

Presentation by
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2008 Nuffield Scholar

The Role of Regionality in the Marketing and Branding of Food



Sponsored By:



Rabobank



Ashgrove Cheese

- Farm based milk processing business
- Family owned
- Elizabeth Town central Northern Tasmania



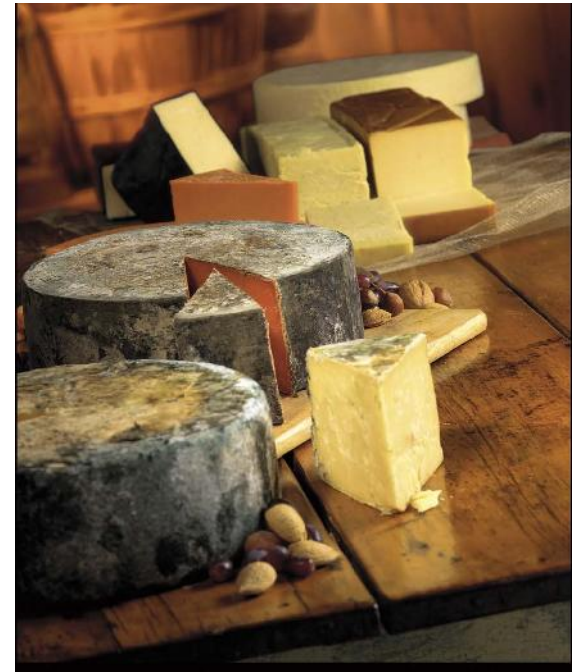
Product Range

- Range of premium quality hand made cheeses
- Liquid milk range
- Premium Ice Cream



Markets

- Retail Chains
- Food Service
- Farm Shop
- Export



The role of regionality in the marketing and branding of food

- Farmers and food producers want to maximise value for regionally produced food.
- Who values regionality and why?
- What sells regional Produce



Prince Edward Island Food Trust



Key Finding - Provenance

- The dictionary definition of provenance relates to the origin or history of a product.
- Provenance is not the key driver of consumer purchasing decisions.
- Producing a product that meets the needs of the consumer (convenience) and taste are more likely to drive sales.



Key finding - Role of Government

- Identify an overarching set of values that represent the region,
- Ensure all sectors of government incorporate those values in the strategic planning and promotion of their respective sectors,
- Assist industry in the generic marketing and promotion of the region and its produce.



Key Finding - Role of Industry

- Marry the values of the region to those of the business brand to enhance the integrity of the provenance of the products.
- It is the responsibility of each business to market and promote its own brand and products.



Attributes of Successful Regions with Provenance

- Identifiable geographic boundaries
- Sense of common unity in residents
- Champions
- Vibrant Arts Culture
- Food Production Focus
- Tourism Icons



Bidwells Report Dairy Products with Provenance

- Support for regional provenance comes from affluent rural consumers therefore focusing on selling to local consumers should be a priority.
- Affluent urban consumers are more likely to support regional provenance that is combined with values that appeal to them such as fair trade, environmental or animal welfare standards.



Retail Strategies - Local

- Works well in UK – high population density in rural areas
- Focus on the people – farmers make a great story.
- High focus for regions with strong regional identity



Retail Strategies – Products with Provenance

- Works well in North America – high urban population density
- Provenance associated with environmental standards or fair trade
- Require certified systems of operation to verify claims.



Culture is Evolution Not Archaeology

- Creating legal frameworks for defining regional products such as Product of Designated Origin offer protection for the products included but may also create limitations for businesses and brands.



Coalitions of the Willing

- Cooperative marketing of regional produce works well when the values and vision is shared by all participants.
- Whole of industry marketing strategies lack vision and drive



Can Regional Food Revive Rural Tourism

- Food is rarely the driving factor in the choice of tourism destinations but food is a fundamental component of a tourism experience
- Support for regional produce outside the region comes from consumers with a link to the region.



Bloom Where You are Planted

Ashgrove Cheese Developments

- New packaging for retail range
- New retail strategy with retailers
- Tourism focus
- Regional partnership



Challenges – Regional Food Producers

- Become more focused on customer requirements & adding value for consumers
- Working cooperatively with likeminded businesses to develop brand presence
- Support provenance claims with independently certified systems
- Ensure provenance claims meet expectations and values of target urban consumers
- Build linkages with regional tourism to maximise value



Challenges – Industry Bodies

- Whole of industry does not have the capacity to participate in value added marketing.
- Commodity markets for farm produce are necessary for those who do not want, or have capacity to participate in the additional requirements involved in high value marketing.
- Not industry's role to select winners but industry does need to support groups with capacity to work together to achieve value added outcomes.



Challenges - Government

- Unify regional brand value messages from all departments & tiers of Government
- Ensure regional brand values promoted for the region reflect the people of the region
- Support relationship building between relevant industry sectors – agriculture, aquaculture, forestry, food processing, tourism, regional arts
- Support development of champions to promote the region.



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