



Quality from the Mountains Conference Bilbao October 2014

Workshop: Marketing Strategies
Food and Biodiversity – research
and the development of brands
Fergus Younger, SAOS



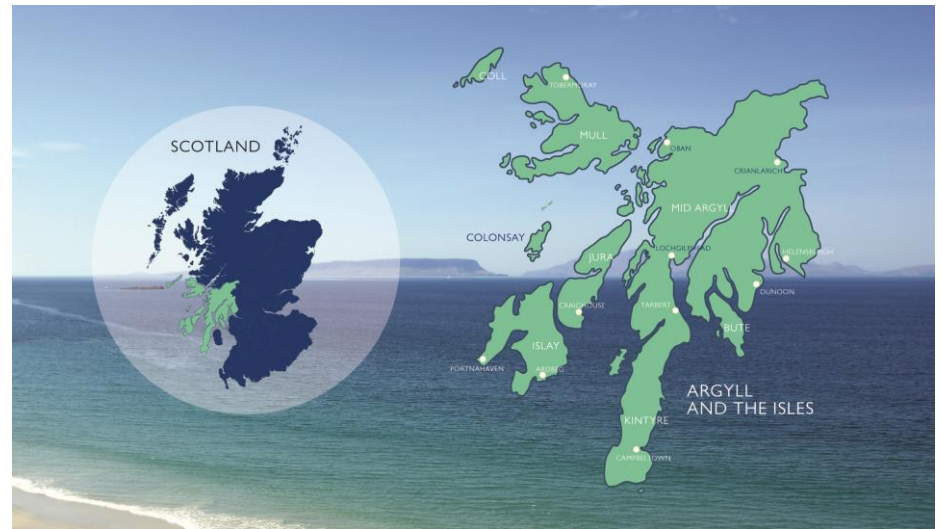
Family farmers - together we grow

Today:

- Overview of the Region
- Overview of the Food and Biodiversity Project
- What were the key findings
- How has this been used, what success have they had

Argyll and the Isles

- Coastal and Mountainous
- 90000 people
- Sheep and Cattle predominantly stores
- Tourism
- Increasing number of food products

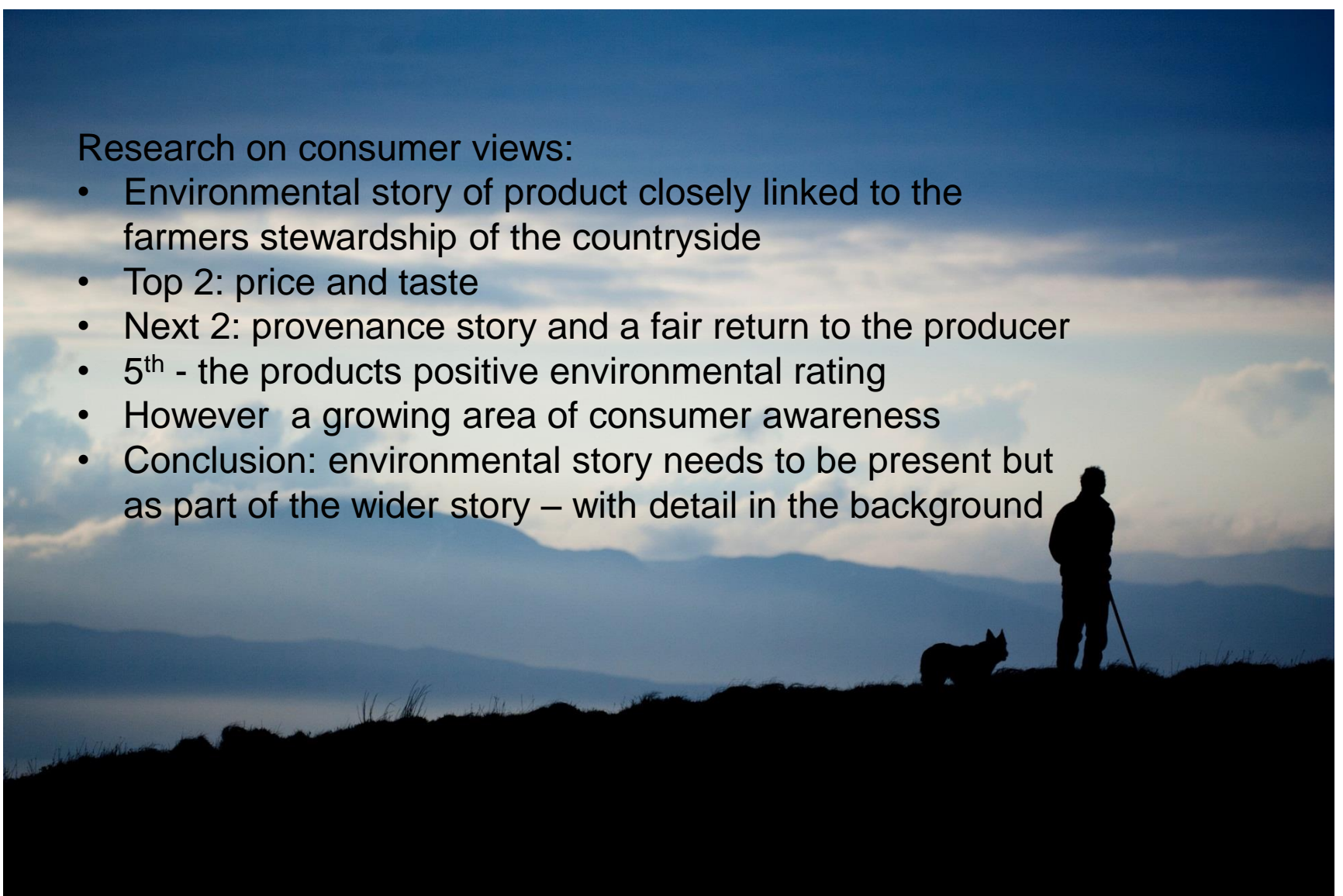


- Leader, Local Authority and environment agency project
- Rationale: Consumers appear to value biodiversity when making purchasing decisions – but what value do they place on it?
- Survey customers on where it ranks
- Improve marketing approaches on trial products
- Evaluate whether there is an impact



Research on consumer views:

- Environmental story of product closely linked to the farmers stewardship of the countryside
- Top 2: price and taste
- Next 2: provenance story and a fair return to the producer
- 5th - the products positive environmental rating
- However a growing area of consumer awareness
- Conclusion: environmental story needs to be present but as part of the wider story – with detail in the background



Islay Lamb – a new product to market. Developing a logo identity, leaflet and wall planner that reflected the Gaelic culture of the Islay. The logo colours reflecting the green brown hew of the Island colours.

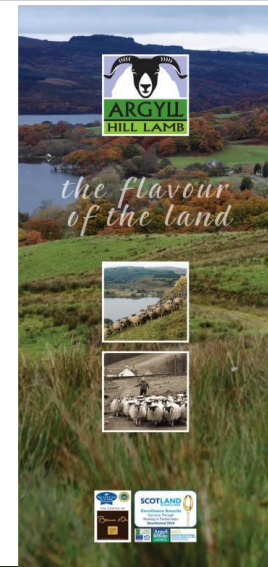


Barbreck Farm – an established farm shop business with on farm butchery. A new identity developed to signify the wild pastures that the livestock graze on. A versatile approach to benefit website, label and leaflet marketing.

Barbreck
FARM • ARGYLL



Argyll Hill Lamb – an established blackface lamb carcass marketing cooperative. Telling the story of the farms and the hills of the member producers. Trade show and Website applications.





OUR FARMS

Argyll Hill Lamb is a co-operative formed by a number of farmers across Argyll & the Islands (including mainland Argyll, Mull, Islay and Coll), in an effort to market their product to a wider audience. The lamb has a wonderful heather flavour and is a high quality product, so it was felt that by forming the co-operative and working together, the uniqueness of hill farmed lamb could be made more available to the public.

Click on the pins on the map below to find out more about each farm.



OUR LAMB



Our lambs are raised on wild grasses, heather and clean water to produce the purest lamb you will ever taste... [Find out more](#)

OUR FARMS



Our group of shepherds from Mull, Islay, Coll, Cowal and North Argyll formed Argyll Hill Lamb Ltd... [Find out more](#)

OUR ENVIRONMENT



Our lamb comes from some of the most beautiful and unspoilt land in Scotland... [Find out more](#)



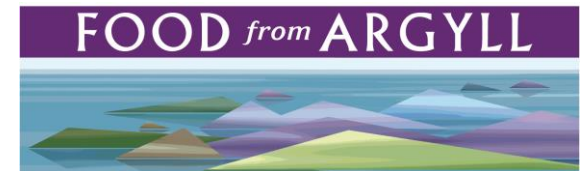
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Winston Churchill Venison – an established Wild Venison stalking and butchery business. A revised logo identity to capture the wild origins of the product. Website and Label usage.



Learnings

- Biodiversity as part of the wider story – hard to measure impact
- But of growing significance as a point of difference
- Collaborating in business
- Collaborating in promotion



VIEWS *from* ARGYLL

