

M.A. Sustainability Economics and Management

Masterarbeit – Masters Thesis

Local-motion: Using Regional Brands as an Engine for Sustainable Regional Development

Vorgelegt von – written by – F. Laurel Martin
Heinrich-Heine-Str. 6
34121 Kassel
Matrikelnr. 1658937

Betreuender Gutachter – Prof. Dr. Ingo Mose

Zweite Gutachterin – Dr. Irene Antoni-Komar

Murrhardt, 6, February 2014

Table of Contents

TABLE OF FIGURES.....	IV
TABLE OF ABBREVIATIONS	V
ABSTRACT.....	VI
1. INTRODUCTION	1
2. METHODOLOGY	4
2.1. THE THREE-PILLAR CONCEPT OF SUSTAINABILITY	4
2.2. THE CASE STUDY	5
2.3. THE QUANTITATIVE SURVEY	6
3. REGIONAL BRANDS AND SUSTAINABLE REGIONAL DEVELOPMENT	11
3.1. WHAT IS A REGIONAL BRAND?	12
3.2. GLOBAL CONTEXT FOR THE RISE IN REGIONAL BRANDING INITIATIVES	16
3.2.1. SUPPLY-SIDE FORCES.....	17
3.2.2. DEMAND-SIDE FORCES	19
3.3. THEORETICAL BENEFITS OF A REGIONAL BRAND FOR SUSTAINABLE REGIONAL DEVELOPMENT.....	21
3.3.1. ECONOMIC BENEFITS.....	22
Preserve or Create Income Possibilities for the Region	22
Improve Marketing Position for Tourism.....	24
3.3.2. SOCIAL BENEFITS.....	25
Increase Regional Identity.....	25
Facilitate Networking and Information Flows.....	27
Increase Determining Power, Democracy, and Inclusion	28
Counteract the Rural Exodus.....	29
Improve Transparency	30
Increase Quality of Life	32
3.3.3. ENVIRONMENTAL BENEFITS.....	32
Shorten Transportation Routes to Avoid Emissions.....	32
Increase Biodiversity and Improve Environmental Farming Practices	34
Preserve Culturally Important Landscapes	35
3.4. REGIONAL BRANDING AS A POSSIBLE TOOL FOR SUSTAINABLE REGIONAL DEVELOPMENT	36

<u>4. SUSTAINABLE REGIONAL DEVELOPMENT AS A NEW TASK FOR NATURE PROTECTION AREAS.....</u>	<u>41</u>
<u>5. THE SYMBIOTIC RELATIONSHIP BETWEEN REGIONAL BRANDING AND SUSTAINABLE TOURISM.....</u>	<u>47</u>
<u>6. CASE STUDY: THE REGIONALMARKE EIFEL</u>	<u>50</u>
<u>6.1. AN OVERVIEW OF THE REGIONALMARKE EIFEL.....</u>	<u>50</u>
<u>6.2. THE REGIONALMARKE EIFEL'S GOALS FOR SUSTAINABILITY.....</u>	<u>55</u>
<u>6.3. RESULTS OF THE SURVEY</u>	<u>56</u>
<u>7. IMPLICATIONS FOR REGIONAL BRANDING</u>	<u>70</u>
<u>8. CONCLUSIONS</u>	<u>73</u>
<u>9. REFERENCES</u>	<u>75</u>

Table of Figures

Figure 1: The Three Pillars of Sustainability	4
Figure 2: Excerpt from Questionnaire for Regionalmarke EIFEL Brand Members	7
Figure 3: Geographical Indication Seals under EU Law	12
Figure 4: Important Regional Brands in Germany	15
Figure 5: Important Quality characteristics of Regional Brands	31
Figure 6: Development of Nature Protection Policy in Europe	41
Figure 7: Geographic Region Marketed Through the Regionalmarke EIFEL	51
Figure 8: The Regionalmarke EIFEL Logo and EIFEL Products	52
Figure 9: Organization of the Regionalmarke EIFEL's shareholders	53
Figure 10: Characteristics of Respondents	55
Figure 11: Reasons for Joining the Regionalmarke EIFEL	57
Figure 12: Rankings of Tasks for the Regionalmarke EIFEL	57
Figure 13 : Rankings of Tasks by Type of Member	58
Figure 14: Rankings of Task Improve networking by Length of Membership	58
Figure 15: Responses on resisting pressure on food prices	59
Figure 16: Opinions of the Fairness of Prices by Type of Member and Type of Business	60
Figure 17: The Effects of the brand on Price, Success, and Stability of Profits	60
Figure 18: Connection to the Region by Length of Membership	61
Figure 19: Reasons for Staying in The Eifel by Length of Membership	62
Figure 20: Degree of Networking By length of Membership	62
Figure 21: Effects of the Regionalmarke EIFEL on Networking by Length of Membership	63
Figure 22: Effects of the Regionalmarke EIFEL on Networking by Type of Member	63
Figure 23: Ability to access New Business Areas by Degree of Networking	64
Figure 24: How Well Respondents Feel they can get Involved in the Brand	65
Figure 25: Importance of Transparency/How well the Brand Achieves Transparency	65
Figure 26: Qualities Consumers Appreciate about the Regionalmarke EIFEL	66
Figure 27: Environmental Standards Implemented by Members	67
Figure 28: Transportation Distances of the Regionalmarke EIFEL's Members	67
Figure 29: The Trifecta of Sustainable Regional Development for the Eifel	71

Table of Abbreviations

BSE	Bovine spongiform encephalopathy
EU	European Union
FTE	Full-time equivalent
GDP	Gross domestic product
GHG	Greenhouse gas
GI	Geographical Indication
GMO	Gene modified organism
ISO	International Organization for Standardization
IUCN	International Union for Conservation of Nature
LEADER	Liaison Entre Actions de Développement de l'Economie Rurale (French: European Union initiative for rural development)
MJ	Megajoule
OECD	Organization for Economic Co-operation and Development
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
TSG	Traditional Specialty Guaranteed
UK	United Kingdom

Abstract

Regional Branding has become a movement of the modern age. Often, regional brands are extolled as motors for generating sustainable regional development. But are they really sustainable? The literature suggests yes. Economically, regional brands increase incomes in the region and preserves jobs. Additionally, they contribute to an improved marketing position for tourism in the region. Socially, they positively contribute to a plurality of social indicators, such as: regional identity, increased networking and information flows, increased democracy, determining power and inclusion, reduced rural exodus, and vastly improved transparency for consumers. Regional brands also improve the environmental wellbeing of the region by increasing biodiversity through traditional farming practices, shortening transportation routes for products, and preserving culturally important landscapes. They lend themselves well to integration into sectors other than agriculture such as nature protection areas, and the tourism sector. However, the study on the Regionalmarke EIFEL presented here does not support the evidence for regional brands as a motor for sustainable development. While it was able to generate economic development in addition to many social benefits, the brand did not improve the environmental condition in the region, and so does not fulfill the criteria for sustainability. Therefore, it has not yet achieved sustainable regional development.

1. Introduction

About twenty five years ago a movement was born. Mountain farmers in Oberallgäu faced alarming conditions economically. Their traditional farming practices produced biologically desirable, aesthetically pleasing landscapes, but could not provide a living income at the market price. The situation looked black for the farmers and the ecological systems that depended on them. Then came the idea to market the farmers' produce locally under a common brand. This would preserve the positive side-effects for the environment while increasing the market price for their products (Popp 2000). And so the farmers joined forces, and the first comprehensive regional brand in Germany was brought to life. The success of this first initiative sparked a movement. Today, this concept has found a broad acceptance throughout Germany with over 100 regional brands and roughly 500 regional marketing initiatives to date (Weik, personal interview, 6/14/2013).

This boom in regional branding initiatives has been spurred by several negative developments affecting rural areas throughout Germany, as well as other developed countries. Rural areas are defined by the Organization for Economic Co-operation and Development (OECD) as areas with less than 150 inhabitants per square kilometer (Deutscher Verband für Landschaftspflege e.V. 2008). This already low population density has been exacerbated in the last few decades by an ongoing rural exodus. Especially the young, educated individuals leave rural areas to find employment in more populous centers. This leaves the rural areas with a high density of low-quality labor force, which, in turn, makes rural areas unattractive for industry. Employment opportunities stagnate or decline. More people are then forced to leave the area to find employment, completing the vicious circle (Mose 1993). Thus, rural areas face a dwindling population, low rates of investment and innovation, and a general emptying and dying-out.

Developments in the agricultural sector have also contributed to these difficulties. The ever increasing industrialization and intensification of agriculture, accompanied by increasing price erosion, has caused the number of people employed in the agricultural sector to fall dramatically (Mose 1993). This phenomenon is wide reaching and is not limited to one country or even one continent. For example, about half of all farms in the state of Baden-Württemberg in Germany have closed in the last 20 years (Volz 2011). In Iowa, USA, the number of hog farms decreased from 65,000 in 1980 to 10,000 in 2002, while the average number of hogs per farm rose from 200 to 1,400

(Babcock, Herriges, and Secchi 2003). As agriculture is traditionally an extremely important sector for rural areas, these developments are indicative of the general crisis faced by many rural communities.

At the same time rural areas have gained considerable significance as tourist destinations for the growing urban population. Their proximity to city centers, combined with relatively natural landscapes, have made them very important for local recreation. In fact, in many areas tourism has gained so much importance as an economic driver that it has replaced agriculture as the most significant source of income for the region's inhabitants (Mose 1993). This development, however, creates an interesting inter-relationship, since tourism depends on traditional agricultural to keep the land undeveloped and provide the beautiful landscapes that make the region attractive for recreation. The tourism industry, therefore, has much to lose with the increasing intensification of agriculture and loss of traditional farming practices.

The ecology has just as much at stake. Maessen et al. (2008, 554) point out that "with an estimated 60 or 70 percent of bird and plant species depending on traditional farming activities for their continued survival, Europe has more to lose than just a pretty face." Since rural areas constitute about 75% of the landmass in OECD countries, they take on enormous responsibilities for regulating the ecological systems and are often described as the lungs of developed countries (OECD 2013; Mose 2010). However, the industrialization and intensification of the agricultural sector often endanger their ability to perform this task. Thus, the necessity of protecting the ecological services provided by traditional forms of agriculture in rural areas becomes apparent.

Nature protection is, however, often seen as at odds with the goals of developing rural areas to create more economic value and increase employment opportunities (Hammer 2002). Therefore, the objective must be to bring the changes in rural areas in line with their function as ecological regulators, improve conditions in the agricultural sector, conserve or even create jobs, all while simultaneously increasing the overall well-being of rural populations. In short, the goal must be to achieve sustainable development at the regional level. The concept of regional branding was designed for this purpose.

Regional branding is purported to be able to bring about a multitude of benefits for development in rural areas, economically, socially and environmentally. Economically, regional branding is said to increase incomes in the region and therefore preserve jobs and educational opportunities. Additionally, almost as a side effect, regional brands

contribute to an improved marketing position for tourism in the region. Socially, a regional brand can positively contribute to a plurality of important social indicators, such as: personal identification with the region, increased networking and information flows, increased democracy, determining power and inclusion, reduced rural exodus, and vastly improved transparency for consumers. Regional brands can also improve the environmental wellbeing of the region by increasing biodiversity through traditional farming practices, shortening transportation routes for products, and preserving culturally important landscapes (Bundesverband der Regionalbewegung e.V. 2013). In short, the theoretical benefits stemming from a regional brand are manifold, profound, and meet the criteria for sustainability. In theory, a regional brand could be just the antidote to all the ailments currently afflicting rural areas.

Unfortunately, the theory does not always correspond with the reality. The purpose of this paper is to establish some proof of these benefits in a real-world context, and to assess the ability of a regional brand to contribute to sustainable regional development. This will be done by first closely examining the benefits of a regional brand for sustainable regional development as outlined in the literature. Then these benefits will be tested through a case study of a well-established regional brand in Germany, namely the Regionalmarke EIFEL. The test consists of a survey conducted on both the members of the Regionalmarke EIFEL as well as consumers of the brand.

The paper is organized as follows. First, the methodology is discussed in chapter 2. Chapter 3 then takes a look at the literature on regional brands, the context for their rapid proliferation, and their potential contribution to sustainable regional development. Chapters 4 and 5 then examine how integrating regional branding into sectors other than agriculture, such as in nature protection (chapter 4) and the tourism sector (chapter 5), can create synergy effects and increase benefits for the brand, their partners, and the region in general. Chapter 6 deals with the case study, where the Regionalmarke EIFEL is introduced and the results of the survey are presented. The implications of the survey for the contribution of regional brands to sustainable regional development is discussed in chapter 7 and some conclusions are drawn in chapter 8.

2. Methodology

2.1. The Three-Pillar Concept of Sustainability

The first task at hand is to define what sustainable development means. The most widely recognized general definition was presented in the Brundtland Commission's Report, which defines sustainable development as "... development which meets the needs of current generations without compromising the ability of future generations to meet their own needs." (1987, 41). In order to facilitate implementation and assessment of sustainability, the concept is often broken down into multiple spheres or pillars. There are various concepts for how many and which spheres to use, each emphasizing subtle differences, however, a very commonly used concept is the three-pillar or triple-bottom-line model. This model breaks sustainability into three interconnected but distinct spheres: Environmental, Economic, and Social (Gibson 2001). In this model, the spheres are given equal weight; only when all three intersect

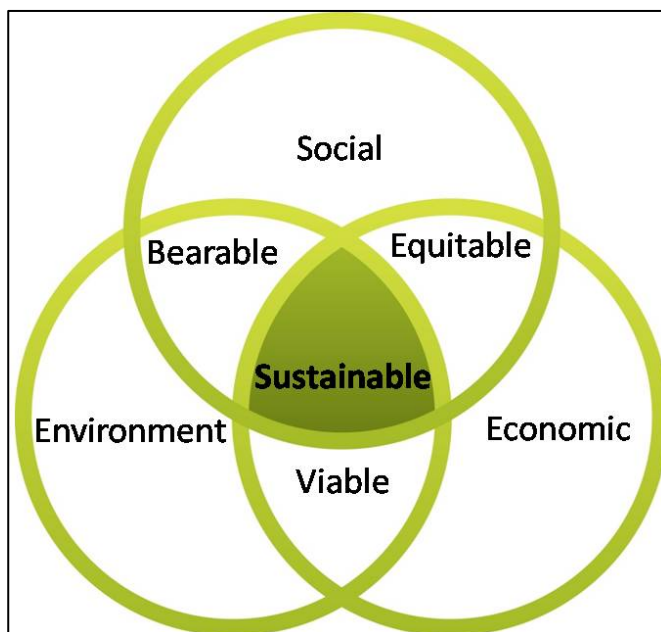


FIGURE 2: THE THREE PILLARS OF SUSTAINABILITY
SOURCE: LIFESCIENCEFOUNDATION.COM

can the solution be considered to be sustainable, as seen in Figure 1 (Pope, Annandale, and Morrison-Saunders 2004).

As with any concept, there are advantages and disadvantages to this view of sustainability. Many criticize this model because it places the needs of the environment as equal to the social and economic needs of mankind. They rightfully point out that without the environment, mankind cannot exist. Therefore, the environment should be given

more importance than human needs. However, the three pillar concept has the advantage that it gives equal weight to both economic and social concerns. As Gibson phrases it, "The three pillar version distinguishes between economic and social needs, in part to emphasize that material gains are not sufficient measures or preservers of human well-being." (2001, 10). This is a very important distinction, as focus on social improvements is very often neglected when talking about development in

industrialized countries. The social dimension is also seen as especially important for rural areas, where social structures are beginning to disintegrate. The Bundesverband der Regionalbewegung e.V. (a parent organization for all regional branding initiatives in Germany) places particular emphasis on the social sphere, when it writes that regional concepts cannot focus solely on economic interests, but must also include social and communal needs (2009). Thus, to retain the distinction between the social and economic sphere, the three pillar concept will be used throughout this paper as the basis for evaluation of a regional brand's contribution to sustainable regional development.

2.2. The Case Study

A case study is an in-depth analysis of one particular organization, instance or person. It concentrates in detail on one small piece of the whole rather than the whole itself. The chosen case is therefore "a specific, a complex, functioning thing" (Stake 1995, 2), and allows for an in-depth investigation of the subject. Thus, a case study is by its nature explorative. As opposed to sampling research, which accumulates instances to find patterns, a case study delves into the complexity of one instance to find connections and suggest patterns. These findings can then be used to gain a better understanding of the whole. This kind of case study is said to be an instrumental case study (Stake 1995). As is the case in this paper, the object of the case study is then to understand something larger than the single instance.

There are, of course, certain difficulties associated with this approach. One cannot make generalizations for the whole system by observing only one piece. However, this is not the purpose of a case study. As Stake phrases it, a case study cannot create a generalization or even modify one; but it can lend confidence to an existing one (1995, 8). This is exactly what the case study in this paper strives to accomplish. The generalizations are provided in the literature and form the "initial idea" which sets the objectives of the study (Hamel et al. 1993, 44). The findings from case study then either add or detract to the confidence in which the generalizations correspond to the actual situation.

The task then is to find a suitable subject for the case study. At this point, it is important to emphasize that a case study does not attempt to be representative of other cases or of the whole. Yin makes the point that a case is not representative in terms of the frequency in which certain issues are observed, rather it represents a certain theory, which offers itself as the basis for the study (cited in Hamel et al. 1993,

44). Stake further states that it is important to choose a case which is practical and hospitable to the study (1995). The case study for this paper was chosen with these considerations in mind.

The case for this study was selected in two stages. First, a small pool of regional brands were chosen according to established criteria. To be included in the initial selection, the brand had to be organized under a single logo containing both an image and text, and be operating for at least five years. These criteria were chosen to guarantee a certain level of influence and recognition in the region. In addition, the marketing area for the regional brand had to include some kind of nature protection area. This was included as support for the hypothesis presented in chapter four. After the initial selection was made, the regional brands were contacted and asked to participate. The Regionalmarke EIFEL showed exceptional willingness to be involved and fully met the criteria for selection. Therefore, it was chosen as the final subject for the case study.

2.3. The Quantitative Survey

The heart of the case study of course, is to discover the actual extent of the benefits that reach the brand members and consumers. To do this, a quantitative survey method was chosen. This decision was based on a number of theoretical and practical considerations. First and foremost, the object of the study is to ascertain the benefits to a large variety of brand members spread widely over the region. While it would have been possible to do in-depth surveys with a selection of the brand members, this option would have exceeded the time and budget constraints of a masters thesis. Additionally, a quantitative survey in combination with a qualitative case study has the advantage of being representative for the specific case, which allows the case to give a better idea of the general situation. Thus, the study can exploit the best aspects of both methods in a time efficient manner. A further consideration was the translation error involved in converting the findings from German to English. Translating one universal questionnaire introduces much less error than translating the long texts associated with qualitative responses individually. Hence, a quantitative survey established itself to be the most suitable method.

Once the method was determined, the form of the survey was decided. Since the Regionalmarke EIFEL has about 320 brand members, it was both feasible and reasonable to conduct a census survey, asking every company under the brand for their opinion. The survey was sent by e-mail from the Regionalmarke EIFEL's main

office as a self-administered questionnaire. The questionnaire could then either be filled out digitally and send back by e-mail or printed out and sent back in the mail. The brand members were also sent a questionnaire for consumers and asked to print it out and make their customers aware of the survey. The consumer questionnaires were then sent to the Regionalmarke EIFEL's main office and collected there. The survey was conducted in German for all participants and then translated into English for the analysis. The analysis was conducted with the statistics program SPSS.

As is the case with all self-administered questionnaires, the survey design and wording took special consideration. As recommended by Fowler, a closed question format was chosen in order to facilitate the ease of response and so increase the response rate (2009). A small number of open questions were included to allow for comments and unanticipated response options, since, as Atteslander puts it, the fantasy of the researcher cannot live up to the reality of the respondent (2008). This also has the advantage of breaking up the monotony of a closed question form. The order of the questions was also given consideration. The questionnaire begins with easy to answer, interesting questions to draw the respondent in and places more sensitive questions toward the end as recommended by Janes (1999). The wording of the questionnaire was vigorously discussed with a native speaker and verified through pre-tests. Finally, the survey was checked once more by an experienced professor.

16. Wie fair finden Sie die Preise, die Sie für Ihre Produkte verlangen?		
1	2	3 4 5 6
Sehr fair	<input type="checkbox"/>	<input type="checkbox"/> Gar nicht fair
17. Seitdem Sie Markennutzer sind, hat Ihr Betrieb...		
<input type="checkbox"/> mehr Erfolg erfahren	<input type="checkbox"/> weniger Erfolg erfahren	<input type="checkbox"/> gleich viel Erfolg erfahren
18. Durch die Regionalmarke EIFEL sind Ihre Umsätze...		
<input type="checkbox"/> stabiler geworden	<input type="checkbox"/> weniger stabil geworden	<input type="checkbox"/> unverändert

FIGURE 3: EXCERPT FROM QUESTIONNAIRE FOR REGIONALMARKE EIFEL BRAND MEMBERS
SOURCE: OWN SURVEY

Even more influential to the survey than the survey design is the form of the individual questions. The questionnaire developed for this study contained four types of closed questions: single-answer, multiple-answer, and opinion questions based on a six-point scale, as well as based on a positive/negative/neutral scale. Figure 2 shows an example of both types of opinion questions. The full questionnaire and an English translation can be found in the appendix. Research has shown that opinion questions with the form agree/disagree are significantly biased towards the agree answer, especial among less educated respondents (Fowler 2009; Converse and Presser

1986). Therefore, the survey categorically avoided using this type of question. Instead, the form with three alternative answers (positive, negative, neutral) was chosen, which has been shown to have considerably more accurate results (Kalton, Collins, and Brook 1978). Another consciously chosen design feature was the six-point scale for the ordinal opinion questions. Presser and Schuman (1980) show that the middle category has much higher rates of being chosen when it is offered. They come to the conclusion, that the middle category is often used as a “generalized response set” for many respondents, particularly those with a low opinion intensity on the subject (cited in Kalton et al. 1978, 152). Thus, to break through the response set and encourage a definite statement of opinion, a six point scale was chosen, providing a middle ground without the option of a completely neutral position.

Even with careful planning, however, surveys are still subject to certain sources of error. The first kind is a result of the type of respondents reached and who responds. An intrinsic source of error is that people with a greater interest in the subject are more likely to return the questionnaire than the average population (Fowler 2009). This error cannot be corrected for in a self-administered survey, but an awareness of this fact helps to put the results in perspective. A few sources of possible inaccuracy specific to this survey stemmed from its method of distribution. Since the survey was only distributed through e-mail, those without e-mail or who do not check their e-mail accounts regularly were completely excluded. Additionally, the technologically disinclined may have had more difficulty in responding than others, although the option of returning the questionnaire in the mail attempted to compensate for this. While this type of error cannot be calculated, it still must be taken into account when analyzing the results. Another unforeseen difficulty resulting from the distribution method of the consumer questionnaires was which consumers were reached and which were not. Since the members were asked to conduct the consumer surveys, this put the control over which consumers were surveyed in the members hands. As a result, almost only non-local consumers were given the chance to participate in the survey, because it appears that only touristic members of the brand conducted the survey. The producers, who are generally less active in the brand, apparently did not or could not conduct the consumer survey with their customers. Thus, only 3 questionnaires were filled out by local consumers and had to be disregarded due to a high probability for statistical error. Only the non-local consumer questionnaires could be used for the analysis of the results which greatly diminished the amount of information gained from the survey. This method of survey distribution was chosen as a result of budget restraints, however these results show that it is not the most effective method. Other researchers

studying this subject should print and distribute the surveys themselves and financial and personal resources must be made available for good results.

Another source of error comes from how the respondents answer the questions. An intrinsic problem of surveying is that often the respondents do not or cannot answer the questions truthfully. This is particularly problematic when a certain answer is perceived by the respondent as socially desirable. Fowler cites that while many people answer truthfully, this factor cannot be disregarded (2009). This error source might have factored into the answers regarding environmental activities in this survey, as they may have been considered socially desirable. Other errors occur when the respondents understand questions differently than they were intended to. This cannot always be avoided by survey design as the researcher cannot foresee every situation. This was particularly the problem in this survey with the questions on the distance traveled by the members' products and how far away their business partners are (questions number 23, 24, and 25). The author thought the questions clearly referred to the member's buyers, or in the case of hosts, their suppliers. However, it appears that some hosts interpreted the question as enquiring on where their guests were from. This diminishes the certainty with which the results from these questions can be considered to represent the true situation. Thus, error resulting from the pool of respondents and from how the respondents answer the questions detract from the certainty of the results but cannot be calculated as to the extent of the uncertainty.

The procedure for calculating the sample error and response rate are very different for the two surveys. This is due to the different populations being studied and the methods used to obtain the results. Principally, there are two types of samples: probability and non-probability sample. In a probability sample, there is a known non-zero chance for each person in a population of being chosen for the survey (Walonick 2010). For this study, the survey on the Regionalmarke EIFEL's members represents a probability sample since the probability of being chosen for the survey is known. In this case, the probability of being chosen was 100% because the survey was a census survey, thus the sample exactly matches the population. This means that sampling error is not an issue, because there is no possibility that the sample does not represent the population, except for those errors stemming from the respondent pool as described earlier. The rate at which the chosen participants respond to the survey is the response rate (Fowler 2009). In the case of the member survey, the total population of 320 members was chosen for the survey and 72 members returned a questionnaire. This yields a response rate of 22.5% and shows that slightly under one

fourth of those asked to participate returned a questionnaire. During the analysis of the survey, the brand members were often split into categories in order to test values for different interest groups. In some cases the number of respondents in each category was rather small. In these cases any category with less than 10 respondents was omitted for the comparison. For example, only 4 respondents replied that they were both host and producer. When hosts and producers were compared the 'both' category was left out, because the statistical value of each question would easily be influenced by a single respondent's answer. This was also the case for the categories 'both' and 'not applicable' with respect to organic or conventional production.

The calculation of error and response rate for the consumer surveys had to be calculated very differently than the member's survey. For one, this survey represents a non-probability survey. In a non-probability sample, participants for the survey are chosen by some non-random method and the probability of a particular person being chosen for the survey cannot be calculated. This happens when participants are chosen based upon convenience, availability, or initiative (Walton 2010; Fowler 2009). For this survey, respondents were chosen based on whether they were in the right place at the right time. Those who visited a Regionalmarke EIFEL member's business during the timeframe for the survey were given the chance to participate and all others were not. For this type of survey, there is no way of testing how well the respondents chosen represent the actual population (Fowler 2009). This is also due to the fact that the population for the survey is unknown. Thus, sample error cannot be calculated for this survey either. Working backward from the results of the survey, a rough estimate of response rate can be calculated. As only 3 responses from local consumers were received this section of consumers had to be disregarded. This means that no statements can be made about the opinions of this group, but it also means they can be discarded as part of the population. Therefore, the remaining survey population consists of guests visiting or staying at Regionalmarke EIFEL host members. An internal study from the Regionalmarke EIFEL, estimates about 5,000 yearly visitors or over-night stays for these members (Pfeifer, personal interview, 6/10/2013). Thus, the 54 responses received from the survey represent about 1% of the survey population. Many large quantitative surveys represent much less than 1% of the population, so this result was considered acceptable. Therefore, while the consumer survey was not without its problems, the results can still indicate important trends for the Regionalmarke EIFEL's activities.

3. Regional Brands and Sustainable Regional Development

As was touched upon in the introduction, rural communities are currently grappling with developmental stagnation, as well as deterioration of both their environment and socio-cultural fabric. Hence, the need to improve the economic perspectives and the social and environmental conditions in rural areas is generally agreed upon. According to the German Association for Landcare (Deutscher Verband für Landschaftspflege e.V.), the promotion of sectors such as sustainable tourism and the marketing of regional products could contribute both to the economic value of the area as well as to the quality of life for its inhabitants (2012). Maessen et al. go so far as to say that regional branding "can be regarded as a way of meeting some of the major challenges of modern life." (2008, 557). But why are regional branding projects believed to bring so much more additional value to the region in comparison with other projects?

The advantage of regional branding lies in its ability to achieve a particularly sustainable form of development. Branding regional products from agriculture and forestry allows ecological or social measures to be integrated directly into the brands criteria, bringing both economic value for the land user as well as further benefits for society (Kullmann 2005). In fact, most regional brands organized through regional initiatives or cooperatives do not typically define themselves through regionality alone, but rather in combination with other criteria such as fair trade or organic production (familie redlich 2010). Kullmann even declares that regionality alone does not adequately increase the value of the product and must be combined with other social or environmental criteria like animal protection, health aspects, naturalness, or transparency in order to be economically successful (2005). Hence, one might argue that regional branding initiatives are inherently sustainable and, when they are carried by an entire region, can be the perfect basis for sustainable development in rural areas.

This chapter is devoted to exploring regional brands and their contributions to sustainable regional development. We will start by providing a definition of a regional brand and differentiating between different types of brands. Next, the global context for the rise of regional branding initiatives will be considered, both from the supply-side and the demand-side of the agricultural market. The evidence from the literature supporting the sustainability of a regional brand will be then examined in detail with respect to their economic, social and environmental benefits. Finally, regional branding will be considered as a tool for generating sustainable regional development.

3.1. What is a Regional Brand?

With the growing importance of regional products on the food market and the rapid proliferation of regional brands and branding initiatives, a veritable jungle of different kinds of initiatives and organizational structures have emerged. Therefore, it is worth the time to clarify what a regional brand is, how it functions, and outline some typical organizational structures. Generally, it can be said that a region brand or branding initiative specifically utilizes the characteristics of a region in order to imbue its products with meaning and value. Messely et al. describes this phenomenon when they state that "regional branding markets the qualities of the region in the broadest sense: landscape, nature, cultural heritage, regional products, regional gastronomy, traditional quality products, and so forth" (2010, 20). From this definition, it is easy to see that the regions being marketed through a regional brand must also be chosen along the lines of cultural identity. This includes characteristics such as landscape, traditions or language properties (Spiller, Enneking, and Staack 2004). Thus, a region straddling a country's border, but also neighboring regions within a country, may not be suited for a regional brand due to cultural or historical differences. With this working definition of a regional brand we will examine some of the particular forms it can take.

One way of defining a regional brand is to first define what it is not. While Geographical Indication (GI) fits under this definition of a regional brand, it is considerably different from other regional brands. For one, it is a certification protected under European Union law. There are three different categories of GIs giving rise to different levels of regionality. A Protected Designation of Origin (PDO) can only be awarded to agricultural products that have their entire supply chain within one geographical location using traditional production techniques. Some famous examples of PDOs are Champagne or Parmigiano Reggiano. Less stringent categories are



FIGURE 4: GEOGRAPHICAL INDICATION SEALS UNDER EU LAW
SOURCE: EUROPEAN COMMISSION

Protected Geographical Indication (PGI), which only requires one step of the production process to be completed in a specific geographical area using local

knowledge, and Traditional Specialty Guaranteed (TSG), which is a specification of a general product and uses traditional characteristics of a region either in production or composition. Figure 3 shows the seals for these certifications (European Commission

2013; Maessen, Wilms, and Jones-Walters 2008). GIs are awarded for one particular type of product in one region, either more or less specific.

GI products are viewed as high-quality specialty products and are typically produced for export. They rely on the internationally recognized branding system to guarantee authenticity and to connect the consumer with the place of production. This is in contrast to regional foods marketed primarily “out of the region for the region,” which rely on networks of trust rather than labeling protected by law (Spiller, Enneking, and Staack 2004; Renting, Marsden, and Banks 2003). In fact, such regional specialties destined primarily for export are sometimes referred to as “locality foods” in order to differentiate them from “local foods” (Martinez et al. 2010, 4). For the purpose of stimulating sustainable regional development, products with a GI are less interesting. Since these labels only refer to one specific traditional product from a region and not the products out of the region in general, these labels can only be used as supplement to a regional development plan and not as the backbone. Thus, we will now turn our attention to the other category of regional branding initiative.

Regional branding initiatives, marketing products that are produced and sold within a region, also use the region to define their products, but are fundamentally different than GI products. Regional branding initiatives, also known as local brands or local foods, only sell their products or services within a certain geographically limited area. The brands cater to the specific needs and customs of the region and aim to provide the area locally with products for their day-to-day needs (Meffert, Burmann, and Koers 2005; Bundesverband der Regionalbewegung e.V. 2009). Regional branding initiatives are typically carried by small to Medium-sized businesses; they are large enough to supply the region but small enough to be able to differentiate their products (Renting, Marsden, and Banks 2003). Social embeddedness is also viewed as a very important characteristic of regional branding initiatives and includes trust, connectedness within the community, and mutual exchange (Martinez et al. 2010). Thus, rather than transport the image of the region outwardly like GI products, regional branding initiatives use the image of the region to market inwardly, to the inhabitants of the region.

These kinds of regional branding initiatives can be classified by two different attributes: the type of quality characteristics being marketed, and the proximity of interaction. One type of quality characteristic commonly used by regional branding initiatives is either linked to the quality of the place (freshness, natural conditions, cultural markers) or the quality of the production method (artisan, traditional, small scale). Through these

markers, the initiatives can market distinctive taste or appearance, which allows them to differentiate their product (Renting, Marsden, and Banks 2003). Another possible type of quality classification is through environmentally sound production methods. Here, regional branding initiatives stress the environmental-friendliness of their products, such as organic or integrated production methods. Many initiatives also create hybrids between these two types of classification forms to combine traditional or artisanal production forms with environmentally friendly qualities (Renting, Marsden, and Banks 2003). Thus, a regional branding initiative can be classified along their quality attributes, but can also be defined with respect to their proximity of interaction.

Proximity of interaction refers to how producers and consumers come together and interact with one another. One classification is direct interaction between producer and consumer, for example, when producers sell their products at a marketplace or consumers buy the products directly at the farm (Renting, Marsden, and Banks 2003). These initiatives, however, refer mostly to a single product or producer. Alternatively, regional branding initiatives can also be sold through a middleman, like restaurants or whole foods stores. The middleman then takes over the task of guaranteeing authenticity and conveying trust (Renting, Marsden, and Banks 2003; Popp 2007). For this study the second classification form is of interest because it includes regional branding initiatives organized under one umbrella brand. This means that an organization is formed with its own registered trademark, which then all member businesses can use on their products in addition to their own trademark. It is this type of umbrella organization that we will refer to as a regional brand and which will be discussed in the remainder of this paper.

While regional brands can be seen as a well-defined category of regional branding initiatives, there are still enormous differences within the category. For one, regional brands are founded by many different kinds of organizations. Some federal states in Germany, as well as many large grocery chains, have their own regional brand. For the federal states, regional is defined as produced or processed within that state, while the criteria for regional brands from grocery chains are often less distinct (Weik, personal interview, 6/14/2013; familie redlich 2010). On the other hand, regional brands founded by a cooperation of producers, as is often the case in Germany, typically use a much smaller area to define what “regional” is, and are much more specific about production and processing criteria (Weik, personal interview, 6/14/2013; familie redlich 2010). For example, the regional seal for state of Schleswig-Holstein requires only 51% of ingredients to come from that state, whereas the regional brand

“Von Hier” in the region Berlin-Brandenburg requires as much as possible but at least 70% of all ingredients to be produced in the region. Regional brands founded by groups of producers are often born of necessity, as will be discussed in the next section. This makes them for the purpose of sustainable regional development particularly interesting because they are more likely to include considerations other



FIGURE 5: IMPORTANT REGIONAL BRANDS IN GERMANY
SOURCE: BUNDESVERBAND DER REGIONALBEWEGUNG

then purely economic concerns. And there is no shortage of examples of this kind of regional brand in Germany, as can be seen in Figure 4, which shows the most important cooperative-born regional brands and their geographical locations.

With so many examples of regional brands, there will always be considerable differences between any particular brands. However, many of the regional brands use a similar organizational structure called the duel-model. This model actually consists of two organizations existing along side each other and working in cooperation. On the one side is some form of non-profit organization, often a club, which develops the ideological framework and raises awareness for the brand and its goals. On the other side is an economic entity, either a company (GmbH) or cooperative (Genossenschaft), which takes care of the logistics and everyday business (Bundesverband der Regionalbewegung e.V. 2010; Weik, personal interview, 6/14/2013). While many

regional brands begin as a purely non-profit, volunteer organization, a formal company is usually added within the first few years. This is because the brand requires an increasing degree of professionalism as it grows and volunteer forces are quickly exhausted (Leibenath 2002). As a consequence, both structures continue to exist along side each other.

Up to this point we have discussed what a regional brand is in the broadest sense and have identified various forms. For the purpose of this paper, we will henceforth focus only on regional brands formed by a cooperation of producers in a bottom-up process. With a definition of a regional brand and knowledge of their typical structure, we can now examine why regional brands came about.

3.2. Global Context for the Rise in Regional Branding Initiatives

That regional branding helps strengthen the local economy and builds trust between producers and consumers can be read on practically any regional brand's homepage. But the reason why brands tout points like this, has to do with multiple economic and cultural developments and their corresponding counter-movements. Like many movements of the current age, regional branding is a reaction to globalization and its effects. In this discussion, it is helpful to think of globalization in three levels as Maessen et al. put it: first, the process of expanding trade relations and economic expansion, second, the positive and negative social, political and ecological changes resulting from expanded trade, and third, the reactions aimed at addressing the most undesirable of these changes (2008). This section examines the undesirable changes for regions due to globalization and describes how regional branding is an attempt to counteract these changes.

On the regional level, globalization has created various problematic situations. In the course of the globalization process, regions are increasingly finding themselves in competition with each other as living and working spaces. Each region generally offers the same mix of features, such as form of government, jobs, and infrastructure, and must compete for investment, workforce and tourism. Factors such as quality of life or cultural events are becoming increasingly important for the choice of a living place (Messely, Dessein, and Lauwers 2010; Meffert, Burmann, and Koers 2005; Leibenath 2001). Simultaneously, producers and consumers have become geographically separated. Consumers have in essence no contact with producers and therefore no opportunity to build trust (Maessen, Wilms, and Jones-Walters 2008; Büchel 2000). In addition, traditional products and activities are increasingly being replaced with

products from overseas, which leads not only to a diminished economic value for the region but also to a loss of identification with the region for its inhabitants (Popp 2007). Hence, globalization puts regions into a position of increased international and inter-regional competition with the coinciding weakening of their economic basis and regional identity. Regions must then find a way of recreating regional identity in order to strengthen the ties to the region and better market themselves outwardly.

The reactions to the effects of globalization occur both on an individual level and regional level. Particularly the loss of personal identification with the region in which one lives has spurred increased attention to local culture. Maffesoli argues that humans have an inherent psychological need for a group identity and that the regionalism movement is an expression of this need (Maffesoli 1996 in Ray 1998). Thus, the process of globalization and loss of regional identity results in a searching for this lost identity and increased attention to regionality. As Askegaard and Kjeldgaard phrase it, “globalization is therefore a matter of not only the emergence of a single homogeneous ‘world culture’ but equally an increased preoccupation with local culture” (2007, 139). The term “glocalization” was coined to express this process of identity loss and corresponding search for new identity within the local culture as a result of globalization (Robertson 1997).

An integral part of the glocalization process is an increased emphasis on regional cultural markers. Indeed, initiatives based on regional resources and cultural markers are often seen as the only alternative to address social and economic ailments. Cultural markers include regional dialects, traditions, landscapes, folklore, and especially food and handcrafted products (Ray 1998). Products produced inside the region are more securely based on the local resources and therefore become expressions of the regional culture. In this way they recreate the regional identity and represent a form of resistance against social, political and economic vulnerabilities triggered by globalization (Askegaard and Kjeldgaard 2007; Kullmann and Leucht 2011; Marsden and Smith 2005). Thus, globalization has stimulated a general fascination for all things local as a way of rekindling regional identity and a feeling of empowerment. However, this is not the only reason for the rise of regional brands. We will examine more specific forces for regionalization also caused by globalization in the next two sections.

3.2.1. Supply-side Forces

The primary effect of globalization is a much higher level of competition between firms. The agricultural sector is no exception to this rule, and has been detrimentally affected

by increased pressure on farmers and grocery stores. The process of consolidation and increasing downward pressure on prices is a continuous vicious cycle leading to constantly worsening conditions. To begin with, increased competition for grocery stores and processing plants lead many smaller businesses and chains to leave the market, resulting in a consolidation of the sector. As many as 2,000 stores are forced to close their doors every year, a disproportionately large number of them in rural areas (Popp 2007). The remaining stores gain semi-monopolistic status and the market power becomes very concentrated (Askegaard and Kjeldgaard 2007). These monopolistic companies can then put more pressure on prices and place more demands in the form of product requirements (Weik, personal interview, 6/14/2013; Renting et al. 2003). In addition, discounter grocery stores as a market strategy have gained considerable momentum in the last decade, placing widespread and fundamental pressure on the price for foodstuffs (Weik, personal interview, 6/14/2013). These developments result in an ever tightening “squeeze” on income margins for agricultural producers. Prices for food products are continuously pushed down by monopolistic grocery chains, while production costs tend to rise due to tighter product requirements and regulations (Renting, Marsden, and Banks 2003).

The political framework presents no less of a challenge for producers and sellers of agricultural products. Since 2006, all foodstuffs sold inside the EU must be able to be traced back to their source (Deutsche Vernetzungsstelle Ländliche Räume 2009). This regulation places a proportionally heavier burden on small and Medium-sized businesses. This is equally so with other quality and safety standards such as the ISO standards (Popp 2007). Stricter environmental quotas also limit the amount of agricultural products that can be produced, thereby limiting the producers possible income (Renting, Marsden, and Banks 2003). While these regulations are principally positive, their accumulation in combination with increasing pressure on prices leads to additional stress on agricultural producers, especially for small and Medium-sized businesses.

The result of the downward pressure on prices and the political framework, the agricultural sector has also experienced a significant consolidation. As can be expected under such conditions, many agricultural producers are being forced out of the market, while the remaining businesses must significantly intensify their production. This process results in fewer jobs in the agricultural sector and feeds into the simultaneously ongoing rural exodus and abandonment, as was touched upon in the introduction (Maessen, Wilms, and Jones-Walters 2008; Popp 2007). Small and

Medium-sized firms are significantly more effected by increased pressure, leaving only large companies in the market (Mose 1993). These firms then also gain monopoly-like market power and create additional pressure on the remaining smaller firms and so the cycle completes itself.

As a way out of this vicious cycle, many agricultural producers are turning to regional branding. Since keeping production costs low is no longer enough to guarantee survival on the market, and production is often capped by quota systems, producers must find a way to increase revenues from their products. Capitalizing on the demand for origin-specific products is one way to achieve this (Renting et al. 2003). By tapping into the lush imagery of the region to imbue their products with meaning, producers can utilize the search for identity and belonging created by globalization to give their products a competitive edge in the market (Maessen et al. 2008). And since Europe's rural areas are very diverse with respect to their history, culture, landscape, and resources, there is certainly plenty of room for differentiation along these lines (Moseley 2003). Thus, concentrating on quality and authenticity of place allows producers to sell their products at a higher price and so escape the race to the bottom for lowest production costs (Popp 2007). Over the last decade, more and more producers have turned to this method as a way of taking matters into their own hands rather than fall victim to the forces of globalization.

3.2.2. Demand-side Forces

A surge in the supply of regional food products would, however, be ineffective if not met by a rise in the demand. Luckily, demand for such products has also risen steadily in the last decade. One study conducted in Germany cites that 45% of respondents consider regionality to be a very important factor in their choice of food products, a much higher percent than for organic, fair trade, or sustainable production (Deutsche Landwirtschafts-Gesellschaft 2011). This trend is likewise evident in the US, with four out of five respondents saying they purchase locally produced food regularly (Martinez et al. 2010). However, the search for identity through locally produced food is not the only reason for the heightened interest in regional products. Similar to the supply forces, globalization has created multiple situations which cumulatively lead to an increased demand for regional products.

Through globalization supply chains have become very complex. Consumers have little to no contact with the producers of their food. At the same time, ethical consumerism has increased dramatically. Issues such as ecology, animal-welfare, fair trade, and hygiene are increasingly factored into the decision to buy certain products,

especially when it comes to foodstuffs (Ray 1998; Deutsche Vernetzungsstelle Ländliche Räume 2009). Consumers are more and more often giving preference to producers who can believably certify their products for one or more of these attributes (Renting, Marsden, and Banks 2003). Transparency of production thus becomes a decisive factor for consumers and is best served by short supply chains.

The growing emphasis on transparency is also related to mounting distrust of the food industry and the institutions that regulate it. Consumers have become very critical of conventional agriculture, as wave after wave of food scandals go through the media. From salmonella, bovine spongiform encephalopathy (BSE), and dioxine residues to horse meat in processed products, every food sector has been tainted, although meat is the most effected. As much as 59% of consumers report that they see a potential threat in conventional food (Renting, Marsden, and Banks 2003; Popp 2007). The agencies responsible for regulating the food market have also lost standing in the consumers' eyes. As Renting et al. put it, "large consumer groups no longer tend to believe or trust unconditionally in the expert system formally assigned to protect the safety of what they eat and drink." (2003, 396). Therefore, many consumers have decided to take their safety into their own hands based on a system of contact and trust between consumer and producer.

The concentration of power in a few large companies also leaves many consumers dissatisfied with conventional food systems. For one, many consumers are frustrated by the mass-production and standardization of food products and its effects on small local producers (Martinez et al. 2010; Everett and Aitchison 2008). Many also distrust quality labels of large companies and their associated pricing regimes as an artificial differentiation of one standard quality (Keller 2010). Hence, the regional movement can be seen as a revolt against the "McDonaldization" of the food industry and a growing respect for individuality and quality in agricultural products (Askegaard and Kjeldgaard 2007). This movement away from big business toward small regional producers can be placed within a larger movement, which can be seen,

... in the rejection of abstract, bureaucratic centralization for the immediacy of locality; in the rejection of abstract commodity form and of consumer capitalism in general; in the rejection of highly-mediated forms of material culture for an empathy with nature; in the rejection of cold, abstract logic for feeling and empathy; in the rejection of abstract politics of the public sphere for a politics of the personal. (Lash & Urry 1994, 49)

Consumers are fed up with standardized products and their clouded supply chains. They increasingly seek safety, trust, quality, uniqueness, and moral straightness in their food and drink and for this, they turn to regional products.

3.3. Theoretical Benefits of a Regional Brand for Sustainable Regional Development

Globalization has thus set the stage for the success of regional branding. Consumers are searching for quality, sustainability, and transparent production processes and producers react to these wishes. At the same time regional branding allows producers to increase their revenue, giving them a lever against monopoly-like structures in the agricultural market. This is the reason why many farmers, producers, and processing companies join forces and create a regional brand. Many see alternative incomes and economic gain as the decisive reason to create a regional brand (Weik, personal interview, 6/14/2013). Money is the first impulse, and a motor for development is the goal.

While increasing incomes is often the most prominent reason for launching a regional brand, it is not the only benefit that follows. Regional brands also anchor supply structure more firmly in structurally weak regions, helping to guarantee access to healthy food and basic necessities in rural areas (Bundesverband der Regionalbewegung e.V. 2013). More importantly, they allow communities to control what kind of development is created and channel this development to reinforce local culture rather than weaken it (Ray 1998). However, simply being regional is not enough to guarantee success, as previously stated, and will not achieve the type of development desired. Therefore, regional brands cannot limit themselves simply to economic concerns, but must include social and environmental factors in order to achieve sustainability (Marsden and Smith 2005; Bundesverband der Regionalbewegung e.V. 2013). This way, regions manage to keep more money within the region to be reinvested, as well as improve environmental and social conditions, thus contributing to the future existence of their communities (Deutsche Vernetzungsstelle Ländliche Räume 2012b).

But in what ways can a regional brand contribute to social and environmental conditions? According to the Bundesverband der Regionalbewegung, a regional brand should ideally improve the income possibilities for the region, create educational opportunities, improve information flows, empower the population, spur biodiversity, encourage environmental production practices, strengthen regional identity and increase the overall quality of life in the region (Bundesverband der Regionalbewegung e.V. 2013). This section explores the evidence in the literature supporting these benefits of a regional brand for sustainable development. Some of these effects

are by design, included as criteria in the regional brands themselves. Others simply come as positive side effects of the process of regional branding.

3.3.1. Economic Benefits

Preserve or Create Income Possibilities for the Region

As said before, the economic benefits are the most obvious and the most cited reason for creating a regional brand. Their goal is to preserve or, when possible, create income possibilities for the region. However, to be sustainable these sources of income must be both diverse and stable. The retention of regional structures is particularly important both for generating and retaining economic value. Agricultural primary production (including forestry and fishing industry) made up as little as 0.95% of the gross domestic product (GDP) in Germany for 2011. However, when combined with further processing and marketing within the region in so-called clusters, GDP for agricultural goods reaches 6.5% (Deutsche Vernetzungsstelle Ländliche Räume 2012a). Thus, when multiple steps of production are kept within the region, six to seven percent more income can be retained as compared to primary production alone. As many regions have lost most of their processing plants and the processing is increasingly dominated by large international corporations, achieving this goal can be rather problematic (Weik, personal interview, 6/14/2013). Therefore, a primary concern of regional brands is to retain or recreate small scale processing structures within the region.

The creation of processing clusters is not the only way to increase incomes and employment in the region. Adding value to existing products is another possibility. The LEADER program of the EU defines this process as such: “adding value is the sustainable exploitation of a hitherto underused local resource such that it generates wealth and employment in that area.” (LEADER Observatory in Moseley 2003, 48). The underused resource in this case is the so-called “cultural capital” locked in the cultural markers of the region as discussed in section 3.2. Cultural capital builds on the traditions, landscapes, local knowledge, and environmental qualities of the region (Ray 1998). Utilizing this capital in a process known as valorization, allows producers to create additional income and employment opportunities using only local resources and knowledge (Moseley 2003). Regional brands make use of this capital (and create more capital in the process, as we will discuss later) through traditional small scale production and regionally-specific marketing and so add value to their products (Marsden and Smith 2005). Hence, regional branding can achieve higher incomes for

the region and create employment opportunities by better utilizing their endogenous resources, as the following examples clearly show.

Many studies have tried to put a number on the economic worth of regional brands. Clearly, not everything can be measured in numbers, but the potential for job creation and added value is made clear through these examples. Regional marketing in the Spreewald in Germany is said to have saved or created thousands of jobs while the regional brand “Die Regionaltheke – von fränkischen Bauern” has stabilized and secured the incomes of its farmers (Kullmann 2007; Deutsche Vernetzungsstelle Ländliche Räume 2009). In more concrete terms, Maessen et al. (2008) cite that a regional branding project in England generated £700,000 in revenue and premiums of £130,000 for its farmers over a three year span. Regional farmers markets in West Virginia, USA likewise generated a total of \$656,000 yearly income for farmers (Martinez et al. 2010). A regional brand in Brandenburg also reports that the revenues in their six primary companies grew from €1.88 million in 2005 to €2.23 million in 2007. Additionally, the brand also directly created 16 new jobs in grocery stores and logistic companies in the region (Deutsche Vernetzungsstelle Ländliche Räume 2009). The potential for revenue and job creation through regional brands is clear.

However, numbers like these only show half of the benefits to the region; namely, they only take the direct revenue into account. A study on an organic regional branding project in Wales reported that the project directly created 16.5 full-time equivalent (FTE) jobs. Indirectly, the project created an estimated additional 15.2 FTEs and even more indirect jobs when the spending in the economy of all the newly created jobs is taken into account. In total, the project was estimated to have created 36.5 FTE jobs for the region (Marsden and Smith 2005). A study in Iowa, USA indicated that regional farmers markets created as many as 140 FTE jobs throughout the state. They also calculated that for every dollar spent at regional markets, an additional 58 cents were spent in indirect sales and for every dollar of income farmers earned an additional 47 cents of indirect income was created (Otto and Varner 2005). Thus, regional brands have the ability to create revenue and job opportunities in the region well beyond their own sphere of influence.

The examples so far show that regional brands can be very successful, which may or may not be due to their qualities as regional and sustainable. However, there is also ample evidence that they out-perform conventional agriculture sold on more traditional markets. For example, farmers participating in regional farmers markets in Maine, USA reported annual median incomes of \$42,500 whereas farmers selling on more

traditional markets had an annual median income of only \$10,995 (Martinez et al. 2010). Likewise, the regional branding project from Wales also saw higher prices for its conventional farmers than would otherwise have been possible on the traditional market. A study on a project in the Netherlands estimated that it has produced 31% more income than would have been possible under conventional farming practices (Marsden and Smith 2005). Similarly, a study on the market potential for products from national parks in Austria cited an added value of 20% on meat, milk, cheese and wool (Zimmer 2000). These numbers however are rather high for a general added value and demonstrate regional differences in demand and organizational structures. Estimates based on a wider study of regional branding projects throughout Europe cite that the regional products generally can charge a premium of 5 to 10% over conventional products (Renting, Marsden, and Banks 2003; Keller 2010). Thus, evidence shows that regional brands can in fact add value to their products simply by utilizing the cultural capital of the region, and depending on the region, this added value can be up to 30%.

Some of the benefits of regional brands cannot be measured in Euro or job equivalents but are nonetheless economic benefits. For one, regional branding functions as a low-risk business for new entrepreneurs or as a part time occupation. Here, producers are given a chance to gain valuable market experience and business skills in a nurturing environment, which can lead to further entrepreneurial activity (Martinez et al. 2010). Regional brands also can bring stability into the agricultural market since cooperation between farmers can guarantee a stable price and business partner (Marsden and Smith 2005; Deutsche Vernetzungsstelle Ländliche Räume 2009). The region also gains in diversity, since the focus of regional brands is the spreading rather than concentrating of market power. Thus, every farmer has more variety to choose from in terms of cooperation and partnerships and the economic activities in region are more generally diversified (Deutsche Vernetzungsstelle Ländliche Räume 2009). Additionally, regional branding can further aid the diversification of the region's income through its positive effects for the tourism sector which we will examine next and in chapter 5.

Improve Marketing Position for Tourism

An additional impact of regional branding is an improved marketing position for tourism, which can also lead to economic benefits for the region. Depending on the region and the different strengths of the regional brand, branding regional agricultural products can result in an enhanced attraction for food tourism. Food tourism is defined as the

“visitation to primary and secondary food producers, food festivals, restaurants and specific locations ... it is the desire to experience a particular type of food or the produce of a specific region ...” (Hall & Sharpies 2003 in Everett & Aitchison 2008, 151). Through regional brands, food products gain in recognition of their traditional or regionally-specific qualities, and thus become unique and authentic representations of place. This can, in turn, make tourists aware of the unique culinary attractions in the region and draw in visitors. As part of a growing experience economy these kinds of food-related attractions have the potential to bring additional income into the region (Askegaard and Kjeldgaard 2007). Regional brands do not only increase the touristic visibility of the region’s food products, but also of the region itself, as we will see later on. Regional brands, therefore, can create additional income and job opportunities, as well as set the stage for increased tourism in the region. The economic advantages of a regional brand are many indeed. But the social and environmental benefits are no less plentiful.

3.3.2. Social Benefits

Regional brands are noted as particularly socially beneficial organizations. While economic concerns are important, brands almost always, either wittingly or unwittingly, contribute to the social fabric of the region. Marsden and Smith extoll regional brands as representing “... new forms of more (ecologically-based) social organization which link producers with consumers both within and across spaces ...” (2005, 443). Indeed, regional brands seem to offer a form of social involvement for concerned citizens. They see a chance to recreate their region in a more lively, socially inclusive way and incorporate the social perspective into the activities of the brand (Weik, personal interview, 6/14/2013). Therefore, regional brands can present a particularly high number of social benefits.

Increase Regional Identity

The first and most important social benefit derived from regional branding is the creation of regional identity. It is particularly important because it has the capacity to create various multiplier effects for the region. Ironically, this outcome is less often a deliberate design element than a positive side effect. Messely et al. define regional identity as “... the extent to which people identify themselves with the region as the whole of institutionalized practices, discourses and symbols.” (2010, 20). Natural landscapes and cultural practices are two decisive symbols that help to generate regional identity. They are the background around which regional identity is formed. Maessen et al. write, “Cultural landscapes give us a sense of place and reveal our

relationship with the land over time. They are special to us and contain aspects of our origin through their forms, features, and history of use. This sense of place is thus an important constituent of our sense of identity.” (2008, 559). Therefore, people mostly unknowingly form their sense of identity around the landscapes surrounding them. When these landscapes are then brought into conjunction with the types food they eat, the sense of identity extends to the food products as well.

Regional identity can thus be actively created by encouraging production and consumption of regional products. There are two theories as to how regions are defined, a structurally-oriented view and a social-constructivist view. The structural view explains regional creation as the outcome of wider developments such as globalization, political forces, urbanization, and production processes. The social-constructivist view however, sees regions as an entity fashioned by social discourse, shaping and defining themselves both inwardly and outwardly in an agency-oriented approach (Messely, Dessein, and Lauwers 2010). Hence, while some of the forces of region formation are beyond the control of individuals, regions can also be actively defined through social discourse. This gives regional branding the ability to deliberately form regional identity. By actively emphasizing regional features such as landscapes, traditions, and food products, regional brands help to shape what defines the region and construct regional identity (Messely, Dessein, and Lauwers 2010). Regional food products become a fundamental part of identity formation acknowledged by many (Everett and Aitchison 2008). Respondents to a study in Ireland often stressed the importance of their connectedness to the soil and awareness of where their food was from, demonstrating the ability of regional brands to contribute to regional identity formation (Messely, Dessein, and Lauwers 2010). Hence, regional identity is not an independent variable. It can be created and shaped through social discourse, and regional branding is an effective method of doing so.

This creation of regional identity can be extremely advantageous, since it has multiple additional positive effects for the region, both socially and economically. Like a giant snowball effect, regional identity begets more regional identity. By utilizing cultural capital, like landscapes and traditional practices, in the marketing of regional products, regional branding creates regional identity. The inhabitants are made aware of the cultural capital and identify themselves with it. This then strengthens its position, for example by creating an admiration of the landscape and desire to protect it, or an appreciation of traditional production methods. This then allows the cultural capital to be further exploited in order to generate more regional identity and, ultimately,

economic development (Maessen, Wilms, and Jones-Walters 2008). This strengthening of the regional identity and image works both inwardly and outwardly. Inwardly, regional identity works to instill a sense of pride in the region and connectedness with one's neighbors. Outwardly, regional identity works as a beacon, communicating with outsiders the positive aspects of the region and distinguishing the region's image (Moseley 2003; Leibenath 2002). This has various positive effects. For one, an enhanced and common regional identity mobilizes people to engage themselves to protect and further develop their region (Messely, Dessein, and Lauwers 2010). This leads to additional cultural capital creation and regional identity, adding to the snowball effect as previously described. Secondly, an enhanced image of the region can be better marketed, which is useful both in order to market the products of the region and the region itself as a tourist destination to outsiders (Ger 1999; Moseley 2003). Thus, by fostering a strong sense of regional identity, regional brands can strengthen the region's cultural capital (which can further generate regional identity), increase the population's involvement in the region, and improve the economic situation by providing a better marketing position. Beyond this, regional brands can give back the sense of belonging diminished by globalization, as described before. This shows that regional brands certainly can be effective tools to further the well-being of the region.

Facilitate Networking and Information Flows

Increased networking among members of a regional brand is one of the most frequently mentioned benefits. Farmers and producers are brought together along different steps of the supply chain and are given the opportunity to interact. This is an essential part of a regional brand and is seen as one of the factors for a brand's success (Messely, Dessein, and Lauwers 2010). The increase in interaction and exchange has been well documented by multiple regional brands. Marsden and Smith found that producers and processors along supply chains under a regional brand in the Netherlands were brought together, creating significant logistic and financial synergies. More importantly, they report of a regional brand in the UK that members were frequently brought together through meetings and expert talks. This allowed the members to discuss their experiences and difficulties with others in similar situations and greatly increased their knowledge-base and problem-solving abilities (2005). However, the exchange of information and ideas is not limited to farmers and producers. Regional brands often include other regional actors as well, such as environmental agencies or tourist organizations (Deutsche Vernetzungsstelle

Ländliche Räume 2009). In fact, regional brands often try to strike a balance between production, industry, tourism, and environmental protection. So regional brands facilitate information flow and networking by bringing various actors and interest groups in the region together.

Regional brands also create wider networking benefits outside of the brand itself, however. They have been discovered as a tool for community building and a motor for innovation. They do this by building up social capital (to be distinguished from the cultural capital that was discussed earlier), which can be defined as "... the capacity to get things done collectively. It is embodied in the ability of individuals, groups, organizations and institutions to engage in networks, to cooperate, employ and use social relations for common purpose and benefit." (Messely et al. 2010, 21). Regional brands create the structures and networks that make effective joint action possible. For one, by branding the landscapes in the region, regional brands give people a rallying point. The regional brand makes the dangers to the landscape known and unites concerned parties that may have otherwise remained isolated (Maessen, Wilms, and Jones-Walters 2008). In this manner, regional brands can also foster a sense of community and a joint responsibility for the landscape and regional resources. To be able to be called a community, people must share a common heritage or goal and be aware that, through these shared aspects, they interact with one another (Moseley 2003). By using the regional landscapes and culture, regional brands can raise awareness of the shared aspects and cultivate community building. A feeling of mutual responsibility for the region's resources can also inspire trust and commitment, effectively lowering transaction costs and encouraging interaction (Marsden and Smith 2005). Additionally, regional brands spread regional knowledge by promoting interaction. Regional wisdom can be spread both within a brand's networks, or within a community, and so become common for the region. This adds to the culture-building process and valorizes products associated with regional knowledge as being typical for the region (Ray 1998). In this way, regional brands not only facilitate networks between their members, but can also foster further connection and interaction within the region. This leads to better knowledge-exchange, problem solving innovations, trust and commitment, as well as an improved marketing position: all strong social benefits for the region.

Increase Determining Power, Democracy, and Inclusion

As was previously discussed in this chapter, the agricultural market is increasingly dominated by large firms. Individual farmers and small firms have very little market

power and even less say about the price of their products. Regional branding provides the possibility to avoid these market structures. By creating frameworks outside of the conventional market structure and adding value to products, regional branding splits up the market power and keeps determining power in the hands of small and Medium-sized firms (Bundesverband der Regionalbewegung e.V. 2009; Weik, personal interview, 6/14/2013). It is also a very good example of stakeholder inclusion. All actors involved in a regional brand have a say in its form. From members, to local clubs and agencies, to regular inhabitants in the region, regional brands allow many groups to be involved. This gives determining power to many otherwise disempowered people and improves democracy and equality in the region (Askegaard and Kjeldgaard 2007; Messely, Dessein, and Lauwers 2010). Regional brands also are more embracing of beginning farmers and socially disadvantaged groups, as a study from the US shows; two of five farmers were beginners and three of five were disadvantaged (Martinez et al. 2010). Hence, regional brands allow for better involvement of all social groups in a more democratic fashion. Through regional branding, members have the ability not only to decide how the regional brand is run, but also to decide for themselves under what conditions and to which prices they are willing to work rather than be subject to big business. This benefit has the potential to greatly enhance the quality of life for many producers.

Counteract the Rural Exodus

The ongoing rural exodus was also touched upon in the introduction and poses a grave difficulty for rural areas. Rural villages are faced with dwindling supply of their everyday needs, increasingly poor public transportation possibilities and ever fewer social and cultural events (Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007). Regional brands can help counteract this development in two ways: by increasing the attractiveness of rural areas in order to attract outsiders, and by giving people a reason to stay in small towns. Regional brands enhance the attractiveness of rural areas by improving the supply of everyday items and by creating a strong regional identity and image as discussed earlier in this chapter. This gives rural areas a better visibility for attracting visitors and possible new citizens. More importantly, however, regional brands can substantially help to keep the population from moving away in the first place. Improved economic conditions generated by regional branding can ensure a stabile livelihood in rural areas. There is plenty of anecdotal evidence of this effect, for example, from a dairy processor in Bliesgau, Germany, who cited that a regional brand had ensured better prices for three dairy farms in the area. Without this effect

the farms would have had to sell their animals and possibly move elsewhere for work (Deutsche Vernetzungsstelle Ländliche Räume 2012a). Regional brands can also hold the population in place by providing educational opportunities for young people, as some brands are making a point of doing. The regional brand in the Rhön, Germany has created a trainee program in addition to multiple internships to give students the opportunity to enter the field of agricultural production (Kullmann 2005). By providing for the current generation as well as encouraging the next to stay, regional brands can help to maintain regional populations and mitigate rural exodus, thus greatly enhancing the quality of life for many rural communities.

Improve Transparency

The complicated supply chains created by globalization along with the many food scandals of the last few decades have made transparency of food products an important purchasing criteria for many consumers. Regional brands serve to fill this need for information and trust between producers and consumers by shortening supply chains and providing a particularly high degree of transparency for their products (Renting, Marsden, and Banks 2003). Regional brands appreciate that regional marketing is dependent on a high degree of accountability and trust and, therefore, are willing to provide much more information on production conditions than conventional agricultural producers. They realize that their guidelines and production policies must be publicly available in order to inspire trust and tend to be much more precise about their policies than grocery store brands, for example. (familie redlich 2010; Büchel 2000). In addition, the short and simple supply chains for regional brand foster trust by putting consumers either in direct contact with producers or through easily comprehensible intermediate steps. This way regional brands ensure a large degree of accountability and traceability (Bundesverband der Regionalbewegung e.V. 2009; Marsden and Smith 2005). Spiller et al. even suggest that consumers interpret the simple fact of being regional as a foundation for trust (2004). Thus, regional brands are not only capable, but specially oriented toward fulfilling consumers need for trust and transparency in the food market. As Askegaard and Kjeldgaard phrase it, bringing producers and consumers together through regional brands is a way of "... de-alienating the marketplace relationships and reconstructing them on a more humane scale." (2007, 145). In any case, transparency is widely deemed to be one of the most defining points for regional brands and a very important factor for their success (Popp 2007; Lehmann 2009).

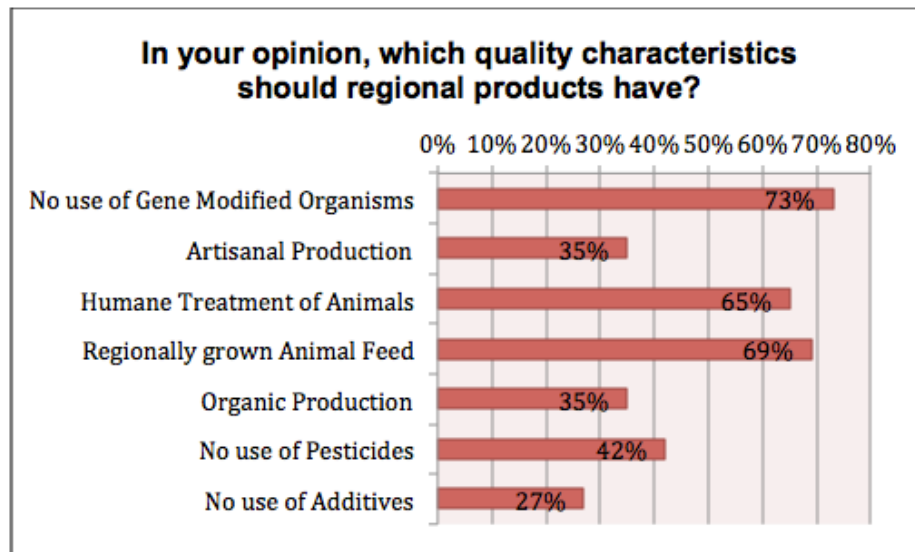


FIGURE 6: IMPORTANT QUALITY CHARACTERISTICS OF REGIONAL BRANDS
SOURCE: BUNDESVERBAND DER REGIONALBEWEGUNG (TRANSLATION BY AUTHOR)

Transparency in production processes is especially important with respect to the regionality of all stages of production, the humane treatment of animals, and the avoidance of Gene Modified Organisms (GMOs). According to an internet poll conducted by the Bundesverband der Regionalbewegung e.V., shown in Figure 5, consumers considered these three aspects to be the most important quality characteristics for regional products (2012, 5). Regional brands are no less careful in answering these demands. Most regional brands disallow the use of GMO's in their supply chains, either explicitly in their production policies or implicitly by requiring all animal feed to be regionally produced, which indirectly prohibits imported feeds that often include GMOs (Weik, personal interview, 6/14/2013; familie redlich 2010). Regional brands also include far more stringent criteria regarding animal welfare in their production policies than conventional brands. For example, the regional brand "Unser Land" defines a minimum amount of space per animal that producers need to provide for poultry depending on the species, and stipulates that the space include bushes or hedges to provide cover from birds of prey and the sun. Chickens must also have the opportunity for a sand bath (familie redlich 2010). Many regional brands go to extra lengths to ensure that the regionality of their products is easily identifiable. For example, the regional brand "Von Hier" requires that all finished products have the producer's logo and address easily readable on the packaging, so that consumers can instantly identify the products place of origin (Lehmann 2009). Thus, regional brands rise to the occasion to reconcile producer and consumer needs, ensuring a trusting environment. This trust is ensured through a high level of transparency with respect to

regionality, animal welfare, and prohibition of GMOs, as well as more generally with respect to quality and safety.

Increase Quality of Life

The ultimate goal of any regional development plan must be to increase the quality of life for the region's population. Regional branding is no exception, therefore it is often cited that regional branding should increase quality of life (Bundesverband der Regionalbewegung e.V. 2013). However, regional branding can only affect quality of life by improving the factors that contribute to it. Thus, regional branding enhances quality of life through the other single benefits. While each benefit alone is relatively small, the sum of the benefits resulting from regional branding come together to markedly improve quality of life. Regional brands increase incomes, keeping people in the region and counteracting rural exodus, while simultaneously increasing their connectedness to others in the region, giving them more determining power, and creating a strong regional identity. This revival of the social and economic life, when combined with environmental protection, is what enables regional brands to improve quality of life.

3.3.3. Environmental Benefits

Environmental concerns often fade into the background when trying to generate economic development. However, since regional brands are based upon the landscape and the naturalness of the region, environmental factors must be taken into consideration in this case. Indeed, it is very often environmental concerns that drive people to initiate a regional brand or to support one. This section considers what a regional brand can achieve to the benefit of the environment.

Shorten Transportation Routes to Avoid Emissions

Short transportation routes is quite possibly the most cited environmental benefit that regional brands can offer. This benefit, however, must be taken with a grain of salt. Logic dictates that short transportation routes reduce "food miles" and, therefore, the amount of energy expended to move products from point A to point B. This, in turn, reduces the emissions produced as a byproduct of energy consumption. It follows that, short transportation routes help to combat climate change, and is often used as an argument in favor of regional products (Maessen et al. 2008; Weik, personal interview, 6/14/2013). However, the process is much more complex.

There is ample evidence that food imported from abroad causes more greenhouse gas (GHG) emissions than food regionally produced and marketed, due to its transport. The amount of energy used in transportation, which is closely related to GHG emissions, varies widely depending on the method of transportation. Transporting goods by rail or boat requires less than one megajoule (MJ) of energy per 1,000 kilometers, whereas transporting them by truck or airplane requires 2-8 MJs (depending on the truck size) and 10 MJs per 1,000 kilometer respectively (Dutilh and Kramer 2000). Hence, the method of transportation is material to the amount of GHGs emitted. Alarmingly, the most emission intensive method of transportation, by airplane, is on the rise. One study on the UK reported that 40% of all vegetables and 90% of fruits were imported from overseas, while another study cited that food products accounted for 13% of all air freighted items and is the fastest growing segment in air freight (Garnett 2008; Sim et al. 2007). Compared to local produce, products imported by plane have an astronomically high GHG-impact as a study on food related emissions found. Green beans imported to the UK from Kenya or Guatemala had a global warming potential 20 to 26 times higher than green beans produced and sold in the UK. This difference was mostly due to transportation by airplane (Sim et al. 2007). Food transportation by airplane, thus, represents a real problem for climate change. Buying locally produced foods avoids this problem.

However, the actual contribution of regional brands to reducing GHG emissions is rather controversial. Due to the varying emissions from transportation methods, it could be the case that a product from far away shipped by boat or rail causes less emissions than a product produced in the area but transported by truck. Comparisons of regional food systems to conventional systems in the US showed that regional food systems did not yield better values for energy use due to transportation, with the exception of goods transported by airplane. The shorter transportation distances of regional systems were offset by the better efficiency of conventional systems (Martinez et al. 2010). Carlsson-Kanyama even finds in her study that the transportation of food products only makes up a small portion of a product's carbon-footprint, and that production processes are much more decisive (1998). In addition, emissions resulting from transportation of food is highly influenced by consumer behavior. The carbon-footprints of food products do not only depend on the distance traveled but also on how the distance was traveled, which also applies to whether consumers conduct their grocery shopping by car, bike, or public transit (Weik, personal interview, 6/14/2013). A study from the UK shows that when consumers drive 7.4 kilometers or more to buy produce from farmhouse stores, it results in higher emissions than when farmers

distribute their goods through a box system (Coley, Howard, and Winter 2009). On the other hand, foods marketed through a regional brand also decrease the distance traveled during the production stage. Stipulations on using regional animal feeds reduces imported feed and short distances between producer and processor means even less food miles. Hence, there are many factors that influence the carbon-footprints of food products and it is not so simple as minimizing distance travel. However, local products do exclude foods transported by airplane and, when combined with efficient logistics and environmentally friendly modes of transportation on the consumers' part, they can reduce carbon emissions in the food production system. Thus, regional brands provide the basis for stemming climate change, but must also encourage climate-friendly modes of transportation for their customers to ensure effectiveness.

Increase Biodiversity and Improve Environmental Farming Practices

Environmentally-friendly farming practices is another benefit of regional brands that is highly praised in the literature. Regional brands are claimed to reduce pesticide use, increase biodiversity, and reintroduce older, native breeds and plants. While many brands specifically incorporate environmentally-friendly farming into their set of criteria, regard for the environment also comes intrinsically with the process of regional branding. To begin with, regional branding re-inserts production into the landscape by using the qualities of the land and the region to add value to the products. This automatically connects the product, and the price of that product, to the land on which it was created (Renting, Marsden, and Banks 2003). The better the land is taken care of, the more positive emotions are attached to the land and, therefore, the produce. Thus, regional branding creates both emotional and financial incentive to implement environmentally-friendly production techniques. Indeed, the European Commission stressed that farmers are the stewards of the natural resources in rural areas and regional branding reminds farmers more firmly of this role (Marsden and Sonnino 2008). Additionally, regional branding tends to preserve more traditional farming practices and handicrafts, and the landscape that has grown together with these uses. Implicitly, this also protects the plant and animal species dependent on such practices and landscapes (Deutscher Verband für Landschaftspflege e.V. 2008). These traditional forms of production similarly ensure continued use of land that is less valuable agriculturally, but rich biologically and reliant on these farming practices (Schweppe-Kraft 2000). The network aspects of regional brands can also function to spur a group dynamic of improved environmental practices, each member improving

the others through shared information and enthusiasm (Marsden and Smith 2005). Therefore, even with no active push towards improved environmental practices, regional brands have the tendency to protect the environment and ensure biodiversity.

However, many regional brands are also very active about environmental protection and incorporate measures directly into the brand. Half of all regional brands have some special environmental protection criteria and 35% produce organically. Many brands that include both organic and conventional production, feel it is their duty to not exclude the conventional firms and to help them on their way towards more environmentally-friendly practices (Schweppe-Kraft 2000; Kullmann 2005). Hence, many regional brands encourage extensive production practices or oppose the use of pesticides, both of which result in improved biodiversity in comparison to conventional production (Schweppe-Kraft 2000; Weik, personal interview, 6/14/2013). Some regional brands have a very targeted approach to environmental protection that they include in the form of specific projects. For example, some brands specifically sow old plant forms or reintroduce older native breeds rather than the industrially-bred alternatives (Weik, personal interview, 6/14/2013). This increases the biodiversity as well as hedges against climate change by using more durable species (and works to differentiate their products on the market as an added bonus). Other brands experiment with planting many different species together on a field and so foster biodiversity within a small space (Weik, personal interview, 6/14/2013). The Schaalsee regional brand requires its members to choose from a catalog of environmental, social or economic measures to implement, while the regional brand in the Spreewald ensures environmental protection by leasing ecologically valuable land together with economically valuable land. This approach ensures that farmers are responsible for tending to the ecologically valuable land as part of their contract. (Kullmann 2007; Kullmann 2005). In this manner, regional brands can help to improve environmental protection either more generally by encouraging environmentally friendly practices or by implementing a specific project. Either way, regional brands have the ability to enhance biodiversity and environmental conditions, even without specifically employing policies to do so.

Preserve Culturally Important Landscapes

Preserving cultural landscapes is a further benefit that should not be forgotten. The whole of the regional branding concept lies in the grounding of regional products in the surrounding landscape. Many of the other effects of regional branding are also closely tied to the aesthetic of the landscape, such as value added for regional products,

regional identity, and especially the potential touristic value of the region. Ironically, this benefit is also more of a side effect of the valorization of traditional agricultural practices than a direct goal. Agricultural production is the main force shaping the appearance of the landscape in rural areas, and the traditional practices have molded these landscapes over time into the views seen today (Deutscher Verband für Landschaftspflege e.V. 2008). With the diminishing relevance of agriculture in the western culture, these “cultural landscapes” are threatened by development or abandonment. In order to preserve cultural landscapes, they must continue to be used in their traditional form (Hammer 2002). Regional brands contribute to their preservation by securing a reasonable income for agricultural products and, therefore, ensuring that the landscapes continue to be used. As outlined in the last section, traditional landscapes also provide habitats for various plants and animals, and so contribute to the ecological value of the region. Regional brands play an important role in enhancing the environment through increased biodiversity, improved farming practices, and by securing cultural landscapes. Shortened transportation routes also form the basis for reduced emissions in the food sector, although the mode of transportation must be taken more into account, particularly with respect to consumers, to achieve genuine results.

The evidence presented in the literature shows that regional brands have much to offer in the way of sustainability. They manage to bring economic, social and environmental benefits together in such a way that they all intertwine and strengthen one another. It is therefore difficult to ignore one sphere in favor of another and so sustainability is ensured. This makes regional branding a very attractive motor for sustainable development at the regional level. With this said, we will now evaluate how regional brands can strategically be used as a tool to generate sustainable regional development and how they fit into the European Union’s general development strategy.

3.4. Regional Branding as a Possible Tool for Sustainable Regional Development

Regional branding belongs to the toolkit of an emerging paradigm of rural development that focuses on endogenous potential, participation, and a renewed emphasis on agriculture as a driving force in rural areas. This paradigm redefines nature and culture as assets to be used towards achieving development goals and relies more heavily on networks and forming synergies between traditional economic sectors (Marsden and Sonnino 2008; Renting, Marsden, and Banks 2003). The region

is considered the optimal level of integration, because of its ability to draw on regional identities and cultural differences as well as personal networks and motivation. This concept of regional development lends itself well to combination with sustainable development, which concentrates on closing production loops, keeping supply chains short, and using capital in such a way as to not deplete it (Messely, Dessein, and Lauwers 2010; Schmid 2002). Therefore, sustainable development on a regional level has become the focus of many development projects and fits in with the European Union's development strategy.

As reaction to the ongoing rural exodus and devaluation of agriculture by the forces of globalization, the European Union has chosen a strategy of encouraging growth from within. This is opposed to the older strategy of planned development on a governmental level. With this new strategy the EU hopes to be able to better stabilize long-term development in rural areas (Mose 1993). The difference between the two strategies is, that the endogenous development takes particular consideration of existing institutions and interest groups in the region and their special situation and concerns. It involves dialog among the interest groups in the region and with governmental agencies (Mose 1993). Additionally, endogenous development focuses on existing capital and tries to build upon the strengths of the region in order to generate growth and income. Often, this involves the natural or cultural capital that the region has to offer. Ger writes of the advantages of using local resources and knowledge:

There is a much greater potential for innovation and creativity if entrepreneurs build upon the locally existing strengths, roots, culturally embedded memories, and tacit knowledge. Extrapolating from lifelong practices and indigenous pools of knowledge will foster self-confidence — which, in turn, is critical for activating and enabling insight and intuition. Relying solely on external, imported know-how usually reduces self-confidence and has the potential to repress local creativity. (Ger 1999, 71)

Therefore, the point is not to attract investors from across the globe in order to generate development, but to activate the endogenous abilities present in the region to let the region grow from within (Hammer 2002). Development from within asks the question 'what do the people in the region need, in addition to what they already have, in order to be successful?' The local population is involved in development planning from the very beginning and their acceptance and cooperation is, therefore, considerably higher. Due to its ability to make use of regional resources, as well as its participation and networking aspects, regional branding is exceptionally well equipped to generate development from within and fits well with the EU's development strategy.

Particularly, regional branding's extensive use of cultural capital has brought it into the spotlight as a source of endogenous development. Regional products add value almost entirely by exploiting the cultural capital of the region: the landscapes, the naturalness of the region, the traditional qualities of the product or production method, a particular cultural characteristic, etc. An advantage of this strategy is that cultural capital is relatively abundant in rural areas and is enriched and multiplied through use, rather than depleted. Similar to regional identity, the more cultural capital is publicized, the more people associate it with the region and themselves, and the more it can be used to stimulate further growth in the region (Moseley 2003). During the process of contributing to a sense of pride and identity with the region, regional brands also add to the cultural capital stock, creating more potential for regional development (Hammer 2002). Rural communities are increasingly exploiting this positive loop and rediscovering their cultural capital as a resource to stimulate development.

Participation is also a very important component of endogenous development, because without the consent and cooperation of the people, the initiative is likely to encounter resistance. The benefits of the development scheme must be spread over many individuals so as to ensure cohesion throughout the region and cultivate cooperation (Schmid 2002; Kistenmacher and Mangels 2000). Regional brands necessarily involve various individuals and interest groups, as it connects agriculture, nature protection, cultural initiatives and tourism. It can only be carried by a critical mass of participants and thus absolutely requires the cooperation of numerous locals and governmental agencies. Regional brands also help to connect actors in the region through their networking component, and so enable cooperation and synergies. This is an important factor since "... the lesson of so much of rural development is that it is a collective process of innovation and change." (Moseley 2003, 50). Regional branding consequently can advance regional development by bringing people together and promoting participation over a large population base. Its additional synergy effects with other economic sectors, which will be discussed in the next two chapters, and its inherent sustainability make it a natural candidate for developmental purposes.

Regional brands are subject to some difficulties that can dilute their ability to generate development, however. One such problem is that regionality has not been legally defined. On the one hand, this allows regional brands some amount of flexibility. On the other, it gives way to misuse of the phrase from companies that are not carried by a large membership base and typically define "regional" less exactly than most brands. This can lead to confusion and distrust of the phrase from the consumers' point of view

(Bundesverband der Regionalbewegung e.V. 2010; Weik, personal interview, 6/14/2013). Related to the lack of legal definition, there is a growing trend for grocery chains to create their own regional 'brand' and profit from the increased interest for regional products. This leaves less room in the store for products from cooperative regional brands in the area, which increases the competition, leading to the same price squeeze that producers were trying to escape (Weik, personal interview, 6/14/2013). While these 'regional brands' certainly generate economic benefits for the grocery chain, they do not generate nearly as many social or environmental benefits for the region, since they typically do not integrate the population nor are they as transparent with their criteria for regional production.

Another difficulty is that very successful producers in the region are not easily induced to join regional brands, since they either see no gain for their company or even view the brand as more competition on the market (Kullmann 2005). Thus, it may be difficult to gain their cooperation or they could oppose the introduction of the regional brand. Additionally, given that regional brands generally have a wide membership base, they often will include less innovative firms, who do not necessarily desire a strong orientation towards sustainability. These firms could potentially put pressure on the brand's production criteria and dilute the social and environmental benefits resulting from regional branding (Kullmann 2005). Finally, using cultural capital to market products, especially when the image is used for touristic purposes, runs the risk of coming across as fake. Maintaining authenticity of place in the minds of the inhabitants of the region and using the image for marketing purposes is a fine line to walk and must be taken into account in the marketing strategy (Askegaard and Kjeldgaard 2007). If these problems can be avoided, regional brands can offer a straight forward and effective instrument for regional development.

The literature on regional brands draws a very positive conclusion. Regional brands have positioned themselves well against the forces of globalization, adapting themselves to answer a newly emerging need for identity. They build upon the cultural capital of the region and thereby utilize previously overseen resources. Their unique construction allows regional brands to remain flexible, depending on the situation in each region. Most importantly, regional brands achieve a plurality of benefits for the region with respect to economic, social, and environmental considerations. They accomplish a well rounded sustainable regional development and fit well with a strategy of endogenous development. Their usefulness as a motor for sustainable development in rural areas has already been recognized by many. However, some

sectors could still benefit from incorporating regional branding. These sectors include nature protection areas and tourism, to which we will now turn our attention.

4. Sustainable Regional Development as a New Task for Nature Protection Areas

Nature protection areas have gradually gained an important function as an engine for regional development over the last few decades. This is the result of a changing perspective in Europe on the best method for protecting nature and, consequently, the role of nature protection areas. Mose and Weixlbaumer phrase this change as "... a significant shift of doctrines, or rather shift of paradigm, indicating a slow but constant move away from the original static-preservation approach towards a dynamic-innovation approach." (2010, 13). With this, they mean that European nature protection policy has shifted its focus from a doctrine of 'protection without use,' as followed in the United States to protect predominantly wild landscapes, to a doctrine of 'protection through use,' first used in the UK to protect cultural landscapes heavily influenced by human presence (Mose and Weixlbaumer 2010). Although natural landscapes in Europe largely resemble the cultural type, the non-usage doctrine was rigidly followed for many decades and nature protection was generally seen as the antipode to economic development (Hammer 2002). Now, the shift to 'protection through use' concentrates on creating synergies between economic development and protection goals rather than segregating the two spheres. Whereas previously, protection goals took absolute priority within protection areas, they are now integrated into development objectives with equal priority for economic, social and environmental concerns (Hammer 2002). This switch to the integrated approach can be clearly seen in Figure 6, which shows the designation of different types of nature protection areas in Europe over time. This change in policy can also be seen in the rhetoric of policy makers for protection areas. The Caracas-Conference on nature protection areas in 1992 declared that protection areas should be integrated into all regional land use planning, and that development should be channeled in a more sustainable direction with a reasonable use of natural resources (Mose and Weixlbaumer 2007). Moreover, the International Union for Conservation of Nature (IUCN) defines the principal task for nature protection areas as "the protection and conservation of biodiversity as well as of natural and cultural resources." (EUROPARC and IUCN 1999 in Mose & Weixlbaumer 2010). The inclusion of cultural resources within the realm of nature protection opens the concept of protection to cultural land uses and traditions. With this policy change, the EU has sent a clear message that nature protection areas should not cut themselves off from the rest of the world, but integrate the economy and the locals into nature protection.

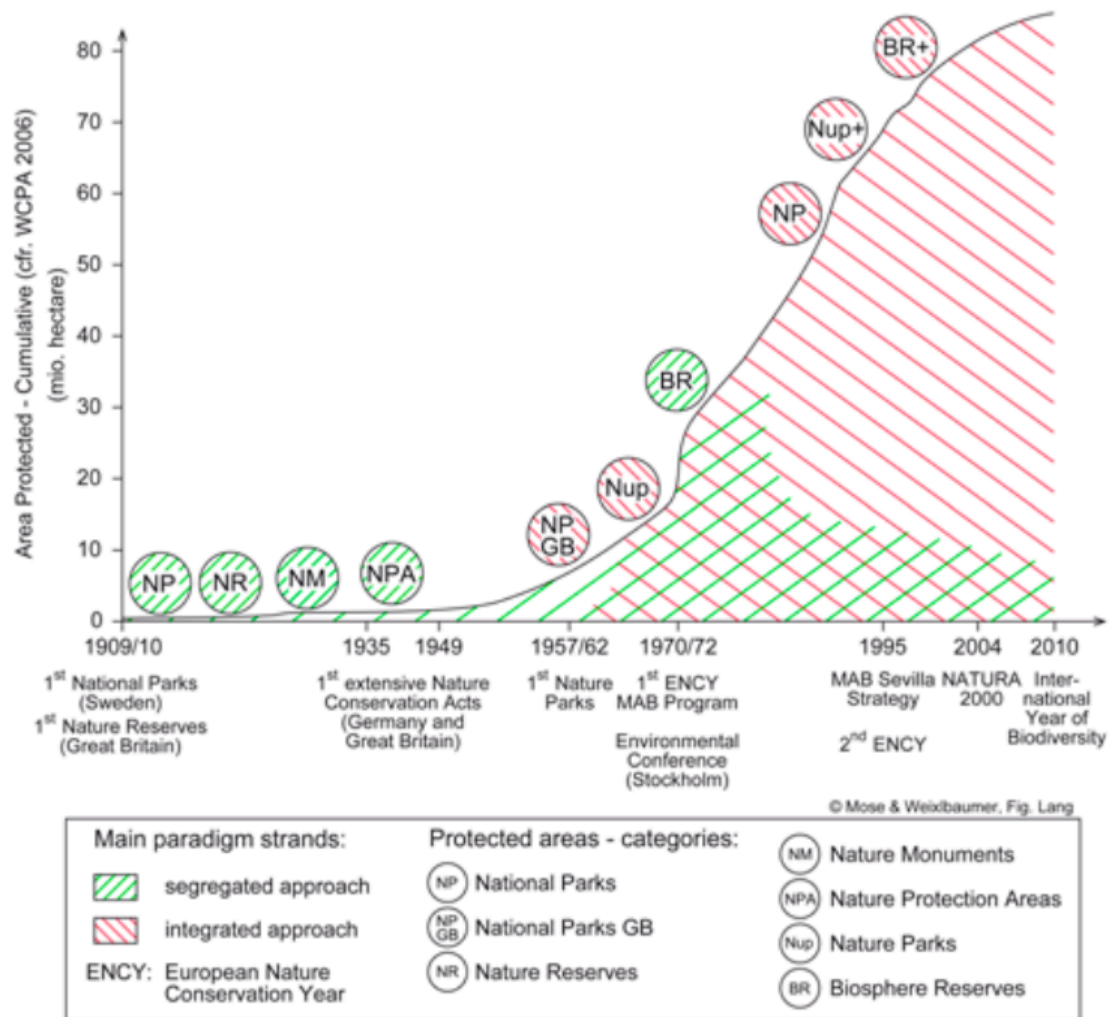


FIGURE 7: DEVELOPMENT OF NATURE PROTECTION POLICY IN EUROPE

SOURCE: MOSE & WEIXLBAUMER 2010

There are some very good reasons for this shift in policy. First and foremost, nature protection areas experience much less resistance when the inhabitants are informed of the goals of nature protection and fears of an economic stand-still are laid to rest. The incorporation of development goals into nature protection areas has been shown to greatly increase the local support for the protection area and its nature protection goals (Leibenath 2002; Zimmer 2000). Engaging the broadest possible amount of local inhabitants as participants is also an important component in the acceptance of the nature protection area's objective. Involving the local and regional actors in the planning of development and nature protection goals establishes good communication channels, dispels distrust, and builds sympathy for the area (Hammer 2002; Mose and Weixlbaumer 2007). Therefore, participatory forms of endogenous development help to advance nature protection objectives and increase the acceptance of the locals. Integrating sustainable forms of development into nature protection activities can also expand nature protection outside of the area's borders themselves. Since

development projects are carried by an entire region, not just the nature protection area, environmental protection targets can be expanded to this whole region when they are integrated into sustainable development programs (Hammer 2002). Moreover, experience has shown that landscapes to a large extent have been, or still are, used by man, and that these cultural landscapes are not any less biologically significant than natural or wild landscapes (Hammer 2002). For these reasons, it makes considerable sense to incorporate sustainable development into the objectives of nature protection areas. Which is why a special category of nature protection areas is specifically being entrusted with this task.

Cultural landscapes lend themselves especially well to merging developmental aims with nature protection targets. For this reason, the IUCN category for protected areas 'Protected Land- or Seascapes' (category V) is most often given this task. A protected land- or seascape is defined as,

A protected area where the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value; and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values. (IUCN 2013)

This definition clearly highlights the importance of man's interaction with the environment in producing biologically significant landscapes and stresses the usefulness of this continued interaction. Thus, category V areas are characterized by a slight anthropocentric view, where man's influence on the landscape plays a central role (Mose and Weixlbaumer 2007). These areas present the ideal environment to protect nature within a cultural landscape and simultaneously further development, bringing the economy in line with the ecology (Popp 2000). As the sectors recreation and tourism, agriculture, and forestry were found to have the highest environmental impact, it makes sense to incorporate these activities into nature protection goals in order to steer them in a more sustainable direction (Crabtree and Bayfield 1998). The rapid proliferation of category V areas is a confirmation both of the shift in policy as well as the general acceptance of combining nature protection and sustainable development (Mose and Weixlbaumer 2010). This category also contributes the largest landmass to protected areas; almost half of all protected land falls into this category (Mose 2010). Category V protection areas, therefore, take on considerable weight and play the main role in the new dynamic approach to nature protection.

In Germany, category V protection areas include both nature parks and biosphere reserves (Mose 2010). These areas combine sustainable development with nature

protection in one of two ways: either as a general task for the entire protection area, or as a function of a certain zone within the protection area. The new dynamic understanding of nature protection allows for the combination of areas with strict nature protection objectives, and areas that cater to a more developmental objective into one nature protection area (Mose 2010). Consequently, biosphere reserves follow the concept of creating different zones, each with a different degree of developmental use permitted. It is noteworthy that the developmental zones encompass considerably more space than the non-use zones. The core zone, which restricts usage, makes up only 3% of the total area, whereas the buffer zone must make up at least 10% of the reserve and focuses on preserving the cultural or natural landscape through use. The remaining area of the reserve (50 to 80%) is made up of a development or transition zone, which concentrates on anchoring sustainable development in the region (Hammer 2002). Nature parks, in contrast, are not split into zones, but further sustainable development over the whole of the park and beyond when possible. According to the German Federal Nature Conservation Act, biosphere reserves and Nature parks alike serve "... the primary purpose of preserving, developing or restoring landscapes shaped by traditional, diverse forms of use, along with their historically evolved diversity of species and biotopes..." and nature parks are described as "... particularly well-suited to promote sustainable regional development." The Act even designates biosphere reserves as "... a model for the development, practical application and testing of particularly sustainable cultivation and management methods, taking account of vulnerable natural resources." (Bundesamt für Naturschutz 2012, § 25, 27). From these definitions, category V protection areas in Germany are unmistakably given the task of applying the traditional use of the landscapes towards its preservation and of implementing sustainable regional development.

Sustainable regional development has become one of the major objectives of category V nature protection areas. In fact, they are also given the task of acting as role models for the implementation of sustainable regional development. Biosphere reserves are explicitly given this assignment under the Federal Nature Conservation Act, but it applies to nature parks as well. This task allows category V protection areas to offer space for innovations in the fields of organic farming, socially- and environmentally-friendly tourism, or renewable energies, to name a few. With this, they become an example for other protection areas or regions interested in fostering sustainable development, and so simulate sustainable development in rural areas regardless of geographic proximity (Mose and Weixlbaumer 2007; Hammer 2002; Mose 2010). In such a way, sustainable regional development takes on a new dimension for

protection areas and, along with environmental education, will be the most important function of category V areas in the future (Popp 2004). Already, nature protection areas are increasingly being regarded as instruments to stimulate regional development and are being established with hopes of economic benefits for the entire region, far beyond the borders of the protection area itself (Mose and Weixlbaumer 2007; Leibenath 2002; Mose 2010). Nature protection areas have become a tool for sustainable regional development, but what tools can protection areas themselves use to generate this development?

The preceding discussion shows that nature protection areas and regional brands have many things in common. They are both viewed as tools for sustainable development and innovation, and generally follow the mutual objective of bringing nature protection, economic matters, and social concerns together under one roof. Regional brands present an option for nature protection areas to establish connections to regional actors and institute a cooperative project to ensure the local population's involvement. This also ensures that the environmental and social criteria for regional brands are not shorted (Leibenath 2002; Popp 2004). A study on biosphere reserves in Germany found that many of the directors of biosphere reserves agreed supporting regional brands was one of the most important tasks for the reserves and a valuable tool for implementing sustainable regional development. However, the production criteria for regional brands in cooperation with biosphere reserves must then channel agricultural production in a more ecological direction (Kullmann 2007). The Petersburg Program for nature parks also defines regional branding, along with nature-based tourism, as one of the best means of performing their duty to generate sustainable regional development (Deutscher Verband für Landschaftspflege e.V. 2012). Regional branding has been recognized as an excellent tool for nature protection areas and creates significant synergy effects both for the protection areas and the region. However, for a successful cooperation of the two parties, it is imperative that the economic coordination of the project stay in the hands of the local actors but that the economic goals of the brand do not overshadow the environmental goals of the protection area (Kullmann 2007; Popp 2000). This way, both sides profit from the cooperation, and synergy effects can be maximized.

Surprisingly though, few regional brands actually are cooperation projects with protection areas. While most biosphere reserves in Germany do have a cooperation with a regional branding project, the large majority of regional brands do not cooperate with any protection area (Weik, personal interview, 6/14/2013). Since there are

currently 134 protection areas that make up over 30% of the landmass of Germany, this absence of cooperation in regional branding projects is remarkable. This is especially true since the large majority of these protection areas are nature parks, which should be working towards implementing sustainable development (Bundesamt für Naturschutz 2010; Verband Deutsche Naturparke e.V. 2013). It would therefore be in the interest of protection areas to encourage more cooperation projects with regional branding initiatives and so fulfill their assignment to generate sustainable regional development. This would greatly reinforce the goals of both the regional brands and the protection areas, and result in a higher quality of sustainable development than either could achieve alone. Why these synergies often go unused, might lay in the very limited personnel and financial resources that many nature protection areas face. Therefore, it is also up to politicians to realize the potential of such projects and to supply nature protection areas with enough resources to achieve the best results possible.

5. The Symbiotic Relationship Between Regional Branding and Sustainable Tourism

Tourism is a further sector that has much in to gain from regional branding and vice versa. These sectors can fit together seamlessly, especially when focusing on nature-based or sustainable tourism. Regional brands can benefit from a cooperation with tourist organizations, as brands with an intersectoral approach that include both products and services tend to be more successful (Popp 2007). The food service industry is a logical extension of regional brands but other touristic destinations or services can also be included. Through these channels, tourism can become one of the most important partners for regional brands (Kullmann 2007). However, tourism has much more to benefit from regional brands, as they secure the very basis for much of rural tourism and enhance the image of the region. By protecting and enhancing the landscapes and cultural traditions, regional brands indirectly boost the potential for tourism in the region. They can also benefit tourism directly by encouraging food-related tourism. Hence, both sides have much to gain by cooperating.

The direct benefits to tourism from regional branding are the easiest to measure. Food-related tourist attractions are becoming steadily more popular, and traditional production methods and handicrafts are encountering more and more interest from visitors (Everett and Aitchison 2008). Many regional brands have taken up on this interest in “transparent production” and offer open house visitations of the production process. Whether this is on a farm with the animals or in a processing company with taste-testing, these kinds of touristic services are seen as an additional source of income for many regional brands and their members (Deutsche Vernetzungs-stelle Ländliche Räume 2012b, 17; Lehmann 2009). Programs such as these bring visitors into the region, creating business for other touristic services as well. Farm vacations made up as much as 6.5% of all inland vacations in 2007 and brought in as much as a billion euro for farms across Germany (Deutscher Verband für Landschaftspflege e.V. 2008). Food tourism has the added benefit of an extended tourist season, since food-related activities are less dependent on good weather (Everett and Aitchison 2008). This can help to take the pressure off the summer months and ensure the long-term success of the companies. Hence, food-related tourism certainly has economic potential, and regional branding can encourage this form of tourism by making the region and its products known. True to the character of regional branding, these forms

of tourism are also some of the most sustainable, given that they support traditional handicraft, avoid long travel distances and flights, and bring guests in close contact with the locals and nature. Thus, regional branding further supports sustainability and can directly boost regional tourism through increased food-tourism.

Regional branding also transports the image of the entire region outwardly, which then allows for heightened touristic marketing. Regional products transport positive associations, such as naturalness, health, or traditions, which are increasingly being used to promote rural tourism (Ray 1998). By incorporating the regional products into the tourism sector, the region as a whole becomes associated with these positive emotions as well. This is particularly the case when the landscape takes a central role in a regional brand's marketing concept (Popp 2007). The positive emotions associated with the rural food products then become attached to the landscape, which in turn also captures positive emotions, and can easily be transported in tourist offers. Authenticity and regional identity also play an important role in rural tourism. A study on tourism in the UK shows that 42% of tourists look for products with "regional identity" (Everett and Aitchison 2008, 160). Thus, the perception of cultural authenticity both by the tourists and the locals is an important component to tourism. The ability of regional brands to engender regional identity and pride is essential for the creation of a solid regional image and feeling of authenticity. If the local population believes a product or tradition is authentic and typical for that region, it becomes incorporated into the image of the region seen by outsiders. Thus, marketing culturally embedded products strengthens the image and positive associations with the region (Ger 1999). In this context, it becomes apparent that a consistent image of the region for marketing purposes would benefit both the tourism sector and the regional brand. Thus, a close cooperation between touristic agencies and regional brands to generate a coherent, credible marketing image is paramount to the successful combination of these sectors. The intensity of the cooperation however will depend on the touristic strength of the region (Kullmann 2005; Keller 2010; Leibenath 2001). So regional brands contribute to the tourism sector both directly through food tourism and indirectly through the creation of positive associations and a strong image of the region. But the symbiotic relationship between tourism and regional branding goes much deeper.

Regional brands also benefit tourism much more profoundly by protecting the landscape and cultural fiber of the region. The demand for nature-based tourism has risen considerably over the last few years. This branch can offer substantial job opportunities and incomes for regions with an intact natural landscape, which is

especially important for rural areas (Deutscher Verband für Landschaftspflege e.V. 2008; Deutsche Vernetzungsstelle Ländliche Räume 2012b). The challenge is to keep these landscapes natural. By valorizing agricultural products and traditional farming methods, regional brands make a huge contribution to the preservation of natural landscapes. They ensure economic survival for forms of land use with idyllic flavor, such as small scale farming and grazing. In this way, regional brands also contribute significantly to the touristic value of the region (Deutscher Verband für Landschaftspflege e.V. 2008). Furthermore, regional brands help to secure the integrity of the social fabric in rural areas by creating regional awareness and a feeling of community, and by counteracting the rural exodus, as discussed in chapter 3.3. This also increases the touristic value of the region, since lively, intact villages with their cultural and historical background are just as important for tourists as natural landscapes (Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007). From this discussion, it is plain to see that tourism in rural areas can form an effective symbiosis with regional brands, and the tourism sector would be foolish not to cultivate such a cooperation (Popp 2007). With so much at stake, the tourism sector should be very proactive about supporting regional brands. Regional brands both stabilize and augment tourism, supplying further economic benefits for the region. The touristic value of regional brands has the extra bonus that it adds to the diversity of income sources in the region, supplementing tourism with agriculture and vice versa (Mose 1993). With this we can see that regional brands benefit not only the agriculture sector, but other sectors as well and so distributes positive benefits far outside of its actual sphere of influence.

6. Case Study: The Regionalmarke EIFEL

The discussion in Chapters Three through Five illustrates regional branding's potential for sustainable regional development. The literature suggests a number of benefits arising from their implementation and, at least in some cases, proves regional branding to be one of the most efficient ways to generate development. However, empirical evidence for these benefits is often lacking, particularly in the case of the environmental and social benefits. This case study scrutinizes the benefits of regional branding as experienced by their members and consumers. In this way, it seeks to confirm the theoretical benefits as presented in Chapter Three. The Regionalmarke EIFEL presents an optimal basis for this study, as it is one of the most successful cases of regional branding in Germany and generally considered a best practice example (Weik, personal interview, 6/14/2013). This chapter begins by introducing the Regionalmarke EIFEL and its particular context. It then examines the brand's goals for sustainable development. Lastly, the results of the survey are presented and analyzed.

6.1. An Overview of the Regionalmarke EIFEL

The social and economic conditions in the Eifel a decade ago were similar to many rural areas in Germany: in danger of falling victim to industrialization and rural exodus. While the majority of agricultural market is still represented by small and Medium-sized businesses, the trend towards large, industrial businesses has grown steadily since the 1990s. This trend was accompanied by the typical symptoms of a reduced number of small and Medium-sized farms and decreased employment in the agricultural sector, which in turn threatened the social fabric of the region. Remote villages were especially suffering from an overly aged population with few young people left (Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007). At the same time, the Eifel is dependent on its natural landscape as one of the most important local recreation areas for Germany's dense population area along the Rhine. With over 5.5 million overnight stays and 15 million day visitors in 2003, tourism represents one of the most important sources of income for the Eifel (Popp 2004). The landscape represents a very important resource for economic activity in the region and was endangered by ongoing changes in the structure of the agricultural sector. This problematic situation set the stage for the rise of regional branding in the Eifel. The creation of a regional brand was further supported by a relatively pronounced environmental conscience and regional identity. The two nature parks, and later the national park, ensured a minimum level of environmental awareness in the region and provided environmental

partners for the brand. They also help to conserve the natural landscapes, although only within their borders (Popp 2004; Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007). Furthermore, the Eifeler are known for their strong sense of social cohesion and, brought into association with the natural landscape and culture, provides for a marked regional identity (Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007). This initial situation provided the context for the Regionalmarke EIFEL and lead to its creation.

The Regionalmarke EIFEL was strategically used as an instrument for development from the very beginning. It was first brought to life in 2001 through the rural development program “Regionen aktiv - Land gestaltet Zukunft” funded by the German Federal Ministry of Food and Agriculture. The program was designed to give rural areas an impulse to improve their general situation. The County of Bitburg-Prüm applied for the program with the concept of creating a regional brand with high-quality produce and clear geographic origins. The project was chosen by the Ministry due to its potential as a flagship project for other regions to duplicate (Regionalmarke EIFEL GmbH 2010; Popp 2004; Pfeifer, personal interview, 6/10/2013). After the project was chosen for the program, a local action group was formed to create a concept for the brand and implement it. This group consisted of representatives from multiple interest groups in the region: from industry and agriculture to schools and tourism as well as the nature parks (Pfeifer, personal interview, 6/10/2013; Popp 2004). A development group was even established under the nature park South Eifel, marking the first instance in Germany where a nature park took joint responsibility for a regional brand extending outside of its own borders (Popp 2004). In 2004, the Regionalmarke EIFEL GmbH was founded to handle the economic and logistical aspects of the brand, and the local action group was eventually disbanded. From this point on, the company took over the task of acquiring partners for the brand and certifying products. The first product marketed under the brand was the Eifel premium ham. A special company, which still exists today, was launched for this product as part of the brand's formation (Pfeifer, personal interview, 6/10/2013). The Regionalmarke EIFEL grew steadily, both in geographic area included in the brand, as well as in number of members. In 2006, the brand expanded its cooperation area to include the north Eifel in the state of Nordrhein-Westfalen, marking its last geographic expansion (Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007). Thus, we see that the brand showed great potential from the very beginning.



FIGURE 8: GEOGRAPHIC REGION MARKETED THROUGH THE REGIONALMARKE EIFEL
SOURCE: REGIONALMARKE EIFEL GMBH 2013

The Regionalmarke EIFEL's current situation shows its success. Today the brand markets products and services from ten counties, seven in Rheinland-Pfalz and three in Nordrhein-Westfalen. This area includes about 600,000 hectares of land, 270,000 of which are used in agricultural production. The area is home to about 700,000 people with a density of approximately 116 inhabitants per square kilometer (Popp 2007).

Figure 7 shows the geographic area marketed through the Regionalmarke EIFEL. This clearly defined geographic area helps to make the origin of the products transparent and understandable. Currently, about 320 companies divided into 30 different product groups use the Regionalmarke EIFEL's logo for their products or services. Of these, approximately 180 companies are in the tourism sector, called EIFEL Hosts, and include cafes, restaurants, hotels, and camping areas. The remaining 140 businesses are in the agricultural and processing sectors, called EIFEL Producers, and include everything from side-job farms through to large-scale businesses. All of these businesses must comply with the Regionalmarke EIFEL's production criteria for their respective product group, and pass an audit in order to use the brand's logo (Pfeifer, personal interview, 6/10/2013). The Regionalmarke EIFEL is also one of the few brands in Germany to have reached financial stability and no longer need funding from the government (Kullmann 2005; Pfeifer, personal interview, 6/10/2013). The Regionalmarke EIFEL has already achieved much, and regional branding is gaining significance as an alternative source of income in the region (Naturpark Nordeifel e.V. and Nova-Institut GmbH 2007).

The concept behind the Regionalmarke EIFEL is to bring quality and local production together. Thus, the EIFEL 'e' shown in Figure 8, stands for a guarantee of quality and



regionality. This copyrighted logo is shown on all products marketed through the

Regionalmarke EIFEL, alongside the producing company's own logo. This common logo creates transparency and serves as a point of orientation for the

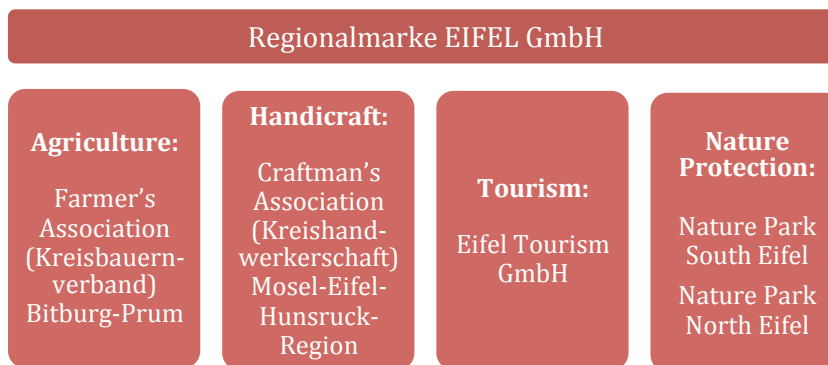
FIGURE 9: THE REGIONALMARKE EIFEL LOGO AND EIFEL PRODUCTS
SOURCE: REGIONALMARKE EIFEL GMBH 2013

consumer. In this fashion, consumers can recognize

products originating in the Eifel easily. (Popp 2004; Regionalmarke EIFEL GmbH 2010). In order to be able to use this logo, each company must undergo an audit by an independent third party, which monitors adherence to the production criteria set forth by the Regionalmarke EIFEL. If the company passes the certification, they may use the logo on all of their products (Pfeifer, personal interview, 6/10/2013). In this way, all products bearing the EIFEL logo are guaranteed as regional product. The certification criteria for each product group is made public on the Regionalmarke EIFEL's website to ensure transparency. These criteria integrate as many other existing quality management systems as possible in order to simplify the certification process. Hence, an organic certification for agriculture production or the star-rating for hotels count toward the Regionalmarke EIFEL's certification as well. This lowers the cost of the EIFEL certification so reduces the barriers to join the brand without devaluing or diluting the worth of the other certifications (Popp 2004; Pfeifer, personal interview, 6/10/2013). For example, the production criteria for EIFEL organic milk utilizes the general regulations for organic production with the additional stipulation that all of the animal feed must have been produced in the Eifel (Regionalmarke EIFEL GmbH 2013). Thus, with this certification system, the Regionalmarke EIFEL guarantees transparency for consumers while providing a simple certification process for regional businesses.

In order to ensure balanced certification criteria and so provide for sustainable development, the Regionalmarke EIFEL incorporates four equally weighted pillars:

nature protection, agriculture, handicraft, and tourism. These four pillars form the basis for the brand and are represented in the four background colors in the brand's logo.



The brand's shareholders, as shown in Figure 9, also mirror this equal division of influence. The farmer's association (Kreislauern-verbände), the craftsman's

FIGURE 10: ORGANIZATION OF THE REGIONALMARKE EIFEL'S SHAREHOLDERS
SOURCE: REGIONALMARKE EIFEL GMBH 2013

association (Kreishandwerkerschaft), the Eifel Tourism Company, and the nature parks North and South Eifel, each have a 25% share of the brand. This ensures that all decisions the Regionalmarke EIFEL makes are in the interest of all their shareholders and that no one sector comes up too short (Popp 2004; Regionalmarke EIFEL GmbH 2010). This being said, the shareholders are each more or less active in the brand's development. Due to the region's strong touristic position, the Eifel Tourism Company is the brand's most involved shareholder. The strong influence of the tourism sector is also evident in the ratio of Regionalmarke hosts as compared to producers (180 to 140 or a ratio of 9:7). Thus, the combination of agriculture and tourism is one of the Regionalmarke EIFEL's defining characteristics. All other shareholders are regularly informed as to the developments of the brand, but are not as active (Pfeifer, personal interview, 6/10/2013).

Each region has different resources and talents and, therefore, each regional brand will have a different emphasis. The Regionalmarke EIFEL's strong touristic influence, as discussed above, stems from the importance of the tourism industry in the Eifel. Similarly, the climatic conditions in the Eifel are better suited to growing grains and grazing animals than to fruits and vegetables. This results in the brands concentration on meat and dairy products (Pfeifer, personal interview, 6/10/2013). The proportion of organic produce is also relatively low, due to the political policies in Rheinland-Pfalz. Thus, although the Regionalmarke EIFEL theoretically encourages both organic and conventional companies, their focus is on conventional production as a result of the structures in the region (Pfeifer, personal interview, 6/10/2013). In the beginning, the brand focused heavily on premium products to generate enough value added to justify the additional costs of the brand. Now, they have moved away from this policy and

have turned their focus towards the daily needs of the inhabitants in order to secure supply structures in the region (Pfeifer, personal interview, 6/10/2013). Another particular feature of the Regionalmarke EIFEL is their cooperation with grocery stores. Consumers can find EIFEL products in normal grocery stores as well as at farmers markets and village or farm stores (Deutsche Vernetzungsstelle Ländliche Räume 2009). The Regionalmarke EIFEL is thus formed by the capacities and strengths of the region. Its beginnings as an instrument for development and its equal focus on the four pillars make it an especially interesting case for studying the capacities of regional brands to generate sustainable regional development.

6.2. The Regionalmarke EIFEL's Goals for Sustainability

As with the individual characteristics, each regional brand has its own set of problems and goals that are more or less relevant due to the structure of the region. The Regionalmarke EIFEL has articulated a set of goals which are particularly important for their work. Improving the economic situation in the region is one of the brand's highest priorities. By increasing the value of the regional products and especially by connecting businesses within the region, the Regionalmarke EIFEL aims to hold jobs and training opportunities in the Eifel, and thereby counteract rural exodus. A particularly important aspect of this goal is connecting agriculture with tourism in order to offer agricultural producers additional markets and supply tourist facilities with quality products (Regionalmarke EIFEL GmbH 2010; Pfeifer, personal interview, 6/10/2013). Another of the brand's top priorities is assuring transparency with respect to quality, regionality and animal welfare. Although they do not include stipulations on GMOs, their emphasis on regionally grown animal feed indirectly excludes them (Regionalmarke EIFEL GmbH 2010; Pfeifer, personal interview, 6/10/2013). The environment also plays an important role in the Regionalmarke EIFEL's goals. Protecting the cultural landscapes through traditional use, accompanied by environmentally-friendly production methods and short transportation routes, is part of the brand's philosophy. Even the EIFEL Hosts are encouraged to improve their environmental practices (Regionalmarke EIFEL GmbH 2010; Pfeifer, personal interview, 6/10/2013). Finally, the Regionalmarke EIFEL strives to further what the brand's manager, Markus Pfeifer, terms a "We-feeling," in other words, a strong identity with the region and with each other. Pfeifer feels sure that the Regionalmarke EIFEL has been able to positively influence the growth of pride in the region. He is also positive about the development of the brand and what they have already achieved toward their goals for sustainable regional development (Pfeifer, personal

interview, 6/10/2013). The answers from the Regionalmarke EIFEL's brand members will complete the picture as to the brand's success.

6.3. Results of the Survey

The results of the survey show some interesting points and expose both successes and short-comings for the Regionalmarke EIFEL. Information on how the study was conducted can be found under methodology in section 2.3. All statistical data cited here can also be found in the appendix. The survey starts by asking about the characteristics of the respondents. The responses to these characteristics reflect the structures present in the Regionalmarke EIFEL. Of the 72 responses, 25 were producers, 43 were hosts, and 4 were both, mirroring the brands large proportion of touristic business. However, the ratio of hosts to producers, as obtained here, has a slightly higher percentage of hosts than for the brand as whole (60% here verses 56% average). This implies that the hosts are also slightly more active in the brand. The number of respondents from organic businesses compared to conventional businesses also demonstrates the brands focus on conventional production. Only 13 respondents reported that they were organic businesses as opposed to the 43 conventional respondents. 4 respondents reported having both organic and conventional production methods, and 8 did not belong to either category. As far as length of membership goes, respondents were fairly evenly spread with a slight concentration toward the middle. So 11 respondents had been members for less than 2 years, 21 for 2 to 4 years, 25 for 5 to 8 years and 15 for more than 8 years. Figure 10 shows these characteristics in percentages of all respondents. This background forms the basis of the survey.

FIGURE 11: CHARACTERISTICS OF RESPONDENTS
SOURCE: OWN SURVEY



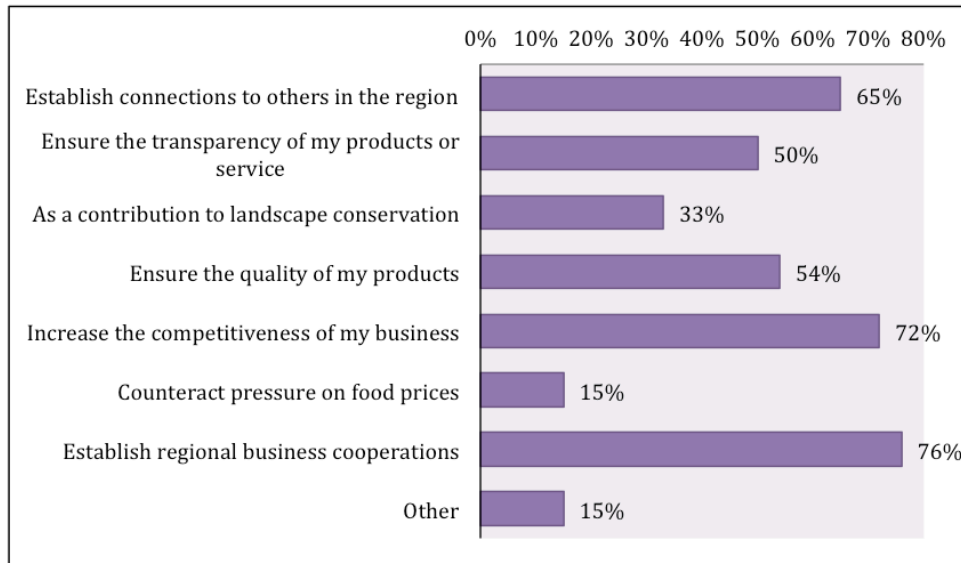


FIGURE 12: REASONS FOR JOINING THE REGIONALMARKE EIFEL

SOURCE: OWN SURVEY

The respondents reasons for joining the Regionalmarke EIFEL and their views on which tasks are most important for the brand also give interesting insights into the brand. These opinions also often differ according to the characteristics of the respondents. Figure 11 shows the respondents' reasons for joining the Regionalmarke EIFEL. Thus, we see that increasing the competitiveness of their businesses and establishing regional cooperations were particularly important to all respondents, while contributing to landscape conservation and counteracting pressure on food prices were less often factors for joining the brand. However, these reasons have different weights for different groups of respondents. Hence, for long standing members, landscape conservation and transparency of their products were more often reasons for joining than newer members. Similarly, establishing connections to others in the region, counteracting pressure on food prices, and establishing regional business cooperations were more often cited as reasons for joining the brand by newer members than their older counterparts. This is also the case for hosts and producers. While Hosts more often considered the quality of their products to be an important reason to join the brand, producers more often considered counteracting pressure on food prices a factor for joining. Organic businesses reported transparency, landscape preservation, and regional business cooperations more often than conventional businesses, while conventional businesses more often cited increasing their competitiveness than organic businesses¹. These differences reflect the different concerns of the different members. Newer members may not feel as connected in the region and may have joined the brand for this reason. Producers are almost certain to

¹ All percentages for this question can be found in table 2 in the appendix

feel pressure on food prices more than hosts and thus join the brand to counteract these pressures. Organic companies place more importance on an intact nature and transparency while conventional companies struggle to differentiate themselves. Hence, some of these trends can be explained by the individual concerns of each type of member.

These same trends are also expressed in the respondents' opinion of the importance of different tasks for the Regionalmarke EIFEL. While all of the tasks were judged to be generally important (in the 1 to 3 range), some were ranked considerably more important than others. Figure 12 shows the proportions of respondents' rankings for categories 1 (very important), 2 (quite important), and 3 (important). From this figure, it

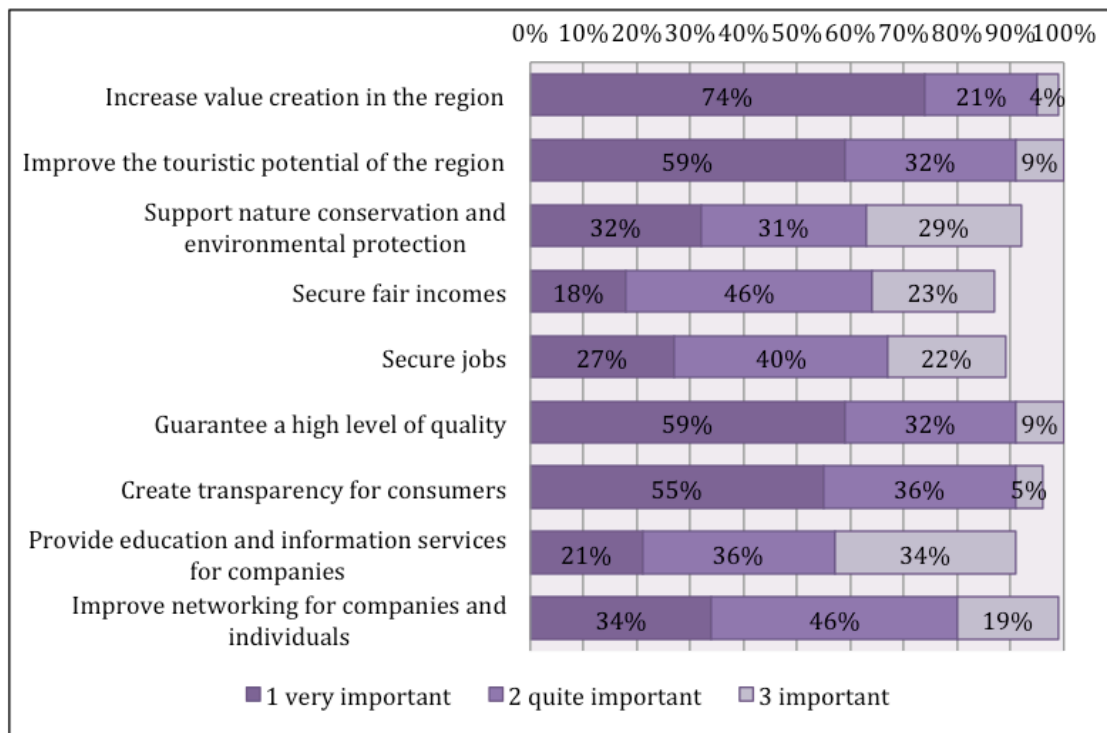


FIGURE 12: RANKINGS OF TASKS FOR THE REGIONALMARKE EIFEL

SOURCE: OWN SURVEY

is clear that increasing value creation in the region is unanimously considered the most important task for the brand, with 95% of respondents ranking it as a 1 or a 2. The tasks improving the touristic potential of the region, guaranteeing a high level of quality, creating transparency for consumers, and improving networking for companies and individuals are also ranked as very important or quite important for the large majority of respondents. Especially the strong support for the task of improving the touristic potential in the region mirrors the large proportion of tourist businesses among the pool of respondents. Supporting nature conservation and environmental protection, securing fair incomes, securing jobs, as well as providing educational and information

services are generally considered the least important tasks for the Regionalmarke EIFEL. These rankings of course also differ according to the respondent group. For example producers ranked securing fair incomes, securing jobs, creating transparency, and improving networking as considerably more important than hosts, whereas hosts voted much higher for improving the touristic potential and nature conservation. Newer member also ranked improving networking as much more important than older members. These differences can be seen in Figures 13 and 14. Hence, the rankings of the tasks for the brand strongly correspond to the reasons for joining the brand, both generally and specifically for different interest groups with in the brand. Particularly noteworthy are the correlations between the reasons for joining and the

FIGURE 13 : RANKINGS OF TASKS BY TYPE OF MEMBER
SOURCE: OWN SURVEY

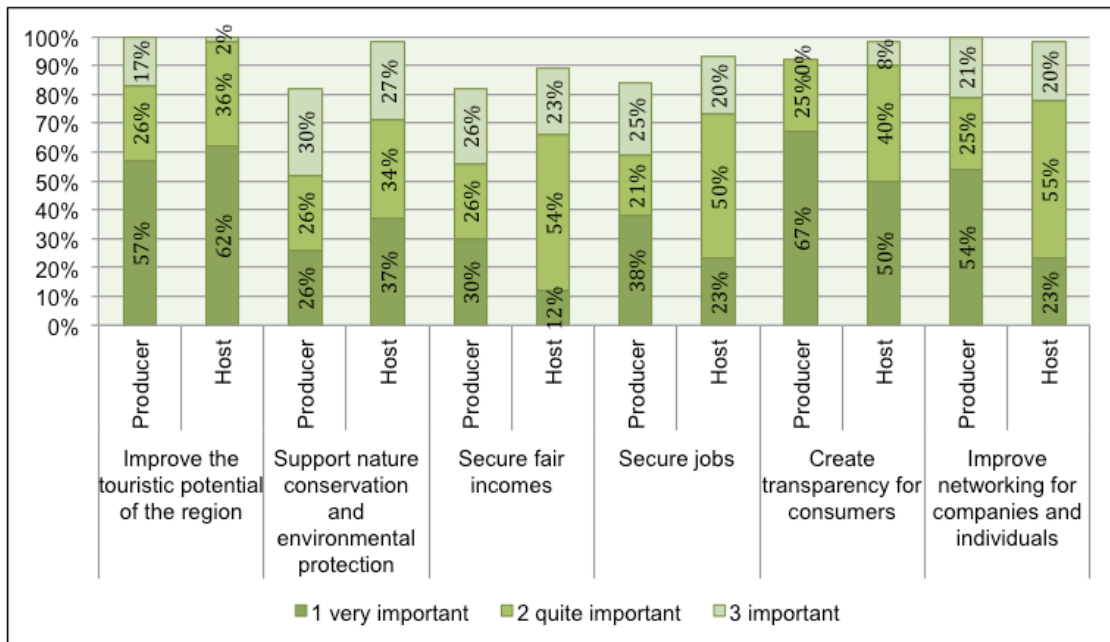
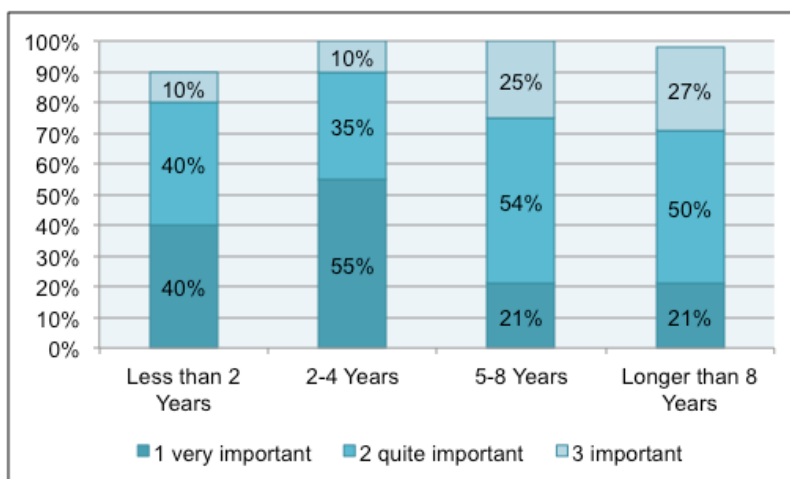


FIGURE 14: RANKINGS OF TASK 'IMPROVE NETWORKING FOR COMPANIES AND INDIVIDUALS' BY LENGTH OF MEMBERSHIP
SOURCE: OWN SURVEY



ranking of tasks for the areas nature conservation and counteracting pressure on food prices to ensure fair prices and secure jobs. With these traits and concerns of members in mind, we can analyze the success of the Regionalmarke

EIFEL with respect to the economic, social, and environmental benefits as outlined in chapter 3.

As far as the economic benefits, the results from the survey show rather a positive development. In 2012, the Regionalmarke EIFEL conducted an internal survey asking respondents to rate the expected development of their business, the development of the region Eifel in general, and the development of the Regionalmarke EIFEL as positive, neutral, or negative. From this survey, the brand found that approximately two thirds of all members answered positively, while the remaining one third answer neutrally. Hardly any respondents answer negatively (Pfeifer, personal interview, 6/10/2013). The results from the survey conducted for this study are less rosy than the internal study about the positive development. This may be due to the specificity of the questions for this survey compared to very general questions for the internal study.

Nonetheless, very few respondents answered negatively in this survey as well. Only the question on how well the Regionalmarke EIFEL helps members to resist pressure on food prices received very many negative answers. For this question, 36% of respondents reported

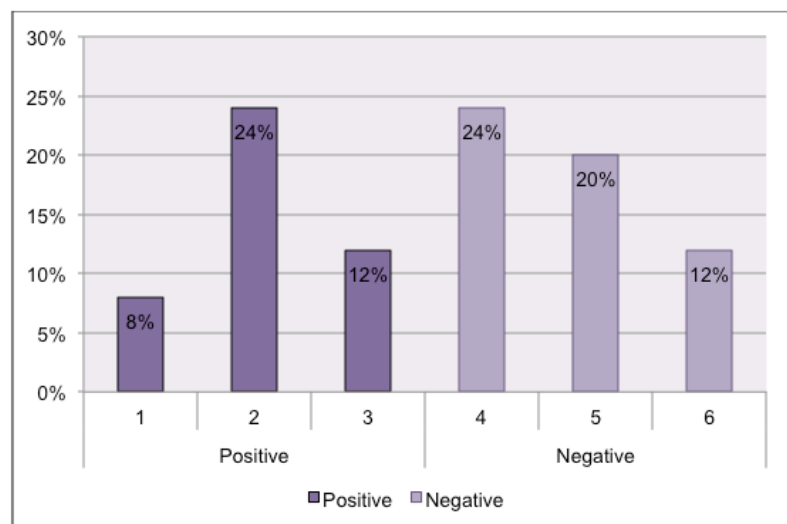


FIGURE 15: RESPONSES TO THE QUESTION 'HOW MUCH DOES THE REGIONALMARKE EIFEL HELP YOU TO RESIST PRESSURE ON FOOD PRICES?'
SOURCE: OWN SURVEY

being exposed to pressure on food prices. Of these respondents, only 44% answered that the brand helped them to resist this pressure, as seen in Figure 15. For the other questions on economic well being, replies were generally more positive. Over 90% of respondents found the prices that they were able to charge to be fair, with 30% judging them to be very fair. Figure 16 shows these numbers as well as the differences between producers and host and between organic and conventional businesses. Producers tended to find their prices more fair than hosts, while conventional businesses found their prices very fair more often than organic businesses. One third of all respondents also reported that they were able to charge more for their products or services due to the Regionalmarke EIFEL. Additionally, almost half of the

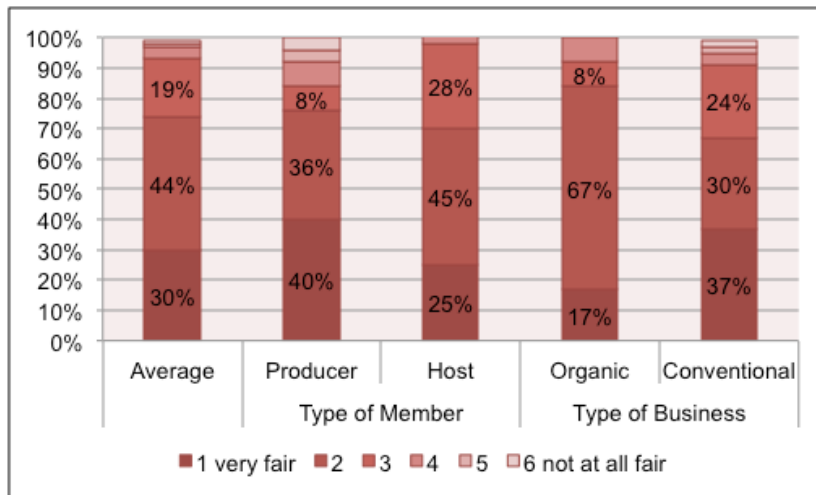


FIGURE 16: OPINIONS OF THE FAIRNESS OF PRICES BY TYPE OF MEMBER AND TYPE OF BUSINESS
SOURCE: OWN SURVEY

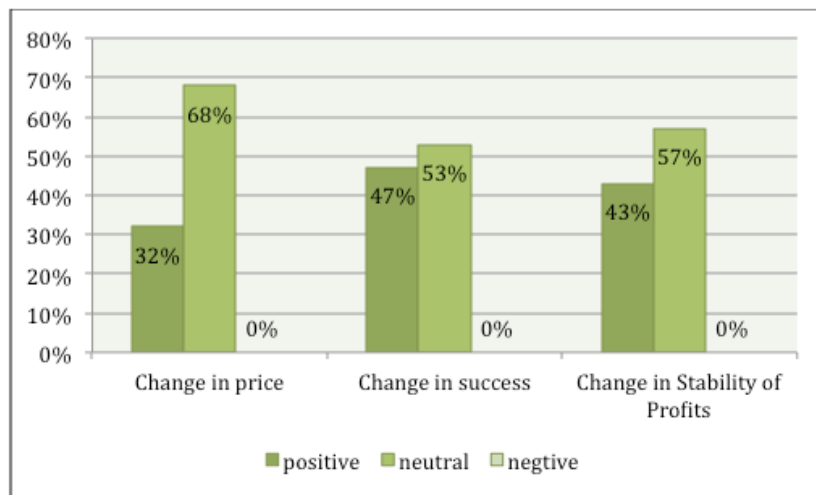


FIGURE 17: THE EFFECTS OF THE BRAND ON PRICE, SUCCESS, AND STABILITY OF PROFITS
SOURCE: OWN SURVEY

respondents reported that they have been more successful and their profits have been more stable since they joined the brand. Figure 17 shows these findings. These benefits were particularly pronounced for the hosts, as they reported higher prices and more success much more often than producers. Circa one third of respondents also replied that they were able to access new business areas or income possibilities due to

the Regionalmarke EIFEL. Hence, between one third and one half of respondents could report some direct economic benefits stemming from their membership in the brand.

The touristic marketing potential for the region has also been positively effected by the Regionalmarke EIFEL. 64% of respondents for the consumer survey said they recognized the brand's logo, although none of them were from the Eifel. This demonstrates the how strong the brand's marketing power is, even outside of the region. The large majority of these respondents also stated that the reason they buy the brand is because it's typical for the region. 68% of the consumers chose this reason; much higher than the next most popular reason, with 46%, that the company

is trustworthy. Thus, the Regionalmarke EIFEL does manage to embody the region in its products and transmit an image of the region to outsiders. Again, this is very possibly due the brand's strong involvement in the tourism sector. Therefore, the Regionalmarke EIFEL not only has improved the economic position for at least a third of its members, but also effectively acts as a herald for the region for tourism purposes. So the brand can be said to have brought about economic development for the region.

The Regionalmarke EIFEL's successes in the social field are also for the most part positive. Although, the brand does fall short on one point. Creating regional identity is one area where the brand has done well. 96% of respondents felt they had a very strong or quite strong connection to the region, as seen in Figure 18. This connection seems to be somewhat contingent on the length of membership in the Regionalmarke EIFEL, as respondents that had been members for less than 2 years reported having

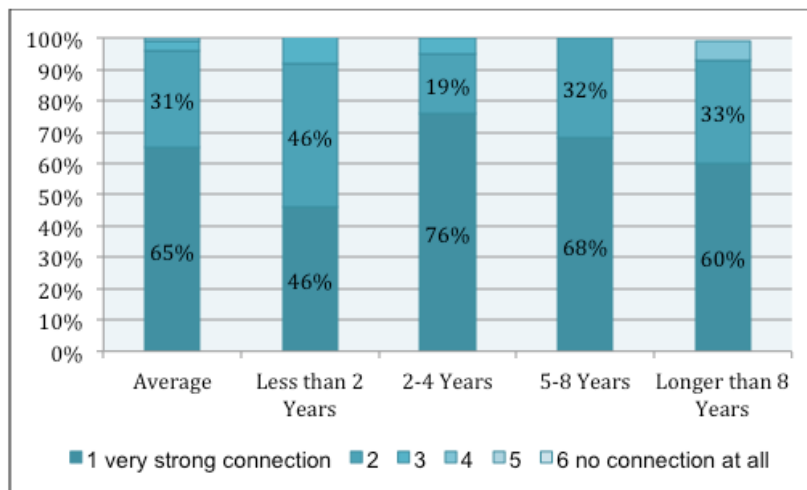


FIGURE 18: CONNECTION TO THE REGION BY LENGTH OF MEMBERSHIP
SOURCE: OWN SURVEY

a very strong connection to the region considerably less often. This is supported by the fact that 60% of respondents replied they feel more connected with the region since they have become members of the

brand. One respondent even commented that they wanted to join the brand in order to identify themselves with the region. This clearly indicates the brand's effect on regional identity in the Eifel. This is also apparent in the reasons the respondents cited for staying in the region. Respondents that had been a member for less than 2 years did not report work or studies as a reason for living the region nearly as often as their older counterparts. This also suggests that the Regionalmarke EIFEL creates regional identity in its members over time and binds them to the region through their jobs. Respondents also felt very connected to the region because of the natural surroundings and the landscape, which the Regionalmarke EIFEL helps to emphasize. The notable exception is again the newest members of the brand, where only 73% reported the landscape as a factor binding them to the region compared to the average of 92% of respondents, as seen in Figure 19. Interestingly, producers also

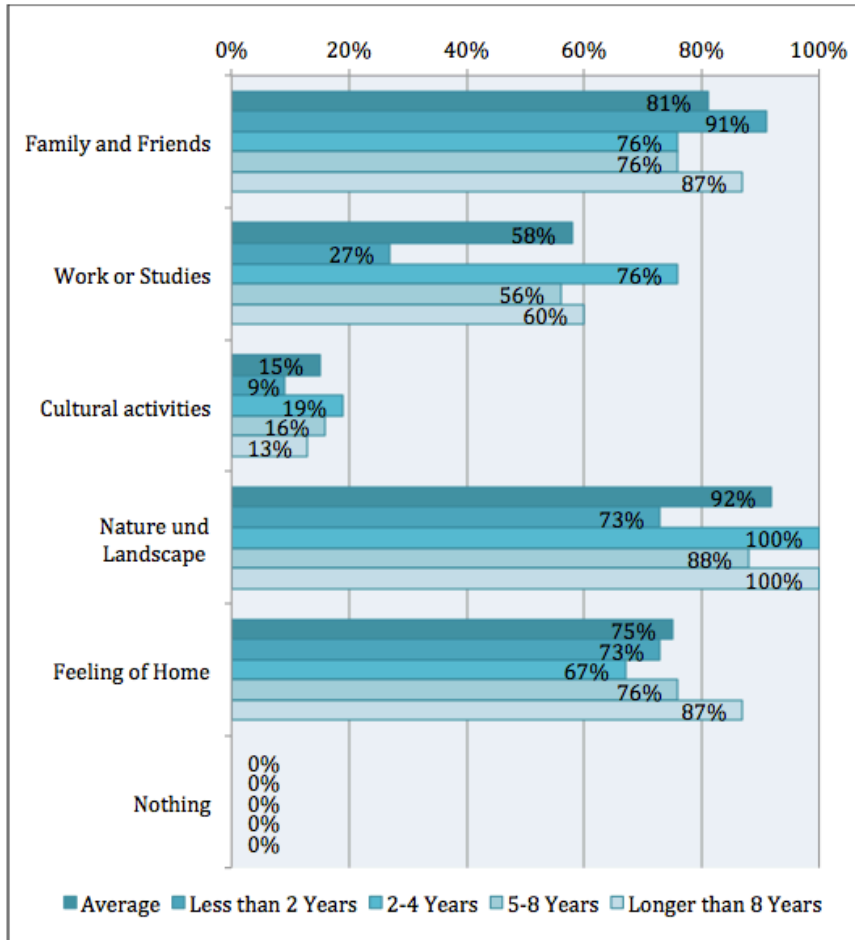


FIGURE 19: REASONS FOR STAYING IN THE EIFEL BY LENGTH OF MEMBERSHIP
SOURCE: OWN SURVEY

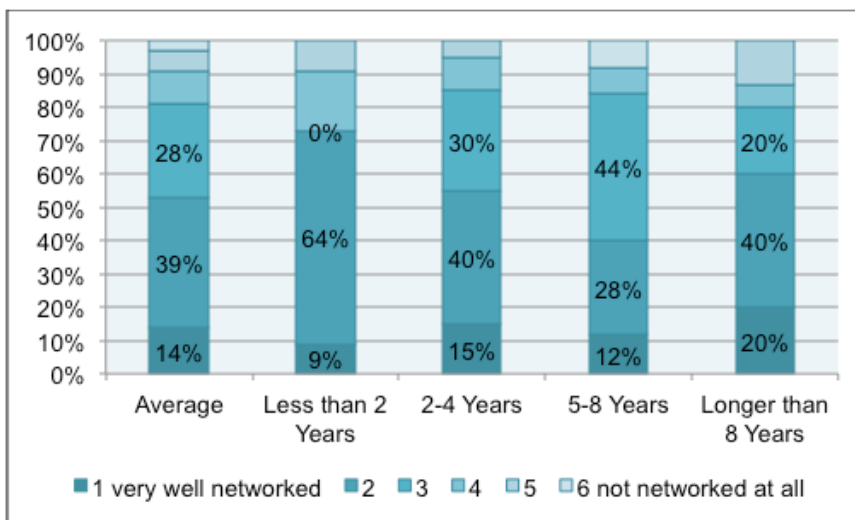


FIGURE 20: DEGREE OF NETWORKING BY LENGTH OF MEMBERSHIP
SOURCE: OWN SURVEY

showed lower rates of connection to the region due to the landscape. However, they cited work or studies more often as a reason for staying in the region, as did organic businesses. The numbers speak for the Regionalmarke EIFEL's ability to strengthen its members' connection to the region and turn their work into a reason to stay in the region. It also brings the landscape into connection with the region and the member's work and so bind the members to the region.

The Regional-marke EIFEL can also count its networking activities as one of its successes. While the number of respondents answering that they were very well networked to others in the region was relatively low, over 80% of respondents reported their degree of networking in the positive range. This factor also seems somewhat contingent on the length of membership. Figure 20 shows that respondents with less than 2 years of

membership were less often very well networked and generally more negative about their degree of networking. This is also supported by the responses to the questions on cooperations within the brand. All members reported being either a supplier or buyer of other brand members at equal rates, as seen in Figure 21. However, respondents newer than 2 years to the brand reported drastically less often that this cooperation was due to their membership in the

brand. This suggests that the longer businesses are a member in the Regionalmarke EIFEL, the better connected to other individuals they become. They also have more time and more contacts to generate ideas for their own business, as the data suggests.

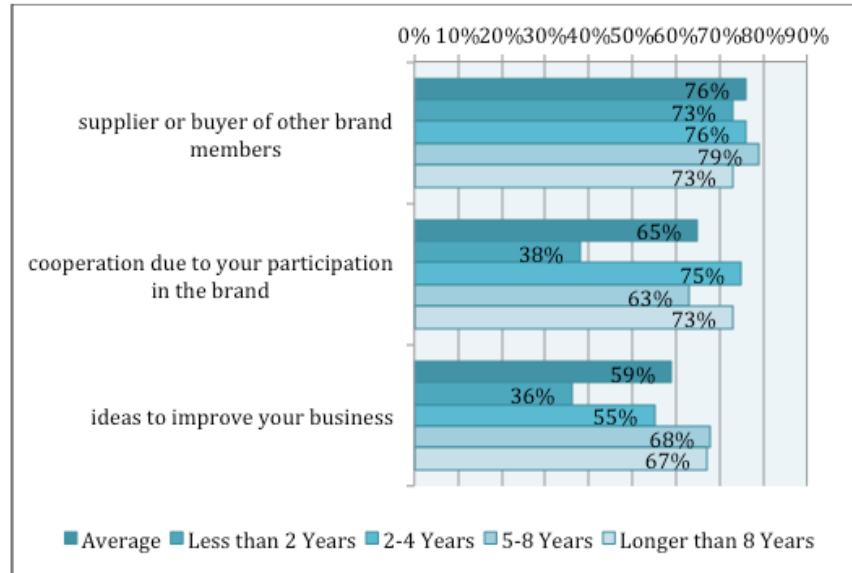


FIGURE 21: EFFECTS OF THE REGIONALMARKE EIFEL ON NETWORKING BY LENGTH OF MEMBERSHIP
SOURCE: OWN SURVEY

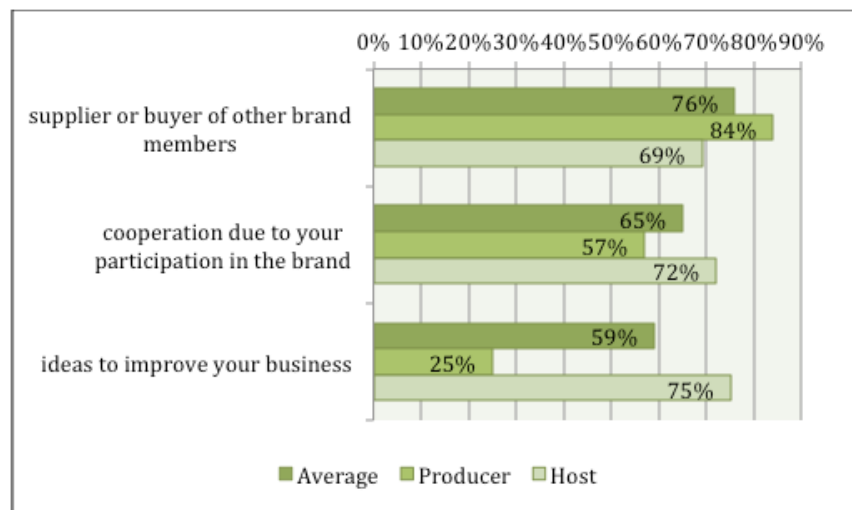


FIGURE 22: EFFECTS OF THE REGIONALMARKE EIFEL ON NETWORKING BY TYPE OF MEMBER
SOURCE: OWN SURVEY

Older members of the brand replied having gotten ideas from other members for their business much more often than newer members. On average about two thirds of respondents said that they have gained cooperation partners due to the Regionalmarke EIFEL and that they have gotten ideas for their own businesses through these contacts. Hosts appear to be better networked or more active in their networks than producers, however. Figure 22 shows that while producers cooperate more often with other brand members, these cooperations did not come about because of the Regionalmarke EIFEL and they are much less able to garner new ideas from other members for their own business. Thus, to improve these statistics, the brand may need to focus more on networking for producers. Those who reported being well networked also answered more often that they had been able to access new business areas and income possibilities due to the brand, shown in Figure 23.

This indicates that the degree of networking is related to the membership in the brand and that the better networked a member is, the better their economic situation. Hence, the Regionalmarke EIFEL has positively affected the degree of networking in the

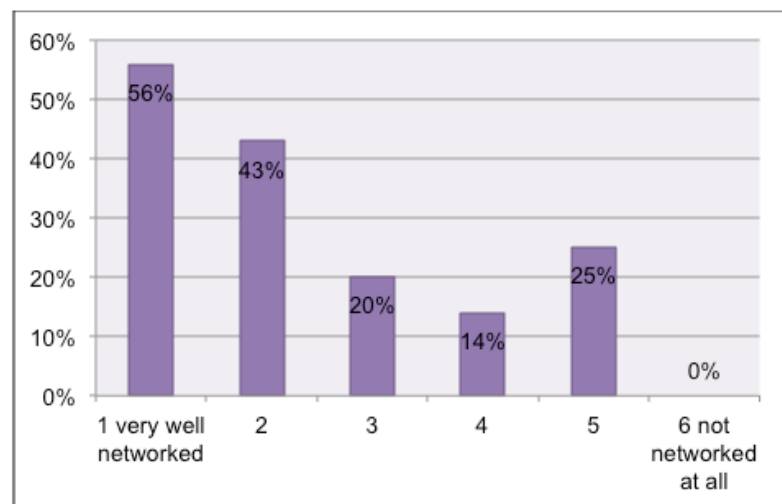


FIGURE 23: ABILITY TO ACCESS NEW BUSINESS AREAS OR SOURCES OF INCOME BY DEGREE OF NETWORKING
SOURCE: OWN SURVEY

region, evidenced by the number of cooperations stemming from the brand and the degree of networking rising with length of membership. However, the brand also helps firms to generate new ideas for their business, as well as access new business areas, affecting the economic well-being of the members in the process.

The Regionalmarke EIFEL does not score nearly as well in the area of democracy and determining power. Figure 24 shows that only 6% of respondents said they could get involved in the Regionalmarke EIFEL very well, and over a quarter of respondents answered negatively. Many members feel that their opinions are not being considered, and that they have no opportunity to influence the brand's development. This is reflected in some of the comments made in question 13, asking whether respondents have any suggestions for the Regionalmarke EIFEL. In total, almost a third of

respondents made a comment for this question (full comments can be read in the appendix). While many simply commented to say they were happy with the development of the brand, the majority

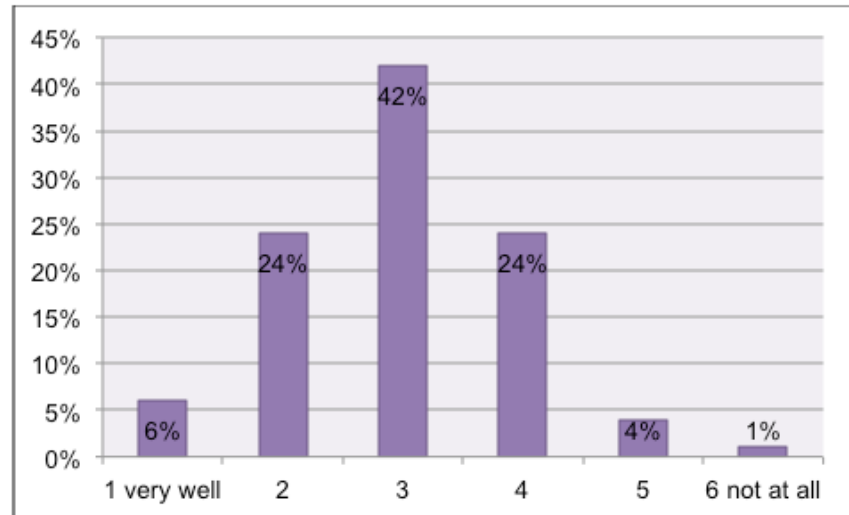


FIGURE 24: HOW WELL RESPONDENTS FEEL THEY CAN GET INVOLVED IN THE REGIONALMARKE EIFEL
SOURCE: OWN SURVEY

expressed dissatisfaction with one aspect or another, and a few expressed frustration that their opinions were not being taken into consideration. This suggests that the Regionalmarke EIFEL should create more possibilities for members to express

concerns and requests, and especially be more transparent and communicative as to the reasons behind decisions made.

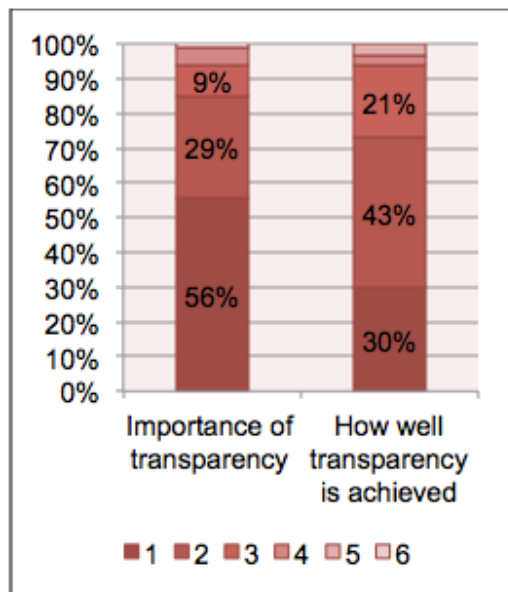


FIGURE 25: IMPORTANCE OF TRANSPARENCY FOR CUSTOMERS AND HOW WELL THE REGIONALMARKE EIFEL ACHIEVES A HIGH LEVEL OF TRANSPARENCY
SOURCE: OWN SURVEY

A high degree of transparency is one of the Regionalmarke EIFEL's top concerns. So its no wonder that most members agree that the brand achieves this goal well. When asked how important they think transparency is for their customers, over half replied very important and 95% answered in the positive range. Producers and organic businesses judged transparency as very important notably more often than their counterparts. This is probably due to the larger role food scandals and mistrust have played in the agricultural industry than the tourism industry. Organic businesses also

rely on transparency and trust to differentiate their products from conventional ones, so transparency plays a large role here as well. These numbers are shown in Figure 25, along with how well respondents thought the Regionalmarke EIFEL achieves a

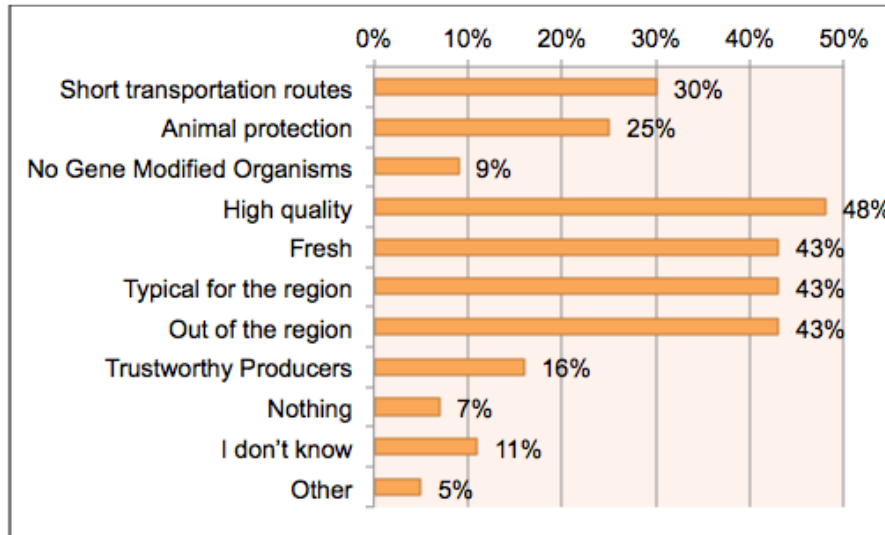


FIGURE 26: QUALITIES CONSUMERS APPRECIATE ABOUT THE REGIONALMARKE EIFEL
SOURCE: OWN SURVEY

high level of transparency. Almost a third of respondents think that the brand achieves a high level of transparency very well and 94% agree that the brand accomplishes this goal at least well. Producers and organic businesses think the brand achieves a high level of transparency very well more often than hosts or conventional businesses. Again this is likely due to their greater sensitivity for the subject. Consumers seem to trust the Regionalmarke EIFEL's message, since many consumers cited quality, regionality, short transportation routes, and animal protection as qualities that they appreciate about the brand. These results can be seen in Figure 26. Hence, the Regionalmarke EIFEL's members consider the brand to be successful in providing transparency and this transparency seems to radiate to its customers, even non-locals. Therefore, the Regionalmarke EIFEL can be pleased about its results in the social arena, with positive replies for three of the four criteria inquired about.

If the Regionalmarke EIFEL has succeed quite well on the economic and social fronts, the environmental front is where it falls short. Only 10 respondents (16%) reported having implemented improved environmental standards. Of these, most respondents implemented standards for reduced energy, water, and resource consumption, as well as prevention of waste (Figure 27). Part of this is likely due to the large percentage of hosts in the brand and the respondent pool. For these businesses, reduction of resources is the easiest and most cost effective contribution to environmental protection they can make. However, these standards are also in the business's interest, as it reduces costs in the long run. Resources reduction measures are also the least stringent standards on the list, which could be satisfied simply by changing to energy efficient light bulbs. More significantly, very few respondents reported doing

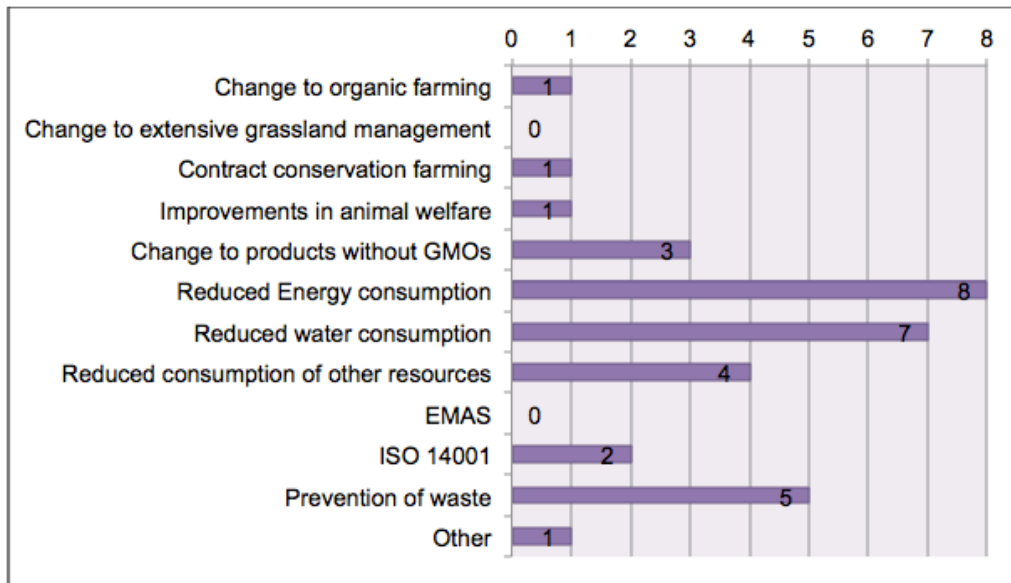


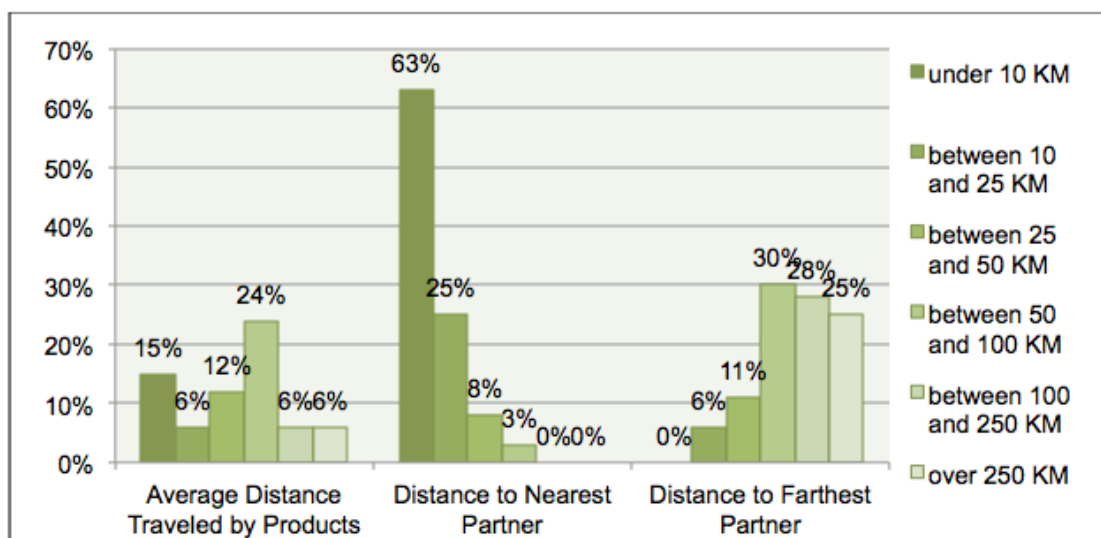
FIGURE 27: ENVIRONMENTAL STANDARDS IMPLEMENTED BY MEMBERS

SOURCE: OWN SURVEY

anything to improve the conservation of the landscape, the biological value of the land, or animal welfare. It is possible that the members had already implemented such standards before they became members. The question, therefore, did not apply, since it asked whether these improvements were made due to the brand's influence. This does not improve the brands environmental track record, however. One respondent who reported improved environmental standards even commented that the changes were made less due to the Regionalmarke EIFEL, but due to Landidyll, which is a brand for environmentally friendly hotels and restaurants. Even the results for short transportation routes are not promising. The Bundesverband der Regionalbewegung e.V. found that consumers most often consider regional to mean within a 50 kilometer

FIGURE 28: TRANSPORTATION DISTANCES OF THE REGIONALMARKE EIFEL'S MEMBERS

SOURCE: OWN SURVEY



radius (2012). When asked how far their products travel on average, over a third replied over 50 kilometers, as shown in Figure 28. The large majority of respondents do have a business partner with 25 kilometers of their business, however, 83% of respondents send their products over 50 kilometers to their farthest business partners. As much as a quarter of respondents have business partners over 250 kilometers away. Particularly the findings on transportation routes need to be taken with a grain of salt, however, as the questions may have been misunderstood (see discussion in section 2.3). Thus, while the Regionalmarke EIFEL certainly has improved the economic and social spheres in the region, they have not achieved sustainability, due to lack of results in the environmental sphere.

The environmental sector, therefore, is the Regionalmarke EIFEL's Achilles heel. It is particularly striking that this sector has such poor results, as 92% of respondents said that nature and the landscape was one of the reasons they live in the Eifel. Logically, if the landscape plays such an important role in the lives of the respondents, they should be willing to do more to protect it. Regardless, only 32% of respondents thought that nature conservation and environmental protection was a very important task for the Regionalmarke EIFEL, compared with the 59% who thought that improving the touristic potential of the region was very important, for example. The low proportion of organic business among the members probably plays a role in the weak results for the environmental sector. However, the tourism sector also needs to take more responsibility for environmental protection. This sector relies on the environment for their livelihood, as the large majority of visitors to the region come on vacation. Especially due to the prominence of tourism businesses in the brand, the environmental value of the Regionalmarke EIFEL could be drastically improved if this sector were mobilized to action. Thus, with more effort invested into improving the environmental situation in the region, the Regionalmarke EIFEL could still attain sustainability.

7. Implications for Regional Branding

The case study on the Regionalmarke EIFEL presents a prime example of how regional brands can succeed, but also where they can fail, in generating sustainable regional development. It is not uncommon that regional brands do not achieve complete sustainability because one sphere is left out. All too often this forgotten sphere is the environmental pillar of sustainability. The German Association for Landcare aptly summarizes this phenomenon. They state that there are two principal ways to integrate nature protection into development and vice versa. The first path is that environmental protection represents the basis for the cooperation in the region. In this case nature protection is a prerequisite for development. This type of cooperation most often stems from the endeavors of nature protection areas that expanded their activities to include agriculture and tourism in the broader region. The second path is that rural development is the main reason for bringing the actors together, as is the case for LEADER. In this scenario, environmental protection is not a fundamental goal of the movement, and must be added in for it to be included. Considering the importance of nature and landscape protection for quality of life in the region or growth in sustainable tourism, these goals often come up too short and the environmental sector is neglected (Deutscher Verband für Landschaftspflege e.V. 2012).

This second path clearly explains the results from the survey on the Regionalmarke EIFEL. The brands origins lie in the development of the region and not in the nature protection areas in the region. The environmental goals were not adequately formulated into specific criteria and so environmental protection fell by the wayside. These results demonstrate how important it is for nature protection areas to get involved in regional development and cooperate with other development programs. The findings turned out poorly for Regionalmarke EIFEL's environmental activities despite nature conservation representing a quarter of the shareholders, because the nature parks are not active enough in the brand. Thus, even when precautions are taken to include environmental protection in regional brands, the environmental sector can still fall behind. If regional brands are to be used as a motor for sustainable development, particular care must be taken to include environmental criteria and nature protection areas need to be proactive in their involvement. Simply being present will not achieve the desired effects for the environment.

Another lesson to be learned from the case study is the effect certain interest groups can have on the brand's development. Kullmann warns of this effect, when he writes

that many forces in the region are opposed to a strong orientation on sustainable management. He says that the influence of these forces can dilute the goals and criteria of the brand and detriment the project as a whole. These forces should not be underestimated (Kullmann 2005). This is also a concern which the Regionalmarke EIFEL faces, with its uneven balance between hosts and producers, as well as between organic and conventional businesses. This distorted balance of power can be seen especially well by comparing the rankings of important tasks for the brand. While traditional tasks for regional brands such as securing jobs and income sources, as well as improving the networking in the region ranked relatively low, the task of increasing the touristic potential of the region ranked extremely high. This task was even ranked very important more often than providing transparency for consumers, one of the fundamental functions of a regional brand. Thus, it is important for the management of regional brands to not lose sight of the wellbeing of the entire group in favor of one over-represented interest group.

On a more positive note, the case study on the Regionalmarke EIFEL shows that economic and social benefits from regional branding are entirely possible. The brand has directly created additional income for many of its members and added to the stability of their incomes. It has greatly enhanced the touristic marketing position, as evidenced by the number of consumers who associate the brand with the region. The brand was also able to positively effect regional identity in the Eifel, which can have wide spread effects on quality of life. Members reported being better connected due to the brand, so the Regionalmarke EIFEL has also improved the networks in the region. The evidence suggests that membership in the brand, also makes work a reason to stay in the region, which would mean that the brand does help to stem the rural exodus. Members also rated the brand positively on providing transparency, although this could not be proven from the consumers point of view, due to lack of data. The only social benefit that the Regionalmarke EIFEL did not achieve was increasing democracy and the determining power of its members. Members reported that the brand did not help them escape pressure on food prices and therefore are still largely under the thumb of big businesses. They also reported that they could not get involved in the development of the brand very well.

All in all, the results for the Regionalmarke EIFEL prove that economic and social benefits can realistically be expected from regional branding. This does not mean that these benefits will be automatic and that every brand achieve these kinds of results. However, they are plausible and, most of all, realistically possible. While each region

has its own strengths, the Eifel is not principally better suited for regional branding than other regions. Therefore, these results can be achieved elsewhere as well. This case study was not able to prove sustainability, as the Regionalmarke Eifel did not significantly improve the environmental values for the region. However, the study does not disprove the possibility of sustainability either. Each brand is different and others may be able to report improvements in all three spheres of sustainability. More research on other regional brands is required to either prove or disprove the thesis that regional branding can generate sustainable development.

The Regionalmarke EIFEL presents an interesting case for examining why and how sustainable regional development is achieved. The brand's economic and social success is considerable. This is very likely due to the exemplary integration of the tourism sector into the brand. This close cooperation between the Regionalmarke EIFEL and the Eifel Tourism Company has almost certainly created wide reaching synergies, effecting both the economic success, and the social benefits derived from the brand. The poor environmental results from the study are equally notable. The lack of integration on the side of the nature parks is a strong indicator for these results. Were nature protection areas more active in the brand, the environmental benefits from the brand would certainly be higher. This leads to the theory that only when regional brands integrate both the tourism sector and nature protection areas, can sustainable regional development be achieved. This certainly appears to be true for



FIGURE 29: THE TRIFECTA OF SUSTAINABLE REGIONAL DEVELOPMENT FOR THE EIFEL

the Eifel. Thus, similar to the three pillars of sustainability, these three sectors represent the trifecta of sustainable regional development in this case. Using this metaphor, the three spheres of sustainability can be replaced with these sectors, as shown in Figure 29. Only where all three sectors intersect can sustainable regional development be achieved. It would be interesting to see if this holds

equally true for other regional brands. For this, more research on cooperations between the three sectors is necessary.

8. Conclusions

In the beginning of this paper, we set out to test whether regional branding was a adequate tool for generating sustainable regional development. The literature on regional brands was quite positive about their qualities and abilities to instigate change. From humble beginnings, regional branding has become a major movement in Germany, as well as throughout the globe. It began as a reaction to the forces of globalization, providing producers with an alternative to the race to the bottom for lowest production costs. It also provides consumers with an alternative to the Mcdonaldized food production system, plagued by scandals and complexity. Most importantly, regional brands help create a holding point for regions and individuals searching for identity in the face of globalization.

According to the literature, the benefits for the region are wide ranging and plentiful. Economically, regional brands can utilize cultural capital to add value to regional products. This increases incomes and fosters job creation in the region. They also improve the marketing position for the region by encouraging food-tourism and by more solidly shaping the image of the region. As for the social benefits, regional brands create regional identity by bringing food production in conjunction with the landscape and cultural markers of the region. The food products then promote and publicize these cultural markers, turning them into emblems of the region and a focal point for identity. Regional brands are also adept at improving networking and information flows within the region. They bring their members together, facilitating information exchange, cooperative problem solving, and, more generally, improve the region's capacity for joint action. They are shown to increase the determining power of their members and operate under the principal of democracy. They counteract rural exodus by providing living incomes and creating a strong regional identity, thus tying inhabitants to the region. One of the defining characteristics of regional branding, they also greatly add to the transparency of the food sector through short supply chains and by publicizing production criteria. Environmentally, regional brands shorten transportation routes, establishing the basis for climate-friendly food distribution. They encourage improved environmental standards and increased biodiversity by preserving traditional farming practices, as well as by directly incorporating specific standards into their production criteria. They preserve cultural landscapes by providing for their continued use. All these factors taken together increase the quality of life for the inhabitants of the region.

The qualities suggested by the literature make regional branding a perfect tool for generating sustainable regional development. The concept fits in with the EU's strategy for endogenous development, due to its participative attributes and ability to utilize cultural capital. It also melds well with the objectives of nature protection areas and their objective to foster sustainable regional development. The synergies it creates with tourism, in the form of an enhanced marketing image for the region, make regional branding a valuable partner in this sector as well. Thus, the literature suggests that regional branding can and should be used strategically as a tool for sustainable regional development.

The case study on the Regionalmarke EIFEL revealed a less positive picture of regional brands, however. The brand did not meet the criteria for sustainable development, although was able to create solid economic development in addition to many social benefits. Members reported having higher, more stable incomes, being better networked, identifying themselves more with the region, and providing transparency for their customers. Many of these benefits were magnified through the brand's strong cooperations in the tourism sector. However, the Regionalmarke EIFEL did very little to improve the environmental condition of the region. The weak results for the environmental sector show the importance of an active and mutual cooperation between nature protection areas and regional brands. Despite two nature parks being represented among the shareholders, environmental protection measures were not adequately anchored in the brand's production processes. These results suggest that the integration of both the tourism sector and nature protection areas into regional branding concepts is necessary if regional brands are to be used as tools for sustainable regional development.

9. References

- Askegaard, Søren, and Dannie Kjeldgaard. 2007. "Here, There, and Everywhere: Place Branding and Gastronomical Globalization in a Macromarketing Perspective." *Journal of Macromarketing* 27 (2): 138–147.
- Atteslander, Peter. 2008. *Methoden der empirischen Sozialforschung. Grundbegriffe der Soziologie*. 12th ed. Vol. 5. Auflage. Berlin: Erich Schmidt Verlag.
- Babcock, Bruce A., Joseph A. Herriges, and Silvia Secchi. 2003. "Living with Hogs in Rural Iowa." *Iowa Ag Review* 9 (3).
- Brundtland, Gro H. 1987. "Report of the World Commission on Environment and Development : Our Common Future."
- Büchel, Karl D. 2000. "Nachhaltige Qualitätssicherung durch Zertifizierung - Die Zertifizierung von Lebensmitteln, Textilien und Holzprodukten im Globalen Zusammenhang." *Angewandte Landschaftsökologie* 34: 181 – 187.
- Bundesamt für Naturschutz. 2010. "Großschutzgebiete in Deutschland - Ziele und Handlungserfordernisse". Bonn.
- Bundesamt für Naturschutz. 2012. "Bundesnaturschutzgesetz." http://www.bfn.de/0308_gebietsschutz.html. Accessed on 7/29/2013.
- Bundesverband der Regionalbewegung e.V. 2009. "Die Zukunft Deutscher Regionen."
- Bundesverband der Regionalbewegung e.V. 2010. "Positionspapier Glaubwürdige Regionalvermarktung: Regionale Wirtschaftskreisläufe als Basis eines Regionalsiegels."
- Bundesverband der Regionalbewegung e.V. 2012. "Rundbrief: Neues aus der Regionalbewegung." *Regionale Allianzen* (4): 1–14.
- Bundesverband der Regionalbewegung e.V. 2013. "Die Bewegung." <http://www.regionalbewegung.de/index.php?id=idee>. Accessed on 7/29/2013.
- Carlsson-Kanyama, Annika. 1998. "Climate Change and Dietary Choices — How Can Emissions of Greenhouse Gases from Food Consumption Be Reduced?" *Food Policy* 23 (3-4) (November): 277–293.
- Coley, David, Mark Howard, and Michael Winter. 2009. "Local Food, Food Miles and Carbon Emissions: A Comparison of Farm Shop and Mass Distribution Approaches." *Food Policy* 34 (2) (April): 150–155.
- Converse, Jean M., and Stanley Presser. 1986. "Survey Questions: Handcrafting the Standardized Questionnaire." *Sage University Paper Series on Quantitative Applications in the Social Sciences* 63.

- Crabtree, Bob, and Neil Bayfield. 1998. "Developing Sustainability Indicators for Mountain Ecosystems: A Study of the Cairngorms, Scotland." *Journal of Environmental Management* 52 (1): 1–14.
- Deutsche Landwirtschafts-Gesellschaft. 2011. "Regionalität aus Verbrauchersicht."
- Deutsche Vernetzungsstelle Ländliche Räume. 2009. "Kooperationen in der Agrar- und Ernährungswirtschaft als Chance für Ländliche Räume." *LandInForm* (2): 10–29.
- Deutsche Vernetzungsstelle Ländliche Räume. 2012a. "Landwirtschaft - Motor Ländlicher Wirtschaft?" *LandInForm* 2: 10–27.
- Deutsche Vernetzungsstelle Ländliche Räume. 2012b. "Ländliche Räume – Räume Voller Ideen!" *Ländliche Räume – Räume Voller Ideen!*
- Deutscher Verband für Landschaftspflege e.V. 2008. "Natur als Motor Ländlicher Entwicklung." *Landschaft als Lebensraum* (14): 1–55.
- Deutscher Verband für Landschaftspflege e.V. 2012. "Natur Schützen, Regionen Entwickeln - ein Leitfaden für Mehr Naturschutz in der Ländlichen Entwicklung." *DVL-Schriftenreihe "Landschaft als Lebensraum."*
- Dutilh, Chris E, and Klaas J Kramer. 2000. "Energy Consumption in the Food Chain." *AMBIO: A Journal of the Human Environment* 29 (2) (March 1): 98–101.
- European Commission. 2013. "Geographical Indications and Traditional Specialities." *Agriculture and Rural Development*. <http://ec.europa.eu/agriculture/quality/schemes/>. Accessed on 12/1/2013.
- Everett, Sally, and Cara Aitchison. 2008. "The Role of Food Tourism in Sustaining Regional Identity: A Case Study of Cornwall, South West England." *Journal of Sustainable Tourism* 16 (2): 150–167.
- familie redlich. 2010. "Regionalsiegel in Deutschland - Dossier für das Jahr 2010."
- Fowler, Floyd J. 2009. *Survey Research Methods*. 4th ed. Thousand Oaks: SAGE Publications. Inc.
- Garnett, Tara. 2008. "Cooking up a Storm - Food, Greenhouse Gas Emissions and Our Changing Climate". University of Surrey.
- Ger, Güiliz. 1999. "Localizing in the Global Village: Local Firms Competing in Global Markets." *California Management Review* 41 (4): 64–84.
- Gibson, Robert B. 2001. "Specification of Sustainability-Based Environmental Assessment Decision Criteria and Implications for Determining 'Significance' in Environmental Assessment". University of British Columbia.
- Hamel, Jacques, S Dufour, and D Fortin. 1993. *Case Study Methods*. vol.32 ed. Vol. 32. Thousand Oaks: Sage Publications.

- Hammer, Thomas. 2002. "Das Biosphärenreservatkonzept als Instrument Nachhaltiger Regionalentwicklung?" In *Naturschutz: Großschutzgebiete und Regionalentwicklung*, edited by Ingo Mose and Norbert Weixlbaumer, 111–133. Sankt Augustin: Academia Verlag.
- International Union for Conservation of Nature. 2013. "Protected Areas Categories System." http://www.iucn.org/about/work/programmes/gpap_home/gpap_quality/gpap_categories/. Accessed on 1/14/2014.
- Janes, Joseph. 1999. "Survey Construction." *Library Hi Tech* 17 (3Janes): 321–325.
- Kalton, Graham, Martin Collins, and Lindsay Brook. 1978. "Experiments in Wording Opinion Questions." *Journal of the Royal Statistical Society. Series C (Applied Statistics)* 27 (2) (January 1): 149–161.
- Keller, Jana. 2010. "Regionalmarken und ihre Bedeutung für die Ernährungswirtschaft."
- Kistenmacher, Hans, and Kirsten Mangels. 2000. "Regionalmanagement als Motor für eine nachhaltige Raumentwicklung?" *Raumforschung und Raumordnung* 58 (2-3): 89–102.
- Kullmann, Armin. 2005. "Status-Quo der Regionalvermarktung in den Deutschen Biosphärenreservaten." *Beiträge Region und Nachhaltigkeit* 2: 48–61.
- Kullmann, Armin. 2007. "Regionalvermarktung in den Deutschen Biosphärenreservaten-Status-Quo-Analyse und Optimierungspotentiale." *Reihe: BfN-Skripten*: 1–183.
- Kullmann, Armin, and Claudia Leucht. 2011. "Synergie Oder Profilverlust? - Potentiale und Probleme einer Gemeinsamen Regionalvermarktung Ökologischer und Konventioneller Produkte."
- Lash, Scott M., and John Urry. 1994. *Economies of Signs and Space*. Thousand Oaks: SAGE Publications. Inc.
- Lehmann, Gerd. 2009. "Wirtschaftswachstum in Regionalen Wertschöpfungsketten. Die Regionalmarke „VON HIER“." In *Nachhaltige Entwicklung Ländlicher Räume*, 326–333.
- Leibenath, Markus. 2001. "Regionalmarketing als Instrument zur Entwicklung von Nationalparkregionen." *Standort-Zeitschrift Für Angewandte Geographie* 25 (3): 7–13.
- Leibenath, Markus. 2002. "Entwicklung von Großschutzgebietsregionen durch Regionalmarketing?" In *Naturschutz: Großschutzgebiete und Regionalentwicklung*, edited by Ingo Mose and Norbert Weixlbaumer, 4–18. Sankt Augustin: Academia Verlag.
- Maessen, Rob, Geert Wilms, and Lawrence Jones-Walters. 2008. "Branding Our Landscapes: Some Practical Experiences from the LIFESCAPE Project." In *8th European IFSA Symposium*, 551–561. Clermont-Ferrand (France).

- Marsden, Terry, and Everard Smith. 2005. "Ecological Entrepreneurship: Sustainable Development in Local Communities through Quality Food Production and Local Branding." *Geoforum* 36 (4): 440–451.
- Marsden, Terry, and Roberta Sonnino. 2008. "Rural Development and the Regional State: Denying Multifunctional Agriculture in the UK." *Journal of Rural Studies* 24 (4): 422–431.
- Martinez, Steve, Michael Hand, Michelle Da Pra, Susan Pollack, Katherine Ralston, Travis Smith, Stephen Vogel, et al. 2010. "Local Food Systems; Concepts, Impacts, and Issues". DIANE Publishing.
- Meffert, Heribert, Christoph Burmann, and Martin Koers. 2005. *Markenmanagement: Identitätsorientierte Markenführung und Praktische Umsetzung; Mit Best-Practice-Fallstudien*. Edited by Martin Koers. 2nd ed. Wiesbaden: Gabler.
- Messely, Lies, Joost Dessen, and Ludwig Lauwers. 2010. "Regional Identity in Rural Development: Three Case Studies of Regional Branding." *Applied Studies in Agribusiness and Commerce – APSTRACT*: 19–24.
- Mose, Ingo. 1993. *Eigenständige Regionalentwicklung - Neue Chancen für die Ländliche Peripherie?* Edited by M. Ehlers and H.W. Windhorst. 1st ed. Vechta: Vechtaer Druckerei und Verlag.
- Mose, Ingo. 2010. "Protected Areas: Model Regions of Sustainable Development." *Einblicke - Carl von Ossietzky Universität Oldenburg* (51): 12–15.
- Mose, Ingo, and Norbert Weixlbaumer. 2007. "A New Paradigm for Protected Areas in Europe?" In *Protected Areas and Regional Development in Europe. Towards a New Model for the 21st Century.*, 3–20.
- Mose, Ingo, and Norbert Weixlbaumer. 2010. "A Shift of Paradigm? Protected Areas Policies in Europe in Transition – by the Example of the Hohe Tauern National Park, Austria." In *Protected Areas Politics in Europe in Transition*, 134:121–134.
- Moseley, Malcolm J. 2003. *Rural Development: Principles and Practice*. London: Sage Publications.
- Naturpark Nordeifel e.V., and Nova-Institut GmbH. 2007. "Eifel – Wir Sind Zukunft! Gebietsbezogenes Integriertes Ländliches Entwicklungskonzept der Region Eifel". Nettersheim.
- OECD. 2013. "Rural Development." <http://www.oecd.org/governance/regional-policy/oecdworkonruraldevelopment.htm>. Accessed on 9/10/2013.
- Otto, Dr. Daniel, and Theresa Varner. 2005. "Consumers, Vendors, and the Economic Importance of Iowa Farmers' Markets: An Economic Impact Survey Analysis."
- Pfeifer, Markus. 2013. Regionalmarke EIFEL GmbH. Personal Interview. Conducted on 6/10/2013.

- Pope, Jenny, David Annandale, and Angus Morrison-Saunders. 2004. "Conceptualising Sustainability Assessment." *Environmental Impact Assessment Review* 24 (6): 595–616.
- Popp, Dieter. 2000. "Regionalentwicklung durch Vermarktung Naturschutzgerecht Hergestellter Produkte am Beispiel von Biosphären-Reservaten und anderen Großschutzgebieten." *Angewandte Landschaftsökologie* 34: 189 – 198.
- Popp, Dieter. 2004. "Naturparke als Regionaler Wirtschaftsimpuls am Beispiel der Vermarktung Bäuerlicher Qualitätsprodukte in Deutschland." *Ländlicher Raum* 2.
- Popp, Dieter. 2007. "Regionale Dachmarke als Nachhaltigkeitskonzept: Erfahrungen mit der Regionalmarke Eifel für eine Dachmarke Rhön." *Beiträge Region Und Nachhaltigkeit* (4): 115–134.
- Presser, Stanley, and Howard Schuman. 1980. "The Measurment of a Middle Position in Attitude Surveys." *Public Opinion Quarterly*: 41–48.
- Ray, Christopher. 1998. "Culture, Intellectual Property and Territorial Rural Development." *Sociologia Ruralis* 38 (1): 3–20.
- Regionalmarke EIFEL GmbH. 2010. "Regionalmarke EIFEL - Eine Erfolgsstory."
- Regionalmarke EIFEL GmbH. 2013. "Regionalmarke EIFEL." <http://www.regionalmarke-eifel.de/>. Accessed on 12/10/2013.
- Renting, Henk, Terry K Marsden, and Joe Banks. 2003. "Understanding Alternative Food Networks: Exploring the Role of Short Food Supply Chains in Rural Development." *Environment and Planning A* 35 (3): 393–412.
- Robertson, Roland. 1997. "Glocalization: Time-Space and Homogeneity-Heterogeneity." In *Global Modernities*, 25–44.
- Schmid, Annette. 2002. "Partizipativer Aufbau der Erfolgskontrolle im Biosphärenreservat Entlebuch." In *Naturschutz: Großschutzgebiete und Regionalentwicklung*, edited by Ingo Mose and Norbert Weixlbaumer, 136–152. Sankt Augustin: Academia Verlag.
- Schweppe-Kraft, Burkhard. 2000. "Labeling im Naturschutz - Eine Einführung." Edited by Burkhard Schweppe-Kraft. *Angewandte Landschaftsökologie* 34: 175 – 178.
- Sim, Sarah, Mike Barry, Roland Clift, and SarahJ. Cowell. 2007. "The Relative Importance of Transport in Determining an Appropriate Sustainability Strategy for Food Sourcing." *The International Journal of Life Cycle Assessment* 12 (6): 422–431.
- Spiller, Achim, Ulrich Enneking, and Torsten Staack. 2004. "'Global Brands' und 'Local Heroes.'" *Internationalisierung von Vertrieb und Handel*,: 205–222.
- Stake, Robert E. 1995. *The Art of Case Study Research*. Thousand Oaks: Sage Publications.

- Verband Deutsche Naturparke e.V. 2013. "Naturparke Deutschland."
<http://www.naturparke.de/>. Accessed on 1/16/2014.
- Volz, Peter. 2011. "The Regionalwert : Creating Sustainable Regional Structures through Citizen Participation." *Access to Land for Community Connected Farming*.
- Walonick, David S. 2010. *Survival Statistics*. Bloomington, MN: StatPac, Inc.
- Weik, Nicole. 2013. Bundesverband der Regionalbewegung e.V. Personal Interview. Conducted on 6/14/2013.
- Zimmer, Peter. 2000. "Landwirtschaftliche Produkte aus der Nationalparkregion Hohe Tauern." *Angewandte Landschaftsökologie* 34: 179–180.

Appendix

Appendix: Questionnaire Brand Members

Explanation Text written in E-mail:

First call:

Liebe Markennutzer der Regionalmarke EIFEL,

ich bin Studentin an der Universität Oldenburg und schreibe meine Masterarbeit zum Thema Regionalmarken. Ich möchte den Erfolg von Regionalmarken hinsichtlich wirtschaftlicher, ökologischer und sozialer Kriterien bewerten. Die Regionalmarke EIFEL habe ich mir ausgesucht, um die These zu überprüfen, dass Regionalmarken zu einer positiven Entwicklung der Region beitragen. Dies kann ich aber natürlich nur mit Ihrer Hilfe. Nur Sie können den Erfolg der Regionalmarke EIFEL ermitteln! Deshalb würde ich mich sehr freuen, wenn Sie sich ca. 10 Minuten Zeit nehmen würden, den angehängten Fragebogen auszufüllen. Sie können ihn entweder direkt in Word bearbeiten und mir per Mail an f.laurel.martin@gmail.com zusenden, oder ausdrucken und per Post an die RME-Geschäftsstelle in Prüm schicken. Vielen Dank für Ihre Mitarbeit!

Laurel Martin

Second call:

Liebe Markennutzer der Regionalmarke EIFEL,

herzlichen Dank an diejenigen, die mir schon einen Fragebogen zugeschickt haben! Dennoch brauche ich einige mehr um eine aussagekräftige Erhebung zu machen. Deshalb noch mal die Bitte, den Fragebogen auszufüllen und per E-mail an mich (f.laurel.martin@gmail.com) oder per Post an die RME-Geschäftsstelle in Prüm zu schicken. Vielen Dank!

Laurel Martin

German Questionnaire



Umfrage zur Evaluation der Regionalmarke EIFEL

1. Wie lange sind Sie schon Markennutzer der Regionalmarke EIFEL?
☐ Weniger als 2 Jahre ☐ 2-4 Jahre ☐ 5-8 Jahre ☐ Länger als 8 Jahre
2. Sie sind...
☐ Produzent ☐ Gastgeber ☐ beides
3. Sie wirtschaften...
☐ ökologisch ☐ konventionell
4. Warum haben Sie sich entschieden bei der Regionalmarke EIFEL mitzumachen? *Mehrfachnennung möglich*
☐ Verbindungen zu anderen Akteuren in der Region aufbauen
☐ Transparenz der Produkte sicherstellen
☐ Als Beitrag zum Landschaftsschutz
☐ Die Qualität meiner Produkte sichern
☐ Die Konkurrenzfähigkeit meines Betriebs erhöhen
☐ Dem Preisdruck des Lebensmitteleinzelhandels entgegensteuern
☐ Regionale Kreisläufe herstellen
☐ Sonstige _____
5. Wie verbunden fühlen Sie sich mit der Region Eifel?

1 2 3 4 5 6

 Sehr verbunden ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht verbunden
6. Was bindet Sie an die Region Eifel? *Mehrfachnennung möglich*
☐ Familie und Freunde ☐ Arbeit oder Ausbildung ☐ Kulturelles Angebot
☐ Natur und Landschaft ☐ Heimatgefühl ☐ Nichts
☐ Sonstige _____
7. Seitdem Sie Markennutzer sind, fühlen Sie sich mit der Region Eifel...
☐ mehr verbunden ☐ weniger verbunden ☐ unverändert
8. Wie gut sind Sie mit anderen Personen in der Region vernetzt?

1 2 3 4 5 6

 Sehr gut vernetzt ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht vernetzt
9. Sind Sie Lieferant **oder** Abnehmer anderer Markennutzer der Regionalmarke EIFEL?
☐ Ja, weiter bei Frage 10 ☐ Nein, weiter bei Frage 11
10. Ist diese Zusammenarbeit zustande gekommen aufgrund Ihrer Teilnahme an der Regionalmarke EIFEL?
☐ Ja ☐ Nein ☐ Weiß nicht
11. Haben Sie durch den Kontakt mit anderen Markennutzern Verbesserungsideen für Ihren Betrieb bekommen, die Sie umsetzen wollen oder bereits umgesetzt haben?
☐ Ja ☐ Nein ☐ Weiß nicht
12. Wie gut können Sie sich selbst bei der Regionalmarke EIFEL einbringen?

1 2 3 4 5 6

 Sehr gut ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht gut

13. Haben Sie Vorschläge zur Verbesserung der Regionalmarke EIFEL?

14. Sind Sie dem Preisdruck seitens des Lebensmitteleinzelhandels ausgesetzt?

☐ Ja, weiter bei Frage 15 ☐ Nein, weiter bei Frage 16 ☐ Weiß nicht, weiter bei Frage 16

15. Wie sehr hilft Ihnen die Regionalmarke EIFEL sich gegen den Druck des Lebensmitteleinzelhandels zu wehren?

1 2 3 4 5 6
Sehr viel ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht

16. Wie fair finden Sie die Preise, die Sie für Ihre Produkte verlangen?

1 2 3 4 5 6
Sehr fair ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht fair

17. Seitdem Sie Markennutzer sind, hat Ihr Betrieb...

☐ mehr Erfolg erfahren ☐ weniger Erfolg erfahren ☐ gleich viel Erfolg erfahren

18. Durch die Regionalmarke EIFEL sind Ihre Umsätze...

☐ stabiler geworden ☐ weniger stabil geworden ☐ unverändert

19. Wie hat sich der Preis, den Sie für Ihre Produkte **oder** Dienstleistungen verlangen, durch die Regionalmarke EIFEL entwickelt?

☐ Gestiegen ☐ Gefallen ☐ Unverändert

20. Haben Sie durch die Regionalmarke EIFEL neue Geschäftsfelder oder Einkommensquellen erschließen können?

☐ Ja ☐ Nein ☐ Weiß nicht

21. Hat die Regionalmarke EIFEL dazu beigetragen, dass Sie verbesserte Umweltstandards in ihrem Betrieb implementiert haben?

☐ Ja, weiter bei Frage 22 ☐ Nein, weiter bei Frage 23 ☐ Weiß nicht, weiter bei Frage 23

22. Welche Standards haben Sie eingeführt? *Mehrfachnennung möglich*

- | | |
|---|---|
| <input type="checkbox"/> Umstellung auf ökologischen Landbau | <input type="checkbox"/> Verringerter Energieverbrauch |
| <input type="checkbox"/> Umstellung auf extensive Grünlandbewirtschaftung | <input type="checkbox"/> Verringerter Wasserverbrauch |
| <input type="checkbox"/> Vertragsnaturschutz | <input type="checkbox"/> Verringerter sonstiger Ressourcenverbrauch |
| <input type="checkbox"/> Verbesserungen in der artgerechten Tierhaltung | <input type="checkbox"/> EMAS |
| <input type="checkbox"/> Umstellung auf nicht gentechnisch veränderte Produkte oder Zutaten | <input type="checkbox"/> ISO 14001 |
| | <input type="checkbox"/> Müllvermeidung |
| | <input type="checkbox"/> Sonstige _____ |

23. Wie weit "reisen" im Durchschnitt Ihre Produkte bis zu Ihren Abnehmern **oder** den Endverbrauchern?

- | | |
|--|--|
| <input type="checkbox"/> Unter 10 Kilometer | <input type="checkbox"/> von 50 bis 100 Kilometer |
| <input type="checkbox"/> von 10 bis 25 Kilometer | <input type="checkbox"/> von 100 bis 250 Kilometer |
| <input type="checkbox"/> von 25 bis 50 Kilometer | <input type="checkbox"/> über 250 Kilometer |

24. Wie weit weg ist Ihr Handelspartner mit der geringsten Entfernung?

- | | |
|--|--|
| <input type="checkbox"/> Unter 10 Kilometer | <input type="checkbox"/> von 50 bis 100 Kilometer |
| <input type="checkbox"/> von 10 bis 25 Kilometer | <input type="checkbox"/> von 100 bis 250 Kilometer |
| <input type="checkbox"/> von 25 bis 50 Kilometer | <input type="checkbox"/> über 250 Kilometer |

25. Wie weit weg ist Ihr Handelspartner mit der größten Entfernung?

- ☐ Unter 10 Kilometer
 ☐ von 50 bis 100 Kilometer
☐ von 10 bis 25 Kilometer
 ☐ von 100 bis 250 Kilometer
☐ von 25 bis 50 Kilometer
 ☐ über 250 Kilometer

26. Wie wichtig finden Sie die Transparenz für Ihre Kunden?

- 1 2 3 4 5 6
 Sehr wichtig ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht wichtig

27. Wie gut gewährleistet die Regionalmarke EIFEL ein hohes Maß an Transparenz?

- 1 2 3 4 5 6
 Sehr gut ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht gut

28. Wie wichtig sind Ihrer Meinung nach folgende Aufgaben für die Regionalmarke EIFEL?

	Sehr wichtig	1	2	3	4	5	6	Gar nicht wichtig
Wertschöpfung in der Region erhöhen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Touristisches Potential der Region voranbringen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natur- und Umweltschutz unterstützen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faire Einkommen sicher stellen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stabile Arbeitsplätze sichern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hohes Qualitätsniveau herstellen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparenz für die Verbraucher schaffen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bildungs- und Informationsangebote für Unternehmen bereitstellen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Betriebe und Personen vernetzen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sonstige _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

29. Haben Sie noch weitere Anmerkungen?

Vielen Dank für Ihre Teilnahme an der Umfrage! Bitte schicken Sie diese Fragebogen per Mail an f.laurel.martin@gmail.com, oder per Post an Kalvarienbergstraße 1, 54595 Prüm. Falls Sie Interesse an der Erhebung oder den Ergebnissen haben, können Sie mich gerne unter f.laurel.martin@gmail.com kontaktieren.

English Translation



Umfrage zur Evaluation der Regionalmarke EIFEL

1. How long have you been a member of the Regionalmarke EIFEL?
☐ Less than 2 years ☐ 2-4 years ☐ 5-8 years ☐ Longer than 8 years
2. You are a
☐ Producer ☐ Host ☐ both
3. Your business is...
☐ organic ☐ conventional
4. Why did you decide to become a member of the Regionalmarke EIFEL? *Multiple responses allowed*
☐ Establish connections to others in the region
☐ Ensure the transparency of my products or service
☐ As a contribution to landscape conservation
☐ Ensure the quality of my products
☐ Increase the competitiveness of my business
☐ Counteract pressure on food prices
☐ Establish regional business cooperations
☐ Other _____
5. How connected do you feel to the Eifel region?

1 2 3 4 5 6

 very connected ☐ ☐ ☐ ☐ ☐ ☐ not at all connected
6. What binds you to the region Eifel? *Multiple responses allowed*
☐ Family and Friends ☐ Work or Studies ☐ Cultural activities
☐ Nature und Landscape ☐ Feeling of Home ☐ Nothing
☐ Other _____
7. Since you have become a brand user, how has your connection to the Eifel region changed?
☐ more connected ☐ less connected ☐ unchanged
8. How well are you networked to other people in the region?

1 2 3 4 5 6

 Very well ☐ ☐ ☐ ☐ ☐ ☐ not at all
9. Are you either a supplier or buyer of other Regionalmarke EIFEL members?
☐ Yes, go to question 10 ☐ No, go to question 11
10. Did this cooperation come about due to your participation in the Regionalmarke EIFEL?
☐ Yes ☐ No ☐ I don't know
11. Through your contact with other brand members, have you gotten any ideas to improve business that you want to implement or have already implemented?
☐ Yes ☐ No ☐ I don't know
12. How well can you get involved with the Regionalmarke EIFEL?

1 2 3 4 5 6

 very well ☐ ☐ ☐ ☐ ☐ ☐ not at all well

13. Do you have any suggestions on how to improve the Regionalmarke EIFEL?

14. Are you exposed to pressure on food prices?

☐ Yes, *go to question 15* ☐ No, *go to question 16* ☐ I don't know, *go to question 16*

15. How much does the Regionalmarke EIFEL help you to resist pressure on food prices?

1 2 3 4 5 6

Very much ☐ ☐ ☐ ☐ ☐ ☐ not at all

16. How fair to you think the prices for your products or services are?

1 2 3 4 5 6

Very fair ☐ ☐ ☐ ☐ ☐ ☐ Not fair at all

17. Since you have become a brand user, your business has had...

☐ more success ☐ less success ☐ unchanged amount of success

18. Due to the Regionalmarke EIFEL, your profits have become...

☐ more stabile ☐ less stabile ☐ unchanged

19. How have the prices you charge for your products or services developed due to the Regionalmarke EIFEL?

☐ Risen ☐ Fallen ☐ Unchanged

20. Have you been able to access new business areas or income possibilities due to the Regionalmarke EIFEL?

☐ Yes ☐ No ☐ I don't know

21. Has your membership with the Regionalmarke EIFEL lead you implement improved environmental standards in your business?

☐ Yes, *go to question 22* ☐ No, *go to question 23* ☐ I don't know, *go to question 23*

22. Which standards have you implemented? *Multiple responses allowed*

- | | |
|---|---|
| <input type="checkbox"/> Change to organic farming | <input type="checkbox"/> Reduced water consumption |
| <input type="checkbox"/> Change to extensive grassland management | <input type="checkbox"/> Reduced consumption of other resources |
| <input type="checkbox"/> Contract conservation farming | <input type="checkbox"/> EMAS |
| <input type="checkbox"/> Improvements in animal welfare | <input type="checkbox"/> ISO 14001 |
| <input type="checkbox"/> Change to products or ingredients without Genetic Modified Organisms | <input type="checkbox"/> Prevention of waste |
| <input type="checkbox"/> Reduced Energy consumption | <input type="checkbox"/> Other _____ |

23. How far do your products „travel“ on average to reach your buyers or consumers?

- | | |
|--|--|
| <input type="checkbox"/> Under 10 Kilometer | <input type="checkbox"/> between 50 and 100 Kilometer |
| <input type="checkbox"/> between 10 and 25 Kilometer | <input type="checkbox"/> between 100 and 250 Kilometer |
| <input type="checkbox"/> between 25 and 50 Kilometer | <input type="checkbox"/> over 250 Kilometer |

24. How far away is your nearest business partner?

- | | |
|--|--|
| <input type="checkbox"/> Under 10 Kilometer | <input type="checkbox"/> between 50 and 100 Kilometer |
| <input type="checkbox"/> between 10 and 25 Kilometer | <input type="checkbox"/> between 100 and 250 Kilometer |
| <input type="checkbox"/> between 25 and 50 Kilometer | <input type="checkbox"/> over 250 Kilometer |

25. How far away is your farthest business partner?

- ☐ Under 10 Kilometer
 ☐ between 50 and 100 Kilometer
☐ between 10 and 25 Kilometer
 ☐ between 100 and 250 Kilometer
☐ between 25 and 50 Kilometer
 ☐ over 250 Kilometer

26. How important do you think transparency is for your customers?

- 1 2 3 4 5 6
 very important ☐ ☐ ☐ ☐ ☐ ☐ Not at all important

27. How well does the Regionalmarke EIFEL assure a high level of transparency?

- 1 2 3 4 5 6
 Very Well ☐ ☐ ☐ ☐ ☐ ☐ not well at all

28. How important in your opinion are the following tasks for the Regionalmarke EIFEL?

	Very important	1	2	3	4	5	6	not at all important
Increase value creation in the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Improve the touristic potential of the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Support nature conservation and environmental protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Secure fair incomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Secure jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Guarantee a high level of quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Create transparency for consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Provide education and information services for companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Improve networking for companies and individuals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

29. Do you have any other comments?

Answers to Open-Ended Questions

Question 4: Why did you decide to become a member of the Regionalmarke EIFEL? Answer: Other	
Survey #	Comment
1	Marketingstrategie
3	Das zu der Zeit vorgestellte Konzept paßte zu unserem
4	Nachvollziehbare Qualitätsprüfung d. d. Gast möglich
13	Profilierung gegenüber Mitwerbern
15	Mich von anderen unterscheiden – besser sein!
20	QUALILÄT IST UNSERE NATUR
28	Verbundenheit zur Region Eifel
33	Steigerung der Wertschätzung ursprünglicher Produkte
41	Imagestärkung
45	Region unterstützen
54	Darstellung der Identität mit der Eifel nach außen

Question 6: What binds you to the region Eifel? Answer: Other	
Survey #	Comment
4	Standpunktsicherung
28	Jagd
33	seit 1925 hier Sitz unseres Fachzentrum Bienen und Imkerei
62	Quellvorkommen

Question 13: Do you have any suggestions on how to improve the Regionalmarke EIFEL?	
Survey #	Comment
1	Distribution besser bündeln
3	Ja, die wir Ihnen gerne in einem Persönlichen Gespräch vermitteln wollen
13	Nein
11	Regelmäßiges Treffen der "Gastgeber Eifel"
13	Wir sind zufrieden, die Entwicklung wird kontinuierlich voran gebracht
14	Mehr für Ferien Wohnung tun!
15	-
20	Die Regionalmarke EIFEL mehr in der unmittelbaren Nähe bekannter machen.
24	Weiter fest am "Ball" bleiben
29	Die Markenverwaltung macht einen guten Job, leider ist das nicht allen Produzenten bewusst. Hier muss mehr Aufklärungsarbeit in den Betrieben erfolgen, damit diese das Potential einer RGM verinnerlichen.
30	Mehr Möglichkeiten zur kostenlosen Reklame für die einzelnen Nutzer der Regionalmarke Eifel, das Label sollte kostengünstiger sein (für uns kleine Betriebe im Nebenerwerb eine sehr hohe finanzielle belastung). Die Eifelgastgeber sollten dazu verpflichtet werden ihre Frühstücke mit regionalen Produkten auszustatten anstelle von Discounter Produkten (Fruchtaufstriche, Wurstwaren Brotwaren usw.)
33	Öffnung für weitere Teilnehmer durch akzeptable Bedingungen; u. U. Gruppenbetreuung; Angebot von Fortbildungsmassnahmen zur Erfolgssteigerung der Teilnehmer
34	Alles ist in besten Händen!
37	Nein - denke es läuft Beispielhaft

38	weiter so
39	Erstellung eines Produktheftes mit Preisen für das B2B Geschäft
40	eine verbesserte und strengere Kontrolle der Gastronomie um die Konsumenten zu schützen.
41	Mehr Imagewerbung unter Beachtung der Kosten, die Regionalmarke sollte eine exklusive, aber für alle nutzbare und erschwingliche Marke sein und damit auch ihre Produkte.
48	/
53	Ja einige
59	bessere Vermarktung in den angrenzenden Ländern
67	Mehr Ferienwohnungen mit Restaurants zusammenbringen; wir schicken z. B. unsere Gäste oft in Restaurants anderer Markennutzer und versuchen, mit ihnen zusammen zu arbeiten.
72	Die Anforderungen an die Markennutzer sollten auf die Betriebsart abgestimmt werden.

Question 22: Which standards have you implemented? Answer: Other	
Survey #	Comment
26	Viabono
38	Hauptsächlich sind die Umwelt und Qualitätsgedanken durch Landidyll entstanden.

Question 28: How important in your opinion are the following tasks for the Regionalmarke EIFEL? Answer: Other	
Survey #	Comment
39	Die Bekanntheit und Anerkennung der Marke stärken

Question 29: Do you have any other comments?	
Survey #	Comment
3	Es stellt sich die Frage, ob ein Belg. Schlachthof in der Größe, für Regionalität werben kann. Es wird die Frage gestellt (in 5) verbundenheit zur Eifel. Es wäre wünschenswert, wenn das auch von der Regionalmarke EIFEL so gefördert wird, dass es auch Eifel bleibt. Es ist das "As" im Ärmel der Produzenten und Gastro in der Eifel. Also lassen Sie's bitte auch in der Eifel. Ein "Umgänglicher" und offener Gesprächspartner (der auch Vorschläge von Anderen, nicht nur von sich selbst umsetzt) wäre wünschenswert.
6	Der wirtschaftlichen Druck darf nicht dazu führen, dass die Regionalmarke EIFEL qualitative und geografisch verwässert wird.
13	Fragen Nr. 23, 24, und 25 wir nicht beantworten, da wire in Restaurant sind.
20	Bei Gastgeber mehr auf die Einhaltung Ihrer Richtlinien achten. "Weniger ist besser als mehr"
21	Die Mitgliedschaft in der RmE gibt meiner Imkerei ein weitgehendes Alleinstellungsmerkmal, insofern ist die Nachfrage trotz relativ hoher Preise viel höher als mein Angebot. Das erklärt meine überaus positive „Notenvergabe“.
23	Wir produzieren Obstbäume für Gärten und Streuobstwiesen und haben uns auf historische und krankheitsunempfindliche Sorten spezialisiert. Wir vertreiben diese über unsere Baumschule, über unser Gartencenter

	Sängerhof und über www.gartenwebshop.eu . Im Sängerhof haben wir einen Regionalmarke Eifelshop mit Regionalprodukten, Wanderkarten, Büchern, Marmeladen von Landfrauen, Schnäpsen u.v.m. Alles für Haus und Hof, Garten und Park.
28	Wir passen vermutlich nicht in das Konzept weil wir Wildpret vermarkten und keine Werbung brauchen. Wir brauchen auch keine Qualitätskriterien weil wir die uns selbst schon lange gegeben haben. Wir haben das Logo haben wollen, um uns mit der Region zu identifizieren.
33	Wir sind eine Landesdienststelle (DLR- Fachzentrum Bienen und Imkerei), deren Aufgaben sich im Bereich Aus-, Weiterbildung von Imkern, Bienenzucht, Bienenpathologie, u. a.m. befasst. Hierzu gehört auch die Gewinnung und Vermarktung der Bienenprodukte zu betreuen und zu vermitteln. Daher ist es nur natürlich, dass wir bei der Regionalmarke Eifel mitmachen; mehr mit dem Ziel der Beispielwirkung und Unterstützung der Honig-Produzenten; insbes. i.S. der Qualitätssicherung (Z.B. durch Laboranalysen), Beratung und auch als Zulieferer von Honig, weniger als Selbstvermarkter. Wir betreuen im Dienstbezirk mehr als 6.000 Imker, wovon lediglich ein Bruchteil an geordneter, geschweige gezielter Regionalvermarktung interessiert ist. Noch verkauft sich der Honig der Kleinimker im örtlichen Umfeld fast von selbst (allerdings wird Honig unter Wert abgegeben!). Von daher ist es schwierig dauerhaft Vertriebsstrukturen zu entwickeln und zu erhalten, da häufig die Nachschubsituation ungewiss ist. Es wird wichtig sein den Kreis der Teilnehmer zu erweitern, dabei die Kommunikation und Kooperation untereinander zu entwickeln um in der Marke einen sicheren Auftrieb zu finden. Bemühungen in dieser Richtung seitens der Marke werden von uns nach Möglichkeit unterstützt. Auf Grund unseres besonderen Status war es wenig sinnvoll zu den durchaus relevanten Fragen zu antworten. Daher die fehlstellen im Fragebogen.
45	Regionale Unternehmen mit ihren Standort Anforderungen fördern
48	//
67	Man hat das Gefühl als Gastgeber (FeWo) ist die Sache sinnfrei.... bis auf die Schulung. Aber ich weiß leider auch nicht, wie man das ändern könnte, denn wir "produzieren" ja nichts... :-) ... außer ein gutes Gefühl bei den Gästen!

Statistical Analysis

TABLE 1: CHARACTERISTICS OF RESPONDENTS

	Number	Percent
Length of membership		
Less than 2 Years	11	15.3
2-4 Years	21	29.2
5-8 Years	25	34.7
Longer than 8 Years	15	20.8
Type of Member		
Producer	25	34.7
Host	43	59.7
Both	4	5.6
Type of Business		
Organic	13	18.3
Conventional	46	64.8
Both	4	5.6
NA	8	11.3

TABLE 2: REASONS TO JOIN THE BRAND

Responses to question 4: Why did you decide to become a member of the Regionalmarke EIFEL? All answers are given first in number of responses then percentage of respondents. ²																
	Establish connections to others in the region		Ensure the transparency of my products or service		As a contribution to landscape conservation		Ensure the quality of my products		Increase the competitiveness of my business		Counteract pressure on food prices		Establish regional business cooperations		Other	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership																
Less than 2 Years	9	82	5	46	3	27	8	73	8	72	3	27	10	91	1	9
2-4 Years	14	67	7	33	4	19	9	43	15	71	4	19	15	71	4	19
5-8 Years	15	60	16	64	10	40	15	60	19	76	3	12	19	76	3	12
Longer than 8 Years	9	60	8	53	7	47	7	47	10	67	1	7	11	73	3	20
Type of Member																
Producer	14	56	14	56	8	32	11	44	16	64	6	24	20	80	4	16
Host	29	67	19	44	15	35	25	58	32	74	4	9	33	77	7	16
Both	4	100	3	75	1	25	3	75	4	100	1	25	2	50	0	0
Type of Business																
Organic	9	69	8	62	7	54	7	54	6	46	3	23	12	92	2	15
Conventional	31	67	20	44	9	20	24	52	35	76	7	15	32	70	8	17
Both	1	25	3	75	3	75	1	25	3	75	0	0	4	100	0	0
NA	5	62	4	50	5	63	6	75	7	88	1	13	6	75	1	13
Average	47	65	36	50	24	33	39	54	52	72	11	15	55	76	11	15

² Percentages do not add up to 100 since multiple responses were allowed.

TABLE 3: CONNECTION TO THE EIFEL

Responses to questions 5 and 7: "How connected do you feel to the Eifel region?" and "Since you have become a brand member, how has your connection to the Eifel region changed?" All answers are given first in number of responses then percentage of respondents.																		
	Connection to Eifel 1= very connected, 6 = not at all connected												Change in connection due to membership					
	1		2		3		4		5		6		More		Same		Less	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership																		
Less than 2 Years	5	46	5	46	1	9	0	0	0	0	0	0	8	73	2	18	1	9
2-4 Years	16	76	4	19	1	5	0	0	0	0	0	0	12	57	9	43	0	0
5-8 Years	17	68	8	32	0	0	0	0	0	0	0	0	18	72	7	28	0	0
Longer than 8 Years	9	60	5	33	0	0	1	6	0	0	0	0	5	33	10	67	0	0
Type of Member																		
Producer	19	76	5	20	1	4	0	0	0	0	0	0	13	52	11	44	1	4
Host	26	61	15	35	1	2	1	2	0	0	0	0	26	61	17	40	0	0
Both	2	50	2	50	0	0	0	0	0	0	0	0	4	100	0	0	0	0
Type of Business																		
Organic	11	85	1	8	1	8	0	0	0	0	0	0	8	62	5	39	0	0
Conventional	30	65	15	33	1	2	0	0	0	0	0	0	27	59	18	39	1	2
Both	1	25	3	75	0	0	0	0	0	0	0	0	1	25	3	75	0	0
NA	4	50	3	38	0	0	1	13	0	0	0	0	6	74	2	25	0	0
Average	47	65	22	31	2	3	1	1	0	0	0	0	43	60	28	39	1	1

TABLE 4: REASONS FOR CONNECTION TO THE EIFEL

Responses to question 6: "What binds you to the region Eifel?" All answers are given first in number of responses then percentage of respondents. ³														
	What binds you to the region Eifel?													
	Family and Friends		Work or Studies		Cultural activities		Nature and Landscape		Feeling of Home		Nothing		Other	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership														
Less than 2 Years	10	91	3	27	1	9	8	73	8	73	0	0	0	0
2-4 Years	16	76	16	76	4	19	21	100	14	67	0	0	2	10
5-8 Years	19	76	14	56	4	16	22	88	19	76	0	0	2	8
Longer than 8 Years	13	87	9	60	2	13	15	100	13	87	0	0	0	0
Type of Member														
Producer	20	80	17	68	3	12	20	80	18	72	0	0	3	13
Host	34	79	23	54	7	16	42	98	32	74	0	0	1	2
Both	4	100	2	50	1	25	4	100	4	100	0	0	0	0
Type of Business														
Organic	10	77	11	84	4	31	13	100	9	69	0	0	1	8
Conventional	37	80	23	50	5	11	41	89	34	74	0	0	3	7
Both	3	75	4	100	1	25	4	100	4	100	0	0	0	0
NA	7	88	4	50	1	12	7	88	6	75	0	0	0	0
Average	58	81	42	58	11	15	66	92	54	75	0	0	4	6

³ Percentages do not add up to 100 since multiple responses were allowed.

TABLE 5: NETWORKING WITHIN REGIONALMARKE EIFEL

Responses to questions 8, 9,10 and 11: “How well are you networked to other people in the region?”; “Are you either a supplier or buyer of other Regionalmarke EIFEL members?” ; “Did this cooperation come about due to your participation in the Regionalmarke EIFEL?” and “Through your contact with other brand members, have you gotten any ideas to improve your business that you want to implement or have already implemented?” All answers are given first in number of responses then percentage of respondents.

	Degree of Networking 1= very well, 6 = not at all												supplier or buyer of other brand members		cooperation due to your participation in the brand		ideas to improve your business	
	1		2		3		4		5		6							
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%		
Length of membership																		
Less than 2 Years	1	9	7	64	0	0	2	18	1	9	0	0	8	73	3	38	4	36
2-4 Years	3	15	8	40	6	30	2	10	1	5	0	0	16	76	12	75	11	55
5-8 Years	3	12	7	28	11	44	2	8	0	0	2	8	19	79	12	63	17	68
Longer than 8 Years	3	20	6	40	3	20	1	7	2	13	0	0	11	73	8	73	10	67
Type of Member																		
Producer	3	13	8	33	6	25	4	17	2	8	1	4	21	84	12	57	6	25
Host	7	16	18	42	12	28	3	7	2	4	1	2	29	69	21	72	32	75
Both	0	0	2	50	2	50	0	0	0	0	0	0	4	100	2	50	4	100
Average	10	14	28	39	20	28	7	10	4	6	2	3	54	76	35	65	42	59

TABLE 6: COMPARISON OF NETWORKING AND NEW INCOME POSSIBILITIES

Comparison of responses to question 8: “How well are you networked to other people in the region?” and question 20 “Have you been able to access new business areas or income possibilities due to the Regionalmarke EIFEL?”

	How well are you networked to other people in the region?											
	1		2		3		4		5		6	
	N	%	N	%	N	%	N	%	N	%	N	%
Have you been able to access new business areas or income possibilities due to the Regionalmarke EIFEL?	5	56	12	43	4	20	1	14	1	25	0	0

TABLE 7: INVOLVEMENT IN THE BRAND

Responses to question 12: “How well can you get involved with the Regionalmarke EIFEL?” All answers are given first in number of responses then percentage of respondents. 1 = very well, 6 = not at all

	1		2		3		4		5		6	
	N	%	N	%	N	%	N	%	N	%	N	%
Average	4	6	17	24	30	42	17	24	3	4	1	1

TABLE 8: PRESSURE ON FOOD PRICES

Responses to questions 14 and 15: "Are you exposed to pressure on food prices?" and "How much does the Regionalmarke EIFEL help you to resist pressure on food prices?" All answers are given first in number of responses then percentage of respondents.

			Resist pressure on food prices 1 = very much, 6 = not at all											
			1		2		3		4		5		6	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership														
Less than 2 Years	4	36	0	0	2	50	0	0	0	0	1	25	1	25
2-4 Years	9	45	1	11	1	11	2	22	2	22	1	11	2	22
5-8 Years	7	30	0	0	3	43	1	14	2	29	1	14	0	0
Longer than 8 Years	5	33	1	20	0	0	0	0	2	40	2	40	0	0
Average	25	36	2	8	6	24	3	12	6	24	5	20	3	12

TABLE 9: PRICE DEVELOPMENT

Responses to questions 16 and 19: "How fair to you think the prices for your products or services are?" and "How have the prices you charge for your products or services developed due to the Regionalmarke EIFEL?" All answers are given first in number of responses then percentage of respondents.

	Fair Prices 1 = very fair, 6 = not fair at all																	
	1		2		3		4		5		6		Risen		Same		Fallen	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership																		
Less than 2 Years	4	36	5	46	1	9	0	0	1	9	0	0	4	36	7	64	0	0
2-4 Years	9	43	5	24	6	29	0	0	0	0	1	5	5	26	14	74	0	0
5-8 Years	6	26	13	57	2	9	2	9	0	0	0	0	9	38	15	63	0	0
Longer than 8 Years	2	14	7	50	4	29	1	7	0	0	0	0	4	27	11	73	0	0
Type of Member																		
Producer	10	40	9	36	2	8	2	8	1	4	1	4	4	17	19	83	0	0
Host	10	25	18	45	11	28	1	3	0	0	0	0	17	41	25	61	0	0
Both	1	25	3	75	0	0	0	0	0	0	0	0	1	25	3	75	0	0
Type of Business																		
Organic	2	17	8	67	1	8	1	8	0	0	0	0	5	39	8	62	0	0
Conventional	17	37	14	30	11	24	2	4	1	2	1	2	13	30	31	71	0	0
Both	1	25	3	75	0	0	0	0	0	0	0	0	0	0	4	100	0	0
NA	1	17	4	67	1	17	0	0	0	0	0	0	4	57	3	43	0	0
Average	21	30	30	44	13	19	3	4	1	1	1	1	22	32	47	68	0	0

TABLE 10: CHANGE IN ECONOMIC SITUATION

Responses to questions 17, 18 and 20: “Since you have become a brand member, your business has had... success”; “Due to the Regionalmarke EIFEL, your profits have become... stabile” and “Have you been able to access new business areas or income possibilities due to the Regionalmarke EIFEL?” All answers are given first in number of responses then percentage of respondents.

	Change in Success						Change in Stability of Profits						Access to new business areas or income possibilities due to the brand.	
	More		Same		Less		More		Same		Less			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership														
Less than 2 Years	4	36	7	64	0	0	4	36	7	64	0	0	3	27
2-4 Years	11	55	9	45	0	0	10	53	9	47	0	0	8	40
5-8 Years	13	52	12	48	0	0	13	52	12	48	0	0	7	28
Longer than 8 Years	5	36	9	64	0	0	2	15	11	85	0	0	5	33
Type of Member														
Producer	9	38	15	63	0	0	10	44	13	57	0	0	9	38
Host	21	50	21	50	0	0	16	39	25	61	0	0	11	26
Both	3	75	1	25	0	0	3	75	1	25	0	0	3	75
Type of Business														
Organic	6	46	7	54	0	0	5	39	8	62	0	0	6	46
Conventional	20	45	24	55	0	0	19	44	24	56	0	0	13	29
Both	0	0	4	100	0	0	0	0	4	100	0	0	2	50
NA	7	88	1	13	0	0	5	71	2	29	0	0	1	13
Average	33	47	37	53	0	0	29	43	39	57	0	0	23	32

TABLE 11: ENVIRONMENTAL ISSUES

Responses to questions 21, 22, 23, 24 and 25: "Has your membership with the Regionalmarke EIFEL lead you implement improved environmental standards in your business?"; "Which standards have you implemented?" ⁴ ; "How far do your products „travel“ on average to reach your buyers or consumers?"; "How far away is your nearest business partner?" and "How far away is your farthest business partner?" All answers are given first in number of responses then percentage of respondents.			
		N	%
Has the brand lead you implement improved environmental standards?		10	16
Which standards have you implemented?	Change to organic farming	1	10
	Change to extensive grassland management	0	0
	Contract conservation farming	1	10
	Improvements in animal welfare	1	10
	Change to products or ingredients without Genetic Modified Organisms	3	30
	Reduced Energy consumption	8	80
	Reduced water consumption	7	70
	Reduced consumption of other resources	4	40
	EMAS	0	0
	ISO 14001	2	20
	Prevention of waste	5	50
	Other	1	10
How far do your products „travel“ on average	Under 10 Kilometer	10	15
	between 10 and 25 Kilometer	4	6
	between 25 and 50 Kilometer	8	12
	between 50 and 100 Kilometer	16	24
	between 100 and 250 Kilometer	4	6
	over 250 Kilometer	4	6
How far away is your nearest business partner?	Under 10 Kilometer	38	63
	between 10 and 25 Kilometer	15	25
	between 25 and 50 Kilometer	5	8
	between 50 and 100 Kilometer	2	3
	between 100 and 250 Kilometer	0	0
	over 250 Kilometer	0	0
How far away is your farthest business partner?	Under 10 Kilometer	0	0
	between 10 and 25 Kilometer	3	6
	between 25 and 50 Kilometer	6	11
	between 50 and 100 Kilometer	16	30
	between 100 and 250 Kilometer	15	28
	over 250 Kilometer	13	25

⁴ Percentages do not add up to 100 since multiple responses were allowed.

TABLE 12: IMPORTANCE OF TRANSPARENCY

Responses to question 26: "How important do you think transparency is for your customers?" All answers are given first in number of responses then percentage of respondents. 1= very important, 6= not important at all												
	1		2		3		4		5		6	
	N	%	N	%	N	%	N	%	N	%	N	%
Type of Member												
Producer	17	71	6	25	1	4	0	0	0	0	0	0
Host	18	47	11	29	5	13	3	8	0	0	1	3
Both	2	50	2	50	0	0	0	0	0	0	0	0
Type of Business												
Organic	8	67	3	25	0	0	1	8	0	0	0	0
Conventional	23	54	12	28	5	12	2	5	0	0	1	2
Both	2	50	2	50	0	0	0	0	0	0	0	0
NA	3	50	2	33	1	17	0	0	0	0	0	0
Average	37	56	19	29	6	9	3	5	0	0	1	2

TABLE 13: BRANDS ABILITY TO PROVIDE TRANSPARENCY

Responses to question 27: "How well does the Regionalmarke EIFEL assure a high level of transparency?" All answers are given first in number of responses then percentage of respondents. 1 = very well, 6 = not well at all												
	1		2		3		4		5		6	
	N	%	N	%	N	%	N	%	N	%	N	%
Type of Member												
Producer	9	41	7	32	5	23	0	0	1	5	0	0
Host	9	25	17	47	8	22	1	3	1	3	0	0
Both	0	0	3	75	0	0	1	25	0	0	0	0
Type of Business												
Organic	4	44	2	22	2	22	0	0	1	11	0	0
Conventional	11	26	18	43	11	26	2	5	0	0	0	0
Both	3	75	1	25	0	0	0	0	0	0	0	0
NA	0	0	5	83	0	0	0	0	1	16	0	0
Average	18	30	26	43	13	21	2	3	2	3	0	0

TABLE 14: IMPORTANT TASKS FOR THE BRAND

Responses to question 28: "How important in your opinion are the following tasks for the Regionalmarke EIFEL?" Results shown for answers in the 1 (very important) to 3 (important) range. All answers are given first in number of responses then percentage of respondents.																		
	Increase value creation in the region						Improve the touristic potential of the region						Support nature conservation and environmental protection					
	1		2		3		1		2		3		1		2		3	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership																		
Less than 2 Years	8	80	2	20	0	0	7	70	1	10	2	20	3	30	2	20	4	40
2-4 Years	17	81	3	14	1	5	16	76	2	10	3	14	7	35	5	25	6	30
5-8 Years	20	80	5	20	0	0	14	61	8	35	1	4	7	30	7	30	9	39
Longer than 8 Years	7	50	15	21	3	4	4	27	11	73	0	0	5	33	7	47	1	7
Type of Member																		
Producer	20	80	4	16	1	4	13	57	6	26	4	17	6	26	6	26	7	30
Host	30	73	9	22	2	5	26	62	15	36	1	2	15	37	14	34	11	27
Both	2	50	2	50	0	0	2	50	1	25	1	25	1	25	1	25	2	50
Type of Business																		
Organic	12	92	1	8	0	0	9	69	2	15	2	15	6	46	5	39	1	7
Conventional	32	70	12	26	1	4	27	61	13	30	4	9	12	28	11	26	17	40
Both	4	100	0	0	0	0	1	25	3	75	0	0	1	25	3	75	0	0
NA	3	50	2	33	1	17	3	43	4	57	0	0	2	29	2	29	2	29
Average	52	74	15	21	3	4	41	59	22	32	6	9	22	32	21	31	20	29
	Secure fair incomes						Secure jobs						Guarantee a high level of quality					
	1		2		3		1		2		3		1		2		3	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership																		
Less than 2 Years	2	20	6	60	1	10	3	30	3	30	4	40	6	60	4	40	0	0
2-4 Years	6	30	6	30	5	25	8	40	8	40	1	5	15	71	4	19	2	10
5-8 Years	4	18	11	50	4	18	5	21	10	42	7	29	18	72	7	28	0	0
Longer than 8 Years	0	0	7	50	5	36	2	14	6	43	3	21	3	20	8	53	4	27
Type of Member																		
Producer	7	30	6	26	6	26	9	38	5	21	6	25	15	60	7	28	3	12
Host	5	12	21	54	9	23	9	23	20	50	8	20	26	62	13	31	3	7
Both	0	0	3	75	0	0	0	0	2	50	1	25	1	25	3	75	0	0
Type of Business																		
Organic	4	31	3	23	4	31	5	39	4	31	3	23	10	77	2	15	1	8
Conventional	5	12	24	56	8	19	10	23	18	41	12	27	26	57	17	37	3	7
Both	1	25	1	25	2	50	1	25	1	25	0	0	2	50	2	50	0	0
NA	2	40	1	20	1	20	2	33	3	50	0	0	3	43	2	29	2	29
Average	12	18	30	46	15	23	18	27	27	40	15	22	42	59	23	32	6	9
	Create transparency for consumers						Provide education and information services for companies						Improve networking for companies and individuals					
	1		2		3		1		2		3		1		2		3	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Length of membership																		
Less than 2 Years	5	50	4	40	1	10	3	30	1	10	5	50	4	40	4	40	1	10
2-4 Years	9	45	10	50	0	0	5	25	6	30	6	30	11	55	7	35	2	10
5-8 Years	17	73	6	26	0	0	6	26	7	30	9	39	5	21	13	54	6	25

Longer than 8 Years	5	39	4	31	2	15	0	0	10	71	3	21	3	21	7	50	4	27
Type of Member																		
Producer	16	67	6	25	0	0	7	30	5	22	8	35	13	54	6	25	5	21
Host	19	50	15	40	3	8	6	15	19	48	12	30	9	23	22	55	8	20
Both	1	25	3	75	0	0	1	25	0	0	3	75	1	25	3	75	0	0
Type of Business																		
Organic	9	69	3	23	0	0	3	23	6	46	3	23	6	46	6	46	1	8
Conventional	20	46	19	43	3	7	7	16	13	30	18	42	11	25	22	50	10	23
Both	3	75	1	25	0	0	1	25	2	50	1	25	3	75	1	25	0	0
NA	3	75	1	25	0	0	2	33	3	50	1	17	2	33	2	33	2	33
Average	36	55	24	36	3	5	14	21	24	36	23	34	23	34	31	46	13	19


Appendix B: Questionnaire Consumers

German Questionnaire

**Regionalmarke EIFEL – Umfrage an die Konsumenten**

Diese Umfrage wird im Rahmen einer Masterarbeit zur Regionalmarke EIFEL durchgeführt. Ich würde mich sehr freuen, wenn Sie sich 5 Minuten Zeit nehmen würden um diesen Fragebogen auszufüllen. Ihre Angaben helfen uns sehr, den Erfolg der Regionalmarke EIFEL zu bewerten und sie somit verbessern zu können. Alle Angaben werden selbstverständlich anonym und vertraulich behandelt. Es sind keine Angaben zu ihrer Person notwendig. Vielen Dank für Ihre Mitarbeit!

Laurel Martin

1. Kommen Sie aus der Eifel?
☐ Ja, weiter bei Frage 2 ☐ Nein, weiter bei Frage 5
 2. Woher kommen Sie?
 Postleitzahl _____
 3. Wie gern leben Sie in dieser Region?
 1 2 3 4 5 6
 Sehr gern ☐ ☐ ☐ ☐ ☐ ☐ Gar nicht gern
 4. Was bindet Sie an die Region Eifel? *Mehrfachnennung möglich*
☐ Familie und Freunde ☐ Arbeit oder Ausbildung ☐ Kulturelles Angebot
☐ Natur und Landschaft ☐ Heimatgefühl ☐ Nichts
☐ Sonstige _____
 weiter bei Frage 7
 5. Woher kommen Sie?
 Postleitzahl _____
 6. Was machen Sie in der Region? *Mehrfachnennung möglich*
☐ Urlaub ☐ Besuch bei Familie oder Freunden ☐ Geschäftsreise
☐ Sonstige _____
 7. Erkennen Sie dieses Logo?
☐ Ja, weiter bei Frage 8 ☐ Nein, weiter bei Frage 11
- 
8. Warum kaufen Sie diese Marke? *Mehrfachnennung möglich*
☐ Es schmeckt besser ☐ Es ist umweltfreundlich ☐ Aus Tierschutzaspekten
☐ Es ist typisch für die Region ☐ Für die Frische ☐ Ich vertraue diesem Betrieb
☐ Damit das Geld in der Region bleibt ☐ Sonstige _____
 9. Wie oft kaufen Sie Produkte und Dienstleistungen dieser Marke?
 1 2 3 4 5 6
 Sehr oft ☐ ☐ ☐ ☐ ☐ ☐ Sehr selten
 10. Kaufen Sie eher Produkte mit der Regionalmarke EIFEL als Produkte ohne sie?
☐ Ja ☐ Nein ☐ Weiß nicht

weiter auf der Rückseite

11. Welche Eigenschaften schätzen Sie an den Produkten und Dienstleistungen der Regionalmarke EIFEL?

Mehrfachnennung möglich

- | | | |
|--|--|--|
| <input type="checkbox"/> Kurze Transportwege | <input type="checkbox"/> Artgerechte Tierhaltung | <input type="checkbox"/> Nicht genetisch verändert |
| <input type="checkbox"/> Hohe Qualität | <input type="checkbox"/> Frische | <input type="checkbox"/> Typisch für die Region |
| <input type="checkbox"/> Aus der Region | <input type="checkbox"/> Vertrauensvoller Hersteller | <input type="checkbox"/> Nichts |
| <input type="checkbox"/> Weiß nicht | <input type="checkbox"/> Sonstige _____ | |


Vielen Dank für Ihre Teilnahme an der Umfrage! Bitte geben Sie diese Fragebogen bei der Person, von der Sie ihn erhalten haben, wieder ab. Falls Sie Interesse an den Ergebnissen haben, können Sie mich gerne unter f.laurel.martin@gmail.com kontaktieren.

English Translation

**Regionalmarke EIFEL – Umfrage an die Konsumenten**

Diese Umfrage wird im Rahmen einer Masterarbeit zur Regionalmarke EIFEL durchgeführt. Ich würde mich sehr freuen, wenn Sie sich 5 Minuten Zeit nehmen würden um diesen Fragebogen auszufüllen. Ihre Angaben helfen uns sehr, den Erfolg der Regionalmarke EIFEL zu bewerten und sie somit verbessern zu können. Alle Angaben werden selbstverständlich anonym und vertraulich behandelt. Es sind keine Angaben zu ihrer Person notwendig. Vielen Dank für Ihre Mitarbeit!

Laurel Martin

1. Are you from the Eifel?
☐ Yes, go to question 2 ☐ No, go to question 5
 2. Where are you from?
 Postal code _____
 3. How much do you like living in this region?
 1 2 3 4 5 6
 very much ☐ ☐ ☐ ☐ ☐ ☐ not at all
 4. What binds you to the region Eifel? *Multiple responses allowed*
☐ Family and Friends ☐ Work or Studies ☐ Cultural activities
☐ Nature und Landscape ☐ Feeling of Home ☐ Nothing
☐ Other _____
 go to question 7
 5. Where are you from?
 Postal code _____
 6. Why did you come to the region? *Multiple responses allowed*
☐ Vacation ☐ Visit family or friends ☐ Business trip
☐ Other _____
 7. Do you recognize this Logo?
☐ Yes, go to question 8 ☐ No, go to question 11
- 
8. Why do you buy this brand? *Multiple responses allowed*
☐ It tastes better ☐ It is environmentally friendly ☐ because of animal protection
☐ It is typical for the region ☐ Its fresh ☐ I trust this company
☐ So that the money stays in the region ☐ Other _____
 9. How often do you buy this brand?
 1 2 3 4 5 6
 Very often ☐ ☐ ☐ ☐ ☐ ☐ very seldom
 10. Would you rather buy products with the Regionalmarke EIFEL logo than products without it?
☐ Yes ☐ No ☐ I don't know

continue on back side

11. What qualities do you appreciate about the Regionalmarke EIFEL's products and services? *Multiple responses allowed*

- | | | |
|---|--|---|
| <input type="checkbox"/> Short transportaion routes | <input type="checkbox"/> Animal protection | <input type="checkbox"/> No Gene Modified Organisms |
| <input type="checkbox"/> High quality | <input type="checkbox"/> Fresh | <input type="checkbox"/> Typical for the region |
| <input type="checkbox"/> Out of the region | <input type="checkbox"/> Trustworthy Producers | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> I don't know | <input type="checkbox"/> Other _____ | |

Vielen Dank für Ihre Teilnahme an der Umfrage! Bitte geben Sie diese Fragebogen bei der Person, von der Sie ihn erhalten haben, wieder ab. Falls Sie Interesse an den Ergebnissen haben, können Sie mich gerne unter f.laurel.martin@gmail.com kontaktieren.

Answers to Open-Ended Questions

Question 2: Where are you from? Postal Code	
Survey #	Comment
46	52159
47	54597
48	53894

Question 5: Where are you from? Postal Code	
Survey #	Comment
1	50827
2	52224
3	B 8620
4	66802
5	52078
6	96279
7	58239
8	66333
9	B 2150
10	42279
11	66625
12	66636
13	66557
14	66557
15	66557
17	57577
18	22391
19	75203
20	54338
21	40239
22	54338
23	28195
24	79859
25	12524
26	79859
27	67229
28	70199
29	50672
30	82211
31	66424
32	50969
33	33428
34	50767
35	41334
36	33428
37	47259
38	52499
39	57489
40	50735
41	40239
42	53859

43	53844
44	53859
45	53859

Question 6: Why did you come to the region? Answer: Other	
Survey #	Comment
20	Langes Wochenende
22	Langes Wochenende
35	Besuch
37	Weihnachtsmarkt/ Kunstmarkt
39	Tagesausflug
41	Wochenendurlaub
43	Wochenende
44	Wochenende
45	Wochenende

Question 8: Why do you buy this brand? Answer: Other	
Survey #	Comment
34	Qualitätsgründen

Question 11: What qualities do you appreciate about the Regionalmarke EIFEL's products and services? Answer: Other	
Survey #	Comment
16	Keine Angabe möglich, da Regionalmarke EIFEL nicht bekannt
31	Alles andere für Besucher nicht wirklich kontrollierbar, aber wir hoffen darauf

Statistical Analysis

TABLE 15: RESPONSES TO CONSUMER QUESTIONNAIRE

Responses to Questions 6 through 11 from non-locals only			
		N	%
Why did you come to the region?	Vacation	38	86
	Visit family or friends	8	18
	Business trip	0	0
	Other	5	11
Do you recognize this Logo?		28	64
Why do you buy this brand?	It tastes better	9	32
	Its environmentally friendly	5	18
	because of animal protection	2	7
	Its typical for the region	19	68
	Its fresh	9	32
	I trust this company	13	46
	So that the money stays in the region	5	18
	Other	1	4
How often do you buy this brand?	1	0	0
	2	2	7
	3	6	21
	4	7	25
	5	6	21
	6	7	25
Would you rather buy products with the Regionalmarke EIFEL logo than products without it?		7	25
What qualities do you appreciate about the Regionalmarke EIFEL's products and services?	Short transportation routes	13	30
	Animal protection	11	25
	No Gene Modified Organisms	4	9
	High quality	21	48
	Fresh	19	43
	Typical for the region	19	43
	Out of the region	19	43
	Trustworthy Producers	7	16
	Nothing	3	7
	I don't know	5	11
	Other	2	5

Erklärung

Hiermit versichere ich, dass ich diese Arbeit selbstständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe. Außerdem versichere ich, dass ich die allgemeinen Prinzipien wissenschaftlicher Arbeit und Veröffentlichung, wie sie in den Leitlinien guter wissenschaftlicher Praxis der Carl von Ossietzky Universität Oldenburg festgelegt sind, befolgt habe.

Murrhardt, 6, Februar 2014

Declaration

I herewith declare that I independently wrote this paper and that I used no other help than the cited reference material. I also declare that I have followed the general principals of academic papers and publications as outlined by the Carl von Ossietzky University of Oldenburg in their guidelines for good academic practice.

Murrhardt, 6, February 2014