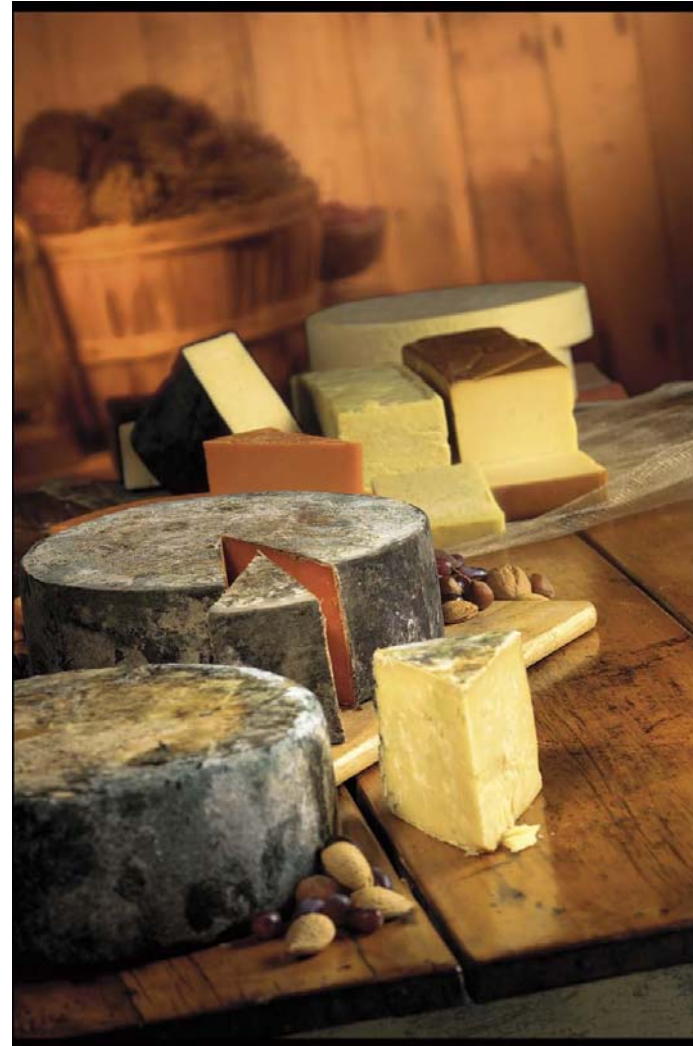


Regionality in Cheese Branding

**Tasmanian Dairy
Conference 2009**

**Jane Bennett
Managing Director
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2008 Nuffield Scholar**



Jane Bennett

2008 Nuffield Scholar

The Role of Regionality in the Marketing and Branding of Food



Rabobank

NUFFIELD
AUSTRALIA
FARMING SCHOLARS



Provenance

- The dictionary definition of provenance relates to the origin or history of a product.
- Provenance is not the key driver of consumer purchasing decisions.
- Producing a product that meets the needs of the consumer (convenience) and taste are more likely to drive sales.



Attributes of Successful Regions with Provenance

- Identifiable geographic boundaries
- Sense of common unity in residents
- Champions
- Vibrant Arts Culture
- Food Production Focus
- Tourism Icons



Bidwells Report Dairy Products with Provenance

- Support for regional provenance comes from affluent rural consumers therefore focusing on selling to local consumers should be a priority.
- Affluent urban consumers are more likely to support regional provenance that is combined with values that appeal to them such as fair trade, environmental or animal welfare standards.



Retail Strategies - Local

- Works well in UK – high population density in rural areas
- Focus on the people – farmers make a great story.
- High focus for regions with strong regional identity



Retail Strategies – Products with Provenance

- Works well in North America – high urban population density
- Provenance associated with environmental standards or fair trade
- Require certified systems of operation to verify claims.



Legal Protection for Regional Produce

Product of Designated Origin – PDO

- Prescriptive recipe or method of production
- Defined regional sourcing of ingredients

Product of Geographic Indication – PGI

- Prescriptive recipe or method of production.
- Ingredients may be sourced outside region.



Advantages of PDO Status

- Security for small producers
- Maintenance of cultural traditions
- Retains exclusive link between product and region



Risks of PDO Status

Stilton versus Stickleton



Culture is evolution not archaeology

- Creating legal frameworks for defining regional products such as PDO offer protection for the products included but may also create limitations for businesses and brands.



Australian Regional Cheese

- Localising cheese names has meaning only for consumers with personal connection to region
- Using regionality in branding works where the region has a strong brand identity & a connection to the product



Providing a value to the consumer

Why does the consumer want to purchase the product;

- Price
- Usage
- Size
- Added convenience

