impact Tradition / Recipe Traceability and transparency Superior quality
Objectives	Eat local & consume responsibly Supporting regional employment Developing know-how
Means of control	Auto-surveillance
Sanctions	If a failure on one or more criteria, implementation of an accompanying plan to manage the non-compliance. If corrective action not implemented, exclusion of the procedure.
Product traceability	Brand's website
Brand promotion actions	Ads targeting the public Events sponsoring (promotional events in shopping centers)
Administrative support	Funding of the structure that manages the brand
Digital Communication	http://signé-aquitaine.fr www.facebook.com/signeaquitaine ~ 130 followers
Use of the logo	In advertising campaigns
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	110 companies 8500 jobs
Legal issues	- impossibility of labeling the products in the absence of external control on the mark - cohabitation with products under quality signs having "Aquitaine" in their name (concept of comparable products)
« Produit en Limousin »	
Creation date	2010

Product families	Processed Products
Products origin	Local origin. Processed Products: transformation mandatory in Limousin
Certification	No.
Targeted markets	Local Regional National
Brand owner	ARIA Nouvelle-Aquitaine
Brand manager	ARIA Nouvelle-Aquitaine
Brand's criterias	Protection of the environment Social impact Tradition / Recipe Traceability and transparency Superior Quality
Objectives	Promote businesses, products and know-how to consumers Federate Limousin companies Encourage the purchase of products made in Limousin
Means of control	Auto-surveillance Note: internal audit committee controls
Sanctions	If a failure on one or more criteria, implementation of an accompanying plan to manage the non-compliance. If corrective action not implemented, exclusion of the procedure.
Product traceability	Brand's website
Brand promotion actions	Ads targeting the public Events organization (promotional operations in shopping centers) Firm ads with label's mention
Administrative support	Funding of the structure that manages the brand
Digital Communication	http://www.produitenlimousin.fr https://www.facebook.com/produitenlimousin ~ 3000 followers
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	20 companies
Legal issues	Cohabitation with products unders quality sign having "Limousin" in their denomination (concept of comparable products)
« Saveurs du Périgord »	
Creation date	2009

Product families	Meat Fish Dairy Products Fruits & Vegetables Wines Oils Processed Products Any agri-food product can belong in the brand as long as they are produced in Périgord.
Products origin	Local origin, since Périgord is assimilated to the Dordogne department. Processed Products: The main ingredient characteristic of the product must be at 99% from the Dordogne department AND the weighted sum of the ingredients (main and secondary) must come at least at 51% from the Dordogne. For any product derived from strawberry, walnuts, duck with foie gras and lamb (all these products benefit from an SIQO with the mention Périgord), the corresponding raw material must be under SIQO.
Certification	Yes.
Targeted markets	Local Regional National
Brand owner	Chambre d'Agriculture de la Dordogne (Department Authority)
Brand manager	Chambre d'Agriculture de la Dordogne
Brand's criterias	Link between origin and quality Superior quality Local supply chain Tradition / Recipe Traceability and transparency
Objectives	
Means of control	Certification by a control organism, once every two years.
Sanctions	First warning in writing. If repeated, termination of use of the mark.
Product traceability	Brand's website (work in progress). Consumers can call the association Saveurs du Périgord to obtain information about the auditors and products.
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention (promotional operations in shopping centers)
Administrative support	Funding of the structure that manages the brand
Digital Communication	www.saveursduperigord.fr (work in progress, not available now) https://fr-fr.facebook.com/SaveursduPerigord/ ~ 1200 followers (not updated)
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination	No, the label does not participate in a destination marketing strategy.

marketing strategy	
Figures	Around 40 companies.
Legal issues	Cohabitation with the products under quality sign sectors having "Périgord" in their denomination.
« SO FRANCE »	
Creation date	2017
Product families	Non-agricultural products Services Meat Fish Dairy Products Fruits & Vegetables Wines Oils Processed Products
Products origin	<p>National origin.</p> <p>Iconic products from all French regions, more than half of which come from the Nouvelle-Aquitaine region and which meet a standard based on the Origine France Garantie label.</p> <p>All other products must at least meet the Origine France Garantie reference standards according to the following basic rule: The product has acquired at least 50% of its unit cost price in France AND takes its main characteristics in France.</p> <p>Processed Products: For primary products, 50% of the raw materials have to come from France and the head office of the processing company must be in France. Since the mark may relate to SIQO products, the raw material requirements correspond to those of the SIQO specifications.</p>
Certification	No.
Targeted markets	Global
Brand owner	AANA at its creation, now SO France Exploitation (IN VIVO)
Brand manager	SO France Development (Joint-Venture AANA / IN VIVO)
Brand's criterias	Official quality scheme : PDO, PGI, TSG Official quality scheme: organic farming Protection of the environment Link between origin and quality Tradition / Recipe Traceability and transparency
Objectives	Support producers and agri-food companies in their export development Promote quality French products internationally Develop the image, reputation and consumption of French products Develop a catering and distribution activity through the opening of several international bistro-grocery stores following the pilot launch of Singapore Become a key player in the distribution of French products abroad.
Means of control	Auto-surveillance
Sanctions	Dereferencing the product
Product traceability	Brand's website and communication tools in the stores
Brand promotion	Ads targeting the public Events sponsoring Events organization Partnership

actions	with tourism areas or organisms Firm ads with label's mention
Administrative support	Funding of some actions organized by the brand Participation in the governance of the brand Education and training of product's users
Digital Communication	www.so-france.eu https://www.instagram.com/sofrancebistro/ ~ 350 followers https://www.facebook.com/sofrancebistro/ ~ 450 followers
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label Identification of consumption spots connected to the label.
Extra designation (bio, local, etc.)	No, every criterion has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	Yes.
Figures	Around 850 products 100 companies
Legal issues	No.

« Sud-Ouest France »

Creation date	2012
Product families	Meat Fish Dairy Products Fruits & Vegetables Wines Oils Processed Products
Products origin	Specific to a particular place : ex-regions Midi-Pyrénées and Aquitaine, now from Nouvelle-Aquitaine and Occitanie (without Languedoc). Processed Products: must be processed in not of the two regions, except derogatory cases.
Certification	No.
Targeted markets	National Global The brand "Sud-Ouest France" is exclusively present in China via partner licensed distribution networks called Maisons Sud-Ouest France (MSO), which can be either concept stores (catering and tasting areas- sales), counters (wine bars showrooms), or corners in specialized stores. There are now 4 MSOs in China.
Brand owner	Régions Nouvelle-Aquitaine et Occitanie (Regional Authority)
Brand manager	AANA
Brand's criterias	Official quality scheme : PDO, PGI, TSG Official quality scheme: organic farming Link between origin and quality Local supply chain Tradition / Recipe
Objectives	Federate regional companies around a common identifier in order to have a real power of communication.

Means of control	Auto-surveillance Accreditation Committee that verifies the provenance of the raw materials. The official certification by a certifying body exists only for the organic declination of the mark.
Sanctions	Brand approval is lost by decision of the brand's board of directors after consulting the expert / approval committee. The Fraud Service can also intervene in case of non-respect of the origin of the products.
Product traceability	Brand's website
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Firm ads with label's mention
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Participation in the governance of the brand Education and training of product's users
Digital Communication	http://sudouestfrance.fr/ https://www.facebook.com/sudouestfrance.sof ~ 200 followers https://twitter.com/sudouest_france ~ 200 followers Site et réseaux sociaux inactifs depuis deux ans.
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	Yes, criterias can add-up and lead to different label designations for products in organic agriculture with the brand "Bio Sud-Ouest France" (available for every farmer and companies certified AB in Nouvelle-Aquitaine and Occitanie).
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	350 products 90 companies
Legal issues	<ul style="list-style-type: none"> - Usurpation of this brand in China - problem of coexistence between the brand and products under quality sign containing "Sud-Ouest" in their denomination - problem of protecting the trademark when it is filed with the INPI (certain filing classes refused) - impossibility of labeling products with the mark
« Poitou »	
Creation date	2016
Product families	Anything.
Products origin	Local origin: The company eligible for the Poitou brand must have an activity in

	Deux-Sèvres or Vienne for at least 1 year.
Certification	No.
Targeted markets	Local Regional
Brand owner	Conseils départementaux Vienne et Deux-Sèvres (Department Authority)
Brand manager	Public interest group constituted by the two Departments joined by 10 partners: <ul style="list-style-type: none"> • The Chambers of Commerce and Industry of Deux-Sèvres and Vienne • The Chambers of Agriculture of Deux-Sèvres and Vienne • Chambers of Crafts and Crafts of Deux-Sèvres and Vienne • The Tourist Agencies of Deux-Sèvres and Vienne • The associations of the mayors of Deux-Sèvres and Vienne
Brand's criterias	Link between origin and quality Local supply chain Social impact Tradition / Recipe
Objectives	Develop the attractiveness and the influence of Poitou Strengthen the attachment of the inhabitants to Poitou Form a network of actors proud of their terroir Highlight the skills of companies, the authenticity of tourist sites, the commitment of associations, the will of organizations and communities Promote activities generating local employment.
Means of control	No control, the companies sign a charter of use of the mark.
Sanctions	
Product traceability	Brand's website
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention
Administrative support	None
Digital Communication	http://www.le-poitou.fr https://twitter.com/marquepoitou ~ 700 followers https://www.facebook.com/marquepoitou ~ 850 followers
Use of the logo	In advertising campaigns Identification of tourism spots connected to the label
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	Yes.
Figures	Around 150 companies
Legal issues	Yes on the name of the brand because of the protection of the geographical names

of our region

« Signé Poitou-Charentes »

Creation date	1998
Product families	Meat Fish Dairy Products Fruits & Vegetables Oils Processed Products
Products origin	<p>Local origin : Poitou-Charentes</p> <p>Processed Products: the raw materials must come from Poitou-Charentes unless they do not exist in the region (same reasoning for other territories). The raw materials listed in the sales denomination of a processed product must come from the Poitou-Charentes region (or from the territory that will be indicated).</p> <p>For the "Fermier, Signé Poitou-Charentes" products : every raw materials have to come from the farm producing the product.</p>
Certification	No.
Targeted markets	Local Regional
Brand owner	Association "Terroirs Nouvelle-Aquitaine".
Brand manager	Association Terroirs Nouvelle-Aquitaine
Brand's criterias	Protection of the environment Link between origin and quality Superior quality Local supply chain Direct selling Social impact Tradition / Recipe Traceability and transparency
Objectives	Federate, develop and promote agri-food sectors benefiting from this territorial approach of quality.
Means of control	External audit carried out by the AANA and for some products in collaboration with the Regional Chamber of Agriculture
Sanctions	Not yet available.
Product traceability	Not yet available, brand's website is a work in progress.
Brand promotion actions	Ads targeting the public Firm ads with label's mention Participation in local events
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Participation in the governance of the brand
Digital Communication	https://fr-fr.facebook.com/signepoitoucharentes/ ~ 900 followers
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	Yes, criterias can add-up and lead to different label designations: for territories within the Nouvelle-Aquitaine region like Charentes or Landes, and also with a "farmer" label to valorize the farmers that produce, transform and sell the products themselves.

Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	465 economic actors (producers and companies together)
Legal issues	<p>Yes on the name of the brand because of the protection of the geographical names of our region - problem of coexistence with the products under quality signs having "Poitou" and / or "Charentes" in their denomination (concept of comparable products for INAO and INPI).</p> <p>- difficulty registering the trademark with the INPI on certain classes and types of products. The INPI has agreed to register the brand for products not under quality signs with "Poitou" and / or "Charentes" in their name. When such quality products existed, the brand could only be registered for them (for example, for melon, the brand is registered only for the Haut-Poitou IGP melon and for no other melon). This leads to an aberrant situation insofar as these products under quality signs do not seek to obtain the benefit of the brand "Signed Poitou-Charentes".</p> <p>- Impossibility to make the distinction between INAO and INPI between (for example) a melon and a beetroot, the two products belonging to the same class of nomenclature for recognition cases in quality signs (namely "fruits and vegetables"). Thus the existence of the IGP Melon Haut-Poitou hamper any use of the mark "Signed Poitou-Charentes" on another fruit and / or vegetable.</p>

PAYS DE LA LOIRE

« Produit en Anjou »	
Creation date	2014
Product families	Anything
Products origin	Local origin : Maine-et-Loire. Processed Products: processing in Maine-et-Loire when possible.
Certification	No.
Targeted markets	In theory none, in reality most of the selling is local.
Brand owner	GIP (Public Interest Group) Produit en Anjou and Département du Maine et Loire
Brand manager	GIP Produit en Anjou
Brand's criterias	The product concerned must undergo a substantial transformation in the Angevin territory and benefit from a level of added value acquired in Anjou of more than 50%. In addition, the basic elements of the product must be produced in Anjou, with the sole exception of the basic elements that cannot be produced on the Anjou terroir.
Objectives	Develop a sense of belonging to a territory that benefits from a wealth of human,

	cultural and historical resources Develop a network of solidarity and trust between economic actors
Means of control	Auto-surveillance by the GIP.
Sanctions	Possible exclusion or even use of legal means available (repression of fraud) for the most serious cases
Product traceability	Brand's website
Brand promotion actions	Ads targeting the public Events organization Partnership with tourism areas or organisms Firm ads with label's mention
Administrative support	Funding of the structure that manages the brand
Digital Communication	produitenanjou.fr facebook.com/produitenanjou ~ 3500 followers https://twitter.com/produitenanjou ~ 1000 followers
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	100 companies
Legal issues	Big trouble when creating the brand with the INAO on the name Anjou. Currently do not accept any PGI / PDO products to avoid any problem.

PROVENCE-ALPES-CÔTE-D'AZUR

The PACA region has indicated, beyond the questionnaire, to be in a logic of territorial marketing with several existing brands listed within its territory, and highlighted on the site of the Regional Chamber of Agriculture: Alpes, Côtes d'Azur, and Provence which correspond to the three identities of the Region. These 3 brands are managed by the Regional Tourism Committees and do not fit into the agri-food industry.

Nevertheless, there are departmental brands linked with agrifood products in this region, with different criteria ranging from promotion and valorization of products to nutritional intake and taste. However, they were not cited by interlocutors in the PACA region who did not know if they were still active.

d) GRECE

CENTRAL MACEDONIA

« Very Macedonia »

Creation date	2013
Product families	Services Meat Fish Dairy Products Fruits & Vegetables Wines Oils Processed Products
Products origin	Local and regional origin. Processed Products: the raw materials must be from regional origin.
Certification	Yes.
Targeted markets	Local Regional National European Global
Brand owner	Region of Central Macedonia (Regional Authority)
Brand manager	Region of Central Macedonia
Brand's criterias	Official quality scheme : PDO, PGI, TSG. Official quality scheme: organic farming Optional quality term: mountain product Protection of the environment Link between origin and quality Superior quality Local supply chain Direct selling Social impact Tradition / Recipe Integrated Production
Objectives	Bring together agricultural production, gastronomy and culture of the region
Means of control	Autosurveillance Certification by a control organism
Sanctions	Exclusion from the brand.
Product traceability	Region and brand websites.
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention
Administrative support	Funding of some actions organized by the brand
Digital Communication	http://verymacedonia.gr https://www.facebook.com/CANYOUMISSTHIS ~ 3500 followers https://twitter.com/verymacedonia?lang=el ~ 250 abonnés https://www.youtube.com/channel/UCKupjzBPLi5rGL7_E43XKKw ~ 100 abonnés

Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label Identification of tourism spots connected to the label Identification of consumption spots connected to the label.
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand. But creation of « Macedonian Cuisine » in 2016, et « Products of Macedonian Land » in 2014.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	
Legal issues	No.

CRETE

« Crete Land of Values »

Creation date	2012
Product families	Meat Fish Fruits & Vegetables Wines Oils Processed Products Cretan Diet
Products origin	Regional origin. Processed Products : the raw materials must be from regional origin.
Certification	Yes.
Targeted markets	All of them
Brand owner	Region of Crete (Regional Authority)
Brand manager	Partnership between the region and private agribusiness companies, cooperatives and producers.
Brand's criterias	Every one of them, and in addition diffusion of the Cretan diet
Objectives	Develop a sense of belonging to a territory that benefits from a wealth of human, cultural and historical resources Develop Crete's primary sector Connect agriculture to tourism
Means of control	External audit Certification by a control organism Independent System of Certification
Sanctions	Exclusion from the brand.
Product traceability	Brand's website.
Brand promotion actions	Ads targeting the public Events sponsoring Events organization Partnership with tourism areas or organisms Firm ads with label's mention

Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand Participation in the governance of the brand Products' utilization by the region (canteen, events, ..) Education and training of product's users
Digital Communication	http://www.agrocrete.com/the-quality-label-crete/?lang=en https://www.facebook.com/agrodiatrofiki ~ 6000 followers https://twitter.com/cretan_diet ~ 750 followers
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label Identification of tourism spots connected to the label Identification of consumption spots connected to the label.
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	700 products 120 companies 1500 jobs.
Legal issues	No.

THESSALIE

« THESSAGRO »	
Creation date	2015 – The brand is still in a creation phase, the strategy and the action are still pending.
Product families	Meat Dairy Products Fruits & Vegetables Wines Oils Processed Products
Products origin	Regional origin.
Certification	Yes.
Targeted markets	All of them
Brand owner	Region of Thessaly (Regional Authority)
Brand manager	Development Agency Aenol
Brand's criterias	Every one of them.
Objectives	Promoting certified Thessaly quality products Protecting production practices in product and consumer health and safety Certifying the Thessalian origin of the products for the consumer
Means of control	Certification by a control organism

Sanctions	None in place yet
Product traceability	Region is preparing a website to gather every useful information.
Brand promotion actions	None yet.
Administrative support	Products' utilization by the region (canteen, events, ..)
Digital Communication	Nothing for now.
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	Yes, criterias can add-up and lead to different label designations
Use of brand in a destination marketing strategy	Not yet.
Figures	40 products
Legal issues	No.

e) ITALIE

EMILIE-ROMAGNE

« QC – Qualità Controllata »	
Creation date	1999
Product families	Non-agricultural products Meat Fish Fruits & Vegetables Wines Oils Processed Products
Products origin	Without any particular origin. Processed Products : the raw material must be in integrated production.
Certification	Yes.
Targeted markets	European
Brand owner	Region Emilie-Romagne (Regional Authority)
Brand manager	Région Emilie-Romagne
Brand's criterias	Integrated Production
Objectives	Respecter la santé humaine et l'environnement

Means of control	Certification by a control organism
Sanctions	Evolutionary sanction according to the seriousness of the non-respect or in case of recidivism: call to order, suspension, exclusion.
Product traceability	Brand's website.
Brand promotion actions	Support in promotion and information with the 3.2 measure of the RDP.
Administrative support	Participation in the governance of the brand
Digital Communication	http://agricoltura.regione.emilia-romagna.it/servizi-online/come-fare-per/marchio-qc
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	90 products 149 companies
Legal issues	Assessments (before 1999) regarding the legitimacy of the mark; need for notification under Directive 1535/2015 to participate in PDR calls

FRIULI VENEZIA GIULIA

« Agricoltura Qualità Ambiente (AQUA) »	
Creation date	2002
Product families	Meat Fish Dairy Products Fruits & Vegetables Processed Products Honey
Products origin	European origin.
Certification	Yes.
Targeted markets	Local Regional European
Brand owner	Region Friuli Venezia Giulia (Regional Authority)

Brand manager	Agenzia Regionale per lo Sviluppo Rurale (ERSA)
Brand's criterias	Protection of the environment Superior quality Local supply chain Integrated Production Health and hygiene Traceability and transparency
Objectives	Provide agri-food stakeholders with a marketing tool Have an impact on consumption
Means of control	Certification by a control organism
Sanctions	The exclusive responsibility of the application of the appropriate sanctions falls unto the control organism.
Product traceability	Brand's website + communication tools (flyers, brochures).
Brand promotion actions	Ads targeting the public Events organization
Administrative support	Funding of the structure that manages the brand Funding of some actions organized by the brand (promotion B2B/B2C)
Digital Communication	http://www.aqua.fvg.it https://www.facebook.com/AQUA-Agricoltura-Qualità-Ambiente-754104711391262 ~ 3000 followers https://www.instagram.com/aqua_ersa_fvg/ ~ 260 followers
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	9 products 34 companies
Legal issues	No.

TOSCANE

« AGRIQUALITA : prodotto da agricoltura integrata »

Creation date	1999
Product families	Meat Fish Dairy Products Fruits & Vegetables Oils Processed Products
Products origin	Without any particular origin. Processed Products: the raw material must respect the specifications of

	AGRIQUALITA.
Certification	Yes.
Targeted markets	Local Regional National European
Brand owner	Region Toscane (Regional Authority)
Brand manager	Region Toscane
Brand's criterias	Integrated Production
Objectives	
Means of control	Certification by a control organism
Sanctions	Infractions may result in the revocation of the use of the mark and the exclusion of the control system.
Product traceability	Brand's website + communication tools (flyers, brochures..)
Brand promotion actions	None
Administrative support	Participation in the governance of the brand Rewarded participation in calls for promotion or RDP measures, collective promotional activities
Digital Communication	http://www.regione.toscana.it/cittadini/alimentazione/marchio-agriqualita/-/asset_publisher/eYgEpYx3BdCN/content/il-marchio-collettivo-del-prodotto-da-agricoltura-integrata-;jsessionid=12DAC86B485D1912C18522C0BE698995.web-rt-as01-p1
Use of the logo	Product's labelling In advertising campaigns
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy.
Figures	58 companies
Legal issues	The name of the Tuscany Region used by the mark has been regulated so as not to be confused with the GIs containing Tuscan or Tuscan.

VENETO

« Qualità Verificata QV »

Creation date	2009
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Product families	Meat Fish Dairy Products Fruits & Vegetables Processed Products
Products origin	European origin. Processed Products: the raw material must be QV certified.
Certification	Yes.
Targeted markets	National
Brand owner	Region du Veneto (Regional Authority)
Brand manager	Region of Veneto
Brand's criterias	Protection of the environment Superior quality Integrated Production Health and hygiene Traceability and transparency
Objectives	
Means of control	Certification by a control organism
Sanctions	Call to order, Suspension, Exclusion
Product traceability	Brand's website and label .
Brand promotion actions	Events organisation
Administrative support	Education and training of product's users Participation in the governance of the brand
Digital Communication	https://www.regione.veneto.it/web/agricoltura-e-foreste/qualita-verificata
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	No, every criteria has to be respected in order to use the brand, but colors are different for Meat, Aquaculture, Dairy products and Bio.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy..
Figures	69 products 2000 companies
Legal issues	No.

f) PORTUGAL

REGION AUTONOME DES AÇORES

« Artesanato dos Açores »

Creation date	1998
Product families	Non-agricultural products
Products origin	Regional origin.
Certification	Yes.
Targeted markets	Local Regional National European
Brand owner	Governo dos Açores - Vice-Presidência do Governo Emprego e Competitividade Empresarial
Brand manager	Centro Regional de Apoio ao Artesanato
Brand's criterias	Link between origin and quality
Objectives	Research and Certification Training Craftsmen support and promotion.
Means of control	Certification by a control organism
Sanctions	Suspension or exclusion
Product traceability	The certification is associated with the food label with the identification of the producer's lot, the authorization number and the identification of the producer's island
Brand promotion actions	Ads targeting the public Events organization Promotion and marketing space used for the brand's products
Administrative support	Participation in the governance of the brand Direct financing to producers, through a system of incentives for the development of crafts in the Azores
Digital Communication	"Web: http://artesanato.azores.gov.pt/ https://www.facebook.com/centroregionaldeapoioaoartesanato : ~ 4500 followers https://www.youtube.com/channel/UC1FEi-xKFNSLt2m4Txgj37Q ~ 13 followers https://play.google.com/store/apps/details?id=pt.cybermap.artesanato&hl=pt-PT https://itunes.apple.com/pt/app/artesanato-acoresh/id1119666873?mt=8
Use of the logo	Product's labelling In advertising campaigns Identification of selling points and shops connected to the label
Extra designation (bio, local, etc.)	No, every criteria must be respected in order to use the brand.
Use of brand in a destination marketing strategy	No, the label does not participate in a destination marketing strategy..
Figures	21 products 84 companies
Legal issues	None at the national level.

2) Questionnaire 2014

HESSSEN

«GQ -Geprüfte Qualität – Hessen»	
Année de création	2003
Elle concerne	Lien entre origine/qualité, filière courte, traçabilité et transparence.
Products origin	Regional origin.
Garanties de traçabilité	OUI, les agriculteurs, les producteurs et les distributeurs doivent être certifiés selon les lignes directrices, contrôlées par des organismes de contrôle.
Certification	Yes, with approved control organisms.
Sanctions	YES, in case of non-compliance with the specifications, by the control committee (less serious cases) / by MGH (difficult cases).
Engagement de la Région	La marque a été créée en collaboration avec la région, soutien financier de la région pour la réalisation du signe de qualité.
Logo	- <u>Sur le produit</u> : OUI - <u>Autre utilisation</u> : NON
Activités de promotion de groupe	OUI, par MGH.
Familles de produits	27
Nombre de références	Plus de 1000 nombres de références
Problèmes légaux rencontrés	NON, le signe est approuvé par l'UE comme régime de qualité alimentaire de la région du Hesse.
Brand owner	Marketinggesellschaft GUTES AUS HESSEN e.V.
Brand manager	MGH GUTES AUS HESSEN GmbH
Site	http://www.gutes-aus-hessen.de/unsere-zeichen/gepruefte-qualitaet-hessen.html
«Bio Siegel – Hessen»	
Année de création	2006
Elle concerne	Lien entre origine/qualité, bio, filière courte, transparence
Products origin	Regional origin.
Garanties de traçabilité	OUI, par organismes de contrôle.

Certification	Yes, with approved control organisms.
Sanctions	YES, in case of non-compliance with the specifications, by the control committee (less serious cases) / by MGH (difficult cases).
Engagement de la Région	La marque a été créée en collaboration avec la région, soutien financier de la région pour la réalisation du signe de qualité.
Logo	-Sur le produit : OUI -Autre utilisation : NON
Activités de promotion de groupe	OUI, par MGH
Familles de produits	26
Nombre de références	Plus de 250
Problèmes légaux rencontrés	Basé sur le Règlement (CE) No. 834/2007 du Council sur la production biologique et l'étiquetage des produits biologiques + origine régionale.
Brand owner	Marketinggesellschaft GUTES AUS HESSEN e.V.
Brand manager	MGH GUTES AUS HESSEN GmbH
Site	http://www.gutes-aus-hessen.de/unsere-zeichen/bio-siegel-hessen.html

ANDALUCIA

«Calidad Certificada»

Année de création	2001
Elle concerne	Lien entre origine et qualité, biologique, Integrated Production.
Products origin	Regional and european origin.
Garanties de traçabilité	OUI, à travers du système informatique RPCC (Registro de productos de Calidad Certificada) à disposition de tous les intéressés sur le site internet du Ministère de l'Agriculture.
Certification	Yes, with an external certification organism for the PDO/PDI/TSG products, organic production and integrated production.
Sanctions	<p>YES, any change in the requirements must be communicated to the competent authority to resolve it. In addition, the withdrawal of the mark may be decided by a resolution of the relevant Directorate-General, for one of the following reasons:</p> <ul style="list-style-type: none"> - Failure to fulfill one or more requirements needed for the authorization. - Modification of the characteristics of the product, fundamental for the granting of the authorization. - The fraudulent or unauthorized use of the "Calidad Certificada" trademark. - Failure to comply with the rules on food safety.

- Withdrawal of certification by a certification body.

Engagement de la Région	N/A
Logo	- <u>Sur le produit</u> : OUI - <u>Autre utilisation</u> : pour le produits certifiés (AOP, IGP et STG), production biologique et intégrée.
Activités de promotion de groupe	OUI
Familles de produits	Huiles d'olive extra vierge, vin, vinaigre et spiritueux, viande, viande salé, jambon, fruits et légumes, produits de la pêche, nourriture en conserve, confitures et sauces, bonbons, miel, olives, noix, riz, haricots et pâtes; plantes aromatiques, fromage, plats cuisinés, boissons, œuf, autres (pain...).
Nombre de références	Actuellement 2564 produits sont enregistrés et autorisés; 504 entreprises concernées.
Problèmes légaux rencontrés	N/A
Brand owner	Comunidad Autónoma de Andalucía (Regional Authority)
Brand manager	La Dirección General de Calidad, Industrias Agroalimentarias y Producción Ecológica de la Consejería de Agricultura, Pesca y Medio Ambiente of the Junta de Andalucía.
Site	http://www.juntadeandalucia.es/agriculturaypesca/calidadCertificada/servlet/FrontController?ec=default

VALLÉE D'AOSTE

«Saveurs du Val d'Aoste»

Année de création	2004
Elle concerne	Lien entre origine et qualité; les bénéficiaires sont les opérateurs du secteur du tourisme et des restaurants.
Products origin	Regional origin.
Garanties de traçabilité	OUI, Inspections effectuées par un organisme autorisé par la région (non accrédité).
Certification	No.
Sanctions	YES, in case of non-compliance with the Specifications, non-compliance with

the withdrawal of the mark.

Engagement de la Région	Le Ministère Régional du Tourisme et Agriculture octroi la marque, organise les cours de formation -dont la fréquence est obligatoire pour l'obtention de la marque- et effectue des contrôles à travers d'une compagnie régionale autorisée.
Logo	- <u>Sur le produit</u> : NON - <u>Autre utilisation</u> : Pour identifier les boutiques, restaurants et hôtels où les produits locaux peuvent être achetés.
Activités de promotion de groupe	OUI
Familles de produits	N/A
Nombre de références	N/A
Problèmes légaux rencontrés	NON
Brand owner	Regione Autonoma Valle d'Aosta (Regional Authority)
Brand manager	Region Valle d'Aosta
Site	http://www.lovevda.it/turismo/scopri/enogastronomia/saveurs_f.asp

BRETAGNE

«Produit en Bretagne»

Année de création	1993
Elle concerne	Lien entre origine/qualité bio tradition/recettes Local supply chain et impact social.
Products origin	Regional or european origin. Processed products : if the product is from european origin, it must be processed in the region.
Garanties de traçabilité	Oui, via un audit du site et un agrément par produit.
Certification	Yes, with an internal audit based on a repository itself audited by <i>Bureau Veritas</i> .
Sanctions	YES, in case of non-compliance with the specifications, the exclusion is possible and real.
Engagement de la Région	Coopération extérieure. La région en tant qu'institution ne pilote pas cette marque. Elle est pilotée par une association indépendante (7 salariés). La région accorde à l'Association une subvention qui représente environ 10% de son budget. Dialogue régulier entre l'association et la Région (avec les élus et les opérationnels).
Logo	- <u>Sur le produit</u> : Yes

- Autre utilisation: sur la communication institutionnelle et corporate des entreprises, tous supports

Promotion de groupe	Oui
Familles de produits	Alimentaire, culture, services, industrie, distribution
Nombre de références	4.000 produits alimentaires.
Problèmes légaux rencontrés	Pas de problèmes légaux rencontrés, mais il faut bien respecter la réglementation sur les appellations géographiques protégées.
Brand owner	Association "Produit en Bretagne"
Brand manager	Association "Produit en Bretagne"
Site	http://www.produitenbretagne.com/
Autres remarques	Les entreprises membres représentent environ 100 000 salariés. La vocation de PEB est la création d'emploi en Bretagne via la promotion du savoir faire des acteurs économiques et culturels.

ACORES

«Marca Açores»

Année de création	2004
Elle concerne	Lien entre origine/qualité; tradition; durabilité environnemental; marque ombrelle pour produits agricoles et non agricoles.
Products origin	Regional origin.
Garanties de traçabilité	NON
Certification	No.
Sanctions	No.
Engagement de la Région	Promotion et divulgation
Logo	- <u>Sur le produit</u> : OUI - <u>Autre utilisation</u> : Matériel promotionnel d'Açores: imprimés, journaux, livres, magazines, brochures et affiches. Publicité sur la télé et sur la radio, distribution de brochures contenant des conseils et des informations. Visites (tourisme).
Activités de promotion de groupe	OUI
Familles de produits	Produits agricoles et alimentaires et Non-agricultural products
Nombre de références	N/A
Problèmes légaux	NON

rencontrés

Brand owner DIREÇÃO REGIONAL DO TURISMO DOS AÇORES

Brand manager N/A

Autres remarques On est en train d'évaluer l'utilisation de la marque et, à la fin de l'année, le gouvernement prendra une décision pour définir les règles, les produits et les opérateurs qui peuvent utiliser la marque; en outre, si sera nécessaire le gouvernement changera les règles.

<https://www.marcaacores.pt>
