



**Spanish Examples in the
PDO – PGI campaigns**
CAKI and MEATS Examples

**Cooperativas Agro-alimentarias
España**

Gabriel Trenzado Falcón
EU and International Affairs Director
Athens 11th July 2016



cooperativas
agro-alimentarias

>somos futuro



Cooperativas Agro-alimentarias de España. Who are we?



cooperativas
agro-alimentarias

>somos futuro



26.183 M€

3.800
Agr-food
Coops

1
million
farmers

**All producing sectors.
60% AFP, 30% Agr.food
industry**

30%
Export



cooperativas
agro-alimentarias

>somos futuro



Spanish export markets

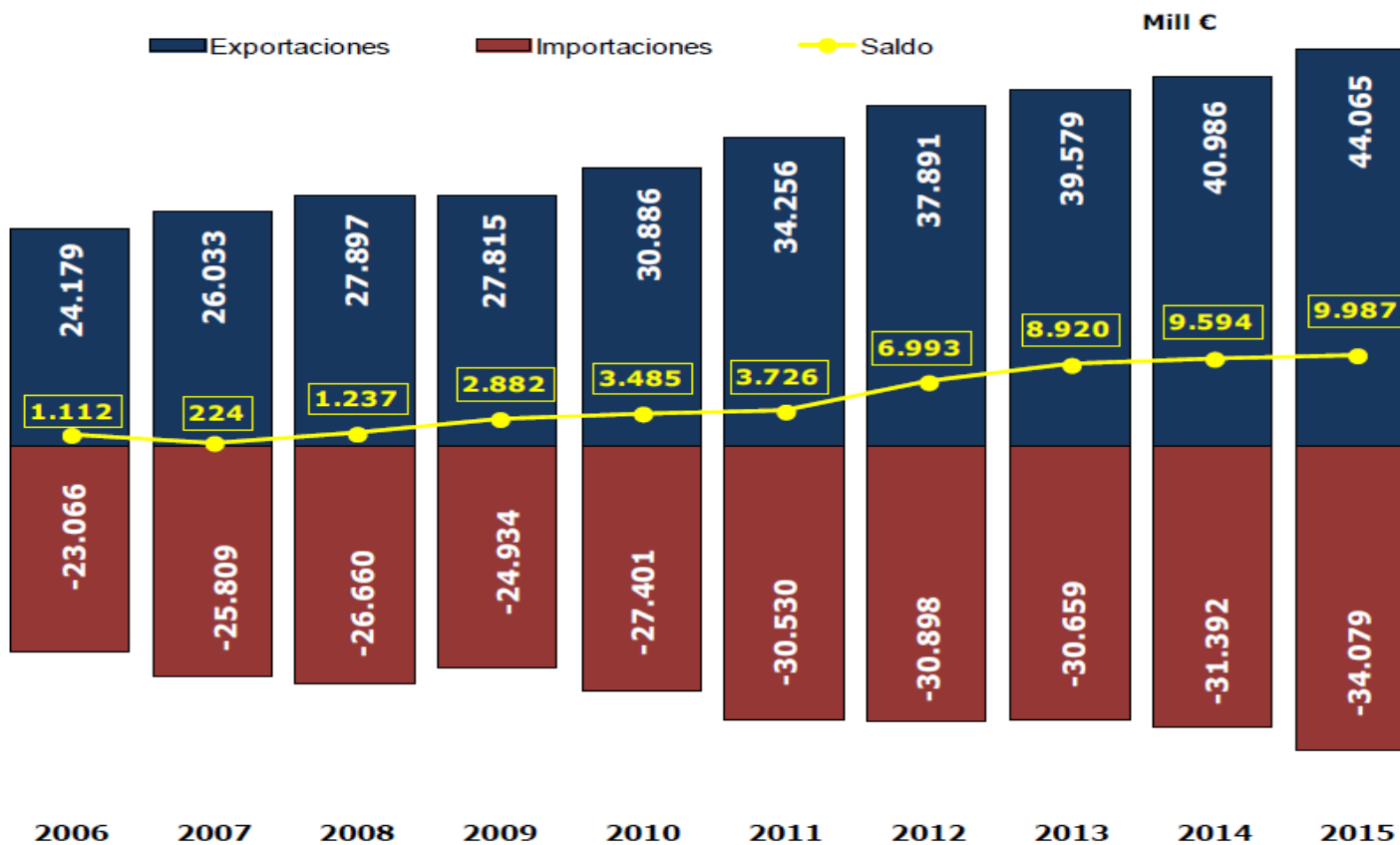


cooperativas
agro-alimentarias

>somos futuro



Spanish Agro-food commerce

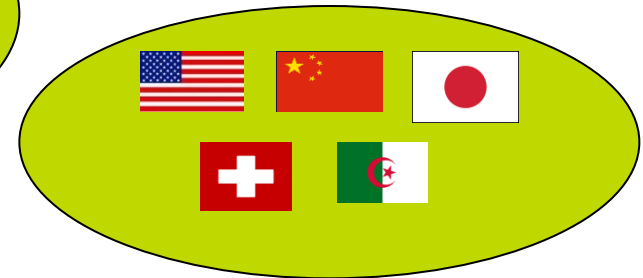
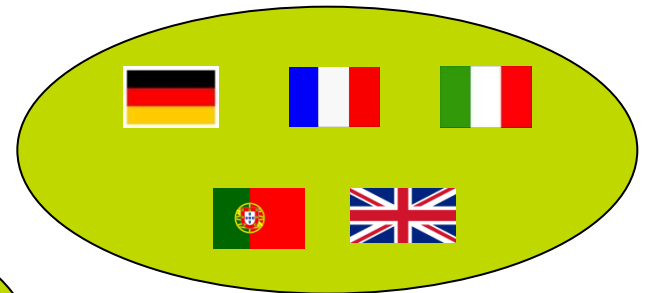




- 4th EU exporter on agrofood products.
- 44.065 M€ 2015.
- ↑ 7,5% year since 2009.
- 9.987 M€ trade balance.

F&V, Pig meat,
Olive (oil and
table) Wine

75% EU
25% 3rdC





Why a strategy for DPO-PGI?



cooperativas
agro-alimentarias

>somos futuro



Main Findings

- ❑ **Big Exporter: more quantity than value.**
- ❑ **High potential in 3rd Country markets, but EU still fundamental.**
- ❑ **↑ Value: image, differentiation, diversify the product offer.**
- ❑ **Internationalization is to compete abroad and also internally.**

PDO-PGI BECAME ONE OF THE KEY STRATEGIES TO COMPETE INTERNALLY AND INTERNATIONALLY



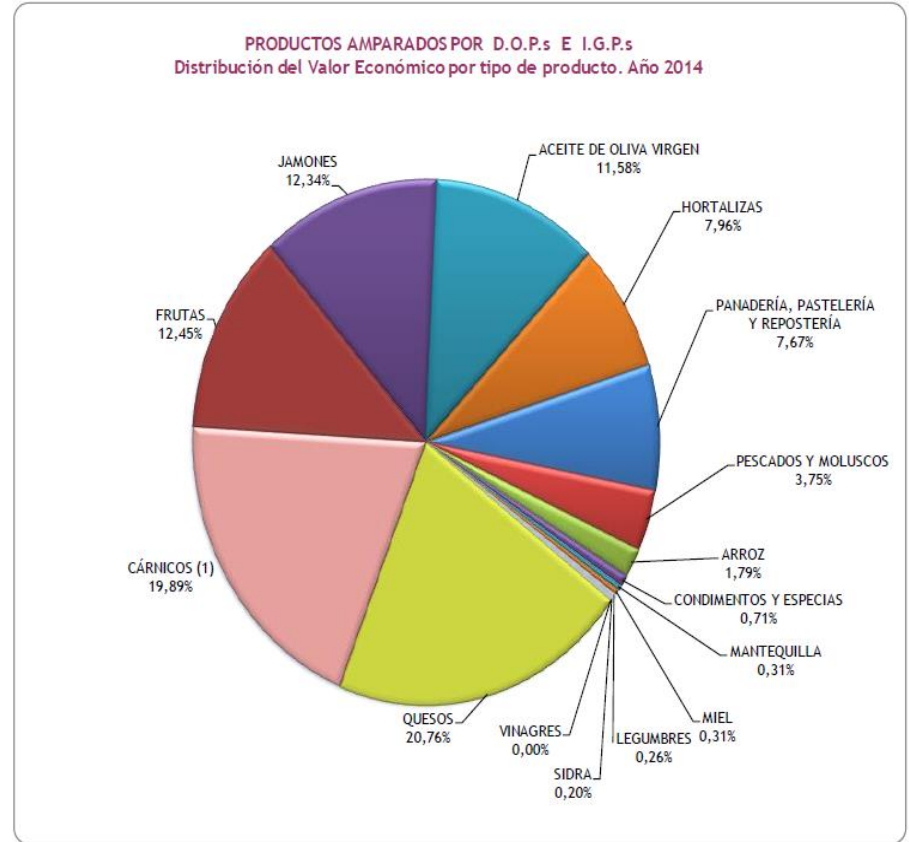
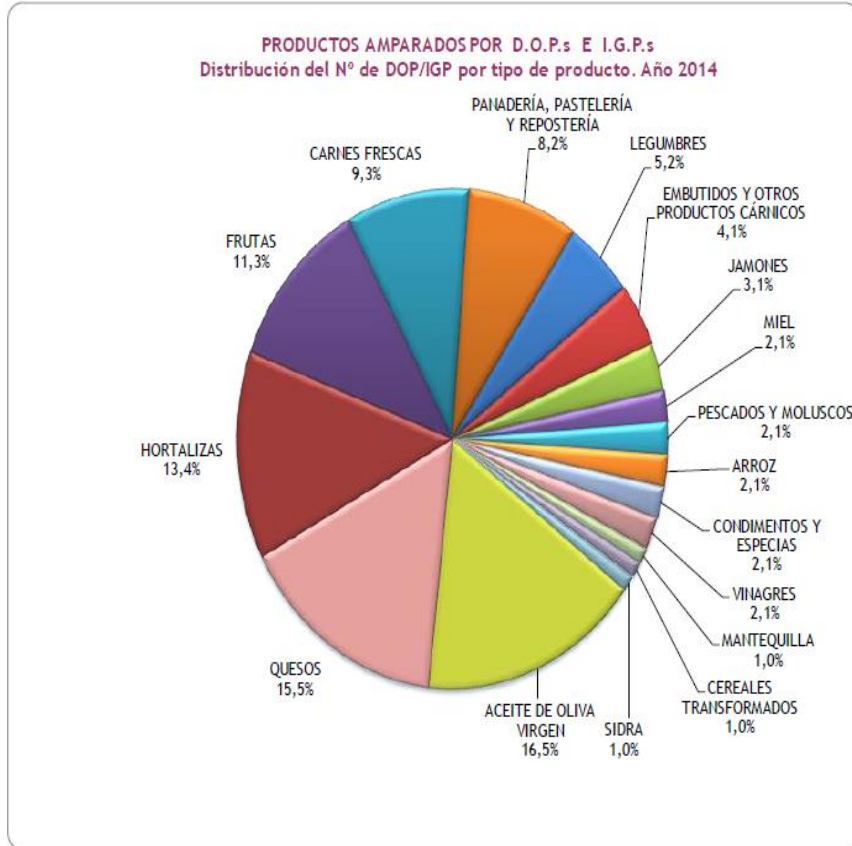


186 PDO-PGI in Spain

1.110 M€ ↑. Still focus in the national market (80% vs 20%)

By products

Value





The Case of CAKI Promotion Campaign



L'EUROPE
SIGNE
LES PRODUITS
DE SES TERROIRS

*Goûtez la
différence!*



cooperativas
agro-alimentarias

>somos futuro



The Campaign



Products:

- F&V from ITA, FRA and SPA (CAKI, Rojo Brillante)

Markets:

- FRA, ITA and GER.

Strategy

- To inform to consumers and retailers about EU PDO-PGI
- Seasonal products.
- Synergy among several products.



cooperativas
agro-alimentarias

> somos futuro



Kaki de la Ribera du Xúquer AOP

European scope:

- Single positioning.
- PDO-PGI:
 - Rational: origin guarantee, quality, season, variety and taste.
 - Emotional: land linkage, tradition, environment





About kaki and Kaki Rivera du Xúquer



| | |
|-------------------------|-------------------|
| Producer | 4.820 |
| PDO | 2.904 Has. |
| Total surface | 16.485 Has |
| Production | 80.000 t. |
| Total Production | 225.000 t |





- ☐ **KAKI Rojo Brillante. New product in the last 20 years.**
- ☐ **Growing production/surface in the next years, natural substitution to citrus.**
- ☐ **PDO Strategy, fundamental to organize the sector under a collective and quality image.**
- ☐ **Higher prices in a increasing consumption.**
- ☐ **When a kaki persimon gets into a home at a right quality it remains.**



CARNES ÚNICAS
DE TIERRAS ÚNICAS



Reconócelas buscando este sello



cooperativas
agro-alimentarias

>somos futuro



Bring to consumers these fresh meats under PGI scheme, focusing on three messages:

- these are quality meats.
- these are differentiated meats.
- these are meats linked to the territory.

Main Results

- After the campaign more 25% of consumers awareness about PGI.
- The consumer valued the quality and now they ask for the product by its right name.
- 50% of butchers had a good opinion, 80% consider fundamental to educate consumers.
- 90% of butchers recommend PGI meats.
- More than 14% sales increase in PGI meats than before 2007.



***If you want to go fast go along,
if you want to go further be
together***

Thank You

