



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

**Cooperativas Agro-alimentarias  
España**

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# Cooperativas Agro-alimentarias de España. Who are we?



**26.183 M€**

**3.800**  
Agr-food  
Coops

**1**  
million  
farmers

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

**30%**  
**Export**



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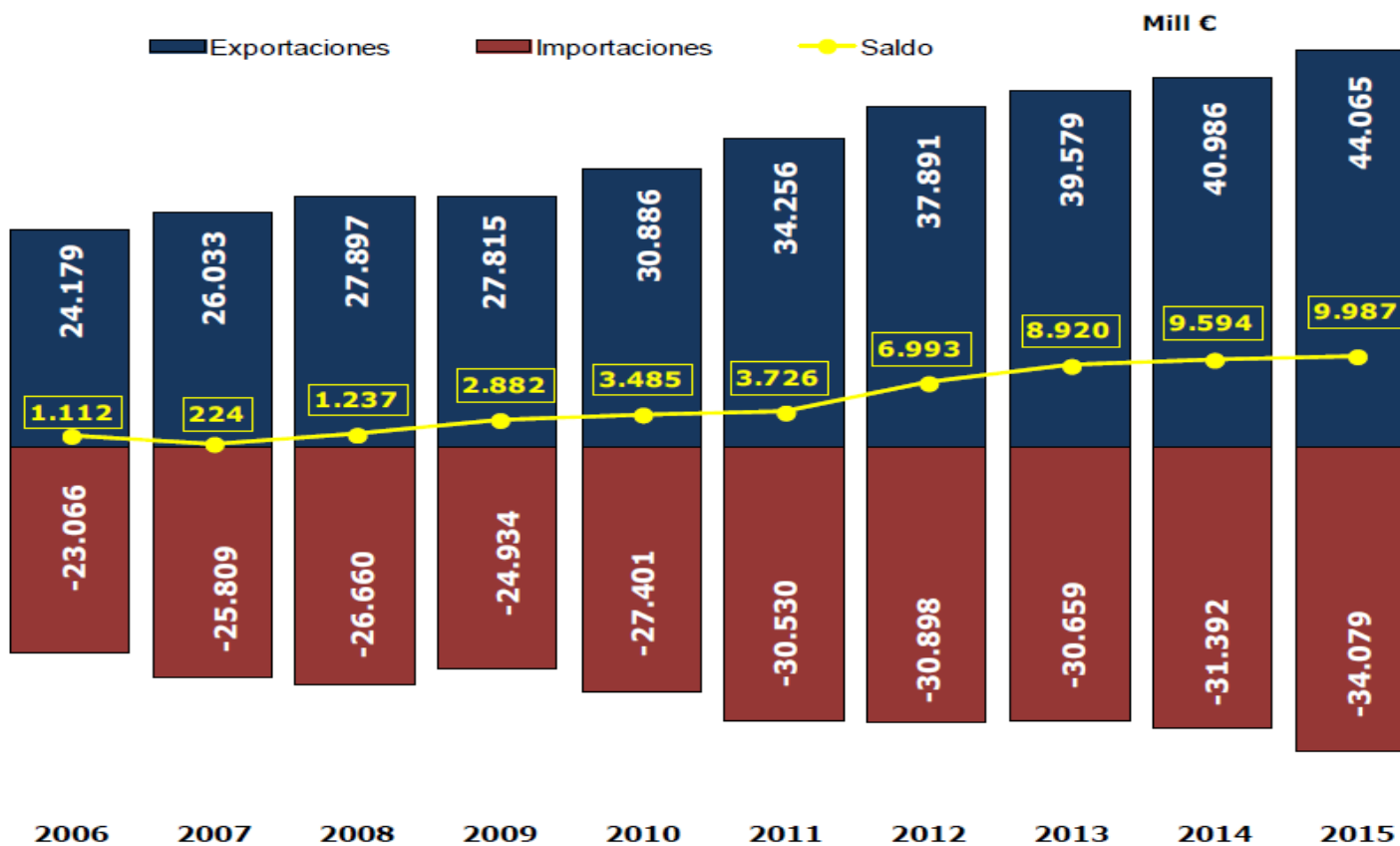
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# Spanish export markets



# Spanish Agro-food commerce

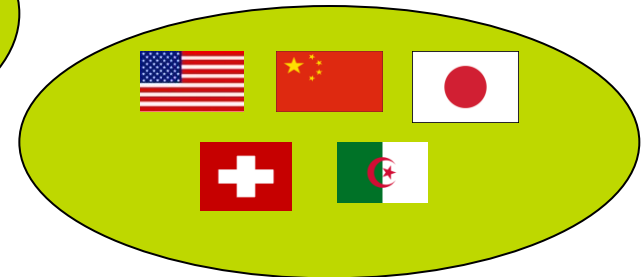
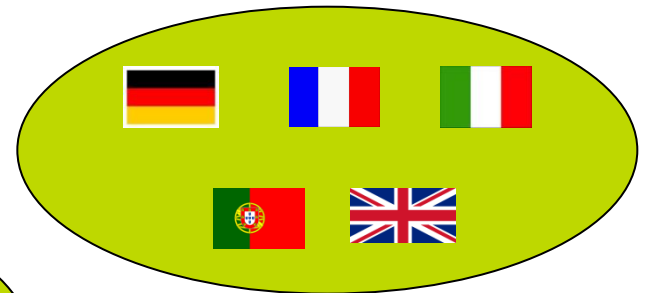




- 4<sup>th</sup> EU exporter on agrofood products.
- 44.065 M€ 2015.
- ↑ 7,5% year since 2009.
- 9.987 M€ trade balance.

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

75% EU  
25% 3<sup>rd</sup>C





## Why a strategy for DPO-PGI?



# *Main Findings*

- ❑ **Big Exporter: more quantity than value.**
- ❑ **High potential in 3<sup>rd</sup> 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***





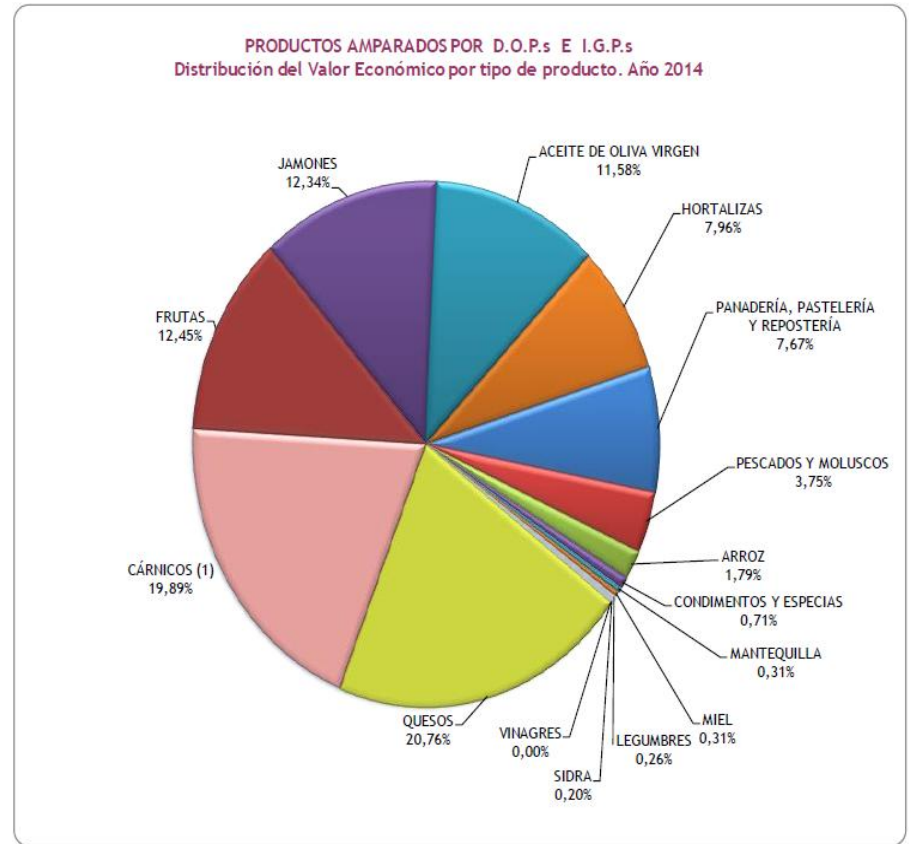
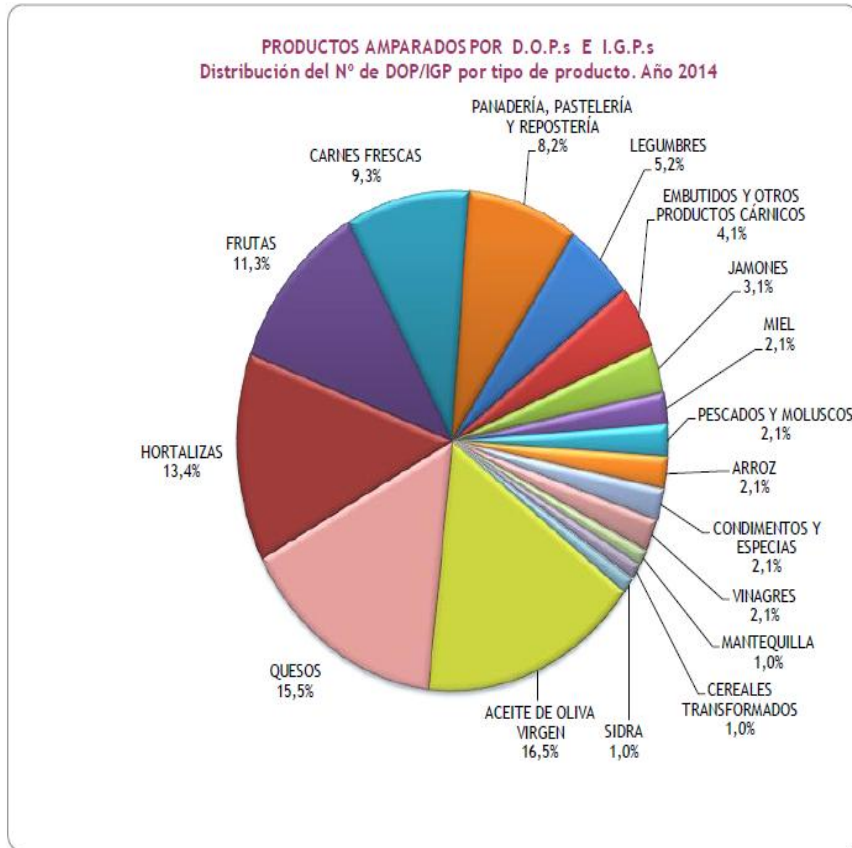


# 186 PDO-PGI in Spain

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

### By products

### Value



# The Case of CAKI Promotion Campaign



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# 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.





*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



<b>Producer</b>	<b>4.820</b>
<b>PDO</b>	<b>2.904 Has.</b>
<b>Total surface</b>	<b>16.485 Has</b>
<b>Production</b>	<b>80.000 t.</b>
<b>Total Production</b>	<b>225.000 t</b>





- ☐ **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



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## 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**

