

- high-quality products
- renewable energies
- tourism

RegioMarket



Alpine Space

Optimizing Regional Marketing and networking for development of a corporate marketing and branding strategy for the entire Alpine Space



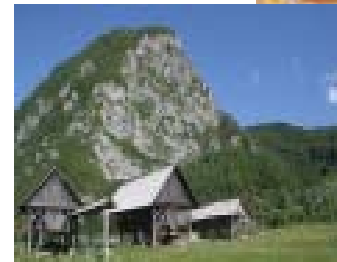
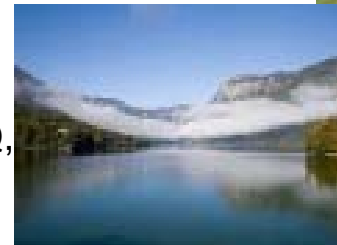
Product Group Food, Final Conference, 13th/14th February 2008

Report by project partner *CSR D Kranj, Slovenia*

Name(s) **MATEJA SUSA & UROS BRANKOVIC**

Our Region

- 2137 km² (10% of SLO) and
- 200 000 pop.
- mountain environment with high proportion of LFAs and 45% of territory under Natura 2000 (with the only nat. park in SLO);
- decreasing share of agriculture in emp. and BDP with dominance of cattle breeding and forestry, orientation to HQ, tourism, landscape preservation;
- traditional HQ products: dairy products, honey, potatoe, meat products
- long tradition of region





Challenges before RegioMarket

1. ***Very low number of food products and services suitable to be marketed as full developed HQ regional brands***
 - find and develop food products with potential
2. ***Traditional products with same name but very different quality***
 - establish and ensure quality system for traditional products and services
3. ***Massive agriculture/food production more attractive than HQ products marketing***
 - establish HQ regional products/services as engine of rural development
4. ***Traditional products known but insufficient consumed***
 - Promotion and marketing of trad. products and services (Gorenjska gostilna) as recognized attraction, way of healthy life and life enjoyment



Steps in RegioMarket

1. Find products and services with a potential to be Regiomarket products and motivate actors
2. Analyse situation on regional marketing and detect potentials of selected products and services
3. Set up structures for management of regional products
4. Elaboration of plan of action to live doors open for new products
5. Development and protection of selected products and services with quality standard system(s)
6. Inform and motivate target consumers and broad public
7. Creation of marketing image and pilot marketing/promotion



Results of RegioMarket Activities (1)

REGIONAL UMBRELLA TRADE MARK

"OKUSI GORENJSKE"
(TASTES OF GORENJSKA)

***... with product/service sub
trade-marks for:***

- Gorenjska meat products
- Gorenjska menu
- opened "doors" for new products/services





Results of RegioMarket Activities (2)

NEW DEVELOPED PRODUCTS

- Protected trade brand "Prekajena gorenjska zaseka" (Gorenjska minced-lard)
- compromise on Gorenjski zelodec s kaso/ Gorenjska stomach with jam (developed through research elaborate)



TASTES OF GORENJSKA





Results of RegioMarket Activities (3)

REGIONAL MENUE (last phase):

"VEDNO DIŠEČE DOMAČE JEDI "

("Always delicious homemade dishes")

- **selected regional and local food included in regional menu "Vedno disece domace jedi"**
- **design and promotional material developed**





Results of RegioMarket Activities (4)

ESTABLISHED FRAMEWORK OF REGIONAL MARKETING STRUCTURE

- In May 2007 "Association for promotion of Gorenjska goodies" was established
- Members are meat producers, potatoe farms and cooperatives, restaurants/inns
- Association is a management structure and legal owner of "Okusi Gorenjske" trade mark
- A. devided into products sections



Scoring on the RegioMarket Checklist

	score
X) Regional Market System	20
A) Structure and Process Criteria	15
B) Partner Criteria	30
C) Basic Product and Production Criteria	45
D) Specific Product and Production Criteria	20
sum:	130

less than 100 points	System needs major redefinition to get into the ranks of RegioMarket
100 - 120 points	BRONZE - Needs partial redefinition to become a true RegioMarket model.
121 - 140 points	SILVER - With minor amendments a good candidate for a RegioMarket GOLD medal.
more than 140 points	GOLD - An excellent role model for a fair and transparent RegioMarket system.



Lessons Learnt

- At coordinating activities try to define common goal and awareness on increased market position and value added for producers and for the region
- Be realistic at estimating potential of the products (new life style(s)- new needs, take in account both nostalgia&progress)
- Start with simple goals to achieve visible results in real time
- Don't give up on more complicated products, try to find minimum or neutral solution
- Well promoted products/services raise value of whole region
- Need to work intensive in innovative on "small" and "big" promotion



Remaining Challenges and Plans

- ❖ to include new products and services into reg. umbrella brand
 - Gorenjska potatoe
 - Gorenjska milk products
 - Gorenjska honey
- ❖ prove viability of branded products on medium-term
 - promotion/marketing activities
 - cooperation with producers to keep/raise quality
- ❖ promote products to new markets and new consumers
 - promotion of "regionality" to other Slovene regions
 - raise interest among new groups (youth, families) with adoption of products (healthier ingredients)

....for The end and for YOU !



THANK YOU FOR YOUR ATTENTION



CENTER ZA TRAJNOSTNI RAZVOJ PODEŽELJA KRANJ

AND

wish you

...DOBER TEK !

