Factors affecting the commercialisation of black truffles

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1. Information needs
2. Should area of cultivated production be the main concern?
3. More and better market information
4. Educate consumers to defend your truffles
5. Do not solve administrative matters but conquer markets
6. Internet should push the global market for black truffles
7. Organisations are key elements
1. Information needs

- From oral to written information
- From the production origin to consumers
- Not only in France
- Truffles will become global
- The GETT should encourage an information observatory
2. Should area of cultivated production be the main concern?

- Cultivated areas attract too much attention
- There is greater variability on yields
- Cost of production and competitiveness will depend on yields
- Yields regularity and irrigation will be crucial
- Technology and research should be reinforced
3. More and better market information

• Minimum information about markets outside France

• Spain, as a big producer, should drastically improve it

• Average prices are not meaningful for differentiated products with wide price variations

• Quality and prices define market segments

• That information will define revenues and profitability
4. Educate consumers to educate your truffles

- Most consumers hardly know good and bad truffles

- Do not expect to defend high prices among many consumers if they are not able to distinguish quality

- From natural to artificial

- Among different truffles

- Among different origins
5. Do not solve administrative matters but conquer markets

- Origin is of great concern for consumers

- There are many labels

- Designation of origin products (DOP) and geographic indication products (GIP) are most important

- Traditional especially guaranteed (TEG) does not have market power

- Quality control and human story to reinforce marketing
6. Internet should push the global market for black truffles

- There are already commercialisation channels that should be reinforced or even created

- Internet is an ideal channel for expensive perishable food products

- A good way to reach niche international markets

- International credibility takes time
7. Organisations are key elements

• Spanish organisations have been very weak

• Producers and commercials should have common interests

• Lonja Agropecuaria del Ebro as a good occasion

• Short term decisions should not always prevail
Thank you for your attention

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