

# “ÉLTETŐ BALATON-FELVIDÉK”- COOPERATING BALATON-UPLANDS BRAND SYSTEM – THE REAL VALUE ASSOCIATION AND TRADEMARK

**D2.1 Template for description of innovative solutions for Short Food Supply Chains (draft prepared by Campden BRI Hungary)**

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**Project code:**

**Project acronym: Smart Food Supply Chains**

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**Template for good practice cases**

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<b>Dissemination Level</b>		
<b>PU</b>	<b>Public</b>	
<b>PP</b>	<b>Restricted to other program participants</b>	
<b>RE</b>	<b>Restricted to a group specified by the consortium</b>	
<b>CO</b>	<b>Confidential, only for members of the consortium</b>	

**1. Title of the case description**

“ÉLTETŐ BALATONFELVIDÉK”- COOPERATING BALATON-UPLANDS  
BRAND SYSTEM – THE REAL VALUE  
ASSOCIATION AND TRADEMARK

**2. Indicate your role in the Smart Food Supply Chain:**

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other: .....

**3. Indicate the region (if applicable):** located in the Balaton-highland

#### 4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety														
	food quality														
	trust	X	X					X		X	X				X
	ethical aspects														
	accessibility	X	X					X		X	X				X
Needs of the chain actors	fair price														
	increased negotiating power	X	X					X		X	X				X
	shared use of available resources														
	product development support														
	access to markets and consumers	X	X					X		X	X				X
	access to infrastructure														

- 1: Farming**
- 2: Primary production**
- 3: Transport**
- 4: Processing and packaging**
- 5: Storage**
- 6: Logistics**
- 7: Sale**
- 8: Product integrity, authenticity, transparency**
- 9: Marketing concepts**
- 10: Food chain management and networking for enhancing cooperation among chain actors**
- 11: Business modelling**
- 12: Policy environment**
- 13: Legal requirements**
- 14: Labelling**

## 5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

Scattered local producers and service providers, make high quality products, but with low level of marketing, no cooperation, no connection with local/rural development programs and actors. The “Éltető Balaton-felvidék” association - which members are organizations, including enterprises, civil communities and self-governments- has the strategic route, that could connect the different types of productions and services in the region of the Balaton-highland.

- **Describe the enabling function(s) and the practical benefit(s) - (e.g. for which types of problems and opportunities is used and can it be used, and how)**

The “Éltető Balaton-felvidék” association is the biggest social organization in the region. With its strategy emphasize the quality of the rural manufactures and small producers. The Cooperating Balaton Uplands Brand System join the membership of the national “Rural Quality” trade mark system. The “Rural Quality” international trade mark distinguish the special quality products in the region to help the contractors/producers/services promote their products/services to the public customers. Besides the natural, cultural values and beaches of the area, discover the quality-brand meals, restaurants and handcrafted products through the Valley of Arts by the Lake Balaton.

- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organizational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

It's a new approach to the product development.

The quality mark is a good solution for marketing problems of the producers, as it contains a global mark, beside a local sign, thus making the products internationally available.

The operating power of the system and the network of quality mark is democracy. The quality of products and services is decided locally, while social and environmental responsibility is a part of a global trend.

How to apply and be a member of the association?

1. fill the membership application, sign it and send it to the management of the association
2. assessment
3. local visit of the applied organization (in place, by the judges of the association)
4. if it's accepted, the organization get the mark trade of the Balaton-Uplands Brand System

technological

non-technological



- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

134 members, enterprises and local governments have found the association in 2008. in the aim of rural development. The association members practice expert activity in the food and gastronomy area, in the hospitality, in the artisan sectors and in the area of the hotel-services.

- **Describe the distribution channels of the product(s)**

The products are distributed from the producers themselves. They are food producers, restaurants, hotels, hosts, retail shops, artisan-and crafts manufacturer.

- **Describe what makes the innovation work.**

The devoted work, cooperation and taking social responsibility of manufacturers, hosts and artists will guarantee that the products and services offered in Balaton Uplands reflect the local characteristic features.

The local manufacturers who have deserved the Brand pay special attention to the preservation of the values and traditions, transferring knowledge and experience, creativity and the use of native substances.

1. International acknowledged trade mark for local products
2. Local values are charted, preserved, maintained
3. The values of the Balaton-highland are published, the message of the treasures from here are communicated to the wide range of the publicity
4. More active collaboration of the society and the local population, enhancing the local identity
5. Promotion of the local foods and services, support of their sale
6. Promotion of the local tourism

- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**

**a: List the relevant necessary resources (including the estimated cost) for the specific innovation.**

**Please list the relevant ones only (list is annexed)**

**MATERIALS:**

- gastronomical, hosts, manufacturers, artists, artisan and crafts products and services offered in Balaton-upland

**HUMAN:**

- organizations, including enterprises, civil communities and self-governments

**FINANCIAL**

- estimated cost:  
organizations, including enterprises, civil communities and self-governments have to pay membership fee for the association

**b: List the relevant necessary capabilities for the specific innovation. Please list the relevant ones only (list is annexed)**

**FOOD SAFETY AND QUALITY:**

- guaranteed by the services themselves

**TRUST:**

- collaboration between the association members with trust
- ensures and deserves the trust of the customers/consumers

**ACCESS TO MARKETS AND MARKET SUCCESS:**

- the association and the brand system open a market strategy due the highlight of quality-value for the public customers



- **The method/technology was established by**  
NAME: “ÉLTETŐ BALATONFELVIDÉK”- COOPERATING BALATON-  
UPLANDS BRAND SYSTEM – THE REAL VALUE  
ASSOCIATION AND TRADEMARK  
ADDRESS: 6. Váralja Street, Sümeg, Hungary  
IT PROVIDES SOLUTION FOR:  
each member in the gastronomy, hosts and art area in the Balaton-highland  
region.

**6. Describe the results, achievements and typical failures**

As a result, the whole locality is being socially and economically developed.

**7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)**

Cooperation can evolve both inside and between different sectors. Consumers can buy high quality, sustainably produced local products, can get information, contacts, safe, fair marketing, etc. As a result, the whole locality is being socially and economically developed.

**8. Aspects, methods for transfer of methods for other SFSC members**

The method can be used by all members from the mentioned sectors in the Balaton-highland region.

**9. Recommendations for members of other SFSCs for further applications**

The Cooperating Brand and Trade Mark System is a good practice for the creation of the quality assurance system. It should be used as a complex framework for local rural and community development, providing endless opportunities for social learning, improving co-operation, innovation, product development, the use of innovative marketing and social networks.

**10. More information is available at (web), if it is relevant**

<http://eltetobalatonfelvidek.hu/> (about the association)

<http://eltetovedjegy.hu/> (about the trademark)

## **Annex**

### **1. Checklist for necessary resources (tangible and non-tangible):**

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial\*

\*: estimated cost:

0 - 10 000 Eur  
10 001 - 50 000 Eur  
50 001 - 100 000 Eur  
100 001 - 300 000 Eur  
300 001 – 1 000 000 Eur  
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

## 2. Checklist for the necessary capabilities

- **food safety:**
  - basic skills to comply with the EU food safety regulations
  - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
  - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP
  
- **food quality:**
  - ability to define the target segments of consumers for SFSCs
  - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
  - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
  - food quality culture (motivation, responsibility for food quality);
  - production experiences which help to provide the expected quality reliably, uniformly;
  - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
  - meeting (local) legal requirements, application of the labelling rules;
  - ability to access the consumer willingness to pay for specific products of SFSCs.
  
- **trust:**
  - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
  - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
  - application of the labelling rules and branding (mandatory and voluntary);
  - ability to meet third party certification requirements
  
- **ethical aspects**
  - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
  - culture for ethical food production and supply;
  - ability to implement necessary measures to ensure ethical food production and supply;
  - ability to access the consumer willingness to pay for products meeting ethical aspects
  
- **accessibility to consumers:**
  - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
  - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
  - collecting marketing information;
  - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
  - ability to define, develop or maintain unique quality of products and augmented services;
  - ability to develop and implement new business models;
  - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
  - collecting marketing information;
  - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
  - ability to define, develop or maintain unique quality of products and augmented services;
  - ability to develop and implement new business models;
- **shared use of available resources:**
  - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
  - the level of value chain management culture;
  - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
  - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
  - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
  - access to innovative technologies; distribution and marketing solutions and methods. management systems;
  - access to local input for R+D covered by other aspects
  
- **access to markets: and market success**
  - effective promotion, customer service, efficient and innovative sales methods;
  - ability to understand consumer's needs;
  - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
  - unique value propositions;
  - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
  - stock control;
  - ability to access to required raw materials within a restricted geographical area
  
- **access to infrastructure:**
  - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;
  
- **management:**
  - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
  - improving; ability to motivate, authorize staff;
  
- **production, processing:**
  - management system, production experience, specific controlling, monitoring, continuously;
  - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
  - any additional specific resources necessary for the application of the specific innovation.