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AGENCY**

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# Branding Agricultural Products and Authentic Recipes

## Overall Objective

To enhance the development and standardization of cultural tourism related products.

## Project Description

The local food movement is gaining popularity. Urban and rural residents are learning that they like to have direct connections to farmers and farm life. They like knowing where their food comes from and knowing that it was grown by family farmers who take good care of their farmland and their animals. This concern on the part of consumers is opening up more opportunities for farmers to direct market, or to sell their products through channels that keep the farmer's identity connected to the product.

Local food / local products used to be linked directly to direct marketing, where farmers and consumers had face to face contact. While direct marketing is still a very important part of the local food movement, it lacks outreach in the today's global market. On the other hand, marketing products to an undifferentiated mass market is rapidly becoming a thing of the past. Demographic changes, intense competition and information

technology are dividing the mass market into more and more separately definable segments. Customers expect and demand products and services that fit them perfectly.

Therefore, the customer's interests should be wrapped around the product by first establishing the unique selling propositions. A good USP will communicate the brand's benefits. Among the USP, the RDA3 will need to consider a logo, tagline, website, association membership, advertising, B2B events, customer service, timing and budget.

## 1<sup>st</sup> Component: Branding of agricultural products

- *Olive oil*
- *Wine*
- *Rakia*
- *Dried fruits*

## 2<sup>nd</sup> Component: Branding of authentic recipes

- *Pickles*
- *Jam*
- *Fricassee*





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## Project Implementation Modality

The tourism product is a complex set of different physical resources, activities and services. By buying this combination of natural resources, activities and services, the guest buys a *desire for experience*. The goal of promotion is to incite a favorable image of tourism products to potential local and international audiences, through:

- *BTL activities (PR, publicity, B2B events, distribution, trade shows, etc)*
- *ATL activities (brand, tagline, web, social media, advertisement, etc)*

## Partners and Network

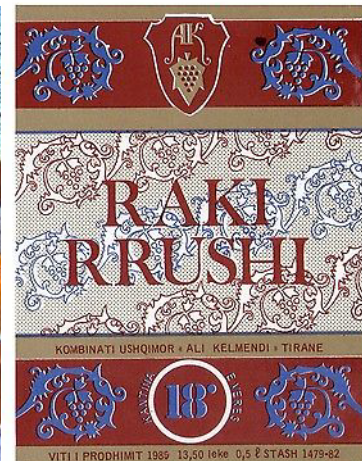
- *Municipalities*
- *Other regions*
- *Private sector*
- *NGO, etc.*

## Preliminary Impacts

- *Increase in the RDA3 revenues*
- *Impact on the overall country's revenues.*
- *Increase of the authentic products quality for the RDA3.*
- *Intensified Public – Private partnerships.*
- *Formalizing of informal sectors of the economy*
- *Promotes the RDA3 as a tourism destination.*

## Required Inputs

- *Promotion strategy for the agricultural products*
- *Supporting infrastructure for farmers*



AZHR 3, Bulevardi Republika, Godina e Qarkut, Korçë – Shqipëri