

COST Action FP1203

European NWFPs Network

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UNIVERSITÀ
DEGLI STUDI
DI PADOVA

TESAF

Branding and labelling of NWFP

examples from Finland and Italy

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Multipurpose trees and non-wood forest products, a challenge and opportunity

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SEVENTH FRAMEWORK
PROGRAMME

Outline

1. Key factors influencing NWFP marketing
2. Labels categories applicable to NWFP
3. Risks
4. Conclusions



1. Key factors influencing NWFP marketing

NWFP are commercialized all over the world and different regions produce their own special varieties.



Can be marketed with different strategies



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a) Mass products – mass markets

- Some species largely dominate the market:
 - low level of differentiation
 - widely available
 - for a large number of consumers
 - competitive factors: reducing production costs → relatively low prices
 - high risks (market instability-biological risks)



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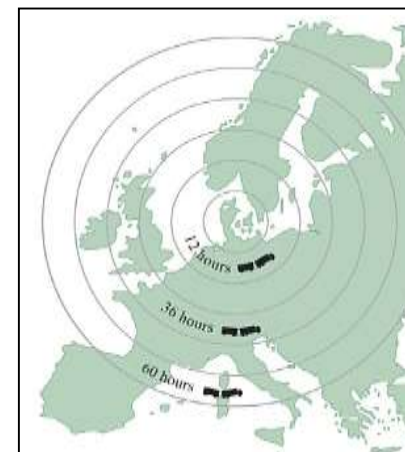
SEVENTH FRAMEWORK
PROGRAMME

Which marketing mix?

4 Ps {
- **Products:** standardisation
- **Place:** logistic, packaging
- **Price:** cost minimization
- Promotion

+

2P {
- Political power
- Public support/participation



Source: E. Jerome McCarthy, 1960



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Examples

- Cork
- Berries
- Resins
- Wild mushrooms
- Gum arabic



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- Pine kernels



(from China, Korea, Russia, USA, ...)



Pine Nuts 1KG (Excellent Quality)-Cooking

Item condition: **New**

Time left: 2d 10h (20 Mar, 2014 21:19:59 GMT)

Quantity: 8 available / 2 sold

Price: **£18.99**

Buy it now

Add to basket

5 watchers

[Add to Watch list](#)

[Add to collection](#)

22,6 €/kg
(price in Italy: 100
€/kg)



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The Telegraph

Cheap Chinese pine nut exports blamed for rare condition

Cheap Chinese exports of pine nuts have been blamed for a rare mouth condition that leaves a bitter aftertaste for weeks.



China supplies most of the world's pine nuts. Photo: ALAMY

Mass products – mass markets

→ in many regions, this is not a winning strategy for promoting sustainable local development, added value, employment, multifunctionality



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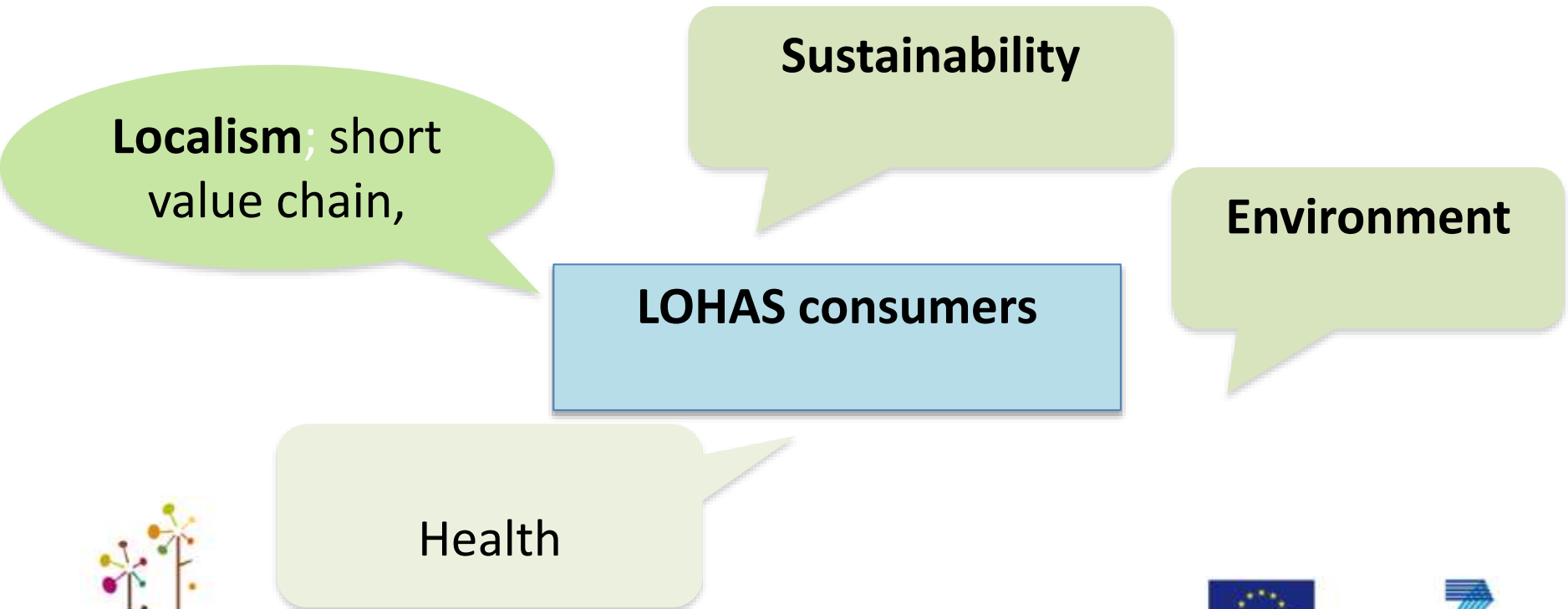


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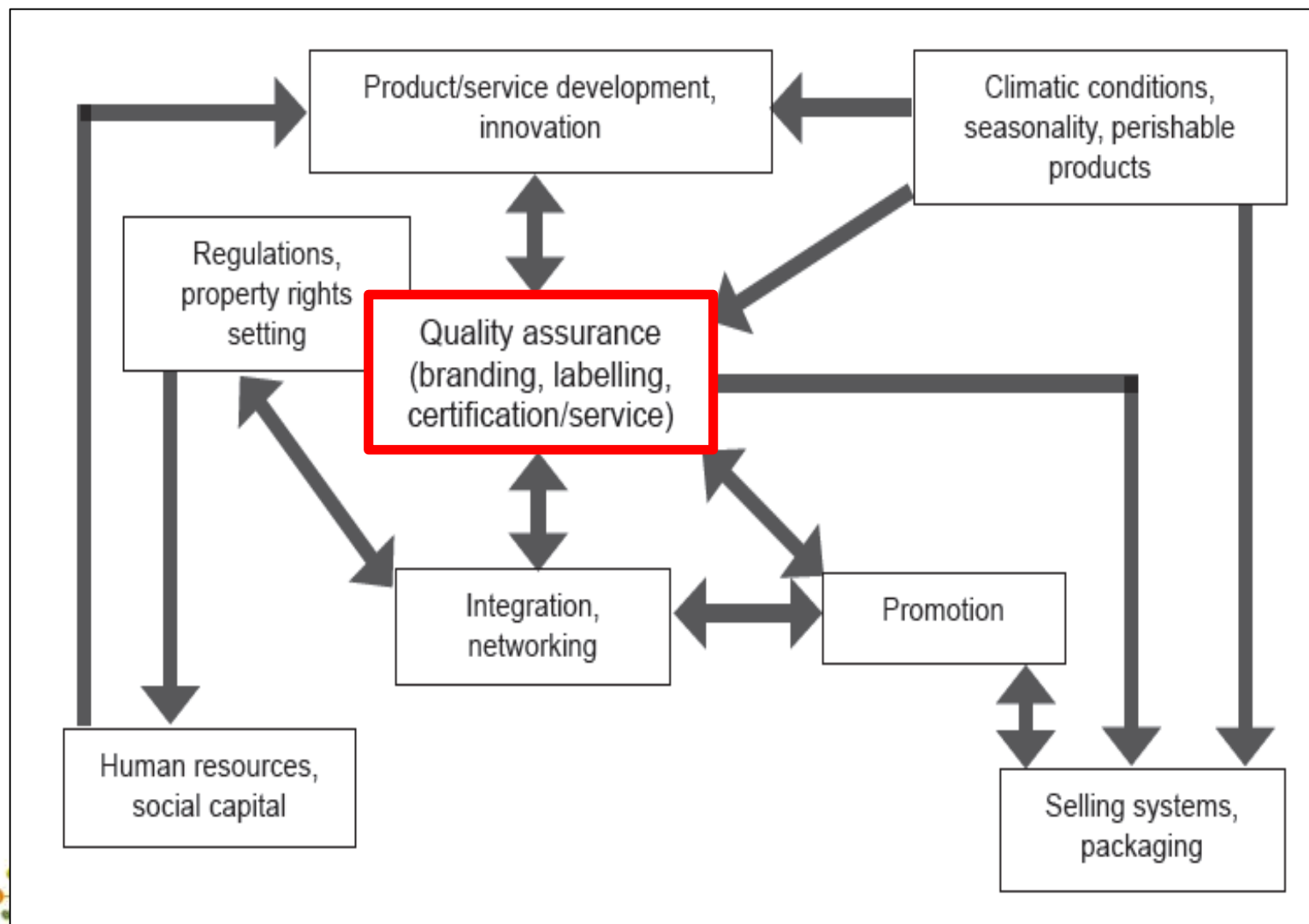


a) Other trend and market segment: specialties

- During the past decade, has risen interest for NWFP with high added values, very well differentiated, and often coming from unique territories and bringing high innovation



Key factors influencing NWFP marketing



Source: Pettenella et al., 2006

Branding

The process of creating a unique name and image for a product in the consumers' mind

Branding is strategic.



Marketing is tactical



Branding should both precede and underlie any marketing effort.

Branding is pull.

It is communication of characteristics, values, and attributes.

The brand does not explicitly say “*buy me.*” It says “*This is what I am. This is why I exist. If you agree, if you like me, you can buy me, support me, and recommend me to your friends.*”

Marketing is actively promoting a product or service. It’s a push tactic. It’s pushing out a message to get sales results: “*Buy our product because it’s better than theirs.*”

Marketing activates buyers.



Branding makes loyal customers

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Brand name: a written or spoken linguistic elements of a brand. Normally a brand name has a trademark registration which allows to protect proprietary rights



FSC®
Forest Stewardship
Council

Logo is the graphic element associated to a brand; it may be a symbol, a word or a combination of them



Companies sometimes associate a brand to slogans, mascots and jingles



“Promoting the responsible management of forests worldwide”



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Labelling

To a brand, it can be associated a **label**

=an identifier used to tell a customer what he is buying as well as who made it. It reminds to a set of associations. Labels often include logos, which create visual consistency.

Label has become one of the most important issues for a consumer to discriminate between products (Lacernaux 2004; Giraud, 2005; Jeddi and Zaiem, 2010).



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2.Labels categories applicable to NWFP



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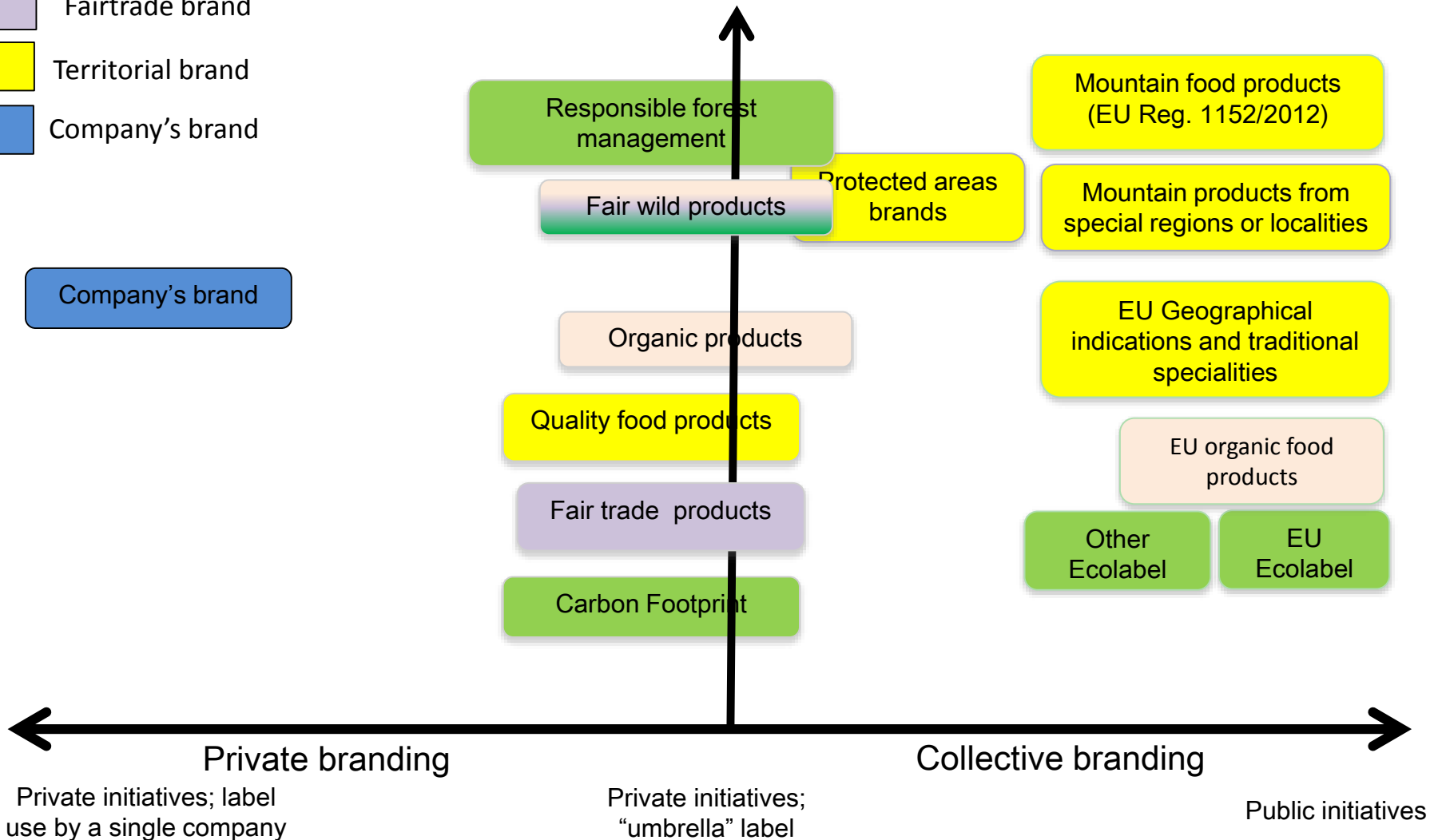


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- Environmental performance brand
- Organic/fair wild brand
- Fairtrade brand
- Territorial brand
- Company's brand

Focus on nature, forest and mountains





Environmental performance brand

Focus on nature, forest and mountains

Responsible forest
management

Carbon Footprint

Other
Ecolabel

EU
Ecolabel

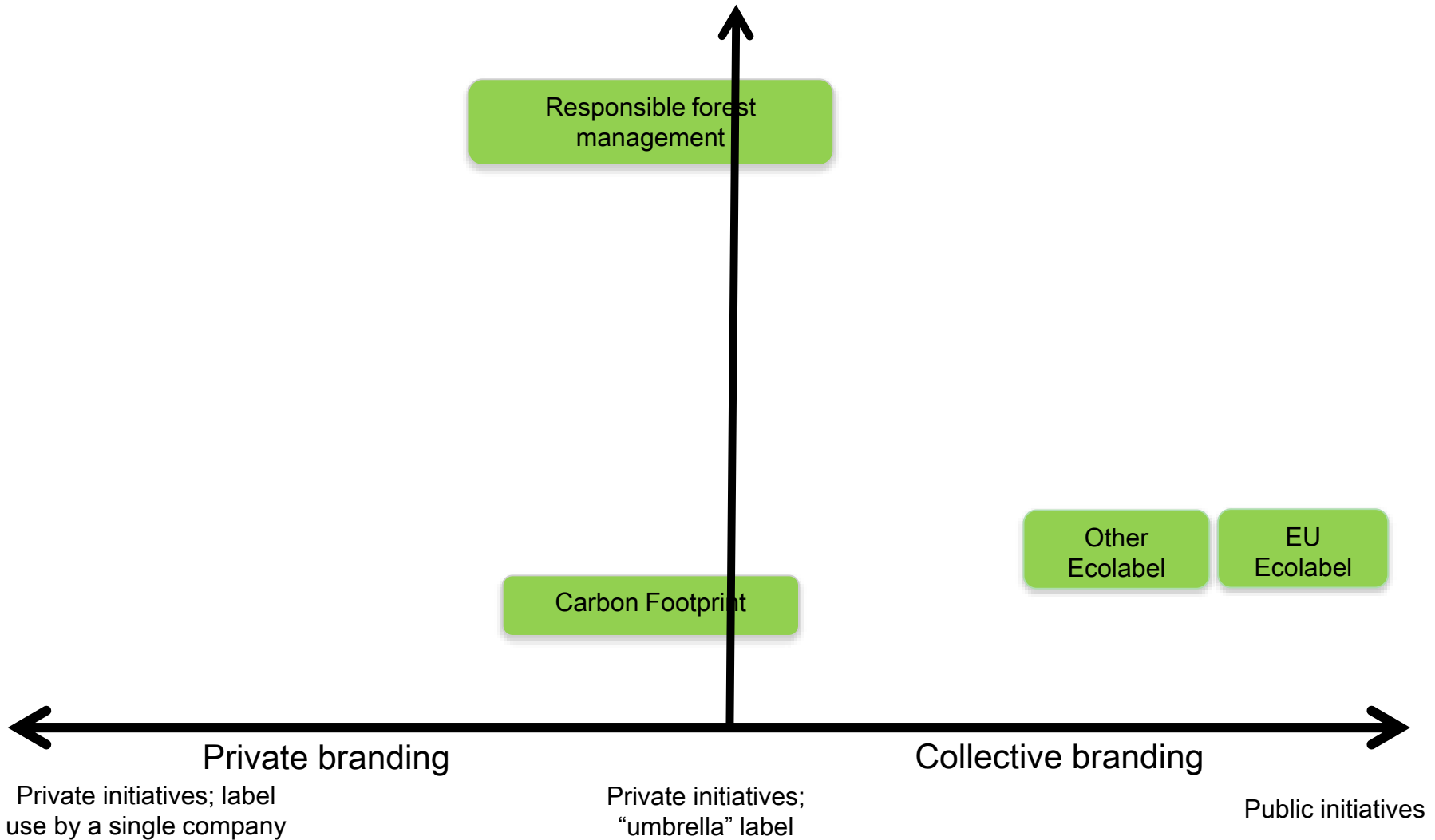
Private branding

Collective branding

Private initiatives; label
use by a single company

Private initiatives;
“umbrella” label

Public initiatives



a)Environmental performance

Food production and consumption have a significant impact on the environment .



One way to inform consumers about the environmental impacts of food and other products

An opportunity to reduce their personal footprint on environment

- ISO identified 3 types of voluntary labels



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Type	Description	ISO standard	Examples
Type I	A voluntary, multiple-criteria based, third party program that awards a license that authorises the use of environmental labels on products indicating overall environmental <u>preferability</u> of a product within a particular product category based on life cycle considerations	<u>Ecolabelling</u> schemes : ISO 14024:1999	  
Type I like	A voluntary, multiple-criteria based, third party program that awards a license that authorises the use of environmental labels on products indicating environmental <u>preferability</u> of a product within a particular product category based on life cycle considerations. It focuses on a single issue (<u>e.g.</u> sustainable forestry).	<u>Ecolabelling</u> schemes : ISO 14024:1999	 
Type II	Informative environmental self-declaration claims		CFC free,
Type III	Voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party. There is only verification, no evaluation	Life-cycle data declarations : ISO 14025:2006	

- **European Union Ecolabel**



Regulation (EC) No 66/2010.

The EU Ecolabel is a voluntary label which helps in identifying products and services that have a reduced environmental impact throughout their life cycle.

Not applicable on food. On cork and on soap, shampoos and hair conditioner



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- **Other Ecolabels**



- Nordic Ecolabel is the official Ecolabel of the Nordic countries.
- Established in 1989 by the Nordic Council of Ministers.
- Voluntary ISO Type I label, evaluates the impact on the environment throughout the whole life cycle.



The Swan, the official Nordic Ecolabel



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Source: Rikkonen et al., 2012.

- **Responsible forest management**

- FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) schemes have criteria for the sustainable management of NWFP



- Certification provides an opportunity to assess at least a part of the biodiversity of the forest.



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Forest Stewardship Council® About Us Our Impact Certification Market
INTERNATIONAL CENTER WHO WE ARE WHAT WE DO RULES & GUIDANCE HOW WE WORK

← Home

Public Certificate Search

Enter License Code

License Code (FSC-C) [Search for license code (FSC-C followed by 6 digits) directly]

Or use the following fields to search license holder(s)

Organization

Name [Legal name of the organization]

Country [All]

State/Country [The state or county of the organization]

Show Sites/Member [x]

Certificate

Certificate Code [All] [All] []

FSC Controlled Wood []

CW Risk Assessment []

Status [Valid]

Product

Level 1 [All]

Level 2 [All]

Level 3 [All]

Species [All]

Search [Reset Data]

Level 1: All
Level 2: All
Level 3: N1 Barks, N2 Soil conditioner and substrates, N3 Cork and articles of cork, N4 Straw, wicker, rattan and similar, N5 Bamboo and articles of bamboo, N6 Plants and parts of plants, N7 Natural gums, oils and derivatives, N8 Chemical, medicinal and cosmetic, N9 Food, N10 Other NTFP n.e.c, Not Applicable
Species: P1 Pulp, P2 Paper, P3 Paperboard, P4 Corrugated paper and paperboard, P5 Packaging and wrappings of paper, P6 Household and sanitary products, P7 Stationery of paper, P8 Printed materials



FSC database: <http://info.fsc.org>

Results

Found 696 results. displaying the first 200 results.

Certificate Code	Certificate Status	CW	License Number	License Status	Organization Name	Site/Member	Country	Issue Date	Expiry Date
SCS-COC-002535	Valid		FSC-C005040	✓	Source Atlantique U.K. Ltd., Registered Head Office	✓	UNITED KINGDOM	2014-06-16	2019-06-15
SCS-COC-002535	Valid		FSC-C005040	✓	Source Atlantique, Inc.		UNITED STATES	2014-06-16	2019-06-15
SCS-FMCO-C-00150P	Valid		FSC-C005614	✓	Hayami Forest		JAPAN	2015-01-26	2020-01-25
MO-COC-029196	Valid		FSC-C005692	✓	Prolima GmbH		GERMANY	2014-07-08	2019-07-07
MO-COC-029196	Valid		FSC-C005692	✓	Versign UK/ Origo Home Ltd.	✓	UNITED KINGDOM	2014-07-08	2019-07-07
MO-COC-029196	Valid		FSC-C005692	✓	Versign GmbH	✓	GERMANY	2014-07-08	2019-07-07
CU-FMCO-C-021881	Valid		FSC-C006664	✓	Kelani Valley Plantations PLC		SRI LANKA	2012-09-23	2017-09-22
CU-FMCO-C-021881	Valid		FSC-C006664	✓	Panawatte Rubber Processing Center	✓	SRI LANKA	2012-09-23	2017-09-22
CU-FMCO-C-021881	Valid		FSC-C006664	✓	Dewalskande Rubber Processing Center	✓	SRI LANKA	2012-09-23	2017-09-22
CU-COC-009710	Valid	✓	FSC-C008551	✓	De Prest NV	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Dimac NV	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Baskerville	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Drukkerij Vanderhaegen	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	NV Houthandel A. De Sutter	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	NV Muffels Leon Bosontgining	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Drukkerij Grafico NV	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Lambrechts Hout NV	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	RONDO bvba	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Hebyn Kartonage bvba	✓	BELGIUM	2013-05-27	2018-05-26
CU-COC-009710	Valid	✓	FSC-C008551	✓	Extremis nv	✓	BELGIUM	2013-05-27	2018-05-26



Multipurpose trees and non-wood forest



Organic/fair wild brand

Focus on nature, forest and mountains

Fair wild products

Organic products

EU organic food products

Private branding

Collective branding

Private initiatives; label use by a single company

Private initiatives; "umbrella" label

Public initiatives



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b) Organic

- No pesticides, herbicides, chemical fertilizers, growth hormones, antibiotics or gene manipulation.
- In Western Countries, the market for organic food products is experiencing a fast growing (Aschemann et al. 2007, Richter et al. 2007, Thøgersen, 2010).



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- Council Regulation (EC) No 834/2007 : foods can only be marked as "organic" if at least 95% of their agricultural ingredients are organic.
- *“The collection of wild plants and parts thereof, growing naturally in natural areas, forests and agricultural areas is considered an organic production method provided that: those areas have not, for a period of at least three years before the collection, received treatment with products other than those authorised for use in organic production under Article 16;[...] the collection does not affect the stability of the natural habitat or the maintenance of the species in the collection area”.*



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Fair wild



The pressure on potentially vulnerable plant species can endanger local ecosystems and the livelihoods of collectors.

Established in 2008, it promotes the sustainable use of wild-collected ingredients, with a fair deal for all those involved throughout the supply chain

Based on the International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants (ISSC-MAP)

Supported by WWF and IUCN



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Company name	Country of origin	FairWild-certified ingredients		
		Scientific name	Common name & plant part	Pharmacopoeial name
Boletus d.o.o. (FairWild certified operator) Mr. Salko Pašić boletuss@bih.net.ba Represented by Weber & Meyer GmbH in German market Mr. Marc Böttcher Managing Director marc.boettcher@weber-meyer.com Certificate valid until: 31/12/2015	Bosnia-Herzegovina	<i>Rubus idaeus</i>	Raspberry leaf	Rubi idaei folium (leaf)
		<i>Sambucus nigra</i>	EU : Elder flower USA : European elder flower	Sambuci flos (flower)
		<i>Tilia platyphyllos</i>	EU: Lime flower USA: Linden flower	Tiliae flos (flower)
		<i>Urtica dioica</i>	EU: Nettle leaf, root USA: Stinging nettle leaf, root	Urticae folium (leaf) Urticae radix (root)
Martin Bauer GmbH & Co. KG (distributor for FairWild certified operator) Mr. Markus Wehr markus.wehr@martin-bauer.de Certificate valid until: 31/12/2015	Kazakhstan	<i>Glycyrrhiza uralensis</i>	EU: Licorice root USA: Licorice root	Liquiritiae radix (root)
		<i>Rubus idaeus</i>	Raspberry leaf, dried	Rubi idaei folium (leaf)
Martin Bauer GmbH & Co. KG (distributor for FairWild certified operator) Mr. Markus Wehr markus.wehr@martin-bauer.de Certificate valid until: 11/11/2015	Bulgaria	<i>Crataegus monogyna</i>	Hawthorn, leaves, flowers	Crataegi folium cum flore (flower-bearing branches with leaves)
		<i>Rubus fruticosus</i>	Blackberry leaf	Rubi fruticosi folium (leaf)
		<i>Sambucus nigra</i>	EU : Elder flower USA : European elder flower	Sambuci flos (flower)
		<i>Urtica dioica</i>	EU: Nettle leaf USA: Stinging nettle leaf	Urticae folium (leaf)
		<i>Rosa canina</i>	EU: Dog rose hip USA: Rose hip	Rosae pseudo-fructus (receptacle and the remains of the dried sepals)

Company name	Country of origin	FairWild-certified ingredients		
		Scientific name	Common name & plant part	Pharmacopoeial name
P.O. Box 24 Naro Moru 10105 Kenya Hilary Somerlatte, info@oilsafrica.com Certificate valid until: 31/12/2014	Kenya	<i>Commiphora confusa</i>	Gum, Frankincense essential oil	
The Organic Herb Trading Company (distributor for FairWild certified operator) www.organicherbtrading.com Email: info@organicherbtrading.com Certificate valid until: 31/12/2015	Spain	<i>Glycyrrhiza glabra</i>	Roots and rhizomes, dried	Liquiritiae radix (root)
Nagy Mihály Medicinal Plant Ltd. Ipolypart u. 21a 2660 Balassagyarmat Hungary http://www.nam.hu/ Tel: +36 35 300 396 Email: info@nam.hu Certificate valid until: 06/05/2015	Hungary	<i>Crataegus</i> spp.	Hawthorn flowers	Crataegi folium cum flore (flower-bearing branches with leaves)
		<i>Sambucus nigra</i>	EU : Elder flower USA : European elder flower	Sambuci flos (flower)
		<i>Taraxacum officinale</i>	Dandelion leaf, root	Taraxaci folium (leaf) Taraxaci officinalis radix (root)
		<i>Tilia cordata</i>	EU: Lime flower USA: Linden flower	Tiliae flos (flower)
		<i>Urtica dioica</i>	EU: Nettle leaf, root USA: Stinging nettle leaf, root	Urticae folium (leaf) Urticae radix (root)



Focus on nature, forest and mountains

 Territorial brand

Quality food products

Protected areas
brands

Mountain food products
(EU Reg. 1152/2012)

Mountain products from
special regions or localities

EU Geographical
indications and traditional
specialities

Private branding

Collective branding

Private initiatives; label
use by a single company

Private initiatives;
“umbrella” label

Public initiatives



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c) Territorial branding

- Globalization leads to an uniformization of tradition and cultures
- Local identity can be threatened → place of origin becomes more important. More and more national/regional/local products are entering the market (Messely et al., 2008).
- NWFP can become **imago product** for a specific territory, linking traditions, locality and environmental sustainability.



EU Geographical indications and traditional specialities

3 European Union schemes PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) promote and protect names of quality agricultural products and foods

Name	Description	Logo
Protected Designation of Origin - PDO	Covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how	
Protected Geographical Indication - PGI	Covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area	
Traditional Speciality Guaranteed - TSG	Highlights traditional character, either in the composition or means of production	

Here we see strong differences



Total N° of registered products	N° of products made with NWFP
10	2

Source: EU Door database

- Kainuun rönttönen



- Sahti: beer with juniperus berries



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SEVENTH FRAMEWORK PROGRAMME



Total N° of registered products

N° of products made
with NWFP

299

29

4 Honey

1 mushroom



13 chestnuts



4 nuts



However, several product with «made in Finland» related message



Name of the Label	Domestic material	Work	Control	Logo
Hyvää Suomesta	The label may be printed on the product package or package label of a food product that is manufactured and packaged in Finland and contains no less than 75 per cent Finnish ingredients.	Up to 100% of domestic (as well as manufacturing and packing)	Audit every 3 years	
Avainlippu	No claim of the raw material being domestic	Made in Finland	No audit	
Kotimaiset Kasvikset Sirkkalehtilippu	Plant raw material domestic, processed products, other raw materials is not the criteria	Plant raw materials cultivated in Finland	Audit	
Maakuntien parhaat-Uniquely Finnish	The main raw material, 100% domestic. The degree of domestic product by at least 80% (and not just the raw material, also involved in the labor share)	At least 80 per cent of the cost of the product (including work and materials)	Audit every 3 years	



A good example of territorial marketing: the South Tyrol brand



For all products and services



Only for food products

- A set of specific standards for the products and the services
- An umbrella logo (first region in Europe to adopt one) owned by the Autonomous Province
- Contract between user (company) and Province
- Committee for quality promotion providing support to marketing activities
- Technical commission with representatives of producers



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Lapland
Lappish
Arctic
Aurora borealis
Untouched environment
Wild
Forests



Something similar for Lapland..?

Arctic Superberries
ARCTIC BERRIES
CLOUDBERRY
BUCKTHORN
MOUNTAIN BILBERRY
BILBERRY



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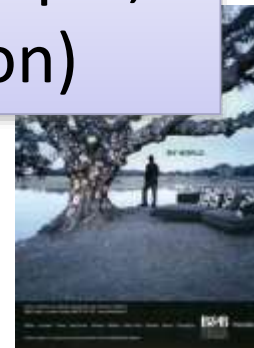
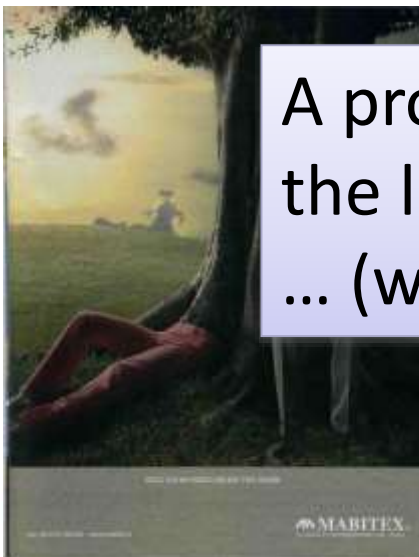


3.Risks



Unfortunately the words and images related to natural forests, trees etc etc. have been used by companies that have no real relation with the forest environment

A process of expropriation of the labels, images, concepts, ... (without compensation)



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Labels, like “sustainable”, “natural”, “biological”, “Carbon neutral”, “Carbon free”, ... are still largely used without a clear meaning of the attribute

→ Frequent cases of green and social washing

The solutions is to protect by law the use of some labels



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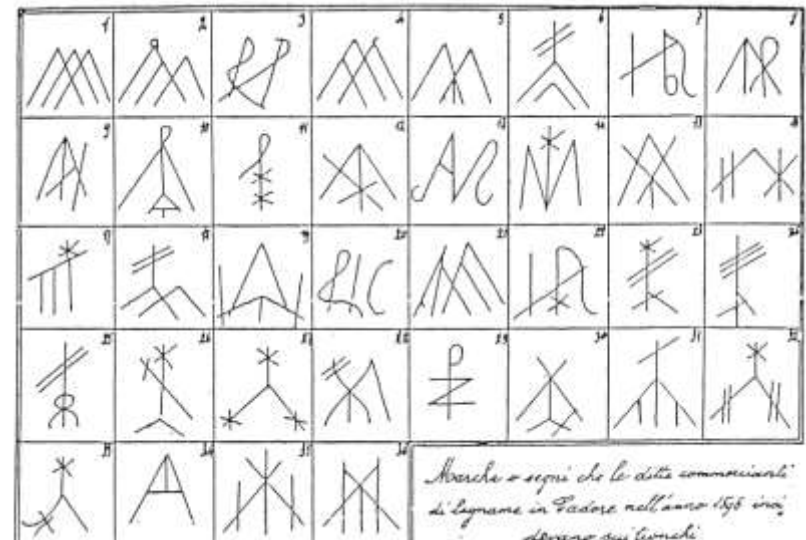


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4. Conclusion: potentials and risks ahead

Branding:
an old technique!



Source: Laner, 2006



What is changed from the old times?

**“We became rich with information,
but poor with time”**

→ Consumers need clear, simple, quick market signals

Unfortunately we can face some risks:

- Credibility of the claims → control
- Lack of coordination of (public) actors → overlapping of initiatives



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- A transparent and controlled behaviour is in the long run the best way to raise the reputation and the clients' loyalty
- Provide clear and credible messages through branding coordination



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Thank you
berry much



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