



Agenda – Working Group 4: Marketing Strategies

February 9, 2008

Aims:

- Development of Marketing Strategies for Ark- and Rescue-Centres (ARCs)
- Plumbing the possibilities for labelling products from rare or local breeds
- Drafting guidelines: marketing potential for breeds
marketing potential of different kind of ARCs

- 09.00 – 10.30 h
 - Introduction
 - Experience and “Best Practice” of the main topics is in the Work Group
 1. Tourism / Exhibition / Education
 2. Grazing / Services
 3. Product Marketing

- 10.30 – 11.00 h coffee break

- 11.00 – 12.00 h
 - Continuation

- 12.00 – 12.30 h
 - Preparation for plenary session

Lunch followed by plenary session

- 16.00 – 17.30 h
 - What laws and systems are already in place that may help or hinder ELBARN?
 - Preconditions for acceptance of products as:
 - PDO (Protected Designation of Origin)
 - PGI (Protected Geographical Indication)
 - TSG (Traditional Speciality Guaranteed)

- 17.30 – 18.00 h
 - Continuation of ELBARN project: preparations for plenary closing session on February 10, 2008