



**Case study:  
Organic Beef Products – how to  
scale a niche product?**



Poreč, 18.6.2015



4-44 PER OZ  
12 16.9 FL OZ  
JANA EUROPEAN ARTESIAN WATER  
06220337 06105033  
000-06209-00101

**2/\$3.00**

6-21 PER OZ  
6 x 16.9 FL OZ (1 PT, 0.9 FL OZ)  
JANA EUROPEAN ARTESIAN WATER  
06220337 06105033  
000-06209-00101

**\$5.59**  
EACH

6-21 PER OZ  
6 x 16.9 FL OZ (1 PT, 0.9 FL OZ)  
VOLVI NATURAL SPRING WATER  
000-06209-00101

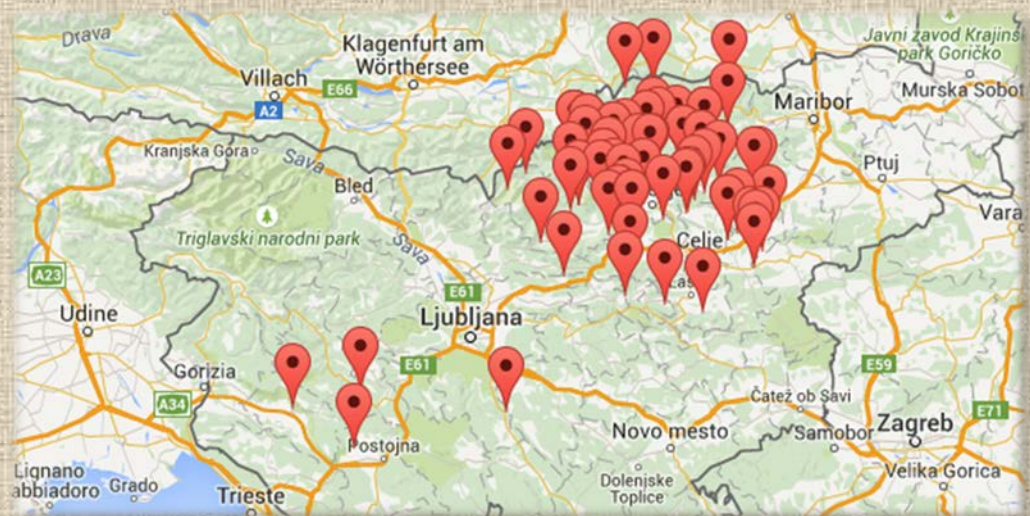
**\$7.29**  
EACH

# Content

- The beginning
- Marketing strategy – 4Ps
- Current state
- Plans for the future

# The Beginning

- Setting up an administrative unit for organic meat within the Šaleška dolina Cooperative
- Organization and registration of Group of Producers
- 10% higher purchase price guaranteed
- Partnership with a slaughterhouse and a wholesaler
- Initial marketing efforts (logo, local distribution channels)



# Marketing Strategy – 4Ps

- Product
- Price
- Place (Distribution)
- Promotion

# Product

- Animal welfare
- Limited use of antibiotics
- No use of pesticides
- Gluten free
- Traceability from „farm to fork“



# Price

Main considerations :

1. Higher production costs of organic husbandry
2. No economies of scale or scope
3. More expensive ingredients
4. Higher purchase power of the customer segment (supermarkets)
5. Segmentation

# Place (Distribution)

3 main sales channels:

1. Supermarkets
2. Direct sales (e-commerce)
3. Public institutions (schools, kindergartens...)
4. Hotels, restaurants (rather poorly developed)

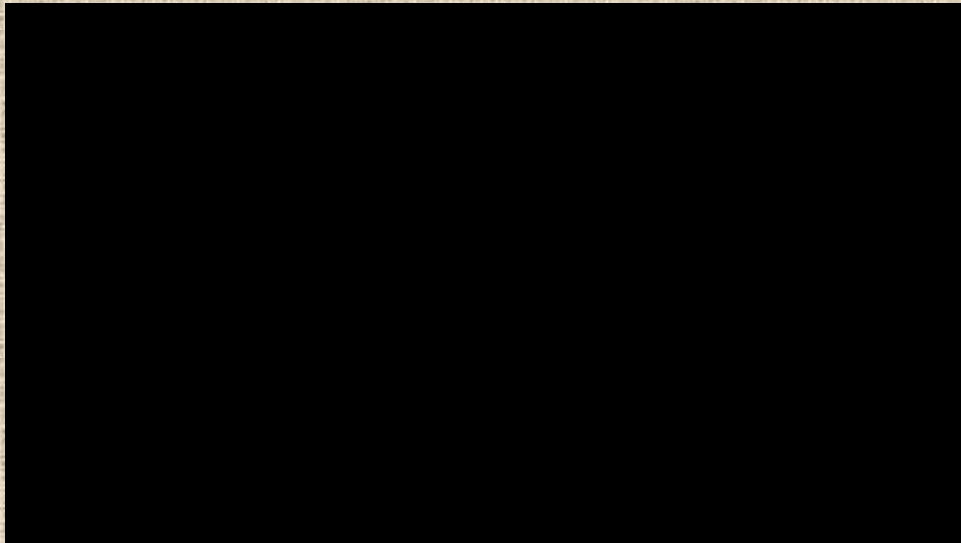




# Promotion

3 main activities:

- Sales promotions
- Public relations
- Advertising (TV, web, newspapers)



NOVICE NASVETI NATEČAJI AGROBIZNIS PARTNERI OBVEŠČAJI PARTNERI O NATEČAJU KONFERENCA

**Kmetijska zadruga Šaleška dolina** že peto leto prodaja ekološko gobeje meso pod blagovno znamko Ekodar. Pridelano je večinoma na hribovskih kmetijah po državi. Največ ga prodajo šolam in vrtcem, sledijo trgovine. Letos širijo ponudbo tudi na ekološko teletino.

Živino kupujejo od 84 ekoloških rejcev po Sloveniji. Večina jih kmetuje v hribih, kjer so razmere za pašo živline in neintenzivno rejo skorajda idealne.



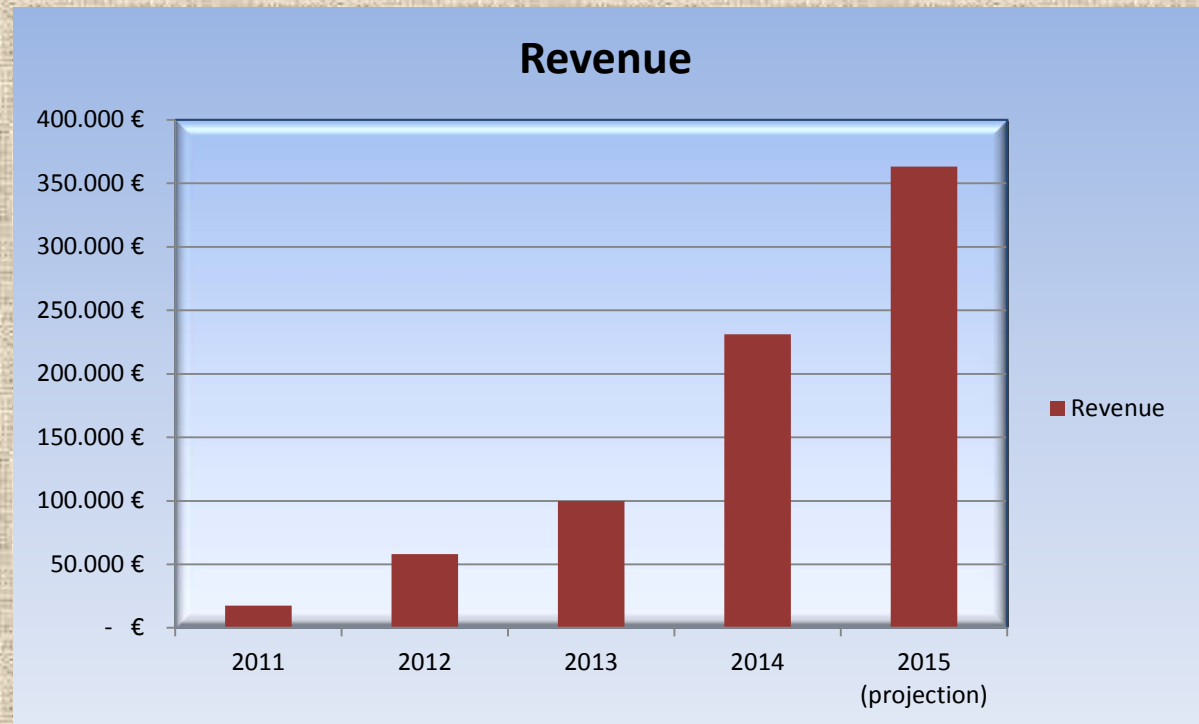
»Več nakupovalnih skupnosti nekajkrat na leto organizira skupna naročila za svoje žlane, takšnih naročil bo še več in v večjem obsegu,« predvideva **Jana Hozjan**, vodja projekta ekološkega gobejega mesa Ekodar v Kmetijski zadrugi Šaleška dolina. Ob njej je **Klemen Hrastnik**. Foto: **Irena Herak**

Partnerstvo z zadrugo Rače

# Current state

Key challenges:

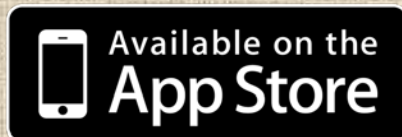
1. Sustain revenue growth
2. Increase profitability
3. Expand product portfolio



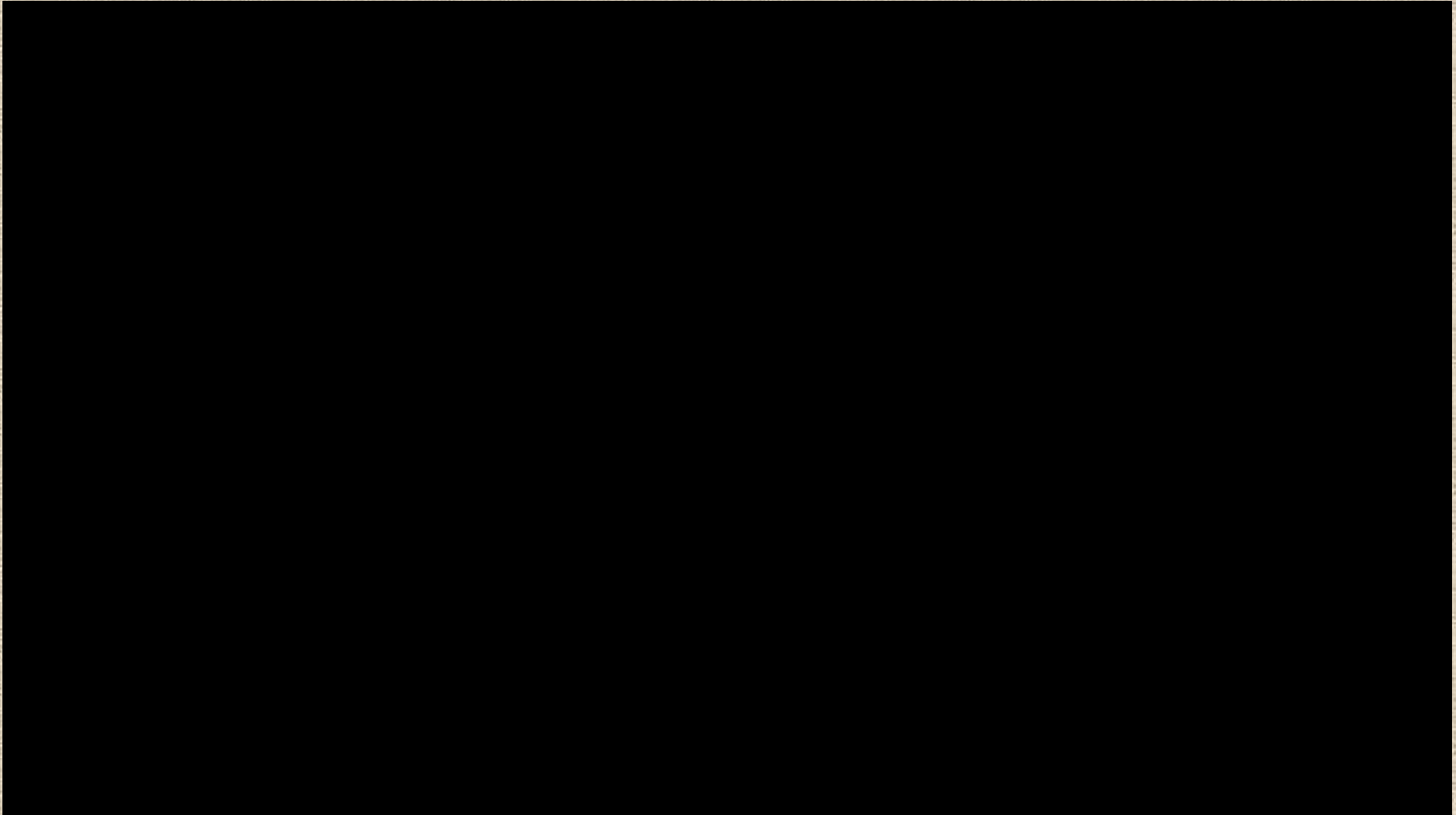
# Future plans

OriginTrail® track & trace solution implementation

- Important info on products
- Feedback on each product unit – communication with shoppers
- Entire trail of origin



# OriginTrail<sup>®</sup> track & trace solution implementation



# Key Takeaways

1. Differentiation strategy is the only sound strategy for local food producers
2. Establish complementary sales channels
3. Tell that unique story!

# THANK YOU FOR LISTENING

## Questions?

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