Comprehensive Support Programme for Small Cheese Producers for the Marketing of Artisanal Cheeses in New Markets. "From Terroir to Market"

Main Objective:

To facilitate the entry of small European cheese producers into new markets through a comprehensive programme covering all stages of the process, promoting economic sustainability, social impact and community development.

1. Food Safety and Regulatory Compliance

Ensure that products comply with European quality standards and regulations to guarantee their legal and safe entry into the Spanish market.

Initial assessment: Diagnosis of current cheese production practices. Food safety audit.

Training in food regulations:

European Union legislation on dairy products. Procedures for obtaining certifications such as ISO 22000 or IFS (International Food Standard).

Training in food traceability.

Process improvement:

Technical consulting to optimise GMP (good manufacturing practices).

Introduction of quality and control systems.

2. Product development and labelling

Create a solid and attractive identity for products that meets Spanish consumer standards.

Visual identity:

Label design in collaboration with branding and marketing experts.

Adaptation to Spanish language and labelling regulations.

Mandatory information:

Nutritional values, ingredients, certifications, and designations of origin.

Brand storytelling: Highlighting local traditions, the origin of the cheese, and sustainable practices to attract consumers interested in authentic products.

3. Selection of formats and sustainable packaging.

Choosing formats and packaging suitable for maximising market acceptance and environmental sustainability.

Format analysis:

Identification of the most popular sizes in supermarkets and specialised shops.

Proposal of products for for consumption (e.g., individual portions).

Packaging design:

Sustainable and recyclable options, aligned with ecological market trends. Cost assessment and logistics options.

Pilot tests: Testing packaging on potential consumers to validate its acceptance.

4. Pricing and competitiveness strategy

Establish competitive and profitable prices for products in the Spanish market.

Market analysis:

Identification of average pricesfor similar products in Spain.

Assessment of the purchasing power of target consumers.

Cost model:

Training on determining production costs and profit margins.

Advice on incorporating logistics and distribution costs.

5. Logistics and Distribution

Facilitating the arrival of products to supermarket chair specialised shops in Spain.

Logistics partnerships:

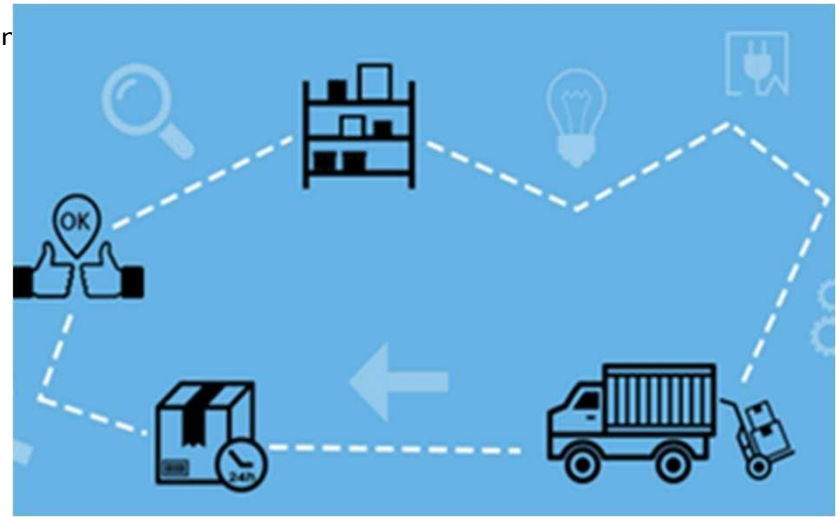
Connection with companies transport transport and distribution companies.

Training on refrigerated transport and preservation of perishable goods.

Distribution network:

Access to contacts in supermarket chains, local markets, and gourmet shops.

Participation in trade fairs and exhibitions to position products.



6. International Promotion and Marketing

Giving visibility to products in the market, highlighting their authenticity and quality.

Promotional campaigns:

Digital strategies (social media, SEO, PPC campaigns).

Impact stories: Show how buying these cheeses supports rural communities.

Collaboration with food influencers:

Promotion of cheeses on social media and at events.

Tastings and activations at points of sale:

Organisation of cheese tastings in supermarkets and local fairs.

7. Sustainability and Social Responsibility

Ensuring that the programme promotes community development and environmental sustainability.

Sustainable practices:

Efficient use of resources in production.

Incentives to adopt sustainable production methods.

8. Monitoring and Evaluation

Measure the impact of the programme and ensure continuous improvement.

Key indicators:

Number of producers trained. Increase in product quality. Sales volume achieved.

After-sales support:

Feedback from consumers and distributors. Adjustments to the programme based on the results obtained.

Programme Schedule

The programme will be carried out in **three phases**:

1. **Diagnosis and planning:** 2 months.
2. **Implementation and training:** 4 months.
3. **Market launch and follow-up:** 3 months after the start of exports.

Expected results

- Increase the competitiveness of small European producers in the Spanish market.
- Generate a positive economic impact in rural communities.
- Expand the range of authentic, high-quality cheeses available in Spain.