



DIVERSIFOOD

Embedding crop diversity and networking for local high quality food systems

Grant agreement n°: 633571

H2020 - Research and Innovation Action

D5.3

Concepts for flagship label, trademark and other communication tools in support of the marketing of underutilized crops (food diversity)

Embedding Diversity: Communication and Label Concept for Underutilized Crops – Checklist for your First Evaluation

Due date: 44

Actual submission date: 44

Project start date: March 1st, 2015 **Duration:** 48 months

Workpackage concerned: WP5

Concerned workpackage leader: Bernadette Oehen (FiBL)

Lead Beneficiary: PSR

Dissemination level:

- PU:** Public (must be available on the website)
- CO:** Confidential, only for members of the consortium (including the Commission Services)
- CI:** Classified, as referred to in Commission Decision 2001/844/EC en, 2018

Introduction

There are some very successful cases of marketing of underutilized crops in European countries. Examples are the marketing of rare varieties in Austrian and Swiss supermarkets. Other examples are market initiatives in Spain, France, or Italy, selling local produces and processed foods in specialised shops, at farmers markets, or directly at the farm. A consumer survey was conducted in 2017 in France, Italy, Spain, and Switzerland during DIVERSIFOOD project in order to gain additional data on such examples; and Rossi et al. (2016)¹ developed the DIVERSIFOOD Case Study Framework.

Among others an objective of these studies was to identify some best-case examples for the use of a trademark, label or logo and the related communication strategies. Then a flagship approach to communicate the benefits of underutilized crops by means of a label should be developed.

The studies identified many individual approaches of the various marketing initiatives, each based on slightly different secrets of success. Within the DIVERSIFOOD consortium it was concluded that there's no sense in defining a single best-label flagship approach; instead, a concept should give an idea of the possibilities to communicate the value of agrobiodiversity to consumers.

This concept is the resulting outcome. It provides a structured approach for networks and market initiatives to evaluate whether a label for underutilized crops is feasible, and whether it is in line with their values and aims or not, and what the premises for the communication strategy are for those underutilized crops. This concept provides a general idea about topics that should be considered. The result could be the introduction of a label or the abandonment of introducing a label.

In the beginning of such an evaluation there are most likely existing underutilized crops, that is, genetic resources, such as old, locally, and newly bred underutilized varieties, as well as some products or product ideas derived from these crops.

The main target groups of this concept are farmers involved in participatory breeding, seed savers, seed networks and communities, foundations, and breeders of underutilized crops, as well as partners of such genetic resources. Moreover, the concept could be interesting for initiatives and organizations that consider the integration of underutilized crops in their existing label; however there is no specific treatment of this topic in the concept.

The concept should be considered as the first step in the evaluation of a new label. The treated topics might also hint on further considerations when developing a successful marketing initiative. However, the concept focuses mainly on two points:

1. Introduction of a label², a logo, a trademark or similar and some implications
2. Communication tools and communication contents for products of underutilized crops

¹ Rossi, A., Padel, S., Brunori, G., Gerrard, C., Oehen, B. 2016. DIVERSIFOOD Case Study Framework (MS 27)

² Note: often the term «label» is used synonymously for the other means of creating trust (see category vii: 'Trust and Credibility' of the concept).



The structure of this concept

We suggest to do the evaluation of a label for underutilized crops with the help of the checklist in the appendix. The concept introduces this checklist and gives instructions for the evaluation. Background information shall help in understanding all topics for consideration. The concept first instructs how to use the checklist, including re-evaluation. Then the structure of the checklist will be explained. Finally, a description of all the examined categories and topics can be found at the back of the concept, including some recommendations concerning communication of these topics, and similar issues.

Index

Instruction: How to use this concept	8
The idea of the checklist.....	8
Use of the checklist: analyse category by category, each in two steps.....	8
Evaluation by several stakeholders: results analysis.....	9
Results and further procedure	9
Re-evaluation.....	9
The structure of the checklist	10
A) Product quality and ethics of production.....	10
Generally important to these categories: raise awareness about the «reason why»	10
B) Marketing context.....	11
Generally important to these categories: analyse your business environment and connect to all stakeholders.....	11
The content of the categories' background information	11
i) Category: Seed Quality/ Mobilization of Local Genetic Resources	12
Overview.....	12
Result analysis: One item should match.....	12
Background.....	12
Relevance of this category within the concept	12
How to improve in this category	13
1. Participatory breeding.....	13
Communication recommendations on participatory breeding	13
2. Heirloom variety/landrace	14
Communication recommendations on heirloom varieties and landraces	14
3. Breeds for organic/agro-ecological farming	15
Communication recommendations on breeds for organic/agro-ecological farming.....	15
4. Breeds for other niche markets	15
Communication recommendations on breeds for other niche markets	16
5. Local seeds for local production	16
Communication recommendations on local seeds for local production.....	16
6. Rare/ endangered varieties	17
Communication recommendations on rare/ endangered varieties	17
ii) Category: Ethics, Sustainability.....	19
Overview.....	19
Result analysis: the more matching items the better.....	19
Background.....	19
Relevance of this category within the concept	19
How to improve in this category	19
7. Support of small-scale farms and small-scale business.....	20
Communication recommendations on small-scale farms and small-scale business	20
8. Farmers' autonomy and integrity	20
Communication recommendations on farmers' autonomy and integrity.....	21
9. Fair prices	21
Communication recommendations on fair prices	21
10. Fair social working conditions.....	21

Communication recommendations on fair social working conditions.....	21
11. Respect of local culture and its values	21
Communication recommendations on respect of local culture and its values.....	22
12. Respect of environmental resources.....	22
Communication recommendations on respect of environmental resources.....	22
iii) Category: Specific Product Quality.....	23
Overview.....	23
Result analysis: Every product matches at least one item.....	23
Background.....	23
Relevance of this category within the concept.....	23
How to improve in this category	23
13. Special shape/colour	24
Communication recommendations on special shape/ colour.....	24
14. Special taste qualities.....	25
Communication recommendations on special taste qualities.....	25
15. Special use	25
Communication recommendations on special use	26
16. Special health qualities.....	26
Communication recommendations on special health qualities.....	27
17. Locally/ handcrafted product	27
Communication recommendations on locally/ handcrafted product.....	27
18. Organic/ agroecological production.....	27
Communication recommendations on organic/ agroecological production.....	28
iv) Category: Costs and Risks / Implication on Price Level	29
Overview.....	29
Result analysis: the anticipated production level fits the possible price level.....	29
Background.....	29
Relevance of this category within the concept.....	29
How to improve in this category	29
v) Category: Network of Actors/ Integration with other Initiatives	30
Overview.....	30
Result analysis: three actors should at least be involved.....	30
Background.....	30
Relevance of this category within the concept.....	30
How to improve in this category	30
23. Network of farmers.....	31
Recommendations on network of farmers.....	31
24. Agricultural advisors and scientists.....	31
Recommendations on agricultural advisors and scientists.....	31
25. Seed producers and conservators	31
Recommendations on seed producers and conservators	32
26. Processors/ traders	32
Recommendations on processors/ traders.....	33
27. Sensory experts/ chefs	33
Recommendations on sensory experts/ chefs.....	33

28. Tourist association/ rural communities.....	33
Recommendations on tourist association/ rural communities	33
29. Other initiatives, in- and outside of territory	34
Recommendations on other initiatives, in- and outside of territory	34
vi) Category: Points of Sale.....	35
Overview.....	35
Result analysis: two items of high importance is o.k.	35
Background.....	35
Relevance of this category within the concept	35
How to improve in this category	35
30. Supermarket/ discounter	36
Recommendations on supermarket/ discounter	36
31. Health food shop/ specialties store	36
Recommendations on health food shop/ specialties store.....	37
32. Bakery/ other food manufacture store	37
Recommendations on bakery/ other food manufacture store	37
33. Local market/ farm shop	37
Recommendations on local market/ farm shop.....	38
34. Gastronomy sector.....	38
Recommendations on gastronomy/ canteen	39
35. Online shop/ box sheme	39
Recommendations on online shop/ box sheme	39
vii) Category: Trust and Credibility	40
Overview.....	40
Result analysis: Decide your strategy by focusing on at least one item.....	40
Background.....	40
Relevance of this category within the concept	40
How to improve in this category	41
36. Good brand/ claim/ message/ trademark.....	41
Recommendations on good brand/ claim/ message/ trademark.....	41
37. Label with guidelines and control	42
Recommendations on label with guidelines and control	43
Example: estimation of label accuracy by public criticism	45
38. Traceability: link from produce to produce	45
Recommendations on traceability: link from produce to produce	46
39. Participatory guarantee system	47
Recommendations on participatory guarantee system	47
40. Alternative: personal trust/ voluntary control	47
Recommendations on personal trust/ voluntary control	48
viii) Category: Governance and Ownership of Label	49
Overview.....	49
Result analysis: decide on one owner of the label.....	49
Background.....	49
Relevance of this category within the concept	50
How to improve in this category	50

41. Breeders or producers association	50
42. Collective marketing initiative	50
43. Non-profit foundation or association	51
44. Supermarket/ discount company	51
45. Regional marketing initiative	51
46. Governmental trademark	52
ix) Category: Communication Tools	53
Overview	53
Result analysis: the more the better, but	53
Background	53
Relevance of this category within the concept	54
How to improve in this category	54
47. Product information at point of sale	54
Recommendations on product information at point of sale	55
48. Initiative's and partner's websites	56
Recommendations on initiative's and partner's websites	56
49. Social media/ Twitter/ Facebook	56
Recommendations on social media/ Twitter/ Facebook	57
50. Email-newsletters	57
Recommendations on email-newsletters	57
51. Mobile-technology: APPs/ QR-tag	57
Recommendations on mobile-technology: APPs/ QR-tag	58
52. Open-farm days/ tasting events	58
Recommendations on open-farm days/ tasting events	58
53. Public relations (tv/ radio/ print media)	59
Recommendations on public relations (tv/ radio/ print media)	59
54. Advertising (tv/ radio/ print media/ internet)	59
Recommendations on advertising (tv/ radio/ print media/ internet)	60
References	61
Referenced examples of products, labels, brands and initiatives	61
Impressum	63
Thanks	63
Appendix: checklist form	63

Instruction: How to use this concept

This concept provides a checklist³ about several topics that during the DIVERSIFOOD project have been found important to the introduction of a product label and to the communication of underutilized crops. The checklist includes a set of nine categories. Each category examines several topics in the form of a number of items. For each category and each item, the dossier below provides some considerations, as well as some recommendations.

We suggest to first read the overview of each category in order to get an idea about the content. Then, make use of the checklist, and whenever during this process questions arise about a specific topic, check with the description of the corresponding item. Finally, after the analysis is complete, you should read through all the chosen items and verify their meaning to be in conformity with your ideas.

The concept suggests a label to match one or several items per category – if an analysis concludes it is not able to match any item of a category, then it is generally recommended to reconsider the idea of a label for underutilized crops. For instance, it might not be possible to meet the expectations of the main target groups for such products, according to the findings of the DIVERSIFOOD project.

Note: the lists of items are not complete, they can be extended with more topics depending on the values and needs of the group interested in developing a valorisation strategy, but also depending on the specific conditions in a label's target market, or region/country, respectively.

The idea of the checklist

The checklist may be used as a first self-evaluation form that checks the suitability of a new label for your underutilized crops and for your organization. As well, it might provide some information about the premises of its communication. The outcome will provide you with the most important key topics to focus upon during the label development. These key topics will permit the definition of further steps that could provide a clearer picture about the main messages of your label and the products. This process also allows the identification of not so important themes that can be treated in second priority, if at all.

Use of the checklist: analyse category by category, each in two steps

1. Check boxes of the first line for each item (according to the degree to which the goal of your product or organization is addressed by the item.) If needed complete with missing topics linked to the category. Then decide in the second line how important these items are or will be (if applicable).⁴

participatory breeding	heirloom variety, landrace	breed for organic/ agroecological farming	breed for other niche markets	local seeds for local production	rare/ endangered varieties		
1	2	3	4	5	6		
matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all
importance <input type="checkbox"/> high <input type="checkbox"/> medium <input type="checkbox"/> low							

³ See: checklist form in the appendix.

⁴ Note: the indications on the first line represent mostly given or planned conditions. Whereas estimations on the second line can represent the current state, as well as a focus on an anticipated state, when a new label will successfully be implemented.

2. Identify the most important items (see left border in the checklist). We suggest to first focus on items of high importance (second line). Then among these look for the ones that match fully with your products or your label (first line). These items are likely the most relevant ones and show a good premise to focus on. If several items get the same evaluation, please decide, which is of higher importance or which offers more opportunities.

**i) Seed Quality/
Mobilization of
Local Genetic
Resources**

Conclusion:
most important item:

nb. _____

second important item:

nb. _____

Evaluation by several stakeholders: results analysis

3. Fill in the checklist by as many stakeholders as shall be involved with the label development. Fill in the overview in part C) with the results of each participant. Compare results and discuss any differences in the key topics of each category.

Results and further procedure

The results could reinforce your motivation to pursue a new label, for example if all stakeholders feel very clear about your label idea. The important stakeholders to your organization should agree on the key topics that will be of high importance for the label and the communication strategy. Maybe you can agree on two key items per category, otherwise extend the list to three or four, if a longer list better addresses your needs. These key topics might now become your strategy guide during the next steps toward the label's implementation and toward a communication strategy.⁵

However, you should strongly reconsider your label idea, if the analysis doesn't signify much agreement among the important stakeholders to your organization, or if some of the concept's categories didn't turn out to have clear matches of items for your label idea. In this case, we hope the concept can help to start anew with altered ideas and objectives. Or it might even lead to a process of getting a clearer profile for your products, for your marketing idea, and for your organization's objectives, respectively.

Nevertheless, in the end you could just as well conclude that it is best to abandon the label idea. In any case, we hope this concept delivered some useful reasons for deliberations.

Re-evaluation

After your first evaluation, and at the latest after the label's implementation, it is suggested to reevaluate your label and the communication strategy, and to repeat this evaluation from time to time. Markets, network actors, the use of certain communication tools, and many more factors can change very quickly over time. By using this concept, you can compare the state of the label and the communication strategy over several years. Make sure to also invite consumers and partners from outside to share their view about your label, in order to get a feel if your strategy is successful and if you need to adapt to new attitudes and thinking. This suggested approach might provide a tool also for this outside-view analysis.⁶

⁵ Note: the designated key topics might also provide a starting point for the development of your overall product marketing initiative

⁶ Note: You might want to also complete a further analysis of what was important on the way toward your label, e.g., undertake a market environment analysis to identify points of sale for your products, and similar analysis.

The structure of the checklist

The checklist contains nine categories that require careful consideration. These categories are divided in two themed parts. The first part (A) is about the product quality and the ethics of production. It includes the categories: i) Seed Quality/Mobilization of Local Genetic Resources⁷, ii) Ethics/Sustainability, iii) Specific Product Quality, and iv) Costs and Risks / Impact on Price Level.

The second part (B) is about the marketing context, where categories are related to the business environment. They include: v) Network/Integration with other Initiatives⁸, vi) Points of Sale, vii) Trust and Credibility, viii) Governance and Ownership of the Label, ix) Communication Tools.

A) Product quality and ethics of production

i) Seed Quality/ Mobilization of Local Genetic Resources	participatory breeding	heirloom variety, landrace	breed for organic/ ag- roecological farming	breed for other niche markets	local seeds for local production	rare/ endangered varieties				
	1	2	3	4	5	6				
	ii) Ethics/ Sustainability	support of small-scale farms and business	farmers' au- tonomy and integrity	fair prices	fair social working conditions	respect local culture and its values	respect of environmen- tal resources			
		7	8	9	10	11	12			
		iii) Specific Product Quality	special shape/ color	special taste qualities	special use	special health qualities	locally/ handcrafted product	organic/ agroecologi- cal produc- tion		
			13	14	15	16	17	18		
			iv) Costs and Risks/ Impact on Price Level	perfectly viable pro- duction, low costs/risks	viable production, middle costs/ risks	barely viable production, high costs/ risks	poorly viable production, very high costs/risks	<i>not viable production, too high costs/risks</i>		
19	20	21		22						

Generally important to these categories: raise awareness about the «reason why»

The categories of seed quality and ethics let you find the unique selling proposition for products of underutilized crops. But not every identified item is appreciated by consumers as well as would be expected. Sometimes this is probably due to an insufficient information level about the relevance of a specific item. In other cases it is about lacking awareness of its importance. Also some product qualities of underutilized crops might be associated negatively with the product (e.g. a larger heterogeneity of the products). Therefore, it is not only necessary to communicate specific product qualities, seed qualities and ethics, but also an authentic «reason why» the product is worthy of consumer support. That is, the label's core message needs an accompanying reasoning that is evident and makes sense to consumers.

⁷ See: Rossi, A., Padel, S., Brunori, G., Gerrard, C., Oehen, B. 2016. DIVERSIFOOD Case Study Framework (MS 27)

⁸ See: Rossi, A., Padel, S., Brunori, G., Gerrard, C., Oehen, B. 2016. DIVERSIFOOD Case Study Framework (MS 27)

In short, these categories let you analyse what makes your products of underutilized crops special, and accordingly what the label messages could be.

Example: An important product quality of the local Swiss carrot ‘Küttiger Rüepli’ is its predicate «heirloom variety». The «reason why» this is of interest would be: «this variety is a cultural heritage of a region, it enables identification of consumers and farmers with their area and their history».

B) Marketing context

v) Network of Actors/ Integration with other Initiatives	network of farmers 23	agricultural advisors and scientists 24	seed producers and conservators 25	processors/traders 26	tourist associations/ rural communities 27	other initiatives, in- and outside of territory 28	sensory experts/ chefs 29	
vi) Points of Sale	supermarket/discounter 30	health food shop/ specialties store 31	bakery/ other manufacture store 32	local market/ farm shop 33	gastronomy/ canteen 34	online shop/ box scheme 35		
vii) Trust and Credibility	good brand/ claim/ message/ trademark 36	label with guidelines and control 37	traceability: link from produce to produce 38	participatory guarantee system 39	alternative: personal trust/ voluntary control 40			
viii) Governance and Ownership of Label	breeders or producers association 41	collective marketing initiative 42	non-profit foundation or association 43	supermarket/ discount company 44	regional marketing initiative 45	governmental trademark 46		
ix) Communication Tools	product information at point of sale 47	initiative's and partner's websites 48	social media/ Twitter/ Facebook 49	email-newsletters 50	mobile-technology: APPs/ QR-tag 51	open-farm days/ tasting events 52	public relations (tv/ radio/ print media) 53	advertising (tv/ radio/ print media/ internet) 54

Generally important to these categories: analyse your business environment and connect to all stakeholders

The feasibility of a label, as well as narratives for communication can be very country specific if not region specific, and should be created in collaboration with all stakeholders of the production chain. They could also be refined in coordination with partner initiatives, tourist offices, and other associations from an initiative’s network. The same is true for the upkeep of different communication tools when their reach can be improved by activities of all actors. However, the focus should be foremost on communication activities that reach the largest target public audience.

In short, these categories let you analyse where and how you could place your label of underutilized crops, and how to communicate its messages.

The content of the categories’ background information

Below you’ll find some background information and clarifications on each category. Item topics are illustrated with examples of existing labels and initiatives. There are some communication suggestions as well as ideas for improvement within a topic.

i) Category: Seed Quality/ Mobilization of Local Genetic Resources

i) Seed Quality/ Mobilization of Local Genetic Resources	participatory breeding	heirloom variety, landrace	breed for organic/ ag- roecological farming	breed for other niche markets	local seeds for local production	rare/ endangered varieties		
	1	2	3	4	5	6		

Overview

The items number 1.-6. should characterize the nature of your underutilized crops. These all stand for some state of genetic properties of varieties, and in some cases for the way of their development. These topics will differentiate your products of underutilized crops from common products.

Result analysis: One item should match

At least one item should fully match, and it should be of high importance to your label. If your label cannot stand honestly for one of these topics, consider not to use these item's terms or the term «underutilized crop» at all in the label's portfolio.

Background

The seed population of underutilized crops is often in a specific condition compared to conventional varieties, be it by its origin (participatory breeding, heirloom variety, organic breed), or be it by the seed's population size (breed for niche markets, rare variety, locally adapted seed, re-localised seeds). Basically, this is the one characteristic that generally distinguishes the products of underutilized crops from others.

However, consumers are not aware of this topic. The DIVERSIFOOD consumer survey identified the listed items as not of high priority in everyday purchases⁹. Therefore a successful label needs to accompany the core message by an understandable «reason why». There is much work to do for the raising of consumer's awareness about the topic of underutilized crops.

On the other hand, this category presumably provides the reasoning for your unique selling proposition (USP) in food markets. At least consumers prefer products not stemming from industrial breeding to some degree, for instance, compared to traditional varieties.¹⁰ A clear message and the «reason why» might not only let consumers sympathize with the label products, it might result in further donors for your initiative as well.

Relevance of this category within the concept

The topics of this category should stand at the core of a label for underutilized crops. Narratives for communication, and reasons for your initiative, as well as for the label, should mainly spring from these topics.

However consumers generally are not aware of these topics. That's why this concept suggests products of underutilized crops need to have other qualities that are more important to consumers. The checklist therefore includes the category «specific product quality» to address this issue.

⁹ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

¹⁰ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

In short, the category «seed quality/genetic resources» is crucial for a label of underutilized crops. However the category «specific product quality» is crucial for a successful marketing of products of such a label.

How to improve in this category

It can be entirely sufficient to match one key topic within this category. Whatever you do try to do it as best as possible. If your label actually matches several items, consider focusing on one key topic only. Maybe pursue this one topic as your chief purpose and derive from it the label's core message. Also it is important to note that there should be an authentic "reason why" behind the core message, a comprehensible reasoning that is evident and makes sense to consumers and stakeholders.

In the communication, you might relate your core message and the «reason why» to your initiative, or your organization, respectively, and make visible to the consumer the farmers and other people that stand behind the idea and product.

1. Participatory breeding

The introduction of a group of breeders and farmers is a good way to sympathetically showcase an aspect of product origin. Terms linked to participatory plant breeding such as collaboration of farmers, and selection for specific adaptation might evoke positive connotations of the precedent work for the product at hand.

But note, that a certain breeding process is not in the mind of most consumers, and it is not often understandable in details to them. The approach to reach awareness is therefore best made through a step by step process. The selected process will depend on the communication channel and the desired messages.

This topic resonates with Item 8 'Farmer's autonomy and integrity'(below). It is recommended to include the aspects of the latter within the communication of participatory breeding.

Communication recommendations on participatory breeding

Define the core message, and the «reason why» in an approachable manner for consumers. Focus on one or two key reasons for the headline communication (on the products, at point of sale, in advertising, maybe on social media) and leave further reasons to background information provided on communication tools that allow to expand (websites, public relations, open farm days; see category ix).

Outstanding features for the core message could be: «products from a group of farmers with their collective varieties».

The «reason why» could be: «Farmers breed varieties collectively that are adapted to the farmers' environment, and that are in their own possession».

On background information, in order to understand the «reasons why», consumers need to learn about common breeding methods, as well as about current market regulations and market players, and why in comparison a participatory breeding approach would be preferable. See also 8. Farmer's autonomy and integrity.

2. Heirloom variety/landrace

There is much emotion related to the terms «heirloom variety» and «old variety»; these terms are widely used. However the term «landrace» probably is not known by many consumers. In some languages the term «landrace» (that is its appropriate version of a given language) might at least hint onto some ideas about it. On a technical side there might occur some rather big differences in the definition of these terms and their use, from organization to organization, and from country to country. How old exactly does a variety need to be in order to receive the predicate «heirloom»? How many years does a variety need to be grown, used and selected on a specific site in order get called a «landrace»? Such questions might never occur with your genetic resources, but if they do, it is better to have proper definitions in your label's guideline.

A DIVERSIFOOD study¹¹ found a low importance of this topic as a purchasing motive in all tested countries. Product features, such as local production, good taste, freshness, organic and a good price were all stated as more important.

Communication recommendations on heirloom varieties and landraces

Make sure that the varieties' names are written-out on the point of sale. Since many products aren't communicated by the crop's variety name any more, this can be an eye catcher amongst a common product assortment. It also gives products a clear identity for successful long-time marketing. This is especially true when you look at modern varieties of intensely bred crops such as vegetables, that sometimes only get a breeder's number and that anonymously play a role in the market for a short period of few years.

It might be trivial that a good name can help a lot in selling a variety's products. Names that include specific cities and villages, or regions and countries, might give consumers a feeling of a variety related to a certain area (see also 6: 'Local seeds for local production'). This might also imply the feel for an heirloom variety or a landrace (even if consumers don't think in these terms). But the cultural environment, and the general sense for varieties' names differ a lot from country to country, and even from region to region. Therefore, it is important to have a good understanding of the implications of these relations when choosing product names and associated identities.

Besides the variety name, in many cases the topic «heirloom/landrace» will be best promoted through the rich history that varieties offer. That history can provide a solid «reason why» (see introduction to the categories above). Another «reason why» could be derived from the related item 11: 'Respect local culture and its values'. However, be aware of the lower importance of this topic as a purchasing motive. Given the preceding, while communication at the point of sale should probably hint at the history of a given variety, a full content of the role of a variety's history should be given by another communication tool. Therefore, product marketing should not try to make this topic the main selling point.

Example: The carrot 'Jaune longue du Doubs' combines even in its name its background of an heirloom variety («du Doubs», French: «from the river Doubs») with its specific product qualities («jaune longue», French: «yellow colour» and «long shape»).

¹¹ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

3. Breeds for organic/agro-ecological farming

This topic is still in a delicate position concerning promotion at points of sale. On one hand, it is very important for the organic sector to have available varieties bred for its demands. On the other hand the lack of consumer awareness for breeding processes will imply more difficulties for a label purely about this topic. Therefore, it should not be treated as an important selling point of related products.

Still, a label for this topic may have its reasons, for instance, to promote the general task of organic breeding. With help of the label several breeding activities and different breeders together might get an identity. On the seed market such a label might find its customers within the organic sector and also with private gardeners.

Communication recommendations on breeds for organic/agro-ecological farming

On the seed market a label could very well promote this topic as its main selling point. Seed buying farmers and gardeners can be easily addressed with the messages of «the reason why». Further, a reason like «made for less intensely fertilised soil» is well understandable by them.

However, with end products that contain breeds for organic farming, the marketing should clearly promote them as organic products that contain an added value. The wording needs to hint rather on the background idea, the initiatives, and their need for support, than on the quality of the given product. This will prevent consumers from comparing with other products of the same organic label as being inferior because of containing just a common «non-organic» variety.

Example: The label Bioverita (bioverita.ch) aims at raising awareness for organic breeding through farmers, processors, traders and consumers. It offers a platform for organic breeders of Europe, for varieties derived from organic breeding, as well as for processors and traders of organic products, who are interested in organic breeding.¹²

4. Breeds for other niche markets

Within the European Union «conservation and amateur varieties» may be inscribed for official trade. In Switzerland, varieties may be inscribed as «niche varieties». In all cases there are some restrictions to the total seed production of such varieties. Still, this opened new opportunities for varieties with some exciting qualities, but which otherwise are not feasible for the official inscription according DUS guidance (Examination of Distinctness, Uniformity and Stability).

In Switzerland the foundation ProSpecieRara found several main niche markets, for which varieties can be feasible or not¹³ (see also category «Points of Sale»). Different niche markets all have their own demands on niche products. The success in one niche market doesn't warrant a similar potential in another niche market, as different product qualities

¹² «Bioverita (CH), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)

¹³ The niche markets ProSpecieRara distinguishes with focus on vegetables and fruits are (in loose order): supermarkets & discounter/ local market and farm shop/ canteen/ plain cooking restaurants/ high-end gastronomy/ processing/ seed market/ young plants at garden centres/ young plants at nurseries and local markets

are demanded in these niche markets. For example a nice-looking head of lettuce will be attractive to consumers on a vegetable market, however the same lettuce might not be striking at all when leaves are cut, (e.g., in restaurants).

Note: this topic considered by itself may be difficult to explain with a good «reason why». It faces similar issues as breeds for organic farming (see item 3: 'Breeds for organic/agro-ecological farming').

Similar to breeds for organic farming this topic might be of some interest on the seed market of the specific niche production. Otherwise customers of products that contain such breeds will probably enjoy some other specific product qualities (see the according category iii).

Communication recommendations on breeds for other niche markets

Similar to breeds for organic farming (see item :3.), a label could very well promote this topic as its main selling point on the seed market. Seed buying farmers and gardeners can be easily addressed with the messages of «the reason why», for instance, «made for the gastronomy sector», or «specially recommended for private gardeners» is well understandable by them.

For final consumers, however, the products should be promoted by their qualities and not by their breeding background story. Wording should avoid, at any cost, giving a feel of «bred for a marketing gag». At the point of sale, it might therefore be reasonable to not mention this topic at all. With other communication tools, a good «reason why» might be explained rather in order to let consumers sympathize with the idea of niche breeding and with your organisation, than with the resulting products on the market.

Good «reasons why» might be: «enhance diversity on the niche market», or «adapt rare/old varieties to needs in order to keep the corresponding type of variety on niche markets», or «bred for a certain niche market for which otherwise no breeding work is done».

Example: The potato 'Rote Emmalie' was bred in 2004 in order to have available a potato of red flesh and of middle yields. Old potato varieties of red flesh are scarce, and they are below some needed minimum standards in quality of production and consuming. By introducing 'Rote Emmalie' the potato type of «red flesh» could be promoted in the niche markets of private use and of local markets, and farm shops.

5. Local seeds for local production

This topic might be in consumer's mind as a matter of course with local products. They may not be aware of the seed market and the breeding backgrounds of different seed sources. Therefore, similar to item: 3. 'breed for organic farming', it might prove a challenge to promote this idea to consumers as the most important selling point. A local product is probably appealing to most consumers no matter its seed's source.

Similar to the label «Bioverita» (see example of item: 3.), a label of local seeds might contribute to fundraising and network activities in the local area.

Communication recommendations on local seeds for local production

Similar to breeds for organic farming and other niche markets (see items: 3. & 4.), a label could very well promote this topic as its main selling point on the seed market. Seed buying farmers and gardeners can be easily addressed with the messages of «the reason

why», for example, «locally adapted seeds» is well understandable and probably preferred by these stakeholders.

On products for end consumers, this topic should probably be promoted secondary to the topic of local production (see item: 17.). It is an added value to that topic, but solely by its own it wouldn't make up the main selling point. The «reason why» should probably be given only where background information is apt, and only on the appropriate communication tools. If fundraising is part of your initiative's strategy, the communication of this topic is best focused on that aim.¹⁴

Example: The Italian label Grani Antichi di Montespertoli (graniantichitoscani.com) aims at differentiating the products as a link to the territory, its resources and its community. Montespertoli is the name of the village, and also of the Municipality where the production and processing have to take place. The local seed source is part of the whole idea of a local production of heirloom varieties/ landraces.¹⁵

6. Rare/ endangered varieties

As this checklist is related anyway to the idea of underutilized crops, item number 6. might come as a surprise. In fact, rare and endangered varieties probably always match also another topic of the category «Seed quality/Genetic Resources». Actually, the items number 1-5 all stand for some state of genetic properties of varieties. Whereas this item is rather about the dissemination and the use of rare varieties no matter their properties.

However a certain label could very well consider making this item a kind of umbrella theme incorporating several topics. The focus of the label should then be on this connecting theme, and case-by-case other topics could be communicated in addition.

Communication recommendations on rare/ endangered varieties

Communication should state products of rare varieties as something very precious. This will be a good «reason why» for this topic, although the use of the terms «rare» or «endangered», and similar topics, may be assumed as sufficient and it should imply the «reason why» anyway.

However, if communication focuses solely on this topic, the average consumer might confuse the idea of conserving rare varieties of crop plants with the idea of nature protection. Depending on activities of other initiatives of underutilized crops, and on initiatives of protecting nature, respectively, this might have a positive impact on your food label in your country. But activities with endangered crops generally are not as well-known as actions of nature protection. Therefore, the mental confusion might impact fundraising success of your crop saving initiative/ foundation in your country. In this case, a clear distinction between those activities of nature protecting organizations might be important to your communication strategy. The «reason why» then needs to clarify

¹⁴ Note: another «reason why» for any of the above-mentioned communication contents will probably be found with the related item: 11. Respect local culture and its values.

¹⁵ «Grani Antichi di Montespertoli (IT), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)



this distinction, and it should explain why it is important to protect rare crop varieties as well.

Example: The foundation ProSpecieRara (Switzerland and Germany) not only includes food plants heirloom varieties, landraces, local seeds and new breeds for niche markets in its portfolio, it also takes care of ornamental plants, willow trees, and animal breeds. The connecting core message to all of these crop plants and farm animals is «protect the rare/endangered». And the protected plants and animals always are in relation with human use, which is communicated constantly. This is true to the label communication of ProSpecieRara as well as to the foundation's successful fundraising activities.

ii) Category: Ethics, Sustainability

ii) Ethics/ Sustainability	support of small-scale farms and business	farmers' au- tonomy and integrity	fair prices	fair social working conditions	respect local culture and its values	respect of environmen- tal resources		
	7	8	9	10	11	12		

Overview

The items number 7.-12. stand for the ethics and for the sustainability of your production. Consumers generally are aware of these topics to some degree. These topics might provide an added value to the products of your underutilized crops.

Result analysis: the more matching items the better

As many items as possible should match your production standards partially or fully. Take action on chosen items of this topic if your initiative, and/or production match only two or fewer items.

Background

Consumer analyses in Switzerland found that niche products, such as underutilized crops, are highly sought after by people who are generally interested in a sustainable lifestyle. The more our nutrition generally is globalised and food production is more industrialised, the more products with a high degree of authentic, fundamental, and ethical goals may stand out. As a result, as consumers are more aware of the need for purchasing 'sustainable' products, there is a need of «green» labels to catch up within social standards. Consumers don't like trade-offs in the standards of a product, but demand high degrees of sustainability on every axis. As a result, the items of this category should deliver further positive narratives for the communication strategy.

From an outside perspective, this category may feel somewhat related to the category i): 'Seed Quality/ Genetic Resources'. Both categories' topics, as well as some topics of category iii: 'Specific Product Quality', belong to a group of sustainability themes. One big distinction seems to be the general awareness of the related topics. Whereas the core messages of seed topics need to be associated with a good «reason why» in its communication strategy, the presented topics of the category at hand are rather well acknowledged. The «reasons why» of these topics are probably already known by the majority of the public.

But, there is a challenge in the difficulty to discuss this category's topics within a communication strategy while backing up any communication with hard facts. Therefore if these topics are of high importance to a label they should be addressed in the label guidelines.

Relevance of this category within the concept

This category's items can be viewed as a premise for a good label of underutilized crops and its communication strategy.

How to improve in this category

In the long term it is highly recommended to fundamentally pursue ethical objectives within your production standards. (Note: this theme needn't be a main subject of your label's guideline for underutilized crops, although it could be a welcome supplement).

Control and certification of this category's topics might come at a high cost. And the main messages of your label should be about the underutilized crops (see i: 'Seed Quality/Mobilization of Local Genetic Resources'.) However, it is recommended to integrate such objectives in your initiative's vision, and to act on them as best as possible. Consider also a co-labelling of products with labels that focus on topics of this category, such as fair-trade labels.

If resources don't allow focusing on any topic of this category, be aware that there's always the risk of negative headlines surrounding your lacking production standards.

Example: The guidelines of the label of ProSpecieRara Switzerland (www.prospecierara.ch) in its core state no specific requirements on production standards. The label's main focus is on varieties and animal breeds, it is in a way a «genetic label». However, the guidelines define access to the label only for farms that meet one of several conditions: Either a farm is involved in the conservation work of ProSpecieRara, or a farm is producing fruits on standard fruit trees, or a farm is labelled by an organic label (as Bio Suisse or Demeter). By this premise ProSpecieRara implies to respect environmental resources although these are not explicitly mentioned in the label guidelines.

7. Support of small-scale farms and small-scale business

A clear definition of the term «small-scale farms» is somewhat difficult, as it depends very much on the focused region or country. For example, the area of a small-scale farm of East Germany might be in the range of a big scale farm of Switzerland. Actors of the agricultural sector in a given region most probably have a good feeling on what the term means in relation to the context of their country. In some regions organisations exist that specifically support «small-scale farms». Generally it is important to view these relations from the consumers' perspective.

This topic is assumed to be appealing to consumers without further explanations. When confronted with this topic, consumers probably unanimously sympathize with it.

Communication recommendations on small-scale farms and small-scale business

Present pictures, e.g. of a farmer's family at work, or similar symbolic pictures of small-scale farms, or small-scale business.

You might specifically introduce some farmers of the initiative, that would be regarded as «small-scale farms» from a consumer's perspective, and tell about their specific way of production for the label products.

8. Farmers' autonomy and integrity

Farmers should be allowed to determine their own way of production, as long as all conditions of the applied label's guidelines are met. Farmers might even be a pushing force, and a new label is created on their own initiative.

The involvement of farmers and their liberty to do so will provide a good narrative. In some countries, this topic will meet a higher attention than in other countries. But it can be assumed to be appealing to some degree anywhere.

Communication recommendations on farmers' autonomy and integrity

This topic needs to be grasped with good examples, as the term «farmer's autonomy and integrity» is rather intricate. Its everyday impacts need to be explained by everyday examples. Be sure to make this topic only a selling point of a label if highly relevant to your country. Otherwise it might be better to keep it as a resonating idea with your label of underutilized crops that is communicated indirectly with background information on appropriate communication tools.

Note: a label of item: 1. 'participatory breeding' will give an intrinsic example for the topic of farmer's autonomy.

Similar to item: 7. 'small-scale farms and business', you might specifically introduce some farmers of the initiative, and tell about their benefit. Even just pictures of farmers or their family without any explanation might imply the feel for products made by self-contained people.

9. Fair prices

It is not easy to define the term «fair» in the context of prices. This topic is generally affiliated with a discussion related to farmers. Small processing companies could also be a subject to this topic.

If this topic is a high priority for your initiative and production, it is recommended to meet the standards of an acknowledged fair trade label.

Communication recommendations on fair prices

Introduce farmers or small processing companies in interviews, or by authentic testimonials, and let them explain what a «fair» price means, and how they benefit from your label and the price strategy.

10. Fair social working conditions

It's not easy to define the term «fair» in the context of social working conditions. In order to communicate this topic it is suggested to let the farmers speak for themselves.

If this topic is also a high priority for your initiative and production, it is recommended to meet the standards of an acknowledged fair trade label.

Communication recommendations on fair social working conditions

Introduce farm workers in interviews, or by authentic testimonials, and let them explain their benefit through the determined working conditions.

11. Respect of local culture and its values

By its nature, the topic, «respect of local culture and its values», can only be defined in vague terms. At best, some examples can be presented to showcase what is meant by «local culture» or «values of local culture». While flagship products of traditional, local

varieties could be very outstanding, they are presumably in accordance with the core message of the label. Narratives about such local varieties and products could contribute to identity formation in a community.

Note: this topic is related to item: 2. 'heirloom seeds/ landraces', item: 5. 'local seeds', and to some degree to item: 1: 'participatory breeding'. This topic might provide another «reason why» to these other topics and to an appropriate label, respectively.

Communication recommendations on respect of local culture and its values

In your label's general communication present the best examples of according products ("flagship products"), or present a production originating in local culture. Showcase how these products represent values of the local culture.

If apt to every product of your label, consider creating a special section in the product communication about this topic, for instance, «local culture: this variety is the focus of the yearly festivities in...»

Example: The Italian label Grani Antichi di Montespertoli aims at differentiating the products as a link to the territory, its resources and its community. Montespertoli is the name of the village, and also of the Municipality where the production processes have to take place.¹⁶

12. Respect of environmental resources

Respect of environmental resources can be relevant on very different levels. The impact of certain measures should be remarkable from the consumers' perspective. There are a lot of existing labels in this area, foremost organic labels that could be used for co-labelling the products of your label for underutilized crops. This strategy allows focusing on the main messages about underutilized crops, and it prevents additional pressure on the market of environmental labels.

Communication recommendations on respect of environmental resources

Focus on specific measures about environmental resources only if they are remarkable from a consumer's perspective. Communicate only values that are backed by hard facts and measures within your label guidelines.

Or leave communication about this topic to the appropriate label with which products are co-labelled and focus on the topics of the underutilized crops. Maybe communicate co-labelling as a matter of course.

¹⁶ «Grani Antichi di Montespertoli (IT), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)

iii) Category: Specific Product Quality

iii) Specific Product Quality	special shape/ color	special taste qualities	special use	special health qualities	locally/ handcrafted product	organic/ agroecological production		
	13	14	15	16	17	18		

Overview

The items number 13.-18. all stand for some obvious product qualities. They promise some kind of benefit for consumers that may be anticipated without much additional background information. As the terms «local», «handcrafted», «organic», and similar terms are rather well known, these values are suggested to fall into this category as well.

Result analysis: Every product matches at least one item

A product of underutilized crops should match at least one specific product quality. Take action and try to differentiate your products if none of these items currently match.

Background

A DIVERSIFOOD study¹⁷ has shown a low importance of the topic «traditional varieties» as purchasing motive in the tested countries. We'd expect similar results if a study would focus on similar topics (see category i: 'Seed Quality/ Mobilization of Local Genetic Resources'.) However product features as «local production», «good taste», «freshness», «organic» and a «good price» were all stated as more important. Since 2003, similar experiences were made in Switzerland by the marketing of products with the label ProSpecieRara within the supermarket Coop. Most promoted products featured further properties beside its genetic state and the varieties' history. For example, the carrots of success are white and yellow, potatoes are blue, peppers come in an unusual shape, etc.; or products are of neglected crops that feature unusual taste and shape properties, e.g., parsley root, chervil root, New Zealand spinach, etc.

Thus the consortium of the DIVERSIFOOD project agreed on the need for a specific product quality in addition to the seed quality in order to successfully promote products of underutilized crops. This category includes eye-catching topics (13. Shape & color), nutritional and use topics (14. Taste, 15. Special use, 16. Health qualities), and topics of well-known labels (17. Locally/ handcrafted, 18. Organic). These topics provide an expected consumer benefit that surpasses the sole support of genetic resources. By the quality of one of the items 13. to 16. consumers can expect a special product value for their use. By items 17. & 18. consumers support well-known existing labels, and production standards, respectively.

Relevance of this category within the concept

This category's topics will often make up the prior selling point of your products. This category virtually provides the eye-catcher for your underutilized crops' products. It is crucial for a successful marketing of products of a new, unknown label.

How to improve in this category

Most product features naturally are identified by customers by what the used varieties provide. The main recommendation is not to try to change and breed new products, but

¹⁷ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

to be aware of the potential of your products by the given features. A new label's product best works to some degree without the new label. If this is not the case try to assess the potential market success of a product if promoted by your new label. Only then you'll know if a specific product quality is unnecessary.

Having stated this, it still might be possible to enhance specific product qualities, that is to find them in the first place. For instance, it is possible to collaborate with chefs and find unexpected uses of your products. Or you can make use of the good nutritional values that emerge from a study of your product. The recommendation in this sense is to analyse your products further if some hidden values are anticipated.

Finally the manner of production could be the best way to actively affect a change in the product quality. We are aware of the appropriate topics of locally/ handcrafted and organic/agroecological production to be probably a rather limited list (see items: 17. and 18.). An extensive production, mixed cropping, permaculture, etc. could be listed further, as well as special methods of processing and a combination of different products within a sales unit.

Generally said: your underutilized crops could be even more innovative than usual. The higher the anticipated price, the more special a product needs to be (see category iv: 'Costs and Risks /Implication on Price Level').

13. Special shape/colour

Consumers make their purchasing choices often by means of the eye. This well-grounded knowledge is widely used by everyday marketing efforts. Thus, it is to no one's surprise that visually appealing products have a much better chance on the market.

Experiences of the label ProSpecieRara within the Swiss supermarket Coop led to prioritize almost exclusively on products of a visually differentiation compared to the common assortment. This strategy resulted in vegetables of the fresh market type being the most successful products of ProSpecieRara (successful heirloom apples being the one big exception).

However, a «special shape/colour» of a crop may be very appealing in one niche market, and at the same time of minor use in another. For instance, a striped zucchini can be very appealing for customers on the fresh market, however in the gastronomy or generally during processing the visual effect will often disappear completely, resulting in a rather unassuming, common zucchini on your plate.¹⁸

Communication recommendations on special shape/ colour

Products featuring special shapes and colours mostly offer a good visual differentiation. Depending on the sales unit's packaging, the support of pictures is advisable, especially with products that offer their special colour only inside (for example, beetroots). In other cases a not so appealing visual appearance of a given product might be hidden, or the communication might play with the appearance in a humorous way.

¹⁸ Note: «special shape/ colour» may not always be viewed positively. For example, first results in the marketing of chervil root in the supermarket in Switzerland 2017 resulted in disappointingly bad sales rates even though the crop is a highly sought after delicacy in other niche markets.

14. Special taste qualities

A DIVERSIFOOD study on tomatoes¹⁹ identified «good taste» as being the most important feature to consumers in most tested countries. The potential of special tastes among underutilized (old) crops and varieties is probably huge. This is especially the case because modern breeding strategies of the last decades have headed in the direction of good agronomic properties and yields. Taste has been widely neglected for a long time. Only now more variants of colours and shapes that are coming onto the market have improved taste. But mostly such effort has been in a very one-dimensional direction, such as in tomatoes, where taste is defined by the two primary tastes sweetness and sourness only, and other flavours are few and far between.

The referenced study inspires hope as consumers indicated a high willingness to pay more for products of good taste. Among underutilized crops it might therefore be a primary aim to get the really tasteful varieties, even if they come at the cost of much inferior yields compared to standard crops.²⁰

Sensory studies, including a large number of participants, may give some findings on which products can reliably be described in this category. – If resources allow such studies.

Communication recommendations on special taste qualities

Taste sensory is a very individual and often emotional affair. A good emotional taste description goes a long way in food marketing. As taste qualities may differ from production to production, a description of some scope for interpretation might be appropriate anyway.

If taste features of a certain product are not backed by broad sensory studies, it might be advisable to let some farmers and other product related persons make statements about their fondness for the underutilized crops at hand. Be aware that this is basically a common tool of advertising that can be seen sceptically. Authentic first-hand statements, maybe in form of a short video clip on the products' website, given by farmers, but not by actors, could reduce this risk.

Another pleasant way of hinting at a product's taste characteristics is to provide fitting recipes and praise those as most flavourful.

15. Special use

This topic might arise hand in hand with item: 14. 'Special taste qualities', as a specific use can be recommended in order to produce the best taste characteristics. But the kitchen repertoire may appreciate certain specialties because of further product characteristics

¹⁹ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

²⁰ Note: Be aware that taste features are strongly influenced by the production standards and the soil. The idea of the so called «terroir», that is well-known and important to different wine qualities, also applies to other crops. Certain promoted taste characteristics of a product need therefore be very well in accordance with the production standards and the «terroir».

as well, for example, a special potato variety that is unrivalled in the making of gnocchi and similar dishes of potato dough.²¹

If this topic is of high importance to a product or a label, respectively, evaluation should obviously focus on the potential of the given special use. This is especially true when common uses are excluded and the appropriate use is very specific.

Example: a very intense, spicy fennel of an old variety with low yields might be too strong for the use in the ordinary cooking way, and shape and weight might not at all be comparable to nowadays big, bulbous fennels. But the processed fennel juice might be a very potent produce. – Therefore the success of production of such a fennel would be solely decided by the demand for fennel juice of any niche market.

Communication recommendations on special use

Generally the marketing of products of underutilized crops could always be underlined by some hint on the appropriate use. At the point of sale, a very short headline or statement about the best use of a given product may provide the most important selling point. Especially on visually somewhat exotic products that are challenging for inexperienced consumers, it is very important to break down possible reservations at the first opportunity.

When certain common uses need to be avoided, communication should try to focus very strongly on the remaining uses. The skilful marketing communication might outline the remaining use as a very special use, changing an actual negative limitation into a positive selling point.

The communication of certain uses needs to be accompanied by appropriate instructions, namely some recipes. Depending on the used communication tools, the tips for certain uses may range from a short headline at the point of sale to a very profound essay of all possible uses with recipes, for instance, with background information at the label website.

16. Special health qualities

There's a common agreement about the potential for a healthy nutrition out of underutilized crops, especially when so called «neglected crops» are involved. Neglected crops are plant species that are unknown to many people, and for which there are no profound breeding programs. They lack a broad range of varieties, and often they provide a wide spectrum of secondary plant metabolites.

Also, old varieties of common crops that once have been bred, and then have been kept more or less on their level of production, might contain interesting compounds that are obviously lacking in modern plant varieties, for example, some anthocyanin containing potato varieties.

However, the communication of such positive features is a delicate affair. For one, often an exact study on your specific product's contents and its impact on nutrition and health is not at well known. Studies on this topic are very expensive if done properly using scientific standards. On the other hand, there are in most countries very strict regulations

²¹ Note: this topic is not only important to products that fit exceptionally well in a certain use. It is important as well if some common uses of a crop should be avoided because of some non-fitting features of the given variety. In this case the focus on the appropriate uses is important.

about which products may be promoted for a medical indication. There's a grey area about predications of benefits for a healthy lifestyle. In general, there's a regulative distinction about food products and drugs, which need to be respected.

In the best case scenario, you may cite one or several studies on your background information. Otherwise you might be fine in most cases when citing common knowledge. You might cite empirical knowledge indirectly, for example, «horseradish has been used since centuries in the cure of coughs and lung diseases.»

Communication recommendations on special health qualities

Only predicate medical facts of your products when backed up by scientific studies. But always be aware of the specific regulations on commercial drugs and food products, respectively.

If unsure, maybe let experts make statements about specific nutritional and health benefits of products (similar to statements about taste, see 14.). And also cite common and practical knowledge indirectly.

Generally try to not be too offensive with statements on health benefits in the food marketing, and probably restrict the mention of such to the accompanying background communication (for instance, on your label's/product's website). Treat this topic as an added value, but most likely not as the most important selling point.

17. Locally/ handcrafted product

This topic is pleasant to many people. For example, a survey of the DIVERSIFOOD project identified consumers of France, Switzerland, and Italy to favour domestic or regional/local products over characteristics of special shape and colour, or good price.²² It is easy to communicate. It most likely comes hand in hand with items: 11. 'Respect local culture and its values', and 7. 'Support of small-scale farms and business'.

There might also exist some labels and brands on this topic, so co-labelling could be an opportunity.

Communication recommendations on locally/ handcrafted product

Show pictures of the farms, of the production fields, of the manufacture, of the processing, etc.. Show these places with the feel of moments by presenting farmers and manufacturers at work.²³

18. Organic/ agroecological production

This topic makes probably for the most established group of existing labels and brands. Depending on the country-specific embedding and success of such labels it is recommended to consider co-labelling rather than set up your own definitions on

²² «Strategies to valorise agrobiodiversity» Oehen et al. 2018

²³ Note: There might be some regulations in your country on the use of terms like «local» and «hand crafted».

production standards. This strategy allows focusing on the main messages about underutilized crops, and it prevents additional pressure on the market of organic labels and similar.

This topic comes hand in hand with the item «Respect of environmental resources» (see 12.).

Be aware that one important target group of underutilized crops may be consumers that generally purchase a lot organic and other sustainable products.²⁴

Communication recommendations on organic/ agroecological production

In a co-labelling strategy with an established label, it is recommended to let the co-label's values speak as an understatement rather than as the main selling point. The same is true if your new label integrates both topics. Otherwise the topics about underutilized crops as presented in the key category i: 'Seed Quality/Mobilization of Local Genetic Resources' will be at risk to be completely ignored. In many countries, consumers are well aware of the themes surrounding organic production, at least much more than of the topics of underutilized crops.

If the communication strategy explicitly sets out to present this topic as the main selling point, probably leave further communication about the underutilized crops to background information. In this case, you might consider that the label focuses on this topic only, be it in form of a new or an existing label, and the topics of seed quality and genetic resources are either neglected or incorporated in the organic label as an added value.

²⁴ According to internal consumer surveys of the Swiss supermarket Coop on products of the label ProSpecieRara over several years (2003-2018): A remarkable percentage of the label product's turnover was effected by purchases of «organic customers» (consumers that generally purchase a lot of organic products). This was remarkably also the case with non-organic products of the ProSpecieRara-Label.

iv) Category: Costs and Risks / Implication on Price Level

iv) Costs and Risks/ Impact on Price Level	perfectly viable production, low costs/risks 19	viable production, middle costs/risks 20	barely viable production, high costs/risks 21	poorly viable production, very high costs/risks 22	<i>not viable production, too high costs/risks</i>			

Overview

This category suggests to estimate the production level of your underutilized crops in order to be aware of the anticipated price level.

Result analysis: the anticipated production level fits the possible price level

The checklist allows you to mark for only one item i.e., «fully matching», but one or two items may be marked as «partially matching» instead or in addition to ‘fully matching’.

Background

In this category you should estimate the potential production level of your underutilized crops as compared to common varieties of the same crops that are found on the market. This work will imply a certain price level (see below each item).

This price level must be realistic in the anticipated niche markets. On another perspective, this price level might lead to identifying which niche markets realistically will be interested in your products.

Probably production tests have been successfully completed and the production potential is clearly identified. An estimate of operating costs should then state the needed income and thus the anticipated price level for a viable production. Note: such an estimation should be made in relation to several years of an average production level. That work should assess risk as well. Experiences with marginally viable production of underutilized crops warn to be aware of years when complete production loss can affect overall viability. Such risks need to be addressed with an appropriate price level that provides for potential crop failure.

If at any time there is a discrepancy in the anticipated price level and the chosen niche markets, reconsider your marketing initiative, and along with this reconsider the idea and messaging of your label.²⁵

The price level might have an influence on how your label or trademark should be made up visually. But it can be assumed that this is rather indirectly affected, due to the resulting niche markets and target groups (see Category vi: ‘Points of Sale’).

Relevance of this category within the concept

The anticipated price level needs to be addressed in early discussions with all stakeholders. Such a review may give a feel for the anticipated quality of the new label.

How to improve in this category

Most importantly make sure that the estimated production level and the risks are realistically anticipated. And be clear about the price level with all stakeholders.

²⁵ Note: for the sake of completeness, the checklist provides a fifth topic in italic as «not viable production, too high costs/risks». It is assumed that, if this matches your underutilized crops, there will be no products and thus a product label is obsolete.

v) Category: Network of Actors/ Integration with other Initiatives

v) Network of Actors/ Integration with other Initiatives	network of farmers 23	agricultural advisors and scientists 24	seed producers and conservators 25	processors/traders 26	tourist associations/ rural communities 27	other initiatives, in- and outside of territory 28	sensory experts/ chefs 29	
---	--------------------------	--	---------------------------------------	--------------------------	---	---	------------------------------	--

Overview

The items number 23.-29. stand for some groups of stakeholders that are to some degree distinct from each other in their assumed role in the promotion of your underutilized crops.

Result analysis: three actors should at least be involved

Each item in this category adds another group of stakeholders. It can be assumed that a successful label and market initiative, respectively, needs the support of three different stakeholder groups at least.

Background

In the long run, the more stakeholders are involved with your label, the more possible niche markets are opened, and the better the idea for your label will be established. A broad network will involve many people that can help support and explore your idea. Even the exchange with outside initiatives that are not interested in your label could help identify your target groups and niche markets.

On the other hand, to launch a label on a certain niche market, a lot of resources are needed. So this category should mainly identify possible stakeholders who can discuss your new label. To implement the new label, it is probably best to start with the most important stakeholders who are familiar with the first target niche markets. Later on more stakeholders can be involved in order to reach other niche markets and different points of sale.

Relevance of this category within the concept

This category gives an overview of possible stakeholders that will be important to your label. It gives an idea about possible points of sale as well that should be in accordance with the category vi: 'Points of Sale'.

How to improve in this category

In the near term reach out to more potential participants if your initiative involves only one or two stakeholder groups. It is important to avoid the tunnel vision of a too small group of participants. Discuss your label ideas with as many stakeholders as possible.

In order to focus the available resources, the implementation of the new label might be effectuated with a small number of actors, Make sure to involve all important stakeholders who are familiar with the first target niche markets.

In the long run build up your network and try to involve more stakeholders in order to reach more niche markets, but also to generally reach more people who are interested in your idea.

23. Network of farmers

In a network of farmers the production and the development of underutilized crops can be shared with access to many experiences. Especially with underutilized crops this may be important for the long run.

A good network of farmers will also share your label idea with their own stakeholders. In the best case, they initiate the label idea themselves and they will be proud label holder.

Recommendations on network of farmers

Make sure to enhance exchange between farmers, and between farmers and your label organization. Try to establish a structure on which seeds, information and knowledge will be exchanged in your network. Make sure your initiative information and knowledge is kept for the long term within the network of farmers.

Consider the involvement of the farmers network in governance and ownership of your label (see category viii).

Farmers can also be important market stakeholders who sell products of underutilized crops locally and use your new label.

24. Agricultural advisors and scientists

The support by advisors and scientists enhances production quality in the field and during processing. In a program of long-term development of underutilized crops, an analytical and systematic approach is important.

On the implementation of your new label or your marketing initiative, advisors and scientists might provide valuable support with market studies and similar helpful background information.

Recommendations on agricultural advisors and scientists

Depending on the issues at hand, consider assigning requests to experts of the given topic. Advisors and scientists might not only support production and market analysis, you might consider involving them to help with the task of the label implementation.

25. Seed producers and conservators

Depending on the crops and on the structure of the underutilized crops' conservation, farmers are either producers of crops as well as of seeds, or there's a division of tasks into seed producers and crop producers for the market. As well, in order to conserve the underutilized crops, a third task exists, which can be either pursued by the seed producers as well, or which is organized by a conservators' network (community seedbanks).

In any case, it is important to bring these stakeholders together and let them exchange their respective issues and needs. Conservators of a crop need to know the quality requirements of production in order to work on plant selection during seed propagation. Seed producers need to know the quality demands of production for seeds, and, in turn, they give input to the crop conservators. And the crop producers need to know the limitations of conservation, selection and seed propagation, and they also give inputs to those tasks.

The structure of this collaboration might be only vaguely related to the implementation of a new label. However, this elaboration should demonstrate the involvement of the underutilized crops' seed providers. Thus, seed producers and conservators are at the base of underutilized crops. The label communication could involve these stakeholders with statements and pictures.

Recommendations on seed producers and conservators

Where appropriate, try to involve seed producers and conservators in the discussions about production of underutilized crops. Try to include these actors in the farmers network.

In the label communication, seed producers and conservators could provide good testimonials about «their» varieties and crops.

Seed producers can be also important market stakeholders, which sell seeds of underutilized crops and which will use your new label.

Example: The Swiss seed organization Sativa Rheinau AG is crucial to the success of ProSpecieRara vegetables products. Sativa worked on many varieties first-hand in order to make them fit for production. Sativa is in close exchange with vegetable producers, advisors, processors, the supermarket, chefs and ProSpecieRara in order to respect the needs of these stakeholders during their conservation work of crops. And Sativa started breeding projects on input of ProSpecieRara in order to create new varieties and keep certain types of varieties on the market. Sativa offers (among others) an assortment of over 150 old varieties with the ProSpecieRara label.

26. Processors/ traders

In addition to farmers, processors and traders make up basically most actors that are responsible for the different points of sale (see category vi: 'Points of Sale'). Their business is selling and the success in different niche markets is very dependent on their interest in a new label.

So they need to be involved in the label development from the beginning. They may demand very specific needs on the new label in order to fit in their variety of products and their marketing strategy. Foremost they will be the best source to estimate the potential success of your new label's products.

At the moment, there seems to be a tendency in labelling as many products as feasible in supermarkets and discounters. That variety and number of labels is not necessarily because of external labels, but each commercial firm often has a large number of their own labels, brands and trademarks on specific topics. As a result, there can be many competing labels for similar products, making it confusing for consumers. This might impact the positive benefits of an additional label on underutilized crops, especially if the topic is not yet in the stakeholder's focus at all. And it might affect the idea even more negatively, if underutilized crops are already integrated within a certain label, brand or trademark.

In the latter case negotiation might lead to a co-labelling, or an incorporation of your products within the existing trademark. But, if that is done, it can be assumed that your new label will lose some independency from the beginning, and that cost must be pondered with other stakeholders of your label.

Recommendations on processors/ traders

Processors and traders are important market stakeholders, which sell products of underutilized crops and which will reach the biggest number of consumers with your new label.

Try to involve these stakeholders during development of your label. But also try to keep independence from the bigger actors like supermarkets and discounters, if your label is intended to develop on different points of sale.

27. Sensory experts/ chefs

This stakeholder group is interesting for underutilized crops in two ways. On one hand, sensory experts and chefs may complement the description of your products with sensory values and recipes. On the other hand, the gastronomy sector makes use of your products in a different way than other commercial partners, and it might even demand specific underutilized crops that would have no chance on the market otherwise.

Anyway many more customers will be reached via the gastronomy sector and in a very different way compared to other niche markets.

Note: experiences of collaboration with restaurants in Switzerland show a genuine interest of the gastronomy sector in products of underutilized crops. But the interest in an according label is rather low, if not in any label at all (see 34.).

The collaboration might need a different approach than with other stakeholders. A new label could be given to chefs as an honouring rather than as a certification of certain products.

Recommendations on sensory experts/ chefs

Involve these stakeholders during product testing and complete your product's characterization by their expert knowledge. Try to gather ideas for processing of the products, get apt recipes.

In case of restaurants, consider to give your label a twist and let it honour the restaurants and the chefs for their work with underutilized crops, rather than trying to certify certain products (see also 34.).

28. Tourist association/ rural communities

These stakeholders could have an interest in the cultivation of local varieties. They may help assessing the topics of heirloom varieties, landraces, local seeds, respect of local culture, and local/handcrafted products (see items: 2., 5., 11., 17.).

They can help promote your products and enhance sales rates. In particular, they might exceptionally well make known your label in the region, if not in your whole country.

Recommendations on tourist association/ rural communities

If not yet a topic of your label, or your initiative, respectively, try to assess local varieties and local seeds in order to provide topics of interest for a collaboration with tourist associations and rural communities.

Try to gain these stakeholders in order to help promote your label with their associated people and on their platforms.

29. Other initiatives, in- and outside of territory

Other initiatives, such as conservators' networks of different regions, initiatives of different product categories of underutilized crops, and existing label organizations, could provide valuable insights in their experiences. They could be partners for co-labelling. They could help differentiate your label from related labels. They could even let you conclude that your labels will be in direct competition in your target niche markets.

Recommendations on other initiatives, in- and outside of territory

Try to involve as many initiatives as possible in your discussion for a new label. Find new partners, but also differentiate your label from others.

vi) Category: Points of Sale

vi) Points of Sale	supermarket/ discounter 30	health food shop/ spe- cialties store 31	bakery/ other manufacture store 32	local market/ farm shop 33	gastronomy/ canteen 34	online shop/ box scheme 35		
---------------------------	----------------------------------	---	---	----------------------------------	------------------------------	----------------------------------	--	--

Overview

The items number 30.-35. stand for different points of sale that differ in the manner of selling, but even more so in the related target groups. Also the means of communication will differ a lot at different points of sale.

Result analysis: two items of high importance is o.k.

In the beginning: focusing on the one or two most important points of sale is advisable.

In the long run: the more points of sale the better for your label in order to enhance the level of awareness.

Background

With each new point of sale comes along one or several new partners. Each point of sale has its peculiarities; as well as each partner probably has its special demands. Thus it is recommended to start step by step with your new label, and to start each partnership one at a time. Though different demands may arise, all experiences at one point of sale provide better ideas for the following points of sale.

The analysis on the best match for points of sale and your products/label depends on a lot of factors. If there's uncertainty it is recommended to have a market study on this subject.

In the end, however, the presence of a network of interested stakeholders and contacts will be crucial to what points of sale are going to be interested in marketing your products. Such good contacts will go a long way towards successful collaborations that will support the overall success of your product.

Note: While these remarks address the whole marketing initiative, they also are true specifically for your label implementation, communication experiences, and the like.

Relevance of this category within the concept

This category could be crucial for the outcome and decisions of other categories and topics. For example, the decision for the system of trust and credibility could be made rather differently depending on the anticipated points of sale (see category vii: 'Trust and Credibility'). Also, the way of communication will be rather different depending on the points of sale and the related target groups.

How to improve in this category

In the beginning focusing on one point of sale only may let you gather more detailed and specific experiences with your label. Make sure to find good partners for the first test runs at the chosen point of sale. But on the other hand, also try to start your initial sales with as complete a marketing plan as possible. Don't let the naming of a «test run» result in a bad or half-made marketing.

In the long run make sure to consider from time to time new points of sale for your successful label. Thus you'll reach new customers and enhance the label's publicity.

30. Supermarket/ discounter

At these points of sale products of underutilized crops will face the highest bar. They need to compete within an enormous variety of visually flawless products offered at low prices. At the same time, while your 'unusual' product might be an eye-catcher, consumers' prejudice might hinder purchase of it because it may be seen as an unknown product. Therefore, a good selling point for each product of your underutilized crops is needed. In many cases, additional information on the use and handling of your product in the kitchen would be needed.

Regarding the existing, rich diversity of underutilized crops, only a small number will ever get to the necessary level of production and quality that will fit the large store demands.

There's one caveat in the collaboration with supermarkets and discounters; for these stakeholders the benefit in credibility will probably be high, on the other hand, for the organisation of underutilized crops there might be some risk to face in losing credibility.

The most important matter speaking for the promotion at these points of sale in large supermarkets and discounters is the big range of customers that may come in touch with the label products. A DIVERSIFOOD study identified the supermarkets as the most important point of sale in all countries of the study; around ninety percent of consumers buy their food at supermarkets.²⁶

Recommendations on supermarket/ discounter

Try to have repeated promotion of your label at the point of sale, or by other communication means of your partners. Many supermarkets and discounters distribute their own newspaper or magazine, flyers and advertisements. Try to have a say in the ways of communication and dissemination of your products.

Generally claim your share of the anticipated success from the beginning. Beside label fees, negotiate donations to your organisation and good product prices.

31. Health food shop/ specialties store

These points of sale will probably reach your target groups among consumers best. Products of underutilized crops match the concept of specialties stores very well. And once customers have discovered your products, they might create a loyal regular customer base for these stores and your products. As well, the price level in these stores might have a larger ceiling than, for instance, at a discounter.

On the other hand, be aware that basically all products in the store somehow might compete with your specialty at these points of sale. – Where all products are special, your one specific product will have a hard time to be an eye-catcher.

The communication possibilities at these points of sale depend somewhat on the structure and management of the companies. A single owner-operated store of its own

²⁶ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

will probably have no resources for extra communication activities to promote your product and means of promotion will be limited. A chain of shops might have more communication resources and the means to support your label.

Recommendations on health food shop/ specialties store

The label's marketing activities should be provided by your label organization, e.g., packaging, as well as additional communication tools for the point of sale.

Still, all communication means need to be coordinated with the stores, or you'll run the risk of providing tools that don't get used.

32. Bakery/ other food manufacture store

Customers of bakeries and other food manufacture stores will presumably highly appreciate products of underutilized crops, and in some cases these shops already use such crops.

Communication is almost exclusively in the hand of the stores. But the resources for extra communication will be limited. In the best case scenario, persons in charge are engaged in the development of the new label and thus have an interest in communicating it at the point of sale.

If the use of the label is not of interest for the stores, other ways of communication might be discussed. Maybe communication is preferably hand made. The designation of the crops and varieties in use could still be achieved; further information might be restricted to flyers, or just to online communication.

A big advantage of small stores could be the verbal communication about your underutilized crops.

Recommendations on bakery/ other food manufacture store

Find ways of communication according to the stores' possibilities. If visual communication by the use of a label is not preferred, agree upon mentioning of the label's name and of the varieties and crops in use. Maybe arrange the placing of flyers.

Have training sessions about your label with the staff. Invite persons in charge and the staff to field visits.

33. Local market/ farm shop

A DIVERSIFOOD study identified local markets to be important for consumers in Italy, France, and Spain. However, direct marketing via farm shops is not so important in these countries. In contrast, to consumers in Switzerland local markets and direct marketing are of similar importance.²⁷

Underutilized crops match very well with the concept of farm shops and local markets. These points of sale are self-explanatory to the topics of local production (see items: 5., 11., 17.). Therefore, the values of these topics are associated with these types of points of sale and, as a result, do not need profound explanations. This leaves room for the

²⁷ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

communication about the specific topics of underutilized crops (see items of category i: 'Seed Quality/Local Genetic Resources').

The engagement of farmers with your label is crucial to a good communication at market stands and farm shops. Even so, possibilities and willingness to present the label could be limited because such potential locations are often small and specific to the farmer's own produce. Communication tools need to be practical for the market stand concept.

If the use of the label with the specific products is not feasible, the designation of varieties and crops could be. Also the label might provide a visual of the certification of the farm, which could be placed at the market stand or in the farm shop.

A big advantage of market stands and farm shops should be the verbal communication about your underutilized crops.

Recommendations on local market/ farm shop

Offer practical communication tools for market stands and farm shops, which could be developed in collaboration with the farmers.

Provide a visual of the label certification, or the brand, or the trademark, respectively.

Maybe offer workshops for the marketing at market stands and farm shops. Or provide visually some best-case examples.

34. Gastronomy sector

At restaurants, since guests would find products mostly in processed form, products of underutilized crops as well as basically any product face a large problem in the form of anonymity and in combination with many other products. Immediate product labelling is impossible.

However guests nowadays quite appreciate knowing something about the products' background. This has led to a big interest of the gastronomy in specialties and local products. Especially in the top gastronomy, chefs demand authentic products.

In menu cards you'd find designated products more and more, at least in the top gastronomy. Thus there's a chance for underutilized crops to get an appearance, and to be perceived by customers as worthy of further consideration.

This becomes true particularly if chefs are involved in the development of products, or even their discovery (see item: 29.). If they are convinced about the product quality they will be excited to commit to underutilized crops.

A big advantage of the gastronomy is the verbal communication about your underutilized crops. Excitement about some products by the chef could be passed along to the staff who are in contact with guests.

Concerning a new label, experiences show rather low interest of the gastronomy sector in the use of labels generally. For example, the designation and labelling of every product could make for a very confusing if not useless menu card. Therefore alternatives for the usual certification and labelling should be created for the gastronomy. Maybe restaurants and chefs could be honoured for their engagement with underutilized crops. Maybe they could be ambassadors that are willing to advise on the label's communication strategy.

Recommendations on gastronomy/ canteen

Consider to give your label a twist and let it honour the restaurants and the chefs for their work with underutilized crops, rather than trying to certify certain products.

Make chefs and restaurants be your ambassadors. Involve them in discovering and tasting of underutilized crops (see item: 29.). Invite them to farm visits. Let them present their own creations with your underutilized crops. Have them provide recipes.

35. Online shop/ box scheme

Online presents huge opportunities for the communication about underutilized crops. From a product's view you're only one click away to a profound description with pictures, testimonials, etc. Also the label can be added easily to each product always connected with the link to the label's website.²⁸

Then again, the many possibilities are used by many other vendors and product offers as well – the Internet is in a way similar to a huge specialties store, where having access to unnumbered special products is turning a single one into one of many «just another nice product» (see item: 31.)

According to a DIVERSIFOOD survey, these points of sale are still small market niches.²⁹ They might be interesting for the trade of small quantities, but the cost of logistics are huge.

Recommendations on online shop/ box scheme

Use the opportunities of the Internet and offer your partners good background information to which they can link on the shop's site.

Any online shop offering and promoting your label products should be considered to get contracted. If not, a label product could have an alibi function in order to attract people to the web shop. If uncertain try to contact the producers delivering to the shop and ask about the benefits of the offer.

²⁸ Note: generally with online offers be aware of possible abuses of your label and its name by third parties. To be mentioned on many websites could be very positive publicity for a label. But when websites offer products totally unrelated to your label, they might still appear on searches for the label just by citing it.

²⁹ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

vii) Category: Trust and Credibility

vii) Trust and Credibility	good brand/claim/ message/ trademark 36	label with guidelines and control 37	traceability: link from produce to produce 38	participatory guarantee system 39	alternative: personal trust/ voluntary control 40			
-----------------------------------	---	--------------------------------------	---	-----------------------------------	---	--	--	--

Overview

The items number 36.-40. stand for the methods of building trust and credibility with all your stakeholders. Some of these strategies don't exclude each other, others would lose some of their advantages when combined with other methods. The descriptions below offer some special focus on item 37: 'Label with guidelines and control', as it is considered to be interesting to readers of this concept.

Result analysis: Decide your strategy by focusing on at least one item

Several of the mentioned systems could be combined, but at least one needs to be decided on

Background

There are some initiatives selling underutilized crops already³⁰. From a survey as well as from discussions in the DIVERSIFOOD consortium, it became clear that only a few initiatives had established a label system with guidelines and control. And generally organizations declaring the origins of seeds or designating the genetic resources are few and far between.

Labels like «organic» or «fair trade» invested a lot in standard development and third partner certification to maintain trust. Interestingly small organizations can successfully circumvent the need for a label system by other means of creating trust. They foster personal contacts, offer farm visits and invest in relations along the supply chain.

So there's basically a whole range of opportunities to create trust and credibility.

In the case of farms selling on the local market, personal contacts and verbal promotion of products could just be all that is needed. (In such cases we assume this checklist is not needed at all.)

However if your products shall be successful in the region, or nationally, or even internationally, respectively, it is highly recommended to consider the best form of achieving trust and credibility with all your stakeholders.

Relevance of this category within the concept

This category goes hand in hand with the category viii: 'Governance and Ownership'. The latter probably is given first, when a certain group of stakeholders considers the labelling of their specific products. Only then the persons responsible might decide how trust and credibility shall be achieved in the best way.

³⁰ «Inventory of existing labels label/ trademark/ communication tools for newly bred lines coming from PPB or underutilized crops (food diversity)», Milestone 31, internal list of the DIVERSIFOOD project (not published).

How to improve in this category

Be aware of public awareness – the more publicity your products get, the more they can be open to criticism. If personal trust and voluntary control is good enough in the beginning, it may not be satisfactory anymore when your products are introduced into new sales territories where more people with different values and interests are exposed to your product.

Then again be realistic about the implications of a certain system. Costs of administration can surpass incomes from label fees, especially in the beginning when only few stakeholders are participating. Respectively, if you'd like to pass all costs to the label users, they might be discouraged to participate at all.

36. Good brand/ claim/ message/ trademark

Generally this topic is crucial to create a good recognition value for products. It is sometimes the eye-catching feature of a product at first sight that interests new customers. The importance is somewhat obvious by the fact of how supermarkets and discounters have a tendency to give every product some kind of a label or trademark to separate it from other products and try and catch customer interest (see item: 26.)

In comparison to «organic» the topic of underutilized crops goes somewhat under the radar in the public. Therefore a good brand, claim, message, or trademark, respectively, might be especially important to underutilized crops. A good term, a good picture, and preferably a good combination of both will set the product apart in a very clear and understandable way. And the big ambition would be to point out the «reason why» even at the same time (see: category i: 'Seed Quality/Local Genetic Resources').

Recommendations on good brand/ claim/ message/ trademark

In an ideal world you have a brand that is eye-catching and that conveys your message spot-on; this message includes your main point as well as the «reason why». Also it is fitting for every product of your initiative (present and future).

This is ambitious, so it is recommended to engage a professional marketing agency (or similar skill set) to help with this task.

Be aware how a certain name or claim can be very well received in one country and turns out to be totally disinterested in another; the same could be true even for different regions. It is most certainly true for different languages. So brainstorm accordingly if you like to set the bar really high and aim at an international brand. Otherwise just find the best working terms for your country.

Further ideas on brands (for the organic sector) are given by «A Guide to Successful Organic Marketing Initiatives»³¹. This guide suggests the following factors of a successful organic brand among others: «(A successful brand must) suggest a certain functional and emotional benefit to the customer, communicate specific values for specific customer groups, be able to be associated with a defined certain lifestyle, communicate the regional origin and 'typical' nature of the brand, give a certain guarantee of consistent quality, help to

³¹ «A Guide to Successful Organic Marketing Initiatives». O. Schmid, T. Richter, U. Hamm, A. Dahlke. FiBL, Frick. 2004.

constitute and identify the firm/initiative.» The guide states as well to be aware of factors limiting the use of a brand by an initiative: «Brands are seldom well-known outside of their region unless they are powered by tremendously high marketing budgets in order to achieve a high recall rate. Raising the profile of a brand needs a good psychological knowledge of consumer reactions. (...).» Finally there are given some rules when using brands: «A brand must stimulate pictures, images and emotions in customers. A brand must become an umbrella of constraints for all further strategic questions and marketing activities. A brand needs not only a visual but also a name which makes an emotional link. (...).»

Example: A german manufacture is the main processor of traditional meadow orchard fruits. The manufacture brand is sufficient to the marketing of products, even though there are some rare specialties among those, such as a pear sparkling wine of the old variety «Champagner Bratbirne» (Champaign pear). The preservation of meadow orchards and traditional varieties also is not the main marketing argument. The quality of the product is by far more important in the perspective of the manufacture.³²

37. Label with guidelines and control

Having guidelines and a control system is the most professional way of creating trust, of addressing potential standing customers' criticism, and of winning many stakeholders for your label. It is also the most cost-intensive way for an initiative and/or label holders, depending on the implemented fee system.

The EU offers the following quality labelling schemes:

- Organic certification
- PDOs and PGIs: the label protects the name of a product, which is from a specific region and follows a particular traditional production process. It is not allowed to use the name of a variety.
- Traditional speciality guaranteed (TSG) highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area. The name of a product being registered as a TSG protects it against falsification and misuse.

Label guidelines should cover all the important aspects of the label. This involves general objectives and messages as well as specifications about production, trade and communication; and it could contain the label's fee system. From a control perspective it is crucial to define the guidelines in order to let the control determine specific measures of a firm to be compliant with the guidelines (or not). In other words all the measures should be quantifiable. If certain measures cannot be measured, they should relate to general aims rather than to product specifications. A distinction between measurable and non-measurable determinations could be favourable. The guidelines could even clarify which facts in detail are the focus of the controls.

The label's control could be in the hand of the label initiative itself. However as label holders and label owners are strongly linked, and in some cases even are the same, trust in the label's control system could be limited (see category viii: 'Governance and

³² «Champagner Bratbirne, Germany, in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published).

Ownership of Label'). The standard label system therefore involves a third party control system; and often third party certification as well.

There are many control and certification firms that offer their service to label organizations. Note: also such third party firms could be in the focus of public criticism, so a reputable third party control firm will have mechanics of certifying the control system of your label for their part by another firm. There are ISO-standards for this «control of control» system.

The control system should involve a yearly audit of the label initiative as well; thus all involved parties of the label will be controlled in some way or another.

Recommendations on label with guidelines and control

Try to estimate the administration costs within your initiative and costs of third party control firms. Estimate yearly costs in the long run. Try to envision a label fee system to cover these costs. Have enough resources to cover investment costs, and to start the process of label creating and label implementation, respectively.³³

Take your time to create your label guidelines and the control system.³⁴ Start a creation process together with stakeholders.

An iterative approach to create your label guidelines could be as follows:

1. Envision all the values the label should represent (see category i), and maybe include categories ii) & iii).
2. Envision the products of such a label; point out the reasons why they match the label values.
3. Capture these reasons in the form of specifications and rules and transform them into a guideline draft.
4. Envision now all the possible products and production standards under the current guideline definitions. Try to imagine borderline cases; imagine stakeholders that take advantage of imprecise definitions; imagine further product categories that might come up later on. Envision also products in the spirit of the label that couldn't be included because of some excluding guideline definitions.
5. Are there potential products that don't meet one or more of the label values? If yes, try to add rules that exclude such products. Are there well-intended products that are excluded by some guidelines? If yes expand the guidelines.
6. Reevaluate all the possible products and production standards.

Repeat the process from 4. to 6. until there's no more iteration needed.

7. Contact a label control firm and present your guidelines; together try to specify the control mechanisms. Can all the rules and specifications be controlled? If no, maybe change the specifications that cannot be controlled from «musts» to «aims».

³³ Note: exact cost offers of a label control firm, as well as calculations of your initiative's administration expenses can be made only when the guidelines and control system are determined. First cost estimations therefore will be rather rough; but they're important nonetheless in order to clarify all options and to take the decision of creating a label system.

³⁴ Note: costs of the label system are one part of an overall marketing initiative. If you chose to implement a label, you need a good brand/claim/message/trademark as well, and you'll probably also want to have enough resources for further marketing activities (see items: 36. and 47.-54.).

Example: An initiative wants to promote «local seeds for local production», the iterative process could be as follows:

- 1. The label shall represent a) local seed conservation b) local seed production c) local varieties d) local production of products e) local procession of products by manufacturers f) network connections between seed conservators, seed producers crop producers, and manufacturers.*
- 2. The product will be bred from local bakeries made out of local varieties (c, d, e); flour is produced in the bakery that includes a small mill, the cereals are delivered directly by the local farmers (d, f), these farmers grow each their own farm varieties, that is, seeds adapted on the farms by breeding selection (a, b, c).*
- 3. The specifications could be: I) Farmers and manufacturers need to be label holders in order to sell products with the label. II) Farmers grow their own farm varieties. After the initial starting stock, no seeds may come from other seed producers. III) With the label farmers may only sell products originating in seeds from their own farm varieties. IV) Bred that is sold with the label may contain only flour originating in cereals from farmers that are label holders.*
- 4. According to this draft the reality could turn out as follows: Cereals of any production, be it organic or highly intensive agriculture, could be sold. The farm varieties could develop very badly, and production could face problematic diseases. There is no definition of «local», and producers of another region could technically also be part of the network. Bakeries could buy cereals from farmers with the label, but the guidelines miss to determine the obligation to buy label cereals, not any cereals. A local vegetable product couldn't be labelled. Seeds provided by one network partner to the other producers of the network (as in vegetables would be reasonable) couldn't be used for label production, as these are not varieties of the farms on their own.*
- 5. The specifications need adaptations in order to hold some quality standards. The imprecise rules must be corrected. The rules need a wording more open to vegetables and other crops, and a local centralised seed production should be allowed as well: I) Farmers and manufacturers need to be label holders and they need to be located in the region of the label initiative, in order to sell products with the label. II) Farmers grow their own farm varieties, but they may provide seeds to other farmers' label production. All seeds must fulfil phytosanitary seed standards. ~~After the initial starting stock, no seeds may come from other seed producers.~~ III) With the label farmers may only sell products originating in seeds from their own farm varieties, or in seeds from local varieties of another farm of the network. IV) ~~Bred that is~~ Products that are sold with the label may contain only ~~flour~~ raw materials originating in a certified production of a label holder ~~cereals from farmers that are label holders.~~*
- 6. (etc.)*
- 7. Control could specify the control mechanism as follows: 0) The label initiative defines the label perimeter. I) Label holders are checked about their location within the label perimeter. II) Proof of own seed production is checked, or receipts of seed purchases are checked, respectively. For every variety in (III) proof of seed production or seed purchase must be available. III) Label products for trade must be listed by variety names, production acreage, and quantities of the last year's turnover. IV) Processing firms and trading firms provide their turnover with label products, each separately for every variety. They provide also receipts of all the purchases of raw materials for the label products. These two numbers mustn't deviate.*

Example: estimation of label accuracy by public criticism

In Switzerland label evaluations are given by an online-platform of the foundation «Pusch» (see: labelinfo.ch). The evaluation has in focus three main categories:

- *transparency*
- *control*
- *certification*

In these categories a label may score up to three points each, depending on the label's accuracy. The platform evaluates there some interesting points that may not be obvious at first glance. For example, «transparency» includes the question about involvement of interested stakeholders during development of label guidelines, and if this involvement is documented. For instance, «control» includes the regularity of controls (at least every two years), and if also unannounced controls take place. And «certification» includes the validity period of certificates (in the best case, less than two years, but not more than 5 years).

An upgraded evaluation for food labels includes many more sustainability aspects:

- *process and control (contains the points mentioned above)*
- *social standards and fairness*
- *management: law-abidance, education, effectiveness, management systems*
- *environmental factors: water, soil, biodiversity, climate, animal welfare*

Note: The larger evaluation is implemented in respect of consumers' perspective in order to recommend the most inclusive and sustainable labels. However depending on a label's objectives it is not possible for many labels to accomplish all the points of sustainability. For example, a label for underutilized crops might just not have the capacity to contribute to climatic protection because that topic is not directly connected to underutilized crops.

38. Traceability: link from produce to produce

Trust and credibility can be gained also by giving as much information as possible with a certain product. The idea is to mention all the production facts directly on the product tag instead of a label brand that promises to satisfy certain production rules. There are not many marketing initiatives implementing this concept thoroughly, probably because of caution to not overwhelm consumers. However, some aspects have found their way into supply chains of certain label products.

Traceability of the product's origin is probably the most prevalent peer-to-peer information of production found in the food market. Not only the address of the trade company but also the farmer's name and address are mentioned on such products, sometimes completed by registration numbers.

This information is processed by a system that is connected to trading activities and logistics. In such systems a product can only be processed or forwarded if all the necessary information is available. In some situations, such systems are implemented anyway, for example, in the seed trade, where information is provided even on the specific lot of the seed trader or producer, respectively.

Note: In a label system with control and certification (see item: 37.) there will be most probably registration numbers of farms and companies in use. And each stakeholder of the supply chain may only process or trade label products with origin in another label stakeholder. Therefore a traceability system can probably be implemented rather smoothly with another existing label system.

Note: In short supply chains the link from produce to produce may be handled very simply. For example, a restaurant obtaining some specialties from a farm of the region might designate the use of these products in the menu card. Although this has not the features of a «traceability system» it might have the same affect on consumer's perception.

Though producers sometimes are mentioned on products at the point of sale, the origin of seed production often is not. For underutilized crops this might be interesting as additional and unique information. Especially when linked to a label representing one or several of the items: 1., 5., 7., 11. (see categories i & ii) the mentioning of the seed farmers will add trust in the label's values.

Recommendations on traceability: link from produce to produce

Try to estimate the administration costs of a system that guarantees traceability. Respect as well necessary efforts of the supply chain's stakeholders, and involve these groups closely during development and during implementation of the system.

If a label is to be implemented (see item: 37.) include development of the traceability system. Maybe make traceability even a part of the label guidelines.

In short supply chains consider the implementation in an informal way. Maybe encourage all stakeholders of your initiative to mention the origin of their raw materials and products.

As traceability ceases often with the producing farms, consider for your underutilized crops to expand the information up to the origin of seeds, especially when the label's core values involve related topics (see items: 1., 5., 7., 11.).

Example: The Pianesian Transparent Label pursues the idea of making available all the relevant information of a product on a rather large tag. The tag provides information on the entire food chain from farm to shop, e.g., the location of the farm, the area and amount harvested, the year of the harvest, the number of people employed, specific farming methods, the origin of the seed, the manner of sowing, the kind of organic fertilizer used, the amount of energy used, the amount of water used, weed control, and details of processing. The information is not in all cases mandatory, and there is no certification attached to the label. The producers can be taken to court if something printed on the label turns out not to be true. Consumers buy it because they have confidence in the brand and they approve of the labelling scheme.³⁵

³⁵ «Pianesian Transparent Label (IT), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)

39. Participatory guarantee system

IFOAM Organics International defines «participatory guarantee systems» as follows: «Participatory Guarantee Systems (PGS) are locally focused quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange.»

As can be assumed from this definition the form of participatory guarantee systems varies widely. They are based on the idea of mutual controls between close stakeholders of a local network, and thus third party control and certification becomes optional. However, often the network applies a certain certification to participants as proof, letting them communicate their involvement.

This approach fits best local markets and short supply chains. Some strong reasons for this approach are provided by the wide-reaching possibilities of participation. Not only producers and processors participate, but also consumers may get involved in decisions. Stakeholders define their standards and develop certification procedures. And importantly to the basic idea, they decide about applicants and exclusions.

Further information can be found on the IFOAM's website³⁶. A good introduction to the topic is given in «Participatory Guarantee Systems – PGS» by Inger Källander, Swedish Society for Nature Conservation, 2008³⁷.

Recommendations on participatory guarantee system

Make sure to study existing cases of participatory guarantee systems in order have thorough understanding of the topic and of the options of such systems.

Be sure of the suitability of the participatory guarantee system for the stakeholder network in your region.

Example: The Italian organization "Associazione dei Grani Antichi di Montespertoli" includes farmers, processors and consumers. They have defined, with the support of an agronomist and of the University of Florence, a code of practice, concerning farming and processing, to ensure specific organoleptic and nutraceutical features of wheat grains, flour, bread, pasta and other possible products. The association organises farms visits and monitors processing to check that the code of practice is respected. To that end they have adopted the model of PGS.³⁸

40. Alternative: personal trust/ voluntary control

For small-scale relationships between farmers and consumers, it might be best omitting all administration costs and certification expenses, as well as any tasked marketing efforts relying instead on personal trust only. The points of sale will probably be restricted to local markets and farm shops (see item: 33.). Personal contact between farmer and consumers is important to this approach, as well as general accessibility to the farm.

³⁶ <https://www.ifoam.bio/en/organic-policy-guarantee/participatory-guarantee-systems-pgs>

³⁷ https://www.ifoam.bio/sites/default/files/page/files/pgsstudybyssnc_2008.pdf

³⁸ «Grani Antichi di Montespertoli (IT), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)

This approach is probably mostly restricted to the promotion of underutilized crops of a single farm. As soon as two or more farms want to promote together their special varieties by a connecting name and by providing background information, at least one of the other topics of category vii: 'Trust and Credibility' is recommended.

Concerning underutilized crops the best working products will probably be the obviously distinct ones, as they somewhat speak for themselves (see item: 13.). When consumers learn to know such varieties, they can approve with certainty the accuracy of the products on further purchases; and no other proof is needed.

On the other hand, underutilized crops of your own seed multiplication and of your conservation efforts, respectively, allow genuinely telling about the varieties and the seed origin.

Note: we assume that by choosing this item you probably are not in need of this checklist at all. Anyhow, category viii: 'Governance and Ownership of Label' will be redundant for you.

Recommendations on personal trust/ voluntary control

Be open and accessible to consumers; allow access to your farm (see item: 52.). Tell about your efforts with your underutilized crops.

Notice consumers' reactions and keep considering whether it could be time for another way of creating trust and credibility, especially when there are options to sell your products at more points of sale than only at your own farm shop or market stand.

viii) Category: Governance and Ownership of Label

viii) Governance and Ownership of Label	breeders or producers association	collective marketing initiative	non-profit foundation or association	supermarket/ discount company	regional marketing initiative	governmental trademark		
	41	42	43	44	45	46		

Overview

The items number 41.-46. identify the anticipated owners of a label, (or trademark, or brand, etc.). This category consequently identifies who will be the decision maker in the long run.

Result analysis: decide on one owner of the label

The label should be guided and in ownership by only one lead player. That outcome results in reducing the number of decision making people, but not the number participating in the development of the label.

Background

For clarification: this category represents labels as well as other forms of trust and credibility (see category vii). Approaches as presented with items 36. – 39. will often have a driving power behind their idea, that often will also be the decision maker concerning the implementation on the market. Note: this category is redundant for the alternative (item: 40.).

At first glance, who is governing a label might be of low concern as long as products are successful at the market, and as long as the system of trust and credibility is accurate, and the core messages are coming through. However, these messages may be enforced by the fact of who is promoting the label and the products. For instance, the story of a non-profit foundation owning a label will be interesting for communication activities because purchase of label products can be explained as support of the foundation. On the contrary, for example, a brand of a product line in a supermarket might not be promoted as the supermarket's own invention, at least in the beginning (- it might though when the brand turns out to be successful.) In short, the nature of the label owner might play a role in the perception of consumers, and communication should act accordingly.

From the label stakeholders' point of view the decision maker will have strong impacts on the further development of a label. For example, decisions on applicants and on exclusions, decisions on new niche markets, decisions on regulations, etc. – sometimes these need to be made in favour of one stakeholder, and sometimes against another stakeholder, respectively. Thus for instance, it might be important to farmers being involved in the decisions in order to direct such in their favour.

Depending on the label owner the decision making process can be totally different; this includes the number of people involved, the method of resolving on resolutions, the time to make and implement decisions, the significance of single decisions, and so on. For instance, a society of producers will probably have some democratic instruments, like meeting of delegates at which decisions are made. In contrast, the management of a discounter will govern its own label independently and decisions can be implemented very quickly.

Relevance of this category within the concept

This category goes hand in hand with the category vii: 'Trust and Credibility'. This category is probably given first, when a certain group of stakeholders considers the labelling of their specific products. Persons responsible then might decide how trust and credibility shall be achieved in the best way with the new label.

How to improve in this category

You might ask yourself whether your organization is willing and apt to accept responsibility for the new label. Otherwise a new organization might be incorporated for this task.

In case the idea of a label for certain products is pursued first by a loose group of stakeholders, the decision to implement a certain system according to category vii: 'Trust and Credibility' might result anyway in the foundation of a new organization in order to consign label ownership.

41. Breeders or producers association

Farms that are label holders become automatically members of the association, and thus they will have the possibility to get involved in decision-making.

Advantage: presumably governance in a democratic system; strong messages for communication; the farmers together build a strong market power

To heed: rather slow process of decision making; resolutions with high impacts are scarce; in complex market situations farmers might struggle to understand coherences and relations, thus delegating more and more often decisions to experts of the staffed offices

42. Collective marketing initiative

Collective marketing initiatives occur in various forms and are of very differing character. In contrast to a pure association of farmers, collective marketing initiatives often include other stakeholders in their activities, e.g., consumers, manufacturers, tourist agencies, other local non-food organizations. Their organizational structure can vary widely.

For further information see results of the research project «COFAMI Encouraging Collective Farmers Marketing Initiatives»³⁹

Advantage: close network of local stakeholders; good networking in different local niche markets; good availability of stakeholders; high awareness in the public

To heed: it might sometimes be difficult to get access to national supermarkets and discounters; organizational structure and the way of creating trust and credibility should be clear.

³⁹ <http://www.cofami.org/home.html>

43. Non-profit foundation or association

Non-profit foundations and associations often have other main objectives than the marketing of products. Their work, e.g., conservation of varieties, caring for heritage values, etc., results in the idea of marketing activities, because product marketing can support their task. And the decision to start a marketing initiative or a label, may positively impact fundraising activities because of more public awareness.

Advantage: rather independent and fast decision making by the foundation's management; positive impact on people's awareness resulting in better fundraising of the foundation; likewise the foundation's non-profit activities may have a positive impact on product marketing and story-telling

To heed: needs of stakeholders must be respected; the marketing initiative needs to be in law-abiding accordance with the non-profit character of the foundation/association

44. Supermarket/ discount company

Supermarkets and discount companies use different marketing tools to create trust and credibility. Distinctive labels and their own labels, brands, trademarks, etc. are in use with regard to competition in the market. The concepts vary widely; they spring rather from new marketing ideas than from the need of a farmers' base.

Advantages: rather independent and fast decision making by the company's management; exclusivity of the label/brand/trademark

To heed: consumers might get sensitive to too many labels and brands, thus, very creative efforts are needed to build trust and credibility, unless the label is perceived as another advertising gimmick only; there will be probably no opportunity to spread the label outside of the supermarket/discounter.

45. Regional marketing initiative

This item could be seen as a special case of a collective marketing initiative. Often it is initiated by a coalition of various villages and cities, or by the government of a district or region. Depending on the available resources and political decisions, it could be pushed by different public authorities, e.g., tourism offices, rural development offices, agricultural offices.

Advantages: tourism offices can be very active in promotion activities, e.g., websites, events calendar, product placing within local points of sale, background information, etc.; items 5. & 11. fit especially well on a regional initiative; in many countries there are financial resources for rural development that could support such initiatives

To heed: it might sometimes be difficult to get access to national supermarkets and discounters; the organizational structure and the way of creating trust and credibility should be clear.

46. Governmental trademark

The EU offers the following quality labelling schemes:

- Organic certification
- PDOs and PGIs: the label protects the name of a product, which is from a specific region and follows a particular traditional production process. It is not allowed to use the name of a variety.
- Traditional speciality guaranteed (TSG) highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area. The name of a product being registered as a TSG protects it against falsification and misuse.

For example, see the German «Bio-Siegel» and the «EU-Bio-Logo»⁴⁰.

Advantages: there are nation-wide, if not international incentives to use such labels; on a governmental label there might be attached financial support of stakeholders by the state; the government as label owner is not entangled in own wants that could impact the label development

To heed: decision making takes a very long time because of mandatory political processes that can be very slow; resolutions with high impacts are scarce; generally governmental label guidelines are less strict than similar labels of private organizations

⁴⁰ <https://www.oekolandbau.de/bio-siegel/>

ix) Category: Communication Tools

ix) Communi- cation Tools	product information at point of sale 47	initiative's and partner's websites 48	social media/ Twitter/ Facebook 49	email-news-letters 50	mobile-technology: APPs/ QR-tag 51	open-farm days/ tasting events 52	public relations (tv/ radio/ print media) 53	advertising (tv/ radio/ print media/ internet) 54
--------------------------------------	---	--	------------------------------------	-----------------------	------------------------------------	-----------------------------------	--	---

Overview

The items number 47.-54. all stand for the various ways of how to communicate the messages of your products of underutilized crops and of your organization to consumers. The list is not exhaustive as the development of new communication tools is still going on. We tried to classify the most important tools for underutilized crops according to the findings of the DIVERSIFOOD project. Depending on the popularity of some specific communication tools in your country it might be recommendable to divide some topics of an item into separate items.⁴¹

Result analysis: the more the better, but...

In best case, every topic will be of high importance and thus will be treated thoroughly. However topics of low importance are, for the better, not pursued at all – often it is better to not act on a certain communication tool, than to do it sloppily.

Background

Our daily life has radically changed during the last ten years because of many new communication tools in combination with technological achievements that allow access to these tools everywhere and every time. Although labelling and product marketing might work to a high degree on the points of sale, the new ways of communication have an immense potential and need to be respected as people adopt to them fast. This area is going to be further augmented and future developments will contribute additional items to consider in the future.

The success in the use of a technology or a given communication tool might strongly depend on the label's/product's target groups. Studies on consumers' behaviour in different countries examine this topic. Those studies suggest that certain activities might be in vain, if your target groups don't apply the corresponding tools, or if they don't react to those tools and processes.

It is recommended to carefully consider the communication tools first, before deciding upon using them. An initiative should be aware of the resources needed to use a certain communication tool. For example, the use of a certain social media tool might result in the need of considerable time resources if the tool is to be used thoroughly and if reactions/feedback are expected to be given quickly.

However if you don't manage to hold up a certain quality standard in each communication tool, it might be better to omit some, than to treat them sloppily. Otherwise, consumers that are used to high standards from a given communication tool by other organizations will soon perceive your inexperienced use of the tool as a liability. Whereas this might not be in every case a big issue, it will be perceived as unprofessional, and for example, the

⁴¹ We apologize for the lacking space in the checklist if further items are needed in this category.

validity of your information will not be taken seriously if it obviously dates back too long, or your online customer interaction is not seen to be professional or timely.

Every communication tool allows different content to be communicated in different amounts.

Relevance of this category within the concept

The category represents an overview on current communication tools that can be considered in a communication strategy. Tools should be chosen in relation to defined needs and expectations of target groups of the label/product, thus the category vi: 'Points of Sale' has an impact on these topics. Whereas the tools should be chosen according to available resources of an initiative, network partners can add remarkably to the communication volume. So the category v: 'Network of Actors' could open more possibilities of communication, for instance, more links on stakeholders' websites to the main label website.

How to improve in this category

Foremost do what you are doing as best as possible. Plan for steadily enough resources (financial and manpower) to thoroughly maintain and update your communication channels of choice. Rather omit a communication tool completely, than treating it poorly. In the same spirit be aware, for social media and other Internet platforms especially, that once accessed, it is difficult to remove your label's, or your initiative's profile without some image loss.

The responsible persons of a interactive communication tool should really enjoy his or her communication management, in order to always be responsive in an authentic way.

Try to involve your network and stakeholders in communication activities. But still keep the communication leadership centralised. The communication strategy should feel homogeneous from the perspective of the public.

Consider to mandate professional agencies with communication activities, be it for the strategy and implementation only, or be it for the daily business as well.

Divide messages and background information according to the different communication tools. For example, information about a certain heirloom variety could be divided in:

- *Name (important at the point of sale)*
- *Picture (important at websites, in advertising, in social media, newsletters, and apps)*
- *Unique selling point, for instance «best blue potato for soups» (important at the point of sale, in advertising, in social media, newsletters, and apps)*
- *Short description of best use (important at the packaging's back if available, at websites, in mail-newsletters, apps, at open-farm days, tasting events, and in public relations)*
- *Short description of the variety overall, e.g., origin, characteristics (important at websites, at open-farm days, tasting events, and in public relations)*
- *Detailed description with all available knowledge, facts, and data (important at websites)*

47. Product information at point of sale

There's a plethora of available information at most points of sale. A DIVERSIFOOD study identified the points of sale to be very important for communication of values of

underutilized crops to consumers.⁴² The latter, however, want to make their purchase decision in the fraction of a second. So all the information and messages should be limited to what can possibly taken in over short period of time.

In some cases, pictures might support your messages. In some cases a picture of the product can be necessary, even though the product is apparent, for example, with a beetroot of red and white ringed pattern that cannot be seen from the outside of the raw beetroot.

Note: generally it is rather difficult to add information beyond the product packaging or tag. So flyers, shields, signs, advertising banners, etc., will probably be limited to special promotional days.

Recommendations on product information at point of sale

Try to limit the messages placed at the point of sale. Be aware that too much information and eye-catchers on the product will compete for decision-making attention and might take too long to process.

Among others, the following information/messages might be in competition for attention on a product of underutilized crops:

- label/brand
- core message/claim (of label/brand)
- name of product (variety)
- unique selling point (description)
- producer of the product
- maybe picture of the product
- maybe picture to support brand recognition
- maybe picture of the producer(s)
- maybe other labels when co-labelling

That might be a lot to take in, in only a short time, so priority setting is recommended.

We suggest to mark a unique selling point clearly in an eye-catching way. The selling point could be in total different character, depending on the product, e.g., the use in the kitchen, the colour of the product, the historic origin of the variety, etc.. It could also refer only to the farmer, or even just the label or a claim. Thus the unique selling point might be a description in eye-catching letters or frame, or it might be a dominant picture (farmer, variety) or a dominant sign (label, brand, trademark).

Example: Several products of typical Austrian varieties are sold in the Austrian supermarket chains of SPAR under the product line «wie früher» («like in the old days»). One product is the «Schoderleer Zwiebel», one of several old varieties called «Laaer onions» that origin in the Austrian region around the city Laa. The product package's side is designed in an interesting gradation. The most eye-catching element is a picture of the onion's farmer. On a second level there are three elements, interestingly, all in a similar striking way, but each in its very own design, namely, the product line («SPAR wie früher»), the product/variety's name («Bio-Schoderleer Zwiebel»), and a teaser button («traditionelle Sorte neu entdeckt»). The fifth element is the picture's subtitle. On the back of the product, this gradation is repeated similarly, with the exception of the brand «SPAR wie früher» that takes now the most striking

⁴² «Strategies to valorise agrobiodiversity» Oehen et al. 2018

position. Additional information on the product line, on the variety, on the origin, and similar information can also be found on the product's back.⁴³

48. Initiative's and partner's websites

A website should be the standard of any organization's communication strategy nowadays, and even for many farms.

Websites might still be the main digital entrance for interested consumers that want to know more about a label and an organization. So, after the discovery of your products and label by a customer, a website could be very important for a good consumers' second impression. As well, a website might introduce a potential customer to your product and the location of your product.

Websites offer both passive and active engagement. Some allow for the most passive treatment of all digital tools, as the main objective is to give an introduction in an organization, and to provide background information to products. On the other hand, other websites, if well structured provide access to a significant amount of information.

Though the information on a website might be accurate for some time and therefore might be static, the technology is definitely not. For example, a website without technical updates for five years, could be totally out-of-date, and many features of new technology will not work on such a site, for instance, the adaption on the users device (responsive website).

Recommendations on initiative's and partner's websites

Though websites can allow a somewhat passive treatment, of course make sure to never have out of date information on your website. If information about the last edit is mentioned on your website, or if the last edit becomes somehow obvious by your current events calendar, make sure to update the site from time to time, let's say at least twice a year. Thus consumers still trust in the accuracy of the given information on the website. Otherwise the website will soon be perceived as very unprofessional.

49. Social media/ Twitter/ Facebook

Social media allow pushing short messages at brisk pace, but depending on the platform, the content is limited.

The use of these tools is not only dependent on target groups. A consumer survey in 2017⁴⁴ demonstrated different consumer preferences on communication tools, especially social media, depending on the countries. The daily use of different social media seems to be differently positioned in different countries. For example, in France 26% of the study participants choose Facebook as a good way to communicate about hypothetical products (of underutilized crops), in Switzerland only 16% choose it. However 32% of Swiss

⁴³ « Laaer (Shoderleer) Zwiebel (AT), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)

⁴⁴ «Strategies to valorise agrobiodiversity» Oehen et al. 2018

participants would appreciate the communication via website, but only 23% of French participants identified a preference for website use.

Generally the mentioned survey demonstrated rather low responsiveness to social media, compared to other communication tools, e.g., points of sale, articles, newsletters, and websites. One exception is the cited case of Facebook, which seems to be used by a noteworthy part of the people also in other countries of the EU. Note: these data were gathered in 2017; in a few years that result will probably change again.

Recommendations on social media/ Twitter/ Facebook

Messages on social media trend to be important for a very short time only, that is days, if not hours. So the responsible persons should stay connected at least on a daily basis. This can be tiring; therefore these people should love their task with these communication tools, in order to always be responsive in an authentic way.

If several social media, as well as other communication tools are used, consider dividing the responsibility amongst several persons.

50. Email-newsletters

Similar to social media, email-newsletters allow pushing your messages regularly out to potential consumers. But, they do allow much more design flexibility. They are somehow the pitchman of websites, as they are perfectly fit for advertising contents of the latter. A common strategy is to have teasers in the newsletter that are linked to detailed sites on the website.

Email-newsletters keep significance for a longer period of time than messages on social media. Users can decide by their own, when they want to read the email-newsletter. They might even keep the email for later rereading. As a result, email-newsletters are often quite lengthy. The idea is that users take their time to read through an email-newsletter.

Recommendations on email-newsletters

This communication tool needs to be up to date technically in a similar way to websites.

Keep watching general trends on this tool, and adapt accordingly. Although the option of messaging a lot of information about your underutilized crops is interesting, be aware of some competition for attention within your newsletter, and between the number of the rising flood of emails.

Absolutely try to link your email-newsletter in many ways with your website.

51. Mobile-technology: APPs/ QR-tag

This topic is somewhat ambivalent. It can be assumed to be more and more prevalent in the daily use of mobile technology.

However the development of APPs might be quite expensive for a small organization. Also the topic of underutilized crops is really low on the public's mind. So an extra APP related to products of underutilized crops only does seem unrealistic.

Therefore collaborative initiatives should benefit from using established APP technologies. The most known APP at the moment seems to be the QR-tag technology.

From the discussions within the DIVERSIFOOD consortium QR-tags seem to be quite differently spread, depending on the regarded countries. So the use of this technology might be a thing for organizations of one country, and totally lacklustre for organizations of other countries.

Recommendations on mobile-technology: APPs/ QR-tag

Try to evaluate the daily use of a certain technology, and estimate the benefit of a potential use for your initiative, as well as costs of implementation.

Maybe contact developers of existing APPs that could be interesting for the integration of your underutilized crops. For example, an APP that recognizes wild plants, could integrate underutilized crops in order to recognize such crop plants as well, if not different varieties.

52. Open-farm days/ tasting events

These activities seem to be quite popular within the consortium of DIVERSIFOOD. For many people, farm days provide an exciting experience and these are visited quite well. Tasting events offer a more accessible way of getting in contact with consumers. One way is to offer tasting opportunities at the points of sale. Another way is to organize events that are topped by a tasting opportunity, or even by a dinner.

Anyhow, such activities let people get in touch with products and ideas of underutilized crops through further senses (organoleptic), through more intense and emotional experiences (taste sensation, outdoor experience, encounter with farmers, etc.), as well as by more time dedicated to discover (minutes to hours for tasting, hours for farm visits and events).

Recommendations on open-farm days/ tasting events

The success of these activities presumably lies rather in the emotional experiences of participants, and less in conveying mentally as much information as possible. So foremost, let people have emotional experiences, and limit information to the core messages, e.g., best use of a variety/product, storytelling about the origin, and the most valuable characteristics of the variety. Only tell about the very specific properties, when prompted by interested visitors, for instance, on specific plant descriptors that are interesting only for growers of the plant.

Also have a clear picture about your own objectives of such events and focus accordingly. For example, events of product promotion in order to augment sales numbers will have another character than events of fundraising that aim at collection for your non-profit organization.

Example: The Italian organization “Associazione dei Grani Antichi di Montespertoli” governs a label of similar name (graniantichitoscani.com). The label aims at differentiating the products with a link to the territory, its resources and its community. Thus, in order to reinforce these objectives, the “Associazione dei Grani Antichi di Montespertoli” organises

field visits and events, such as seminars and celebrations for consumers and other interested stakeholders.⁴⁵

53. Public relations (tv/ radio/ print media)

Public relations activities can be very effective in creating trust and credibility for label products, when journalists of independent media are doing articles and reports. However, recognise that most media is not likely going to be interested in your activities and products unless there is a very special topic of public interest. Therefore, you need to be lucky to have journalists reporting about your activities that probably often are very subject-specific. To attract media attention, regular media releases can be a very useful tool. For example, in Switzerland ProSpecieRara experienced situations when newspapers and magazines printed reports very close to the text of the foundation's press releases about specific topics. In this cases ProSpecieRara could capitalize on its good image in the public, as well as on its expertise in a very specific topic.

In short, it can be difficult to have good press for your very specific topics; on the other hand, if you're able to spark the press' interest in your activities, you might be able to direct public reports in your favour by the means of good media releases. Your respected dedication to underutilized crops might be a great way to capture media attention, especially as consumer tastes change and support your work and products.

Recommendations on public relations (tv/ radio/ print media)

From the beginning, appoint a person responsible for public relations. Regular media releases can be a very effective means to reach the press. Of course always be accessible to journalists' inquiries.

Regarding the content of your press releases and articles be always aware of the media's target readers. Be sensible of the lacking knowledge of most readers about your specific topic of underutilized crops; in other words, mostly assume the readers and the journalists you want to reach are not knowledgeable about your work or products and need explanations always from the beginning.

Before important events, for instance, such as the launch of your label, put out several press releases and boldly try contacting desired media/journalists personally by phone. Invite journalist to a special media conference, for example, at the day before an event, or just at the beginning of the event.

54. Advertising (tv/ radio/ print media/ internet)

The use of advertising tools is very resource dependent. Small organizations, initiatives and non-profit organizations probably often don't have enough resources for advertisements.

The impact of a single advertisement is difficult to estimate. Often more than one activity is needed to reach enough people, unless a very specific publication is known, that exactly

⁴⁵ «Grani Antichi di Montespertoli (IT), in Milestone MS32 – Different labelling concepts evaluated». Iris Förster, Philipp Holzherr, Bernadette Oehen, DIVERSIFOOD project, 2017 (not published)



reaches the target groups. In local media such situations could be used to promote your local underutilized crops.

Recommendations on advertising (tv/ radio/ print media/ internet)

Try to estimate the impact of advertising activities, and compare the expected results with the costs for advertisements.

Be aware of the reduced trust in an advertisement compared to the alternative of an independent journalist writing voluntarily (see item 53.).

References

- 1, 7, 8 Case Study Framework (MS 27). Rossi A., Padel S., Brunori G., Gerrard C., Oehen B. 2016. DIVERSIFOOD
- 9,10,11,17,19,22,26,27,29,42,44 «Strategies to valorise agrobiodiversity». Oehen B., Meier C., Holzherr Ph., und Förster I. (2018). Proceedings of the 13th European IFSA Symposium, Chania, Crete. <http://www.ifsa2018.gr>
- 12 «Bioverita (CH), in Milestone MS32 – Different labelling concepts evaluated». Förster I., Holzherr P., Oehen B., DIVERSIFOOD, 2017 (not published)
- 15,16,38,45 «Grani Antichi di Montespertoli (IT), in Milestone MS32 – Different labelling concepts evaluated». Förster I., Holzherr P., Oehen B., DIVERSIFOOD, 2017 (not published)
- 30 «Inventory of existing labels label/ trademark/ communication tools for newly bred lines coming from PPB or underutilized crops (food diversity)», Milestone 31, internal list of the DIVERSIFOOD project (not published).
- 31 «A Guide to Successful Organic Marketing Initiatives». Schmid O., Richter T., Hamm T., Dahlke A. FiBL, Frick. 2004.
- 32 «Champagner Bratbirne, Germany, in Milestone MS32 – Different labelling concepts evaluated». Förster I., Holzherr P., Oehen B., DIVERSIFOOD, 2017 (not published).
- 35 «Pianesian Transparent Label (IT), in Milestone MS32 – Different labelling concepts evaluated». Förster I., Holzherr P., Oehen B., DIVERSIFOOD, 2017 (not published)
- 36 Information on participatory guarantee systems on the IFOAM's website, <https://www.ifoam.bio/en/organic-policy-guarantee/participatory-guarantee-systems-pgs>
- 37 «Participatory Guarantee Systems – PGS» by Inger Källander, Swedish Society for Nature Conservation, 2008, https://www.ifoam.bio/sites/default/files/page/files/pgsstudybyssnc_2008.pdf
- 39 «COFAMI Encouraging Collective Farmers Marketing Initiatives» <http://www.cofami.org/home.html>
- 40 Information on the German «Bio-Siegel» and on the European «EU-Bio-Logo» <https://www.oekolandbau.de/bio-siegel/>
- 44 «Laaer (Shoderleer) Zwiebel (AT), in Milestone MS32 – Different labelling concepts evaluated». Förster I., Holzherr P., Oehen B., DIVERSIFOOD, 2017 (not published)

Referenced examples of products, labels, brands and initiatives

Grani Antichi di Montespertoli, Italy
graniantichitoscani.com



GRANI ANTICHI DI MONTEPERTOLI

Champagner Bratbirne, Germany

www.manufaktur-joerg-geiger.de

PERFEKTION UND LEIDENSCHAFT - TRADITION UND INNOVATION

Manufaktur Jörg Geiger

naturbelassen auserlesen
handwerklich fruchtig
einzigartig prickelnd
erfrischend aromatisch
exklusiv anregend
andersartig natürlich



Etichetta pianesiana, Italy (Pianesian Trasparent Label)



Laaer (Shoderleer) Zwiebel, Austria

<http://www.spar.at/eigenmarken/lebensmittel/spar-wie-frueher>



Bioverita, Switzerland

www.bioverita.ch



ProSpecieRara, Switzerland

www.prospecierara.ch



Schweizerische Stiftung für die kulturhistorische und genetische Vielfalt von Pflanzen und Tieren



Impressum

All DIVERSIFOOD partners contributed to this concept through workshops and exchanges with the authors.

How to cite the document:

Philipp Holzherr, Iris Förster, Bernadette Oehen, 2018. Embedding Diversity: Communication and Label Concept for Underutilized Crops – Checklist for your First Evaluation. Deliverable 5.3 of DIVERSIFOOD Project.

Edition: ProSpecieRara

Layout: ProSpecieRara

Contact: Philipp Holzherr, ProSpecieRara. philipp.holzherr@prospecierara.ch

www.diversifood.com

Thanks

This concept is based on the experiences of many persons and organizations inside and outside the DIVERSIFOOD project consortium. Many thanks to all the persons that contributed to the interesting studies and to the fruitful discussions.

The author owes special thanks to David R. Witty, former Provost and Vice-President Academic of Vancouver Island University, who was so kind to assist with the editing of the lion's share of the concept. He offered valuable inputs to the structure and content of this concept.

Appendix: checklist form



This project has received funding from the European Union's H2020 Programme under grant agreement no 633571

Embedding Diversity: Communication and Label Concept for Underutilized Crops – Checklist for your First Evaluation

Checklist form

Philipp Holzherr, Iris Förster, Bernadette Oehen, 2018

Communication and Label Concept for Underutilized Crops – Checklist

1. Check boxes of the first line for each item. Then decide in the second line how important these items are or will be.
2. Find a conclusion according to these two lines and designate the items that are the most important ones. (left border)
3. Fill in the checklist by as many stakeholders as shall be involved with the label development. Fill in the overview in part C) with the results of each participant. Compare results and discuss any differences in the key topics of each category.

A) Product Quality and Ethics of Production

i) Seed Quality/ Mobilization of Local Genetic Resources	participatory breeding	heirloom variety, landrace	breed for organic/ ag- roecological farming	breed for other niche markets	local seeds for local production	rare/ endangered varieties			
	1	2	3	4	5	6			
	Conclusion: most important item:	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all
	nb. _____	importance <input type="checkbox"/> high <input type="checkbox"/> medium <input type="checkbox"/> low							
ii) Ethics/ Sustainability	support of small-scale farms and business	farmers' au- tonomy and integrity	fair prices	fair social working conditions	respect local culture and its values	respect of environmen- tal resources			
	7	8	9	10	11	12			
	Conclusion: most important item:	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all
	nb. _____	importance <input type="checkbox"/> high <input type="checkbox"/> medium <input type="checkbox"/> low							
iii) Specific Product Quality	special shape/ color	special taste qualities	special use	special health qualities	locally/ handcrafted product	organic/ agroecologi- cal produc- tion			
	13	14	15	16	17	18			
	Conclusion: most important item:	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all
	nb. _____	importance <input type="checkbox"/> high <input type="checkbox"/> medium <input type="checkbox"/> low							
iv) Costs and Risks/ Impact on Price Level	perfectly viable pro- duction, low costs/risks	viable production, middle costs/ risks	barely viable production, high costs/ risks	poorly viable production, very high costs/risks	<i>not viable production, too high costs/risks</i>				
	19	20	21	22					
	Conclusion: average estimation of level of production, costs and risks (item):	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all	matches <input type="checkbox"/> fully <input type="checkbox"/> partially <input type="checkbox"/> not at all
	nb. _____	price level: low	price level: middle	price level: high	price level: extremely high, luxury niche				

