

**The Mediterranean Diet:
implications along the Spanish
agrofood chain**

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1. What a product means for a consumer

- Final evaluation implies quality and price
- It is subjective
- Four elements are involved:

Raw materials (commodities) +

Physical transformation and packaging +

Services +

Images

1. What a product means for a consumer

- **The role of Mediterranean products in a Mediterranean country: Spain**
 - ✓ **Related to tradition: typical products**
 - ✓ **Positive consequence: follow up of acquired habits**
 - ✓ **Negative consequence: innovation sends different messages**
 - ✓ **Overall negative trend in Spain**
 - ✓ **A lot has to do with information**
 - ✓ **From undifferentiated to differentiated products**
 - ✓ **Designation of Origin and Geographical Indication**
 - ✓ **Balance between tradition and innovation**

2. Agricultural commodities

- Towards more differentiation
- More focus on local varieties and location
- Its relation to taste and sensory properties
- Special attention to working environments
- Modern technology applied to gain productivity
- Ecological or minimum chemical treatments:
environmental matters

3. Agrofood industry

- **Two approaches:**
 - **Full application of modern technology**
 - **Those selling artisanal images**
- **From production characteristics to commercial needs**
- **Greater proliferation of products and brands**
- **Looking for umbrella brands in international markets**
- **Products for niche markets**

4. Non tangible elements

- **Services**

Distribution closer to consumers

Importance of direct selling (short distance and internet)

Need to adapt rapidly to changing consumers' needs

Information is an important leverage to convince consumers

Visiting production premises incorporates emotional experiences

4. Non tangible elements

- Images

Perceptions are more difficult to change than physical products

Medium term plans

It requires constant investment

Provisions from public financing

Education intermingles with information

Products as a means to promote territory

5. Policy matters and future prospects

- **Public policy**

Typical Mediterranean products as a means to consolidate healthy diets

Develop rural environment with small and medium enterprises

Defend local values in front of globalisation

Expand national culture in international markets

Respond to enlarge consumers' needs looking for greater diversification

Thank you for the attention

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