

**Euromontains.net Project – INTERREG III C – CÓRDOBA - ESPAÑA**  
**County Council of Cordoba**

**County Council of Cordoba**

**PARTICIPATION OF THE TERRITORIAL ORGANISATIONS IN  
THE DEVELOPMENT AND MARKETING OF THE OLIVE OIL,  
COLD MEATS MADE FROM GAME MEAT AND WOOD  
HANDCRAFTS IN THE MOUNTAIN AREAS OF CORDOBA  
(CABRA, PRIEGO DE CÓRDOBA, HORNACHUELOS Y ADAMUZ)**

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- Local Council of Adamúz -

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### - PROJECT STUDY INTERREG: EUROMONTAINS.NET PROJECT STEP 1/ IDENTIFICATION OF COMPANIES IN EACH MUNICIPALITY OF EACH SECTOR

	Cabra	Priego de Cordoba	Hornachuelos	Adamúz
<b>Olive oil</b>	1 Cooperative 1 lower quality olive oil factory 4 Private oil mills	4 cooperatives Private oil mills	1 producing and packaging oil mill 2 Oil mills	(Producing and packaging of "hojiblanca" or white leaf variety) 1 Private Oil Distributor
<b>Handcrafts and items made of Wood</b>	Carpenter's shop (small shops)	Carpenter's shop (small shops)	Small shops) carpenters	Local workshops (Carpenter's shops)
<b>Cold meats made from game meat</b>	Butcher shops (small shops)	2 sausage makers	2 sausage makers	Butcher shops of the municipality

### STEP 2/ CLASIFICACION DE MUNICIPALITIES ACCORDING TO REGION

	NUTS1	NUTS2	NUTS3
<b>SPAIN</b>	ANDALUCIA	CORDOBA	CABRA
<b>SPAIN</b>	ANDALUCIA	CORDOBA	PRIEGO DE CORDOBA
<b>SPAIN</b>	ANDALUCIA	CORDOBA	HORNACHUELOS
<b>SPAIN</b>	ANDALUCIA	CORDOBA	ADAMUZ

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### **STEP 3/ IDENTIFICATION OF THE AREAS OF STUDY**

**Priego de Córdoba      Cabra      Hornachuelos      Adamúz**

### **DESCRIPTION OF THE TERRITORY**

#### **I. LOCATION OF CABRA**

##### **I.I/ GEOGRAPHICAL SITUATION OF CABRA**

- **Mountainous Mass:** subBética Ranges.
- **Altitude:** 452 metres
- **Municipality area:** 683,89 km<sup>2</sup>
- **Climate:** Continental Mediterranean of Atlantic influence currently with irregular precipitation in winter and very little in summer. The temperatures range between 29.5° in summer and milder temperatures in winter.

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##### **I.III/ SOCIO-ECONOMIC SITUATION OF CABRA**

- **Population:** 20.711 INHAB.
- **Population Density:** 90.44inhab/km<sup>2</sup>
- **Trends in Geographical Changes:** Municipal Plans of development of the subBética zone for the next few years .
- **Active population:** 9.431 INHAB.. (31,5%)
- **Main Activity:** Olive Oil

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### **I.III/ DESCRIPTION OF THE ZONING POLICY**

- **Region:** ANDALUCIA.
- **Other local units:** Local Council of Cabra
- **National or regional zoning identified as an area of specific national or regional action:** Subbética
- **Inclusion in an European zoning:** LIC Natural park, Accesses ZEPA zones of special through way for birds.

### **II. LOCATION OF PRIEGO DE CORDOBA**

#### **II.1/ GEOGRAPHICAL SITUATION OF PRIEGO DE CORDOBA**

- **Mountainous Mass:** subBética Ranges
- **Altitude:** 652metres
- **Municipality Area:** 287km<sup>2</sup>
- **Climate:** Mild winters with the possibility of reaching temperatures below zero. Mild summers with an average temperature of 33°.

#### **II.2/ SOCIO-ECONOMIC SITUATION OF PRIEGO DE CORDOBA**

- **Population:** 23.151 INH.
- **Population Density:** 80.66 Inhab./km<sup>2</sup>
- **Trends in Geographical Changes:** Tendency to increase due to the planned Local development (2005-2007)
- **Active Population:** 10.049 INHAB.(43'4% above the total population)
- **Main Activity:** Olive Oil (\*1)

(\*1) The oil is the main activity in Priego de Córdoba followed by dressmaking, which is decreasing now due to the importation of products from the Orient.

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### **II.3/ DESCRIPTION OF THE ZONING POLICY OF PRIEGO DE CORDOBA**

- **Region:** ANDALUCIA.
- **Other local units:** Local council of Priego de Córdoba.
- **National or regional zoning identified as an area of specific national or regional action:** Subbetica
- **Inclusion in an European zoning:** LIC, ZEPA, Funds PRODER, FEDER, LEADER, EUROPEAN SOCIAL FUND.

### **III. LOCATION OF HORNACHUELOS**

#### **III.1/ GEOGRAPHICAL SITUATION OF HORNACHUELOS**

- **National or regional zoning identified as an area of specific national or regional action** Sierra Morena
- **Altitude:** 185metres
- **Area of the municipality:** 928,11 km<sup>2</sup>
- **Climate:** The climate in this area is classified as Continental Mediterranean, it shows an ample thermal range between 42,8 °C as the average maximum of the top temperatures recorded, and 0,1°C as the minimum of the average of the lowest temperatures reached In the area.

#### **III.2/ SOCIO-ECONOMIC SITUATION OF HORNACHUELOS**

- **Population:** 4.678 inhabitants
- **Population Density::** 94 inhabitants/km<sup>2</sup>.
- **Trends in geographical changes** Sierra Morena is considered one of the great geographic areas with bigger Implications In the regional-territorial scope...  
(Production systems more respectful with the environment...).
- **Active population:** 2.123 INHAB. (47.99% above the total of the population)
- **Main Activity:** Olive oil

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### **III.3/ DESCRIPTION OF THE ZONING POLICY OF HORNACHUELOS**

- **Region:** ANDALUCIA.
- **Other local units:** Local council of Hornachuelos
- **National or regional zoning identified as a specific area of national or regional action:** Sierra Morena
- **Inclusion in an European zoning:** (...)

### **IV. LOCATION OF ADAMÚZ**

#### **IV.1/ GEOGRAPHICAL SITUATION OF ADAMÚZ**

- **National or regional zoning identified as an area of specific national or regional action** Valley of the Guadalquivir
- **Altitude:** 240metres
- **Area of the municipality:** 331.15 km<sup>2</sup>
- **Climate:** The typical vegetation is that of Mediterranean forest with oaks, with a climate typically Mediterranean, with high indexes of sunstroke and little rain.

#### **IV.2/ SOCIO-ECONOMIC SITUATION OF ADAMÚZ**

- **Population:** 4.330 inhabitants
- **Population Density:** 12.96 inhabitants/km<sup>2</sup>
- **Trends in geographical changes:** The Guadalquivir valley together with sierra morena,  
Is also one of the great geographic areas with bigger Implications In the regional-territorial scope..
- **Active population:** 2.050 INHAB. (47.34 % above the total of the population)
- **Main Activity:** Olive oil

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### **IV.3/ DESCRIPTION OF THE ZONING POLICY OF ADAMÚZ**

- **Region:** ANDALUCIA.
- **Other local units:** Local council of Adamúz
- **National or regional zoning identified as a specific area of national or regional action :** Valley of the Guadalquivir
- **Inclusion in an European zoning :** Association for the development of Cordoba mountain range, LEADER PLUS, PRODER.

### **STEP 4/ IDENTIFICATION OF THE PRODUCTS OBJECT OF STUDY**

#### **I. Food products:**

- a. Olive oil
- b. Cold meats made from game meat.

#### **II. Handcrafted products:**

- Handcrafts and wood items.

#### **4.I. FOOD PRODUCTS**

##### **CABRA**

- **Description of the product: OLIVE OIL**
- **Connection to the area: -**
- **Number of Producers:** 4 Packaging producers
- **Production volume:** 2.500.000Kg.
- **Volume of the generated business (Sales):** 670.000.000€
- **Description of the product: Cold meats made from game meats.**
- **Connection to the area:**
- **Number of Producers:** Small shops (butcher shops)

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- **Production Volume :** -
- **Volume of the generated business (Sales):**

### **PRIEGO DE CORDOBA**

- **Description of the product: OLIVE OIL**
- **Connection to the area:** Subbetica Oil mill of second grade and Denomination of Origin.
- **Number of Producers:** 3 producers, 2 Private oil mills.
- **Production Volume :** 1.000.000kg/oil
- **Volume of the generated business (Sales):** 4.000.000€ annual average from cooperatives  
In the municipality
- **Description of the product: Cold meats made from game meats.**
- **Connection to the area:** Bucher Shops selling meat products.
- **Number of Producers:** -
- **Production Volume :** -
- **Volume of the generated business (Sales):** -

### **HORNACHUELOS**

- **Description of the product: OLIVE OIL**
- **Connection to the area:** -
- **Number of Producers:** 1
- **Production Volume :** 350.000kg of olive oil
- **Volume of the generated business (Sales):** 1.500.000€/ annual
- **Description of the product: Cold meats made from game meats.**
- **Connection to the area:** -
- **Number of Producers:** Two producers and two packagers. (Carnes de Monte de Sierra Morena, SL y Carnicaza, SL.)
- **Production Volume :** 315.000KG. of meat/year(\*1)
- **Volume of the generated business (Sales):** 750.000€/ANNUAL

(\*1) Average of the packing companies studied not only in Kg, but also in Euros.

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### **ADAMUZ**

- **Description of the product: OLIVE OIL**
- **Connection to the area: -**
- **Number of Producers: 1**
- **Production Volume : 4.000.000kg of Olive oil**
- **Volume of the generated business (Sales): 6000.000€/ annual**
  
- **Description of the product: Cold meats made from game meats.**
- **Connection to the area: -**
- **Number of Producers: Only small commercial butcher shops exist.**
- **Production Volume : -**
- **Volume of the generated business (Sales): -**

### **4.II. HANDCRAFTED PRODUCTS**

#### **CABRA**

- **Description of the product: Handcrafts and wooden items.**
- **Connection to the area: -**
- **Number of Producers: Small artisan workshops no producers**
- **Production Volume : -**
- **Volume of the generated business (Sales): -**

#### **PRIEGO DE CORDOBA**

- **Description of the product: Handcrafts and wooden items.**
- **Connection to the area: -**
- **Number of Producers: Small wood shops and workshops**
- **Production Volume : -**
- **Volume of the generated business (Sales): -**

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### **HORNACHUELOS**

- **Description of the product:** Handcrafts and wooden items.
- **Connection to the area:** -
- **Number of Producers:** There are not any wood manufacturers only small carpentry workshops..
- **Production Volume :** -
- **Volume of the generated business (Sales):** -

### **ADAMUZ**

- **Description of the product:** Handcrafts and wooden items.
- **Connection to the area:** -
- **Number of Producers:** Small carpentry workshops.
- **Production Volume :** -
- **Volume of the generated business (Sales):** -

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### **4.III. DEVELOPMENT PROJECTS OF**

#### **CABRA**

##### **◦— GENERAL CONTENTS**

##### **- Organization responsible for the project:**

-Name:

- SIG (Entrepreneurial Project Local council of Lucena)
- FEDER funds
- PRODER funds
- LIDER funds

##### **• FORO project for the olive oil.**

• Conclusions of the project Foro for the Olive oil.

- Objectives: Promotion of the activity in the olive sector in the municipality and its villages.
- Loss of Experience:

##### **- Difficulties due to its location in a mountainous area:**

-About Costs:

- Small scale of distribution market:
- Low business culture:
- Restrictive laws:

##### **◦— PROJECT CONTENTS**

OBJECTIVES OF THE PROJECT: To Increase the production and packaging activity of the area.

##### OPERATIONAL OBJECTIVES

- Structures and mobilisation of related agents: Speakers, Agriculture Minister.
- Quality Management:
- Infrastructure to encourage business knowledge:
- Legal Protection:
- Commerce: OIL
- Financing Capability: FEDER, LEADER Funds

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### **PRIEGO DE CORDOBA**

#### **◦— GENERAL CONTENTS**

##### **- Organization responsible for the project:**

- Name: Tourism and Oil Project for the denomination of Origin, Project character of the "Picudo" and "Hojiblanca".
- Objectives: Promote the knowledge and acquire a bigger distinction in the denomination of Origin oil market
- Loss of Experience:

##### **- Difficulties due to its location in a mountainous area:**

- About Costs: The costs barrier is the one appearing more frequently at the time of developing any project.
- Small scale of distribution market::
- Low business culture: There is a lot of initiative and entrepreneurial spirit but little preparation is always detected
- Restrictive laws: This is a great barrier because the current legislation imposes a large investment for the improvement of the infrastructures and that means a large economic investment.

#### **◦— PROJECT CONTENTS**

**OBJECTIVES OF THE PROJECT:** To check the loss of the olive oil properties when frozen 1,2 or 3 years at temperatures below zero.

##### **OPERATIONAL OBJECTIVES:**

- Structures and mobilisation of related agents: SIFA from Cabra, Local council of Priego, Álvarez Cubero from Priego de Córdoba.
- Quality Management:
- Infrastructure to encourage business knowledge: Sensors for the acidity analysis of the oil. Own Installations of the Institution developing the project. Council and tasting Panel for the sensorial analysis.
- Legal Protection:
- Commerce: OIL
- Financing Capability: 50%, because most of them have subventions from the project of that percentage on average.

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### **HORNACHUELOS**

#### **°— GENERAL CONTENTS**

##### **- Organization responsible for the project:**

- Name: Expocordoba Fair, Tasting of food products from the municipality, Conferences aimed to other sectors like Bee Keeping, Tourism or the Cork.
- Objectives: Promotion of the municipality commerce.
- Loss of Experience:

##### **- Difficulties due to its location in a mountainous area:**

- About Costs
- Small scale of distribution market:
- Low business culture
- Restrictive laws:

#### **°— PROJECT CONTENTS**

OBJECTIVES OF THE PROJECT: Promotion of the municipality commerce.

##### OPERATIONAL OBJECTIVES:

- Structures and mobilisation of related agents: SIFA from Cabra, Local Council of Priego, Álvarez Cubero from Priego de Córdoba.
- Quality Management:
- Infrastructure to encourage business knowledge: Stand for fairs and exhibitions
- Legal Protection:
- Commerce: Cold meats and oil.
- Financing Capability: -

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**ADAMÚZ**

°— **GENERAL CONTENT**

**- Organization responsible for the project :**

- Name: Promotion resources are not destined to any resource object of study.
- Objectives: -
- Loss of Experience: -

**- Difficulties due to its location in a mountainous area:**

- About Costs: -
- Small scale of distribution market :
- Low business culture:
- Restrictive laws:

°— **PROJECT CONTENTS**

OBJECTIVES OF THE PROJECT: Promotion of the municipality commerce.

OPERATIONAL OBJECTIVES:

- Structures and mobilisation of related agents: -
- Quality Management: -
- Infrastructure to encourage the knowledge of the business: -
- Legal Protection: -
- Commerce: -
- Financing Capability: -

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**4.III. DESCRIPTION OF THE PROJECT ACTIONS/ROLE OF THE LOCAL AUTHORITIES**

	<b>CABRA</b>	<b>PRIEGO</b>	<b>Hornachuelos</b>	<b>Adamúz</b>
<b>Self financing</b>	<b>Amount (€)</b> 50% PRODER Funds %	<b>Amount (€)</b> 50.000€ 50% Local council 50% Denomination of Origin %	<b>Amount (€)</b> %	<b>Amount (€)</b> %
<b>Europe</b>	<b>Amount (€)</b> Future investment %	Applied for future projects <b>Amount (€)</b> %	<b>Amount (€)</b> %	<b>Amount (€)</b> %
<b>Area</b>	<b>Amount (€)</b> Local council of Cabra, Surrounding area and Lucena %	PRIEGO and villages. <b>Amount (€)</b> %	<b>Amount (€)</b> Hornachuelos %	<b>Amount (€)</b> %

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### **Intervention terms:**

#### **CABRA**

- **Assigned financing:** -
  - o **Annual allowance:** 50%
  - o **Complete chain of Supply Contracts:** -:-
  - o **Territorial contracts:** -
  - o **Multi-annual allowances:** -
  
- **Social Organizations:** SIFA, REGULATING COUNCIL, TOURISM REGIONAL OFFICE,
- **Affectation of help:** OIL MILLS, COOPERATIVES AND PRIVATE COMPANIES DEDICATED TO THE MARKETING PACKAGING AND OIL PRODUCTION.
- **Interventions Not Financed: Training, Publicity:** Event Catering, specialized personnel, events hostesses, Organization, etc.

#### **PRIEGO DE CORDOBA**

- Financing assigned:** -
  - o **Annual allowance:** 50%
  - o **Complete chain of Supply Contracts:** -
  - o **Territorial contracts:** -
  - o **Multi-annual allowances:** -
- **Social Organizations:** CITY HALL
- **Affectation of help:** Stand In fair and events
- **Interventions Not Financed: Training, Publicity:** Specialized personnel and hostesses for fairs

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### **HORNACHUELOS**

#### **-Financing assigned:**

- o **Annual allowance:** 50%
- o **Complete chain of Supply Contracts:**
- o **Territorial contracts:**
- o **Multi-annual allowances:**

#### **-Social Organizations:: -**

- **Affectation of help:** FAIRS, EVENTS, VARIOUS,...

- **Interventions Not Financed: Training, Publicity:** Event Catering, specialized personnel, events hostesses, Organization, etc.

### **ADAMUZ**

#### **- Financing assigned: -**

- o **Annual allowance: -**
- o **Complete chain of Supply Contracts: --**
- o **Territorial contracts: -**
- o **Multi-annual allowances: -**

-**Social Organisations:** THEY DO NOT PARTICIPATE

- **Affectation of help: -**

- **Interventions Not Financed: Training, Publicity:**

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**STEP 5/ IDENTIFICATION OF THE KEY FACTORS OF STUDY**

**1. Relation of the participants in the project.**

**- Organization of the participants in the project:**

LOCAL CITY HALLS (Priego de Córdoba, Cabra, Hornachuelos, Adamúz), Regional Council of Andalucía, Public Organisations of Funds Management ( FEDER, PRODER, LEADER...), CECO, Chamber of Commerce of Priego de Córdoba, Rural development of the Subbética, Sierra Morena Cordobesa Adamúz, Regulating Council of Baena, UNEMAC, Entrepreneurial associations (ASAJA, Association of entrepreneurs of Córdoba, Association companies of Cabra (AECA), Association for the promotion of oils from the Southern area of Córdoba), the denomination and Local companies collaborating with each of the sectors and municipalities (Cooperatives, Local Oil mills, workshops and Meat sausage companies)

**-Definition of the project:**

This project is based on obtaining a study of the towns of *Cabra, Priego de Córdoba, Hornachuelos and Adamúz* to know the measures the administration has to develop, for the olive oil sectors, the wood sector and the sausage made from game meat sector. It starts from a current socio-economic analysis of each municipality. The mentioned analysis provides the necessary Information to Identify the deficiencies and the potential, and that way establish a strategy for Local development that will answer to the needs of each municipality. .

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### **Functions performed by each participant:**

All the mentioned organisations participated in the project providing the information related to the project and subject to study..

### **Collaboration ways:**

The mentioned organisations through the delegates have supplied all the data and studies they had available to the writers of the project for their later treatment and evaluation.

<b>2. Quality Control/Innovation</b>
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### **Specific knowledge of the products from the mountains:**

All the products studied are very well known and are deeply rooted in the area where they are produced. In the case of the olive oil, It Is well known through the different denomination of Origin and they are accepted outside the area where they are produced.

### **Research and Development:**

The olive oil stands out in this issue, because it is the only product of the ones studied to which investments are destined for research and development, even though they are small.

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**□ Knowledge of the product ( Characterization, Quality of the final product, knowledge and techniques):**

In the market there are knowledge and techniques that clearly determine the characteristics and the quality of the studied products, but only in the case of the olive oil Its use can be considered to be generalised, giving It enough entity as far as the criteria of Quality and Innovation.

Traditionally quality controls have been performed from the organoleptic point of view and of chemical parameters in the laboratories of each Oil mill, or in the network of external laboratories. Currently projects are being developed for the ecological production and for the specialisation of different types of oil based specially on their organoleptic characteristics.

As far as the sausages made from game meat and the handcrafted wood products they are products with a clear implantation from the traditional point of view but without the development of control, quality and Innovation. In the handcrafted products (wood), in the municipalities object of the study there are small workshops and carpentries , in the food products there are butcher shops ( In the case of the products made with game meat). In the case of the sausages these municipalities do not have the capability, they are small retail shops.

**□ Investments capabilities:**

They are small. The only product that has investment capability is the Olive oil. The other two are products that are developed to satisfy the needs of the family economy and they do not have expectative of growth.

**□ Spreading of recommendations to producers for a stable quality:**

The administration, through formation and information programs such as advertising on radio and television, press, assisting to forums and fairs, promotes the adhesion of these products to various brands that guarantee their quality. On the other hand the consumer sensitive to these measures, demands more and more certified quality on the products.

**□ Access to technological and legal knowledge:**

There are different mechanisms that facilitate the access to technological and legal knowledge, in that respect It does not mean a handicap for the companies, If they find as main obstacle the lack of human resources with enough training to implement this knowledge.

<b>3. Legal Protection</b>
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**□ Legal Collective Brands:**

For the oil: The denomination of Origin.

**□ SIQO ( Official Quality Brands):**

They are not widely used, but they appear specifically in the oil.

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### **□ Legal Organization of the Participants:**

°— **Type 1:** LOCAL COUNCILS (Cabra, Priego de Córdoba, Hornachuelos y Adamúz).

°— **Type 2:** Public Organisations and Funds Managers:  
CECO, Chamber of Commerce of Priego de Córdoba, Group of rural development of the Subbetica, Sierra Morena  
Cordobesa Adamúz, Regulating council of Baena, UNEMAC  
,PRODER, FEDER, LEADER.

°— **Type 3:** Entrepreneurial associations and Private Companies: ASAJA, Entrepreneurs Association of Córdoba,  
Companies Association of Cabra (AECA), Association of the promotion of oil in the Southern area of Córdoba), denomination and local companies collaborating In each one of the sectors and municipalities (Cooperatives, Local Oil mills, workshops and meat and sausage companies)

### **□ Information Sources:**

That supplied by the participants in the project.

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#### **4. Market**

**Knowledge of the market (Consumer expectations):**

Currently the markets where all the products subject to study go are well known:

The oil market is global and therefore it is well influenced by the quality demands, food safety, environmental, and all the others that may be applied to it, including its cost. On the other hand the handcrafted wood products and the sausage products made with game meat are consumed in local markets strongly marked by the quality-price relation.

**Market access:**

The companies producing olive oil have traditionally had access to local markets in a direct way while they left in the hands of large companies the marketing in national and international markets. Currently we are already seen, cases of companies that create their own logistic departments to have access to the national and International markets. On the other hand the companies producing sausage products made from game meat and hand crafted wood products maintain exclusively their presence in the local markets.

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### **□ Marketing:**

In the case of the olive oil, the companies sell the products to large companies that at the same time are in charge of the distribution to the national and International markets. In the last few years important efforts are being made not only on the part of the companies but also from the administration so the producing companies may be able to market their products directly to the final client.

As far as the sausage products made from game meat and the wood handcrafted products they are sold directly in the area where they are produced.

### **□ Investment capability:**

For the handcrafted products and for the sausages there is a low investment of resources. For the Olive oil there is a bigger investment of economic and financial resources, not only by organisations, but also by the private sector.

### **□ Promotion and Communication:**

For the olive oil there are many fairs specific of the sector (Olive tree fair in Jaén etc.) and other general of food (e.g. food in Barcelona) that have the presence of the producing companies of the area of study. In addition the promotion campaigns of these products in the exterior performed by the administration must be taken into account

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As for sausage products made from game meat and handcrafts in wood the companies participate in promotion fairs of local products.

**Legal Protection (SIQO):**

Denomination of Origin of the Olive oil.

<b>5. Financing Capability:</b>
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**Collective Actions:**

PRODER, FEDER, LEADER.

**Companies:**

Companies own financing and external financing.

**Availability of information about measures, financing programs:**

Public Organisms, Local councils and Funds managing agents  
(PRODER, FEDER, LEADER, IFA), through companies financing campaigns

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