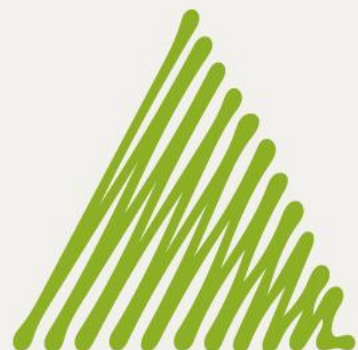
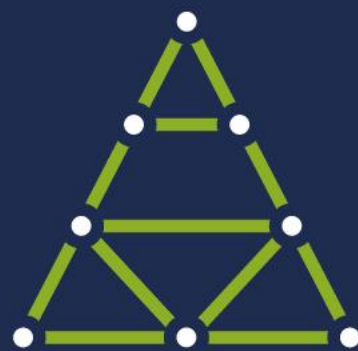
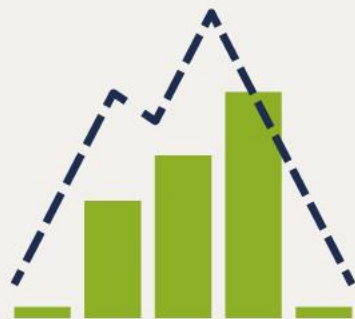
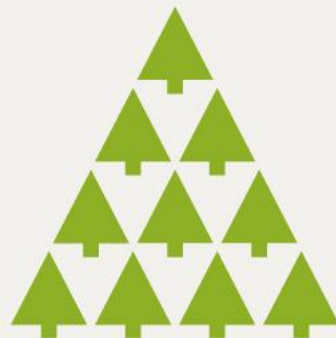


XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



IER

Institute for
economic research



CHAMBER OF COMMERCE,
INDUSTRY, CRAFTS AND
AGRICULTURE OF BOLZANO

Elisa Hölzl and Cristina Stuffer

Economic Researchers- Institute of
Economic Research, Chamber of
Commerce Bolzano

**From meat and wine to
apples and dairy
products: the strengths
and challenges of South
Tyrolean quality products**

cristina.stuffer@handelskammer.bz.it

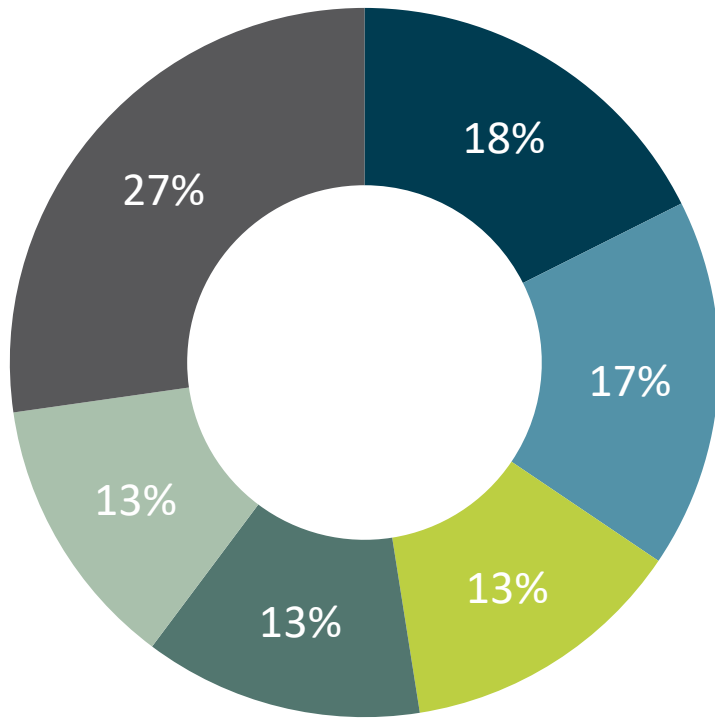
elisa.hoelzl@handelskammer.bz.it

BACKGROUND AND CONTEXT

South Tyrol: autonomous province in northern Italy, entirely within the Alps

Most important export goods 2012-2022

Distribution by product value in percent



- Food and beverages
- Machinery and equipment
- Agricultural products
- Metals and metal products
- Transport equipment and components
- Other products

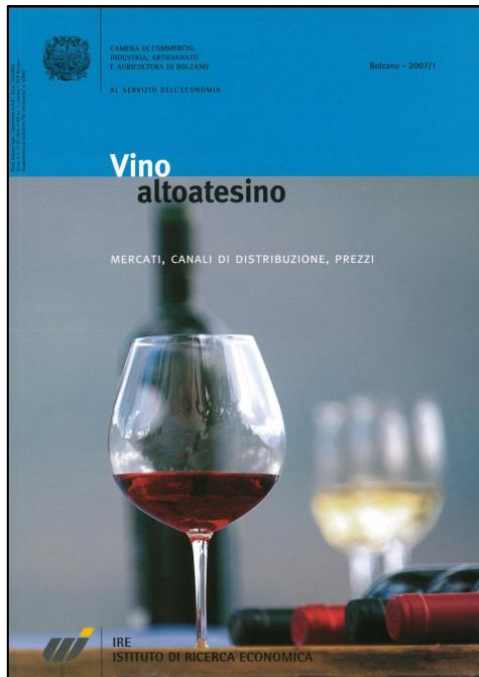


539.132 inhabitants
7.400 km²
1% of Italy's population



INITIATIVES OVERVIEW

- Presentation of **4 projects** about **wine, beef, apples, speck, dairy and other local products**
 - i.a. direct marketing, distribution channels and communication strategies
- The **initiative** came from **local business associations** or the **government administration**



ACTIVITIES

For our reports on mountain agricultural products, we interviewed local stakeholders, such as:

- the **farmers** themselves
- **experts** in the **production**, **distribution** and **marketing** of the products
- **operators** in the **catering sector** who use the products directly, such as chefs or hotel& restaurant owners
- **consumers** of the products

To embed our own collected data, we used data from other public secondary structural data databases



RESULTS & RECOMMENDATIONS

- identify and emphasize **unique selling propositions**
 - *Example:* for beef and apples, as well as dairy products, we found that **animal welfare** is one of the most relevant issues for consumers
- the usage of **all components** of local products is important under economic and suitability viewpoints
 - *Example:* for wine this was a success factor, while for beef this still needs to be implemented
- standardized marketing under **a single quality label** helps to communicate with consumers and promote quality brands
 - *Example:* the "**South Tyrol**" brand already works well for most products (also abroad), especially for apples and dairy products (but still needs to be promoted for beef)
- the aim must be **high quality** in all sectors, as this is what consumers value most
 - still to be done for beef, but the history of **wine** and apples has shown that this is the only way for our small-scale production



RESULTS & RECOMMENDATIONS

- consumers value **sustainability** issues more and more, so it should be considered more in the marketing strategies
- a **differentiated view** of the different sustainability issues is important for each unique product:
 - *Example:* **personal health** and **animal welfare** are more important to consumers than general product characteristics (such as "price" and "good taste") and thus determine purchasing behavior (for apples, dairy products and meat); also, women, younger people as well as families with children are willing to pay higher prices for sustainable products
 - To promote sustainability in the wine sector, a further increase in **organic and natural wine** production could be useful



RESULTS & RECOMMENDATIONS

- **Awareness building** for consumers and farmers of the **uniqueness** of local products (with the example of meat)-> who can help?
 - *Butchers*: with **storytelling** and preparation tips, as well as the promotion of special cuts for **holistic marketing**
 - *Gastronomy*: offering unknown products or animal parts and **regional menus**, as well as wine pairings in restaurants and hotels
 - *Public institutions*: campaigns, events, festivals - not only as advertising, but also as awareness-raising activities- and especially for farmers advice and training opportunities
- **Education**, further **training** and **advisory services** for **farmers**
 - *Example*: direct marketing techniques for their unique products
- Last but not least: **collaboration and cooperation** between **all actors** included
 - A result confirmed by each and every study we completed so far



Gràcies
Gracias
Thank you
Merci

