

2. Newsletter: Project results from Module 3 and insights into niche market practices through case studies.

Geographical indications and EU quality schemes: Application, benefits and added value

The **third module** of the ERASMUS+ project Niche-Market-Farming is dedicated to the instruments and the certification process for quality labels for geographical indications.

The first part of the module focuses on a **guide to the EU quality regulations** and their significance for the valorization of quality products on the international market. The second part of the module describes **emerging trends for niche food markets**. One focus here is on the link between certifications and niche cultivation, also with reference to functional/healthy food and smart food, local biodiversity, and catering areas.

In order to protect and promote products with characteristics linked to their geographical origin and traditional products, the EU has created quality logos with the designations "**protected designation of origin**" (PDO), "**protected geographical indication**" (PGI) and "**traditional speciality guaranteed**" (TSG). They guarantee that an EU product is a genuine product and not an imitation or counterfeit and serve to strengthen its national and international recognition. The EU quality schemes help to protect the heritage of the EU agricultural sector and improve the recognition of quality products by consumers around the world. These symbols appear on product packaging with corresponding logos and make it easier to identify these products on the market.

The traditional foodstuffs covered by the quality schemes have **the following characteristics**:

- most of the production steps are carried out in a limited geographical area.
- the recipe after production is authentic, with original raw materials and traditional production methods and/or region-specific characteristics.
- they have often been available on the market for at least 50 years.
- they are part of the gastronomic heritage of a society/community.

Further information on geographical indications and the EU quality regulations regarding requirements, advantages and challenges of registration etc. as well as emerging trends in food for niche markets will soon be available on the [project website](#).



Labels for PDO, PGI, TSG



Case studies from practice:

Creating & Entering Niche Markets - different marketing channels at *Hofgut Kapellenhof*

In niche farming, there are various sales and distribution methods that farmers can use to sell their products. For example, a distinction can be made between traditional (farm-gate sales, market stalls, etc.) and more modern/innovative marketing channels (online shop, subscription models, etc.).

These models can have a significant impact on the success of a niche market business. Which sales and distribution methods a farm chooses should depend on the product, the target market and the resources available to the farm. The farm should also consider the costs and logistics of the distribution model when making their decision. For some farms, a combination of different distribution models and sales methods could also be advantageous.

Hofgut Kapellenhof already utilizes different marketing channels. The farm is a certified organic farm. The farm is located in Hammersbach in the German state of Hesse. The farm cultivates around 75 hectares of arable land and grassland, growing wheat, barley, spelt and field beans. These are used as feed grain or as food grain. The main source of income is the breeding of sheep (Lacaune flock) for the sale of milk and lamb. He owns a sheep dairy and makes his own products (sheep's cheese, yoghurt, cream cheese, ice cream, sausage, etc.).

Hofgut Kapellenhof has developed various ways of selling its products:

- It offers a farm shop. This is a self-service shop where you can buy the farm's products and products from other farms in the region 24 hours a day, 7 days a week.
- The products are also marketed via various partners in the region (e.g., supermarkets).
- The farm also offers farm tours, cheese and wine evenings ☑ Knowledge transfer: consumers get an exclusive look behind the scenes, get to know the processes on the farm and learn interesting facts about organic farming.

In future, the establishment of a farm restaurant as an additional marketing channel will have high priority.

You can find more information on the topic of creating and developing niche markets and what should be taken into account on the [project website](#).



Image: Hofgut Kapellenhof



Case studies from practice:

Deckers Biohof - preserving biodiversity through orchards

Orchards have been cultivated in Germany since the 15th century. Traditional orchards are still quite widespread, especially in Baden-Württemberg. Orchard meadows are not only a beautiful method of cultivation, they are also home to around 5000 plant and animal species. According to the Red List of Biotopes in Baden-Württemberg, orchard meadows and the biodiversity they harbour are endangered.

Deckers Biohof has two hectares of orchards where it cultivates old apple varieties and thus contributes to biodiversity.

Deckers Biohof is a certified agricultural business. His land has been farmed according to Demeter guidelines since 2004. The farm is located in Bühl (Baden-Württemberg), which is part of the Black Forest National Park region. The farm grows a wide variety of vegetables on 20 hectares of arable land. In addition to its own orchards with old apple varieties, the farm also cultivates other meadows and leases other orchards from the town in the neighborhood. The cultivation and processing of old varieties is very worthwhile. The juice is very well received and there is a great demand for it. The farm grows the following **old apple varieties**:

- Goldparmene
- Grafensteiner
- Kaiser-Wilhelm
- Jakob Fischer
- Brettacher Gewürzapfel

The organic farm **markets its products in various ways**: Directly on the farm through the farm shop, via market stalls in the region and via two of its own managed organic shops in the region. The farm also offers an online shop with a delivery service. One focus is on "**organic boxes**". With this concept, customers can order food at their desired frequency and have it delivered.



Image: Deckers Biohof



Image: Ifls/ H. Nitsch

Stay tuned and follow us for the next issue!

