



Taste of the Ukrainian Carpathians

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Funded by



Schweizerische Eidgenossenschaft
Confédération suisse
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Швейцарська Конфедерація

Implemented by



FiBL

Forschungsinstitut für biologischen Landbau
Institut de recherche de l'agriculture biologique
Research Institute of Organic Agriculture

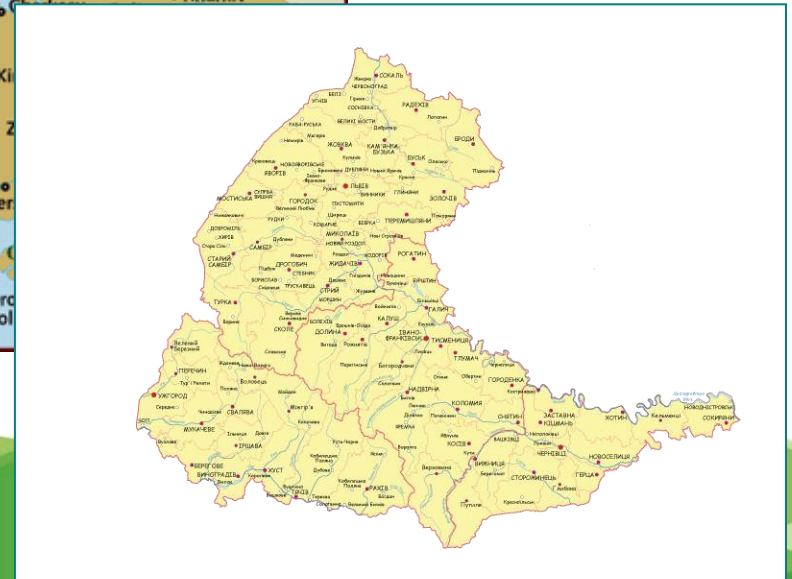
EXCELLENCE FOR SUSTAINABILITY

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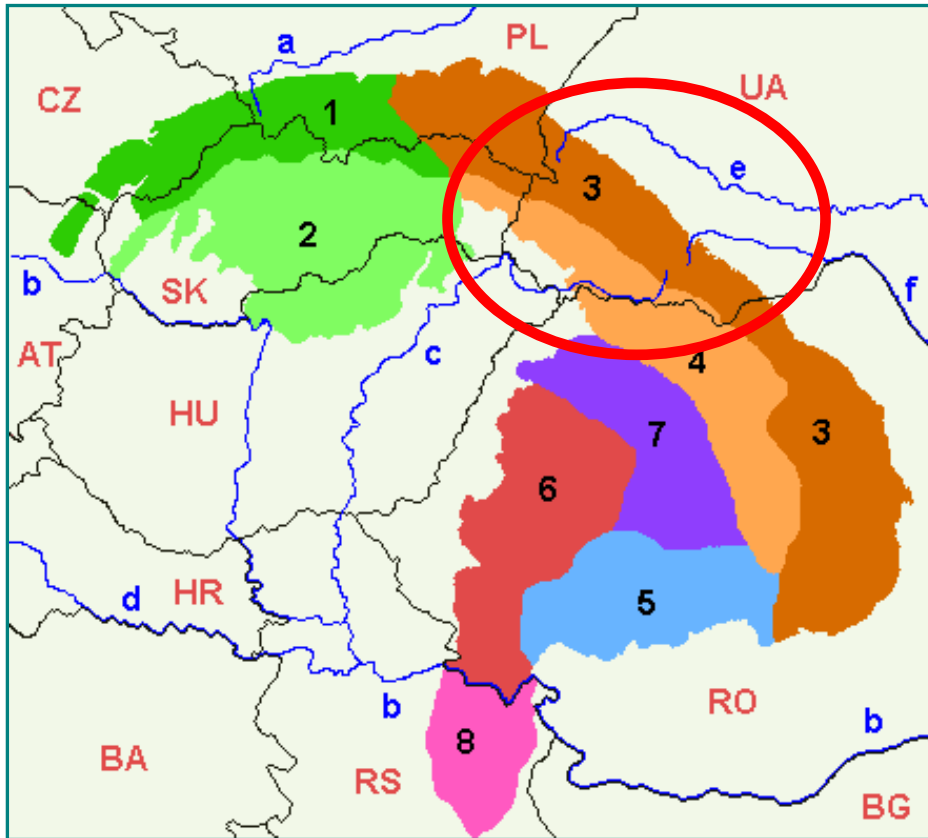
Where are the Ukrainian Carpathians?



4 Oblasts: Chernivtsi, Zakarpattia, Ivano-Frankivsk and Lviv



Beyond the Ukrainian Carpathians



- dark green: Outer Western Carpathians
- light green: Inner Western Carpathians
- dark orange: Outer Eastern Carpathians
- light orange: Inner Eastern Carpathians
- light blue: Southern Carpathians
- red: Western Romanian Carpathians
- purple: Transylvanian Plateau
- pink: Serbian Carpathians



Getting started in 2011...

- 2004: Start of the Swiss-Ukrainian project “Organic Market Development in Ukraine”, funded by the State Secretariat of Economic Affairs SECO, implemented by FiBL
- Producers in the Ukrainian Carpathians consider organic to be «too expensive»
- Strong linkage to local traditions (over 200 festivals per year)
- Wish to have a geographically referenced brand (own standard)
- 2011: SECO decision to support the initiative (stakeholder assessment)





November 11, 2011

Presentation of the results of the stakeholder assessment conducted by FiBL between June and November (Lviv, hotel Dnister)



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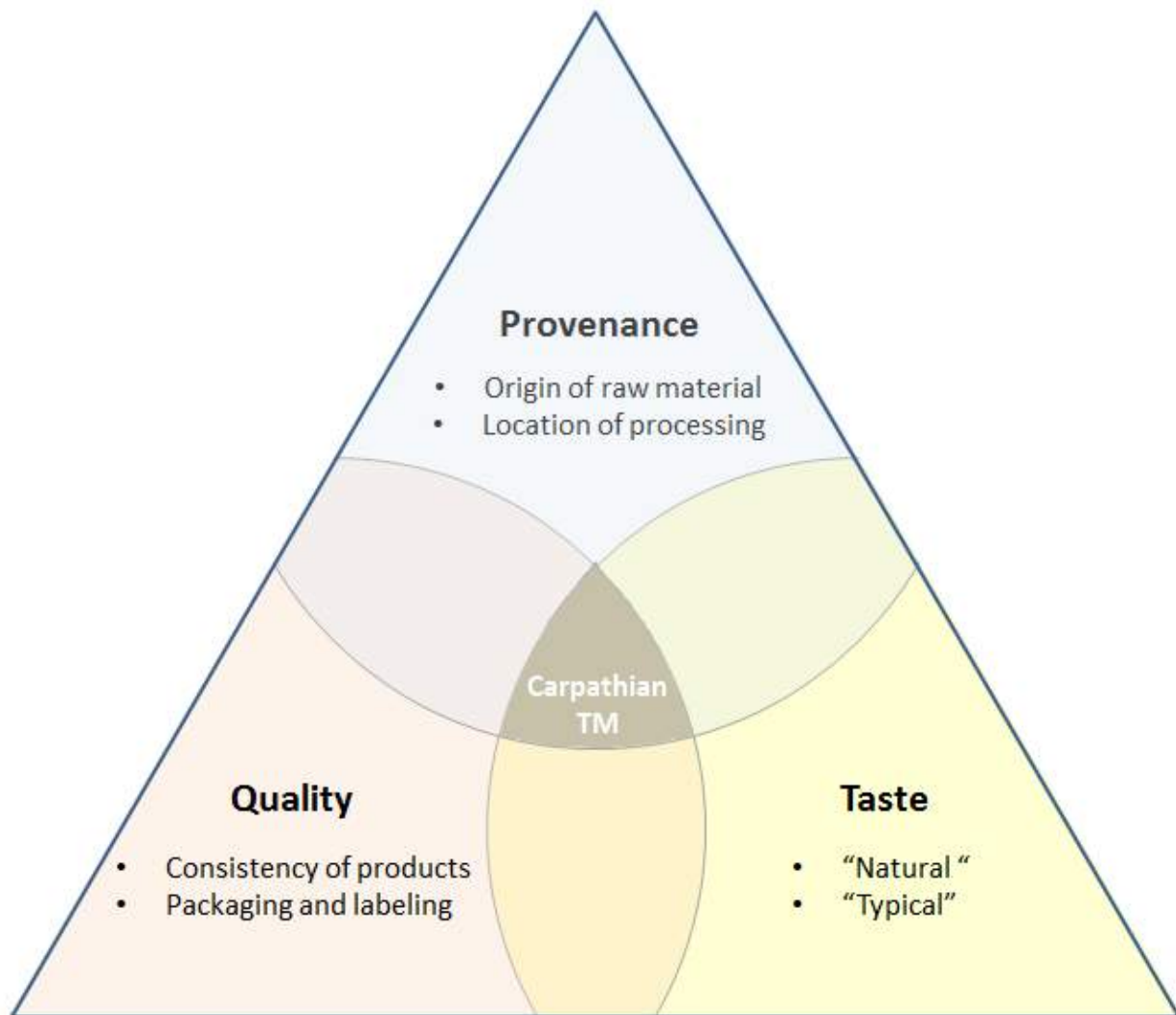
Vision

“The Carpathian TM Initiative successfully markets a wide range of agricultural quality produce from the Ukrainian Carpathians in primarily urban centres of the Ukraine.

Driven by consumers’ awareness and interest for guaranteed quality produce from this region, it enhances the competitiveness and income of the primarily small-scale producers and processors involved.”



Values



Methodology: Participatory Market Chain Approach

Phase 1

Get to know the actors, their activities, interests, problems, etc.

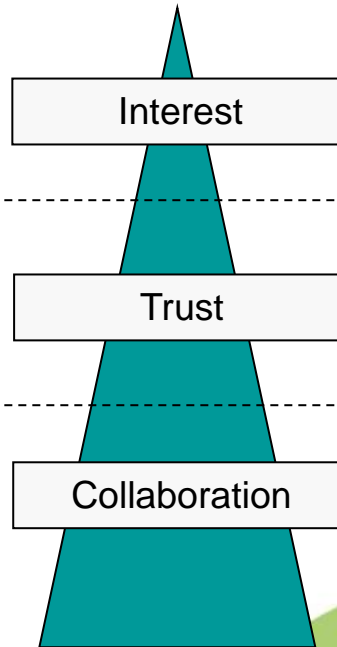
Phase 2

Analyze potential joint market opportunities

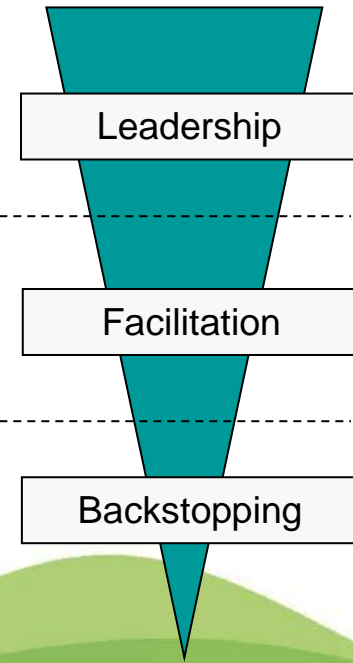
Phase 3

Implement joint market innovations (commercial, technological, institutional)

Market Chain
Actors



Leading R&D
Organization





June 29, 2013

Organization of a market fair at the «Lviv on the plate» festival with 20 producers (potential licensees of the trademark) from 4 oblasts



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July 4, 2013

Selection of the trademark logo by 440 consumers (online voting out of 39 proposals)



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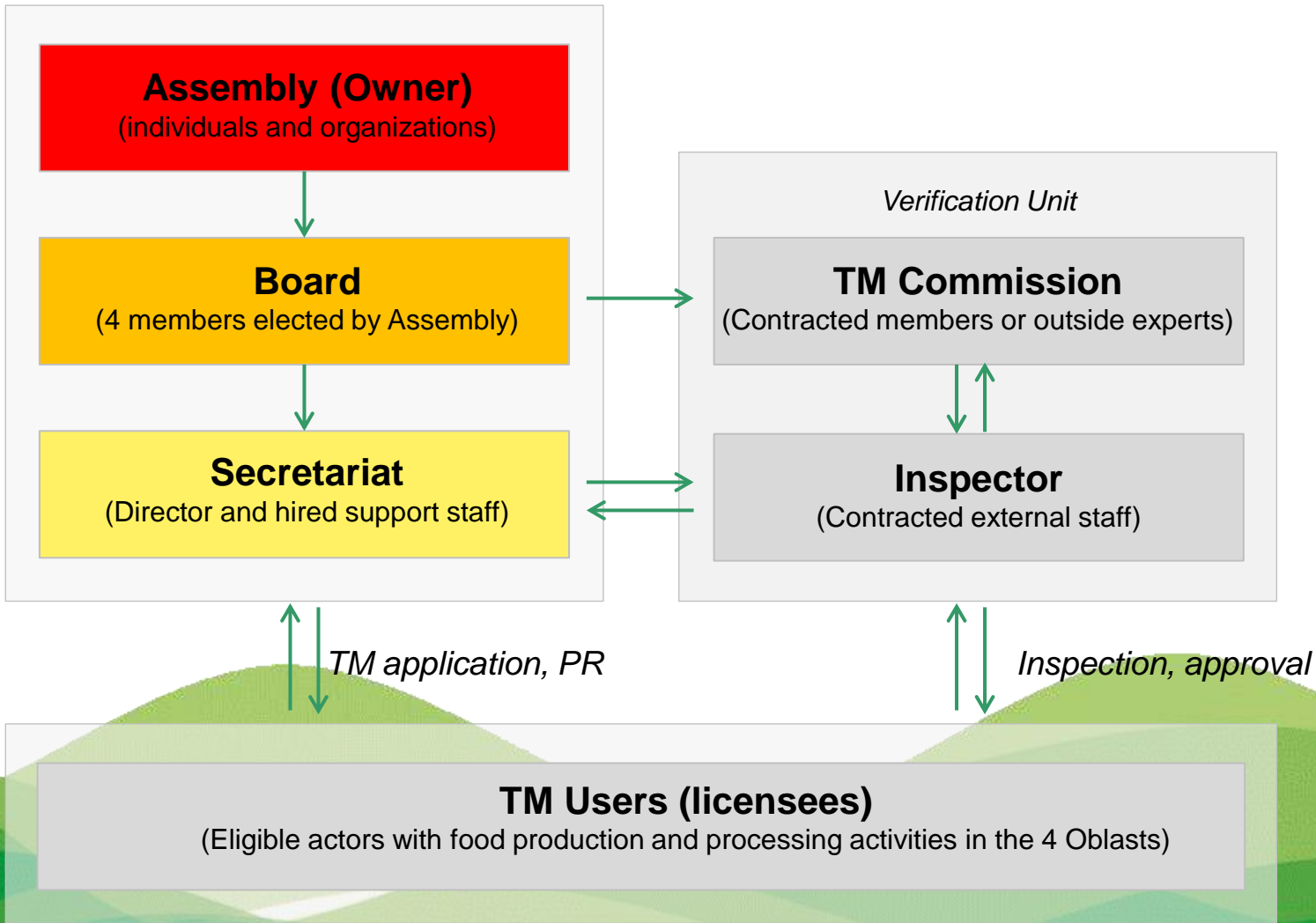
August 25, 2013

Constitution of the Public Union (owning structure) and presentation of the logo to the public (Tlumach, Ivano-Frankivsk)



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Organogram of the Public Union



Mission of the Public Union

The Carpathian TM Initiative foresees to benefit different stakeholders through the development of labelling system and the implementation of complementary promotion and support activities. In summary, the most important tangible benefits relate to the following anticipated achievements:

- *Establishment of a TM labelling system,*
- *Development of a strong regional brand,*
- *Networking support,*
- *Facilitation of technical advice.*





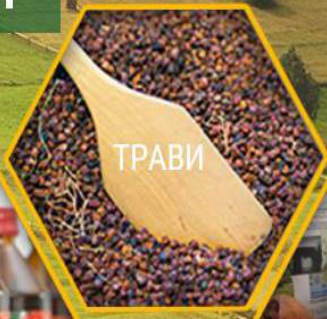
April 10, 2014

Registration of the trademark Taste of the Ukrainian Carpathians as a Collective Mark of Goods and Services at the State Intellectual Property Service of Ukraine





СМАК УКРАЇНСЬКИХ КАРПАТ



Swisscom 10:58 64%
А тобі сьогодні 50 років 😊 хоча, ти завжди по-юнацький молодий. Звичайно ж не на 20 років, але хоча б на 27 😊 бо у 20 у тебе ще не було мене 😊😊
Вітаю, тату!
Übersetzung anzeigen



Trademark "Taste of the Ukrainian Carpathians"
Торговельна марка «Смак Українських Карпат»

AGREEMENT №CTM/2014

ДОГОВІР №СТМ/2014

on target-oriented non-refundable technical and financial assistance (grant) / про цільову безповоротну технічну та фінансову допомогу (грант)

Між

Between
The Carpathian Taste Public Union¹, represented by Stovpiuk Mykhailo Mykolayovych, Head of the Board, authorized to act on the basis of the Statute, on one side,
Громадською спілкою «Карпатський смак»², в особі голови правління Стовпюка Михайла Миколайовича, який діє на підставі Статуту, з однієї сторони,

та

and
The Research Institute of Organic Agriculture FiBL (hereinafter referred as FiBL) within the frame of the Project "Organic Market Development in Ukraine"³ (hereinafter referred as the Project), represented by the Project manager Prokopchuk Nataliya, authorized to act on the basis of the Statute, on the other side,
Дослідним інститутом органічного сільського господарства (надалі – "FiBL") в рамках проекту "Розвиток органічного ринку в Україні"⁴ (надалі – "Проект"), в особі менеджера проекту Прокопчук Наталії Олександрівни, яка діє на підставі Доручення FiBL б/н від 20 червня 2012 р., з іншої сторони, погодили та уклали цей Договір (надалі – «Договір»)

цільову безповоротну технічну та фінансову допомогу в рамках проекту за фінансової підтримки Швейцарського Конфедерального Уряду Швейцарії

August 20, 2014

Signature of the agreement between the Public Union and FiBL





October 21-23, 2014

Presentation of the trademark at the international forum “Origin, Diversity and Territories” (Turin, Italy)



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October 23-27, 2014

Participation at the Salone del Gusto – Terra Madre with an individual stand (Turin, Italy)



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February 7-8, 2015

Organisation of the 2nd General Assembly (Mykulychyn village, Ivano-Frankivsk oblast)



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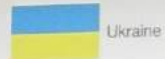


1 kg
Rp. 30.000

1 kg
Rp. 30.000



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...del Peru SRL



LLC Gals LTD



OFFICIAL PROGRAMME

SIPPO +

Swiss Import Promotion Programme



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Consumer survey 2016

Jean-Baptiste Angelloz-Nicoud

Yulia Bitkova

Olena Pavlova

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Methodology

Objective of study: to understand consumers perception towards the trademark "Taste of Ukrainian Carpathians"

Field work period : 05/09/2016 – 16/09/2016



Marketing tools	Participants	N	Place
Focus group	Women between 25-45 years old	2	Lviv
		1	Kiev
Shop interviews	- Directors - Sales assistants	4	Carpathians' region
		1	Kiev
Producer interviews	Directors	1	Lviv and Carpathians' region
		1	Kiev
Consumer surveys	- Organic fair participants - Buyers	33	Carpathians' region
			Kiev



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Target Market

From interviews of shop directors and observations, the target market would be:



Lviv

Tourists: Ukrainian and foreigners looking for traditional products

Locals: healthy consumers, mothers purchasing for their child, consumers with a high purchasing power

Kiev

Urban people, looking for traditional, healthy and qualitative products, with a good level of education and an important purchasing power (upper-middle class)



Results

Product



Tasty, ecological, natural, personalized, quality, healthy

- Low variety of products, sanitary issues
- Packaging of some products is not attractive

Price



Higher price is accepted in general by consumers

- Selling prices of producers are sometimes not justified

4P

Place

- Products are not enough physically accessible in the market
- TUCA products mixed with other products on shops' shelves

Promotion

- Consumers trust more the name of producer than the logo
- There are no enough promotional materials for shops

Recommendations

Improving shop merchandising

Implementation of a unique shelf for TUCA products in shops
Designing the shelf using the Carpathian's mountains image
Implementation collaborating with shops

Improving e-merchandising

Provide to consumers a list and a map of the shops providing TUCA products
Using the existing internet website of TUCA

Propose information supports about TUCA products to sellers and shop assistants

Using a paper format, providing: sales arguments, product characteristics, value added for consumers, frequently asked questions with appropriate responses

Organisation of food degustation in shops

Organisations of degustations in partnership with shops to target directly consumers

Organisation of farm excursions with degustations

In partnership with local travel agencies
To improve consumers' awareness of TUCA products