



# Challenges and opportunities for the European agri-food sector

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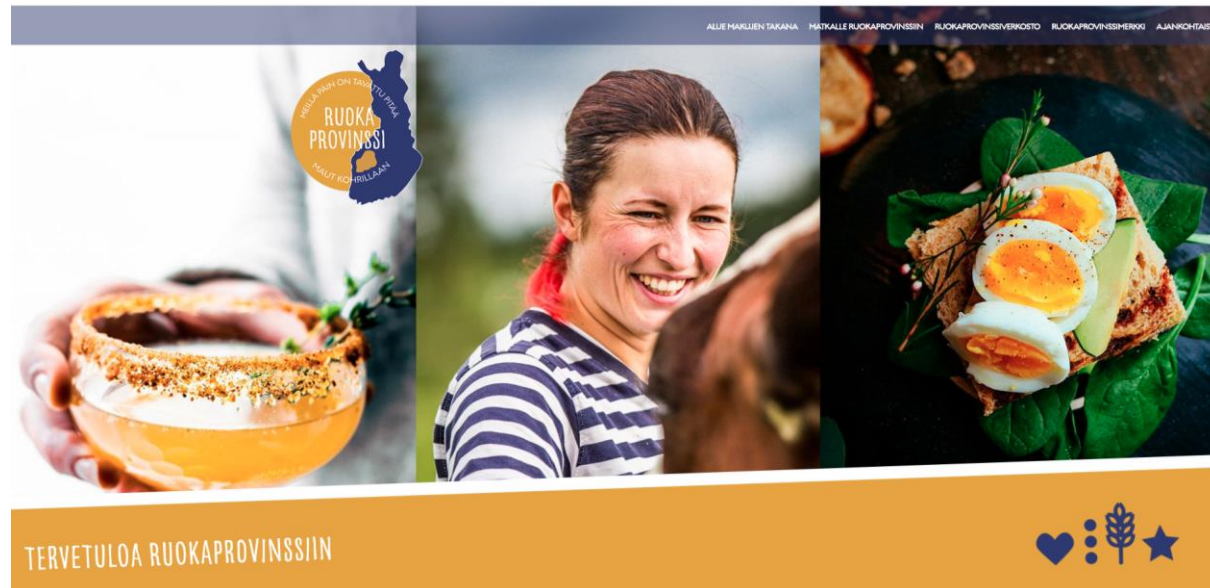


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# Food Province Label

The Food Province Label is a regional food brand and label operating in South Ostrobothnia area.

- > How was it developed?
- > How it works?



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# How was it developed?

PILOT PROJECT under Interreg Europe NICHE (AUG 2018 – NOV 2019)

## Tasks:

- Further development of the brand identity (logo, visual elements, slogans, storytelling)
- Creation of an operating model (independent from project funding)

## Key Actors:

- **RCSO coordinated the project**
- **2 External experts**
  - Foodwest Ltd.
  - Kamon marketing Ltd. (brand visual identity development, storytelling)
- **Core action group: 25 members from all over the food chain**

## Key activities:

- 6 Core action group meetings – brand concept creation and operational model creation
- 2 consumer studies – testing brand concepts

Budget of the pilot project was 50 000 EUR.



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# How does it work?

Core idea is to increase the sales of the member SMEs and increase visibility of the label holders.

## Management:

- The label is managed and coordinated by **Rural Women's Advisory Organisation of South Ostrobothnia.**
- A rotating advisory group (5-10 members)
  - Defines rules, decides and approves the applicants, guides the work and activities around the label.

## Members:

- The label is open for all actors within the food value chain.
- 15 members at the moment
- Yearly membership fee from 500 to 900 euros

## Criteria:

- Avoiding too strict criteria, but still trustful and reliable to consumers.
- Three elements: Assured quality, Origin from the region, Cooperative attitude.



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## Lessons learned and success factors

- Finding the right balance. Stepping outside your local bubble.
  - Engagement of local stakeholders and consumers.
  - Label that works for all.
  - Criteria: Not too strict but still trustworthy.
  - Involving the best possible experts.
  - Emphasis on visual identity and storytelling.

## Transferability potential

- The pilot project structure
  - How to start building a brand and a label
- The operational model
  - Organisation of the model
  - Criteria and auditing process.





# Thank you!

More information about the Good Practice. [Link here.](#)

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