

Interreg Sudoe



European Regional Development Fund



The collective mark of agri-food
co-operatives' products of SUDOE

D 1.2.2 (ES, FR, PT)



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AGROSMARTglobal

The collective mark of agri-food co-operatives' products of SUDOE

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Background and motivation

Activity 1.2 of the AGROSMARTglobal project "Analysis of the intrinsic elements of co-operative agricultural products and design of collective brands" comprises two deliverables in the form of studies.

The first one is entitled "E1.2.1 Study of the intrinsic elements of agri-food co-operative products", which analyses their links with the land and the rural economy, positive values and society's expectations to identify the best international markets patterns.

The one that concerns us right now, called "E1.2.2 Collective branding of co-operative agricultural products from the SUDOE territory", is a document that analyses the potential of a future collective brand for the products of European co-operatives: name, general aspects and attributes of the products about customer criteria, technical requirements, control system, etc. It is by no means certification in the strict sense of the word but is only intended as a simple guide to be analysed shortly, perhaps in another Interreg Sudoe project.

This deliverable aims to lay the initial foundations of a collective mark of agri-food co-operatives' SUDOE territory products. The AGROSMARTGlobal project was not designed to certify, nor does it have a proper budget for that. For example, there are no plans to register the mark, nor do the participating co-operatives fulfil any certification.

The companies in the AGROSMARTglobal project do not have to adhere to any brand or pay any fee. Their participation in the project does not imply any cost (except for the valuable time to participate).

The AGROSMARTglobal project involves co-operatives, but also non-cooperative companies. However, the hardcore of the project is the co-operatives. This study focuses exclusively on co-operatives.

As both types of entities will coexist in the Pilot Projects, the branding related to non-cooperative enterprises will be to the discretion of the partner in charge of that activity, always in line with the consortium's decisions.

Therefore, and to summarise:

1. This deliverable (D 1.2.2) objective is to lay the foundations for a potential certification, identifying the co-operative values and principles that could rise to a European mark for co-operative agri-food products.

For this project's purposes, the logo and mark would only be applicable when developing the pilots in international digital markets and for promotional purposes. The participating agri-food co-operatives would go under a shared brand/image to make the difference.

2. In line with the above, the co-operatives will not have to obtain any certification at the European level previously, nor do they need it to participate in the project.

3. The logo will not be placed on the product but can be used for pilot projects and digital catalogue(s). The logo could be used as an aggregating element of the SUDOE agri-food co-operatives when promoting on the international digital markets.

Aspects of a potential collective mark were outlined in the first report, under the heading "The collective mark of agri-food co-operatives' products of SUDOE" (page 77). We now proceed to expand on specific aspects of that heading. We also venture to design a possible name for such a mark, as well as a logo.

After the worst moments of the economic crisis that began in 2008, which affected food consumption in Europe so much, new strategies for differentiation and consumer attraction are emerging in the agri-food industry and broad-scale distribution. We are moving towards a broader range of food products that allow more choice.

An example of this is the cow's milk sector. A fight was launched for differentiation with certifications for animal welfare, grazing milk, food safety, etc., with different quality standards chosen by the industries themselves, based on those created by various certification bodies worldwide. This "war" is taking place in many countries of the European Union.

Quality mark name & logo design

Following the co-operatives' concept and principles, this proposal tries to arouse consumers' countryside protection feeling, industry plurality and diversity, sustainability, and social and environmental values.

- NAME: "European Agri-food Co-operatives' Product".
- LOGO: ECOOP
- COLOURS: AGROSMARTglobal project logo colours.

See Annexe 1.

General aspects & product attributes under the collective mark

The products to be distributed under the collective mark must meet all the quality requirements indicated in the specifications of the creation of the mark. Some of the attributes or general aspects that must be met are:

- Products belonging to the agri-livestock production sectors; collected, processed and made in the region itself from its raw materials and meeting the requirements set out in the mark's regulations
- Its production must involve the protection and enhancement of the social, economic and rural business fabric.

- Products based on traditional production and processing methods.
- Protection and preservation of traditional knowledge and history in food production
- Preservation of the environmental heritage, varieties and native races/species of the SUDOE area.
- Processing practices and short marketing chains, with less impact on the environment than their PDO/PGI counterparts, especially about less intensive production methods, lower environmental footprint and greater integration into the local rural environment.
- Diversification of the value chain and protection against price volatility
- Improvement of the image of food production and protection against product trivialisation.
- Additional guarantee of security and transparency.

Technical requirements

Those co-operatives interested in using the collective mark must:

1. Being co-operatives with registered office and place of collection or processing of the products in the SUDOE area, producers or processors of agricultural and livestock products that wish to offer an added value to the consumers derived from the application of the co-operative values to their activity: participation of the partners, local production with potentially global reach, respect for the environment, fair price to the farmers, promotion of the development or conservation of the rural environment, etcetera.

These co-operatives can be:

- Transformers buyers.
 - Industrialists of the corresponding sector.
 - Producers from the different sectors that use the products obtained or transformed by them in their exploitation for direct sale in consumption.
2. Comply with the requirements established in terms of GAP or good agricultural practices, animal welfare, prevention of occupational risks, environmental, economic and social sustainability that are established.
 3. Comply with the legal provisions of the SUDOE area.

4. To have verifiable systems and protocols that ensure compliance mentioned above.
5. To have a traceability system that makes it possible to know the origin and destination of all the co-operative's production, not only to be able to locate any production batch, and thus, comply with the codes of good food practice but also to be able to establish the autochthonous origin of the raw materials and processed products distributed by the co-operative.
6. To express the commitment to make correct use of the mark and to facilitate the control work of the certifying and quality and traceability control company.
7. Payment of the fees established under the regulations of the mark.
8. Besides, co-operatives must comply with the following basic requirements that are considered mandatory for the granting of the licence to use the collective mark:
 - A. Be registered with the registry, confederation or registration body of their region.
 - B. To demonstrate annual control of accounts.
 - C. Carry out all their co-operative activities with partners in the SUDOE territory, without prejudice to the distribution that can be made outside this area.
 - D. Compliance with the co-operative principles:
 - Voluntary and open membership

Encouraging the incorporation of new members and facilitating voluntary resignation through agile procedures that guarantee the reimbursement of contributions in the shortest possible time.

- Democratic management

Stimulating self-management and participation of members and employees: the entity must have channels to stimulate self-management and participation (information, meetings, surveys, commissions) so that the decisions taken from the social bodies have to take into account the opinion of the people who are part of the co-operative. Access to social positions must also be promoted.

- Members' economic participation

Encouraging internal financial commitment: the co-operative must have mechanisms that promote the involvement of members in the financing of its activities:

- Autonomy and independence

To preserve autonomy and independence and control by its partners.

- Education, training and information

The entity must have proper planning of the information, training and education that it must offer to its partners and employees, both in the professional and co-operative aspects, as well as an external communication policy that values the nature and benefits of co-operation.

- Co-operation between co-operatives

To establish collaborative strategies at all possible levels to improve inter co-operation and co-operative integration processes.

- Interest and concern for the community

The co-operative will work for the sustainable development of its community and seek policies approved by its members that benefit their social environment and local development.

E. In terms of the sustainability of production, in economic, social and environmental terms, comply with the following points:

- To have an Occupational Risk Prevention plan.
- To have a health and safety management system.
- Have contingency plans to provide a rapid response to incidents that may occur.
- Create or maintain employment constantly, especially in the area of socio-economic influence.
- Promote fair and equitable trade practices with primary producers.
- Apply measures to avoid forced or coerced labour on both suppliers and producers.
- Encourage links with the territory.
- The existence of representative participation of workers in trade unions
- Provide employment stability to the greatest extent possible, with full time, permanent contracts.
- Respect the minimum inter-professional salaries.

- Carry out clear policies against social discrimination: race, sex, sexual condition, religion, political ideology, etc.
 - Not having been sanctioned for discrimination in the past
 - Analyse water and carbon footprints and try to reduce them as much as possible.
 - Carry out analyses of air quality at production and processing sites to know their impact on air quality.
 - Carry out internal environmental audits
 - Adequate and sustainable management of occupied land
 - Measures to improve the management of biodiversity
 - Establish a waste control plan
 - To have concrete objectives of saving and efficiency of materials in the productive processes.
 - To train partners and workers in environmental matters
 - Prioritise local over foreign suppliers
 - Collaborate with other co-operatives
 - Prioritise suppliers with established CSR plans.
9. The management system must have indicators, which reflect the situation of the following critical aspects of the social responsibility axis and the actions to be developed for its improvement
- a. Commitments to stakeholders.
 - b. To have good governance and transparency policies.
 - c. Encourage the contracting of local suppliers.
 - d. Encourage the development of social action projects.
 - e. Promote equality and work-life balance.
 - f. To have occupational health and safety policies.
 - g. Define communication systems with its partners, employees and interested parties (customers, administration, neighbours, etc.) about environmental issues and their management.
 - h. Define and apply a system for managing customer complaints and incidents.

- i. To promote sustainable development:
 - Identify, control and document the environmental aspects of its activities, products and services, determining the impacts on the environment of those aspects that are significant.
 - Following the aspects identified, to have an environmental objectives policy that stimulates and values its beneficial elements and encourages the reduction of its adverse impacts.
- j. To define a policy and objectives related to quality to achieve continuous improvement, which specifies the quality controls applied to the activities carried out with their criteria of acceptance or rejection. To use also a systematic control of purchases and supplier management to guarantee the quality of the final product or service for the co-operative to its client.

The self-assessment collected in the annexes can be used as a tool for improvement to identify the strong and weak points in respect of compliance with the requirements of the guarantee mark.

Control system

The control system starts with the application for the use of the mark by the co-operative. This application will be made in accordance with the model set out in the specifications.

The first step is for the co-operative to send the application/request for entry to the collective mark.

Once the application has been received, the control programme will be applied based on the information in the application of the requesting co-operative, the date foreseen for the different visits will be established and the auditing team designated to carry them out will be informed through a plan. Failure to comply (without good reason) with the established control frequencies will prevent the renewal or maintenance of the mark's licence.

The control mechanisms may consist of a review of the relevant documentation or direct observation of the procedures implemented in the co-operative through visits to the co-operative.

These audits may be of three types:

- a. Initial audit, before granting the License to use the mark.
- b. Follow-up audits, at the intervals, set out in this Manual, will take place during the period of validity of the Brand Licence.
- c. Renewal audits, which will be carried out when the Brand licence is no longer valid, either because of the expiry of the established period or because of some sanction.

Once granted, follow-up audits will be carried out. The monitoring activities will be under the provisions of the Collective Mark Manual.

The control body will carry out the corresponding follow-up audits to check whether the conditions which led to the initial granting of the mark's licence have been maintained.

The frequency of monitoring will be annual and based on the date of the initial audit -although audits may also be carried out during the year- or the date of the audit may be changed to check that seasonality does not affect compliance with the requirements.

If applicable, the audited centre will present a plan of corrective actions to continue using the mark.

Renewal audits will also be carried out, with a three-yearly frequency, to verify that the conditions leading to the initial granting of the seal's licence are maintained. Therefore, the licence can be renewed. If the audit is not carried out within the established time frame, the certificate will be suspended.

The renewal audit will be carried out at the latest three months before the certificate's expiry date.

If applicable, the audited centre will present a plan of corrective actions to renew the License of Use of the Brand.

When non-compliances are detected that may prevent the granting of the Brands Use Licence, it may be decided to make an extraordinary visit to verify whether the detected non-conformities have been corrected, provided that it is not a question of legal non-compliance or failure to obtain the minimum score required in the specifications.

When non-compliances are detected that may prevent the granting of the Brands Use Licence, it may be decided to make an extraordinary visit to verify whether the detected non-conformities have been corrected, provided that it is not a question of legal non-compliance or failure to obtain the minimum score required in the specifications.

Other aspects of interest

In the field of good food safety practices and product traceability, it is in the interest of co-operatives that want to adhere to the collective mark; they should have a BRC, IFS, GlobalGAP or ISO 22000 certification.

The entry into e-commerce and digital branding of the mark is a priority. Given the times in which we find ourselves, where many purchases are made, this brand of quality differentiation must be projected into the digital world.

Besides, due to the significant influence that brands with their visions and values exert on social media; the mark created must manage to build up a virtual figure that

consumers quickly associate with the values of sustainability, social and environmental responsibility that we intend this co-operative, collective mark to carry.

Annexe 1

**Sistema
diseño/**

sistema.es

April
2021/



Quality graphic branding for European agri-food co-operatives' products

CLIENT AGACA

**Sistema
diseño/**

sistema.es

Sistema diseño/

Intro

The function of a graphic brand is to identify and differentiate what the organization represents.

A graphic brand has two fundamental elements.

- 1 The name itself. It is the main element of differentiation, therefore it has a critical importance for the future performance of the brand.
- 2 The graphic design. It is the visual representation of the name and its function is to emphasize the messages of the organization, representing it and identifying it.

The graphic brand will be the symbolic container of the traits, values and attributes of the organization, that is to say, of its identity, but it is not its function to generate or signify the identity.

Identity is built by the organization's discourse of itself to its audiences using a combination of communication, presence, and behavior.

Sistema diseño/

The name

The nature of this project imposes certain limits on the search for candidates. Because we are looking for a name for a “stamp”-certification - for a wide range of activities and products, it must be:

- Abstract.
- Short.

On the one hand, we are looking for a set of acronyms associated with concepts related to:

Co-operative Agricultural
Local Quality Certification
Agri-food Family Rural
Trust
Proximity European Product

On the other hand, we are also looking for a word that can evoke the brand in its entirety .

The graphic

The “stamp” has to coexist with different brands, photographs, images and texts, therefore it needs to be:

- Neutral. Must not interfere with the main brand of the product.
- Small. It has to work on very small labels.
- Readable. In minimum text sizes, within the regulations.
- Visible. It has to be identifiable.

April
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E Coop Black & white

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**E Coop
1 Colour**

**Sistema
diseño/**



April
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**E Coop
Full Colour**

**Sistema
diseño/**



April
2021/

E Coop Colours

**Sistema
diseño/**



Pantone 133

53,57,100,47_{C_MY_K}

85,68,0_{R_GB}



Pantone 397

14,2,100,15_{C_MY_K}

191,184,0_{R_GB}



Pantone Black 6

75,68,67,90_{C_MY_K}

0,0,0_{R_GB}

E Coop Tipography

Sistema diseño/

Stop ©Linotype AG 18 pt

**ΔΒCDEFΓΗJΚΛΜΝΞΟΡΘΥΖ
1234567890 !:;?0[]""«»€%&/=+-÷**

14 pt

**ΔΒCDEFΓΗJΚΛΜΝΞΟΡΘΥΖ
1234567890 !:;?0[]""«»€%&/=+-÷**

AG 10 pt

**ΔΒCDEFΓΗJΚΛΜΝΞΟΡΘΥΖ
1234567890 !:;?0[]""«»€%&/=+-÷**

7 pt

**ΔΒCDEFΓΗJΚΛΜΝΞΟΡΘΥΖ
1234567890 !:;?0[]""«»€%&/=+-÷**

DIN Bold ©Font Shop Internacional 18 pt

**ABCDEF GHIJ KLMN ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890 ¡;?()[]""«»%&/=+-÷**

14 pt

**ABCDEF GHIJ KLMN ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890 ¡;?()[]""«»%&/=+-÷**

10 pt











**ABCDEF GHIJ KLMN ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890 ¡;?()[]""«»%&/=+-÷**

7 pt

**ABCDEF GHIJ KLMN ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890 ¡;?()[]""«»%&/=+-÷**

E Coop Complementary colours

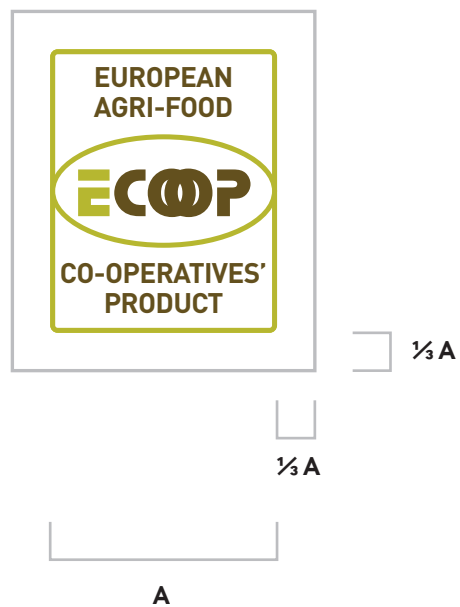
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MILK	MEET	VEGETABLE	WINE	HONEY

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E Coop Exclusion area

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E Coop
Minimum reduction

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No inscription

With inscription
(Better)



8 mm



15 mm

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E Coop On coloured backgrounds

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E Coop Compared to other collective marks

Sistema
diseño/



E Coop Application in communication

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