

EUBerry – WP 4

Marianne Groot, Peter Roelofs, Eike Kaim, Karin Zimmermann, Krzysztof Zmarlicki and Siet Sijtsema



WP4 = Improve competitiveness and marketing strategies

- 4.1 = economic viability of new production methods
- 4.2 = initial market situation for fresh berries in selected European countries
- 4.3 = marketing strategies
- 4.4 = ex-post analysis new products on farm economic and marketing level

Objective of Task 4.1:

Economic viability on farm level

- Sub-Task 4.1.1:
Ex-ante analysis of economic conditions and critical success factors for new production methods
- Sub-Task 4.1.2:
An economic analysis on farm level of the developed methods at the end of the project.

Deliverables & milestones Task 4.1

	Month #	date
Start project	1	May 2011
M4.1: Data collection completed	14	June 2012
D4.1: Ex-ante economic analysis of production	18	Oct 2012
D4.5: (contribution to) Report of ex-post economic analysis and on marketing strategies	40	Aug 2014

Sub-Task 4.1.2 Ex-post analysis of developed methods

- Comparison with current system (4.1.1)
- Sensitivity analysis for variables with uncertain values shows critical factors (as below)

	no effects on production	-10% production, +5% price	-10% production, +10% price
Production (kg/ha)	42,000	37,800	37,800
Returns (Euro/ha)	14,932	14,062	14,827
Calculated costs	4,406	4,210	4,314
Gross Margin	10,526	9,852	10,514
Marginal costs	8,573	7,778	7,787
Marginal gross margin	1,952	2,074	2,726
Fixed costs	9,899	9,899	9,899
Labour income (euro/ha)	- 7,947	- 7,825	- 7,173

- Data from other WP's needed!



Goal of task 4.2

- comprehensive overview about
 - the market situation for fresh berries in selected European countries
 - the construction of the national supply chains
 - insights into market behavior of its main actors

- why?
 - Mutual basis is necessary in order to find important key factors to be integrated into marketing strategies



Methods of task 4.2

- I. **Market structure: Production and trade of fresh berries in the country**
 - Desk research and data analysis of available statistics and studies (e.g. FAO, EUROSTAT, national statistics)

- II. **Market behaviour – requirements in trade and critical factors for success**
 - Problembased interviews (“face to face”) with experts of the national berry business, that own a key factor within the berry supply chain

 - **Countries to be included:**
 - **Poland** is a big producer, but is mainly producing for the industry market. However, Polish market is changing. Demand for locally grown fruits in autumn is increasing.
 - **Germany** is a large consumer market and a moderate producer for the domestic market
 - Other countries? (e.g. Spain, Italy, UK, France, Canada)





Time schedule

I. Market structure: Production and trade of fresh berries in the country

- Desk research and data analysis of available statistics and studies (e.g. FAO, EUROSTAT, national statistics)

- Poland: Krzystof
- Germany: Stefanie, Eike
 - until month 9 – (02/2012)

II. Market behaviour – requirements in trade and critical factors for success

- Problembased interviews (“face to face”) with experts of the national berry business, that own a key factor within the berry supply chain

- Poland: Krzystof
- Germany: Stefanie, Eike
 - until month 16 – (09/2012)
- Report month 21 (02/2013)

Goal



Task 4.3 Marketing strategies

- Develop, test and evaluate an effective marketing strategy to increase consumption based on health benefits of berries.
- Duration: month 2 - 40

Sub-Task 4.3.1: Consumers health benefits from SME"s perspective



- During a joint meeting with two or three SME"s and WUR-DLO there will be exchanging and combining existing knowledge of ISAFRUIT and other relevant projects to stimulate the discussion about the possibilities to develop suitable and feasible marketing strategies.
- Based on the outcomes of this meeting an augmented list of interesting and relevant consumer health benefits and target groups for marketing strategies will be made.

Sub-Task 4.3.2: Product characteristics



- In order to structure this process an adjusted selection of the ISAFRUIT House of Quality will be made, to strengthen the linkage between consumer health benefits and (new) product
- Based on the outcomes of this meeting an augmented list of interesting and relevant consumer health benefits and target groups for marketing strategies will be made.

Sub-Task 4.3.3: Tailored marketing strategy



- A general guideline per SME will be developed to test the tailored marketing strategy. In this guideline specific goals and tools to measure consumption, availability and awareness will be formulated, to provide data for evaluation.
- Specific indicators for evaluation of the tailored marketing strategy will be identified together with the two or three SME"s and based on the SMART model.
- In order to structure this process an adjusted selection of the ISAFRUIT House of Quality will be made, to strengthen the linkage between consumer health benefits and (new) product
- Based on the outcomes of this meeting an augmented list of interesting and relevant consumer health benefits and target groups for marketing strategies will be made.

Sub-Task 4.3.4 : Pilot of tailored marketing strategy



To test the marketing strategy by a specific marketing campaign by the SME's themselves

- In this stage the two or three SME's will conduct and explore the campaign based on the general guideline and protocol for the tailored marketing strategy
- SME's will design their own goals to obtain
- SME's design their own detailed guideline for the testing the marketing strategy

Sub-Task 4.3.4 : Pilot of tailored marketing strategy



- SME's develop and distribute the needed promotion material for the marketing campaign
- SME's coordinate the operational test pilot.
- Organization, monitoring and collecting data for evaluation of effectiveness will be organized by the SME's per county.
- SME's design their own forms for evaluation. Based on the outcomes of this meeting an augmented list of interesting and relevant consumer health benefits and target groups for marketing strategies will be made.

Sub-Task 4.3.5 Evaluation on effectiveness



To give insight in effectiveness of the tailored marketing strategy

- Based on the experiences and data collected in Task 4.2.2 the tailored marketing strategy will be evaluated on effectiveness, e.g. consumer preferences, consumer awareness, availability and consumption. An evaluation meeting will be organized.
- In cooperation with the two or three SME"s dissemination of the results will be communicated to the project and sector.
- The project will organize a specific activity to disseminate the results achieved by this study.

Deliverables and milestones



- **D4.3** Promotion material based on marketing strategies (P11, P13). Month 29.
- **D4.4** Evaluation of marketing efficiency (P9). Month 36.
- **M4.3** Joined Meeting sme's - WUR-DLO (P9). Month 24.
- **M4.4** Update house of quality (P9). Month 26.
- **M4.5** End of pilot (P9). Month 34.

Partners (research)

- P1 = UPM, Italy
- P2 = ISK, Poland
- P3 = SCRI, Scotland
- P4 = IBET, Portugal
- P5 = IFAPA, Spain
- P6 = INRA, France
- P7 = MTT, Finland
- P8 = Bioforsk, Norway
- P9 = WUR, the Netherlands,
- P10 = GRC, Germany

Partners (SME's)

- P11 = FdP, Spain
- P12 = Fruitmasters, the Netherlands
- P13 = SO, Italy

Questions?

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