

# Are your products optimally positioned in the market?

## Service Module

### Marketing strategy development

#### > Your questions

- Are my marketing strategies optimally designed: product, packaging, price, place of sale, promotion?
- Do the product labels optimally communicate the values of my products?
- How can I improve my marketing strategies to enhance sales and brand image?

#### > Our answers

- Qualitative research to assess the robustness of your marketing strategies.
- Recommendations to improve the marketing of specific products.
- Support in developing improved product labels including consumer testing.



## Service Module

### Residue analysis & mitigation

#### > Your questions

- What are the potential contamination sources along the whole production chain?
- How can I reduce, mitigate and manage the risk of contamination?

#### > Our answers

- Assessment of contamination risk along the whole production chain.
- Residue analysis and result evaluation for different stages of production.
- Assistance in establishing internal systems and procedures for managing residue risk.



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## Service Module

### Product standards & certification

#### > Your questions

- How would new standards affect production quality, marketing options, and cost structures?
- How can new standards be optimally introduced in the given situation?

#### > Our answers

- Impact assessment of new standards, in regard to production and marketing.
- Technical assistance to set in place new product standards.
- Support in developing and implementing a new marketing strategy.



## An example of FiBL's market development support

### Introducing new standards in rice production

A Swiss rice mill was requested by its customer to supply Bio Suisse certified rice. FiBL was contracted to identify potential suppliers and prepare them for Bio Suisse certification.

As part of a sourcing mission to South-East Asia, FiBL marketing experts visited farmer groups and local rice mills to assess their potential for complying with Bio Suisse standards. In some cases, FiBL had to assist farmers in modifying their crop rotation to optimize fertility management. At the level of the mills, a product flow separation system was designed and implemented. Finally, a risk analysis was carried out along the entire production chain to make sure that all possible sources of contamination were eliminated.

Once all operators complied with the Bio Suisse standards, FiBL initially oversaw and monitored the certification procedures. The continuous cooperation between FiBL and project stakeholders has resulted in a lasting and very successful supply chain for high-quality organic rice.

