



EU Pavilion, Expo Milano 2015



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According to the Regulation (EU) No.1151/2012 the PGs are entitled to:

- 1) guarantee the quality, ensure legal protection, develop promotion activities
- 2) ensure compliance with the product specification and in general to enhance the value of their products

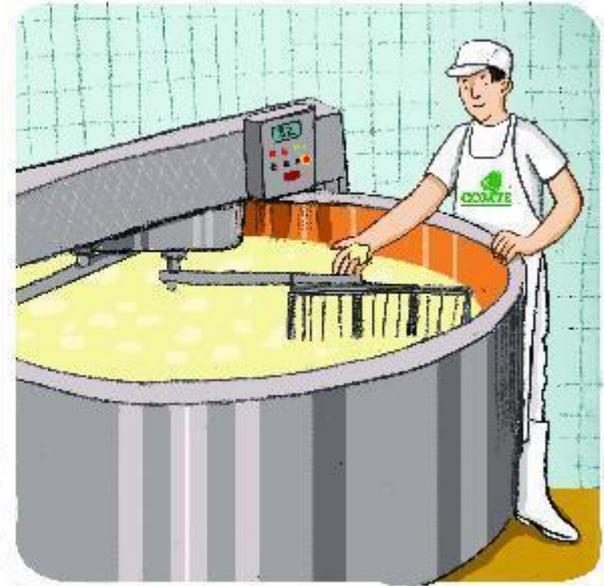
Tools of Promotion - Advertising, Sales Promotion, Public Relation & Direct Marketing – well known and used

Legal protection: appropriate (*ex officio* protection)

Need to research on the:

- Evolution of the typical factors affecting quality
- Economic management of production – the market

The image



« Une tradition sans modernité est stérile, une modernité sans tradition est aveugle »

Le Philosphoire, collectif de philosophes.

The research:

1. Technical investigations: Quality factors (breed, animal feeding, treatments to the raw material); Techniques and technologies; Product characterization & identification; Sensory analyses
2. Economic investigations: management of supply; marketing techniques; costs and competitiveness
3. Social and cultural investigations: the collective dimension of (food) identity and diversity