



4th
EDITION
THE **RUNGIS**
SYMPOSIUM
24 September 2009 – Espace Rungis

Session 4:
Wholesale markets and branding strategies

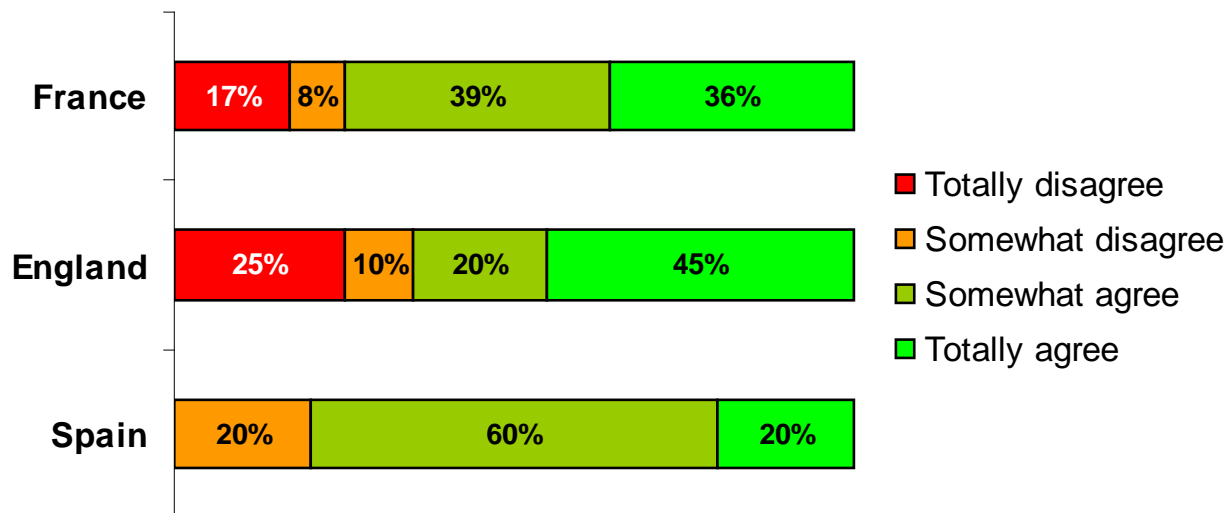




PRODUCTION

The importance of brands in fruit and vegetables

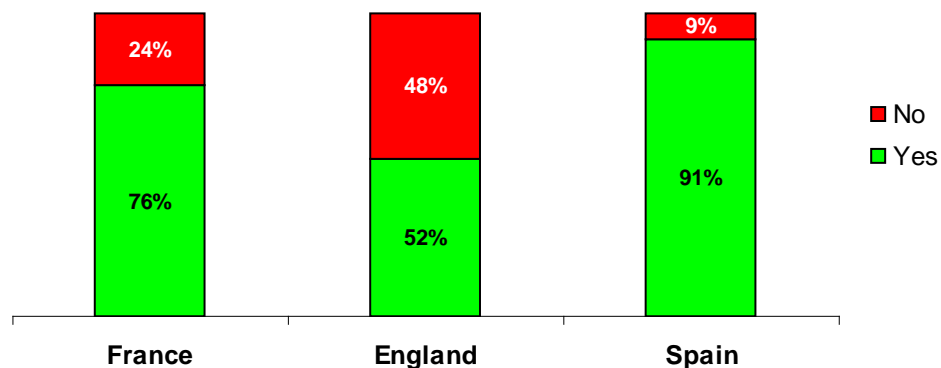
Are the brands likely to take more importance in the fruit and vegetable sector?



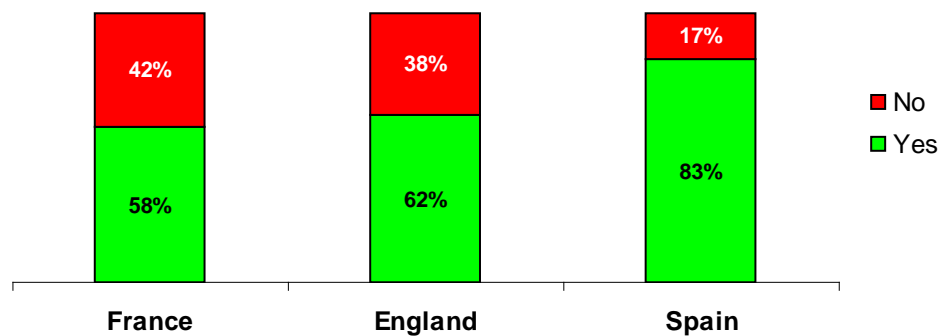
PRODUCTION

Producers are interested in branding approaches

Are you sensitive to brands in general?



Do you use a brand for your own farm/organization or produce?

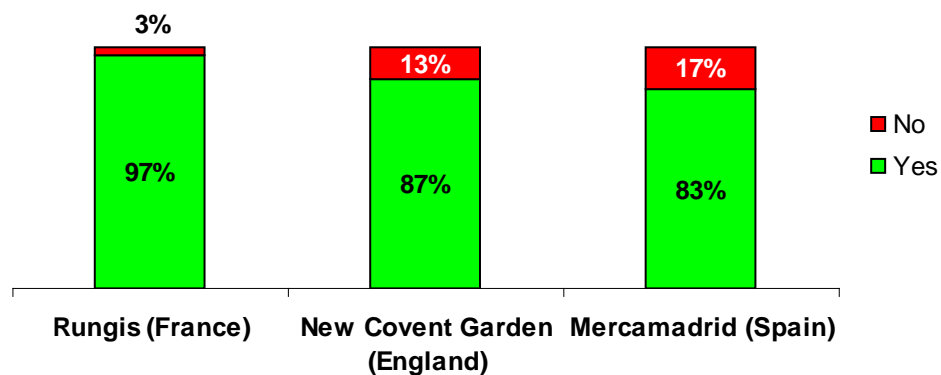




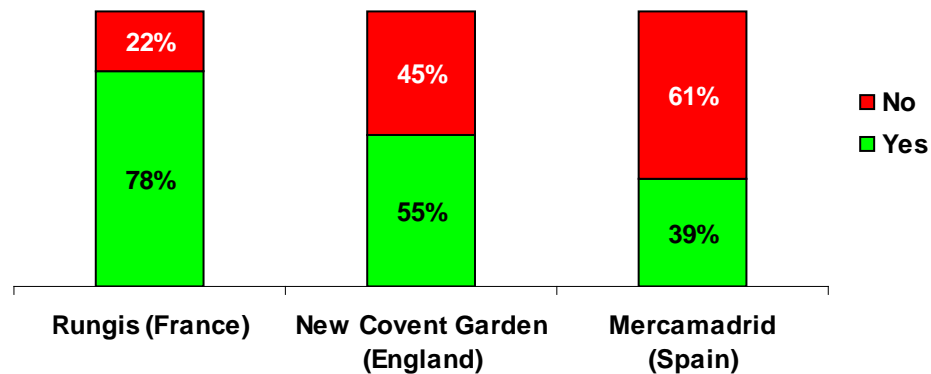
PRODUCTION

Awareness of Rungis / New Covent Garden / Mercamadrid

Do you know Rungis /
New Covent Garden / Mercamadrid?



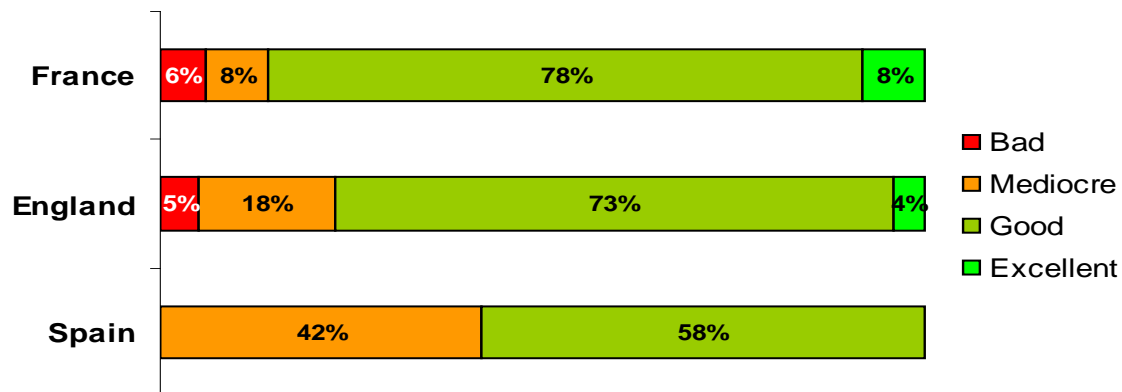
Have you ever visited this market?



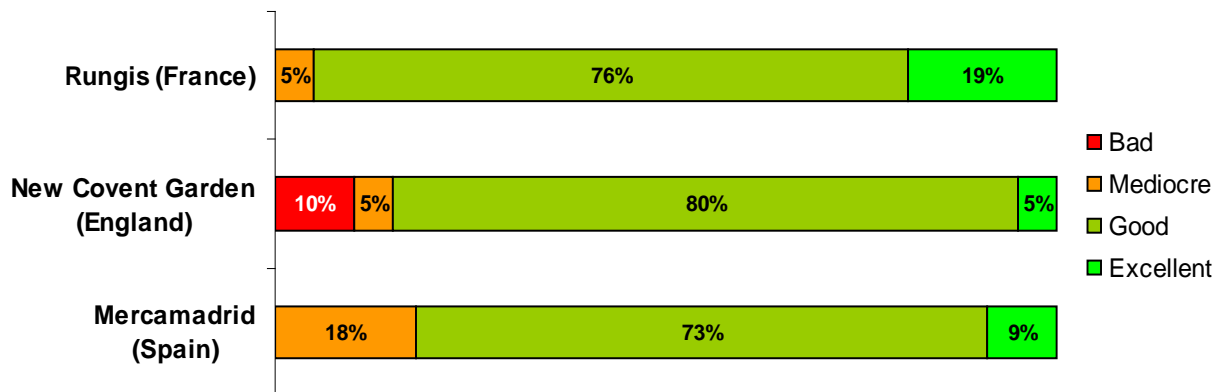
PRODUCTION

Wholesale markets benefit from a good image

What image do you have
of wholesale markets in your country?



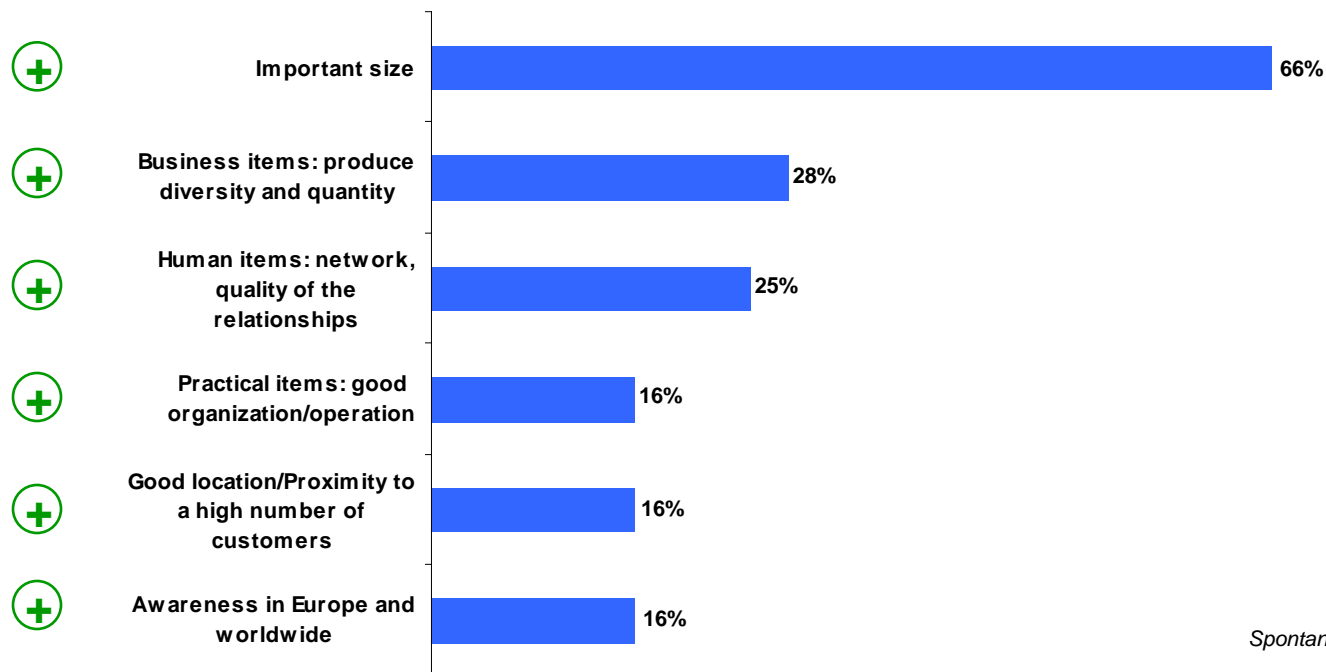
What image do you have of Rungis /
New Covent Garden / Mercamadrid ?



PRODUCTION

Differentiation of Rungis

France - Spontaneously, on what items Rungis differs from other wholesale markets?

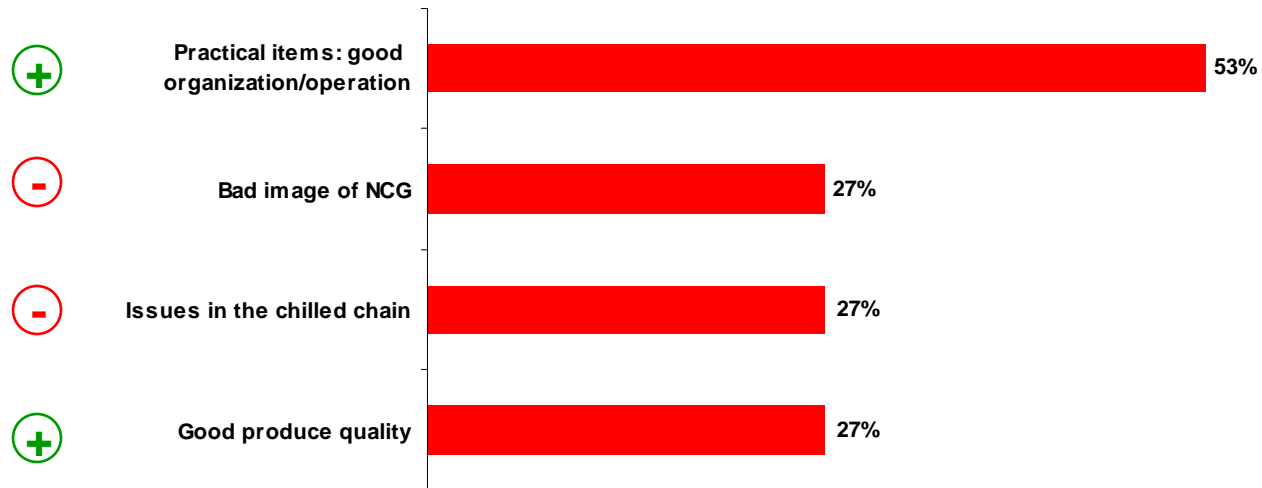


- Consequently to its important size, Rungis is still perceived as a market recognized for its significant produce diversity
- The wholesalers' network and the numerous contacts are also of particular notice

PRODUCTION

Differentiation of Rungis

England - Spontaneously, on what items New Covent Garden differs from other wholesale markets?



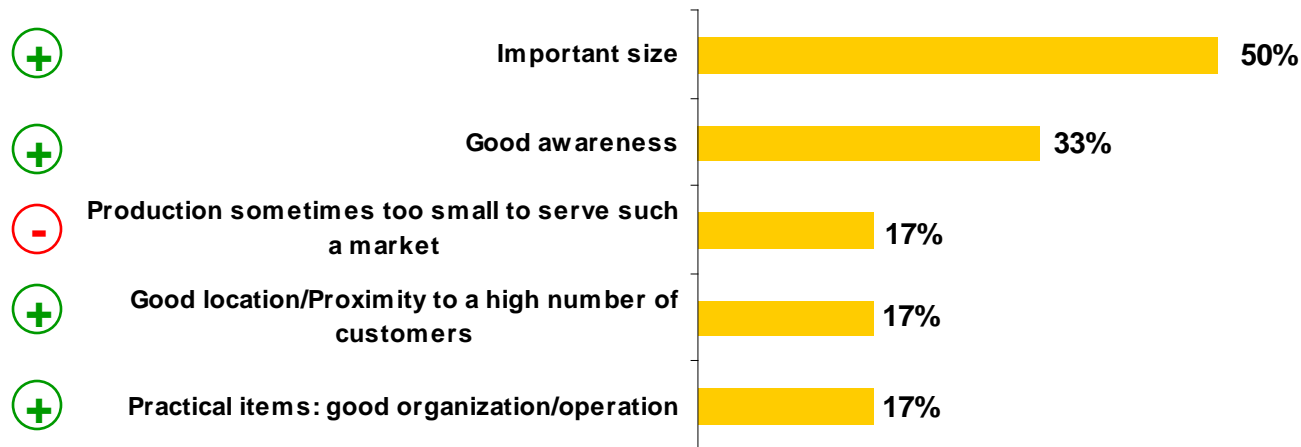
Spontaneous answers

- The convenience (location, access...) of the market appears to be a real strength

PRODUCTION

Differentiation of Mercamadrid

Spain - Spontaneously, on what items Mercamadrid differs from other wholesale markets?



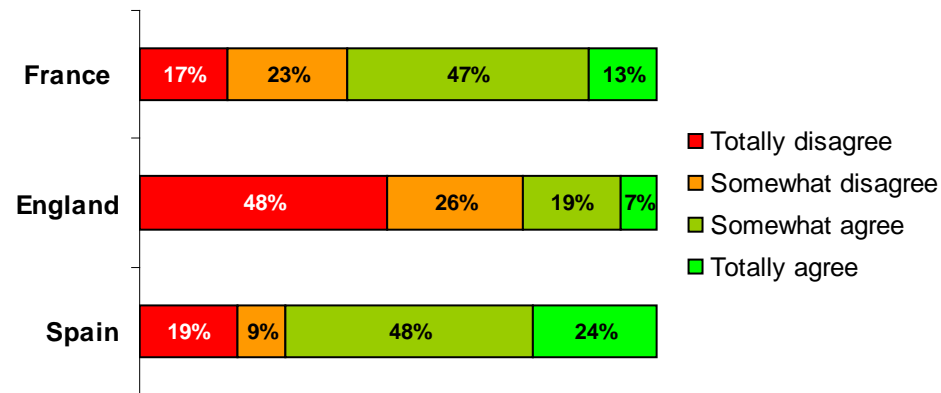
Spontaneous answers

- Mercamadrid benefits from a good image among producers and has a good awareness as well, thanks to an important size
- Several small producers regret that they can't supply Mercamadrid's wholesalers because they don't have enough volumes

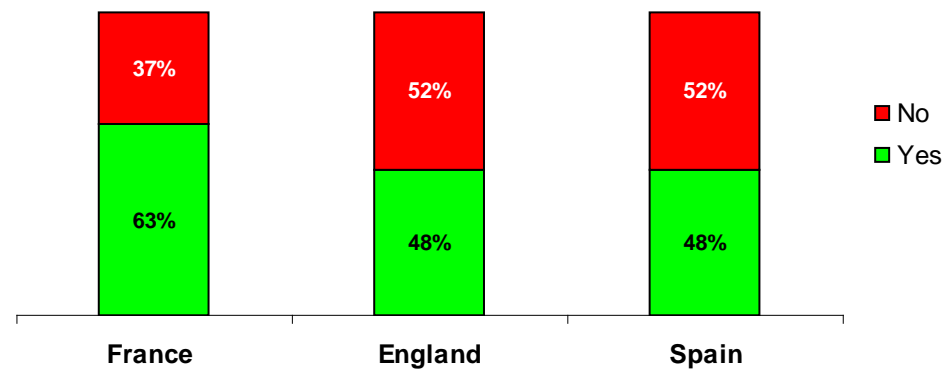
CUSTOMERS

Mitigated interest in brands

Are the brands likely to take more importance in the fruit and vegetable sector?



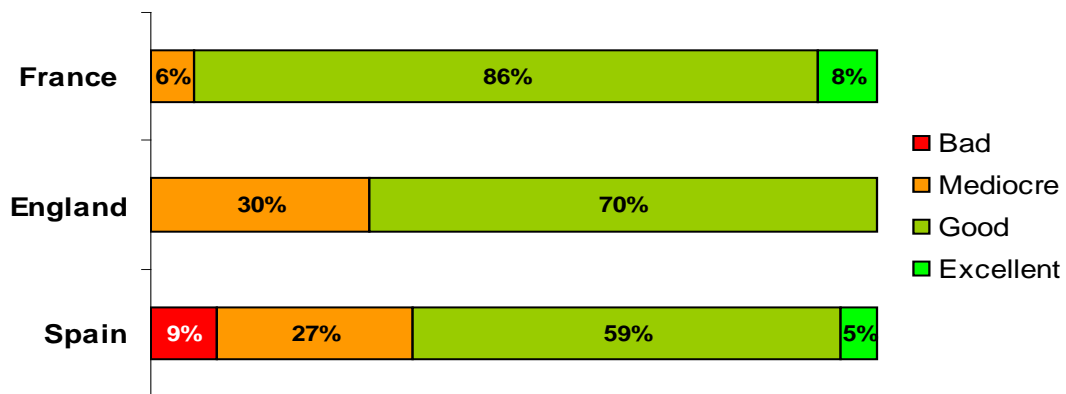
Are you sensitive to brands in general?



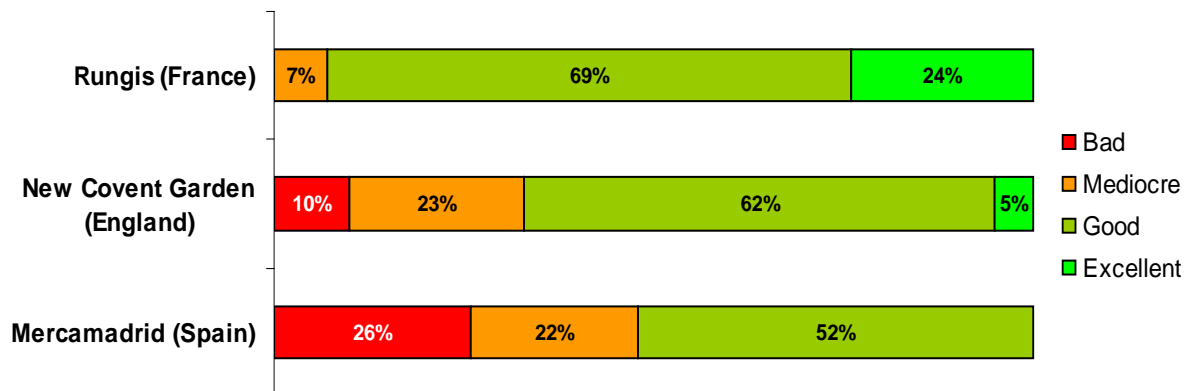
CUSTOMERS

The image of wholesale markets

What image do you have of wholesale markets in your country?



What image do you have of Rungis / New Covent Garden / Mercamadrid?

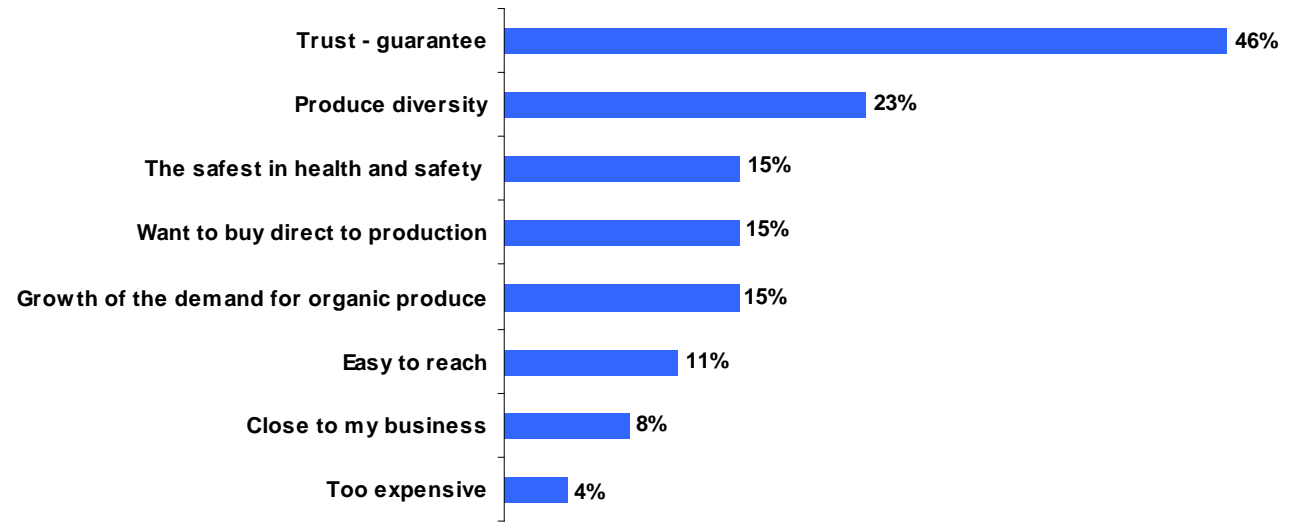


CUSTOMERS

In France, wholesale markets offer guarantees

France - What are your reasons for using more or less wholesale markets in the near future?

- +
- +
- +
-
- +
- +
- +
-

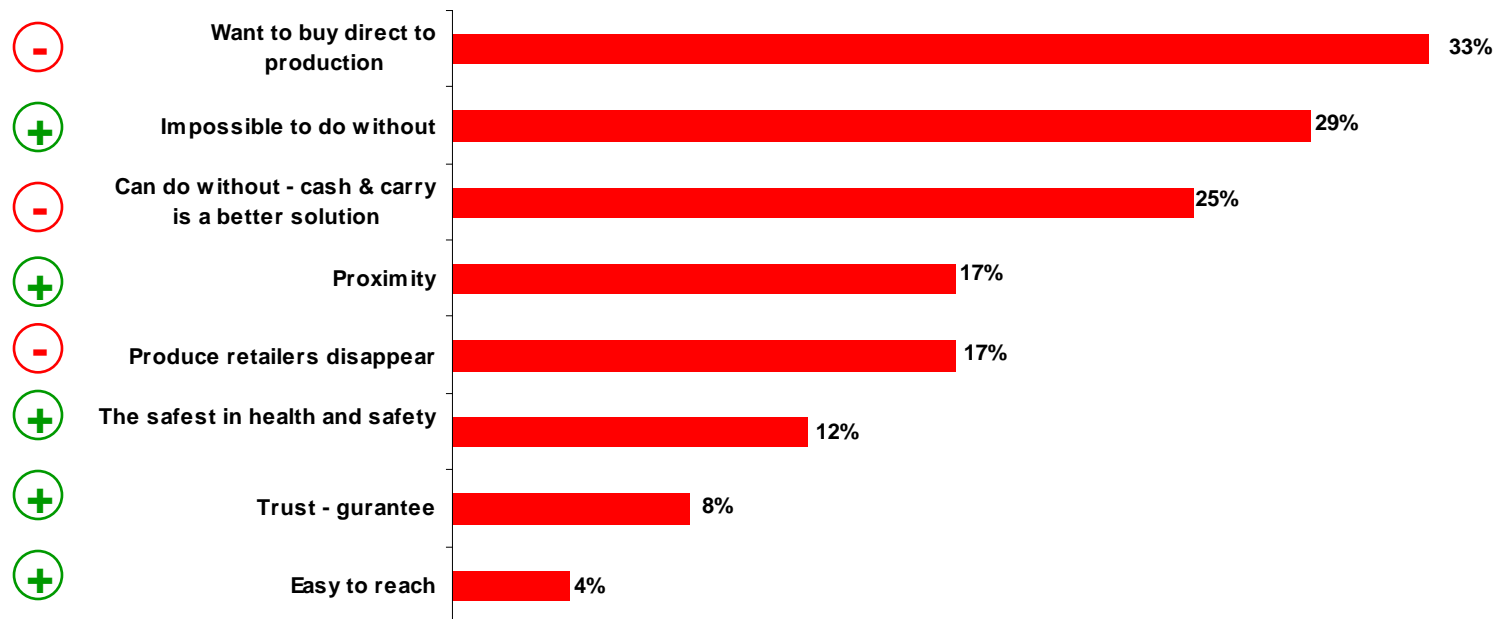


Spontaneous answers

CUSTOMERS

In England, the threat of alternative distribution networks is real

England - What are your reasons for using more or less wholesale markets in the near future?



Spontaneous answers

CUSTOMERS

In Spain, the threat of alternative distribution networks is real

Spain - What are your reasons for using more or less wholesale markets in the near future?



Spontaneous answers

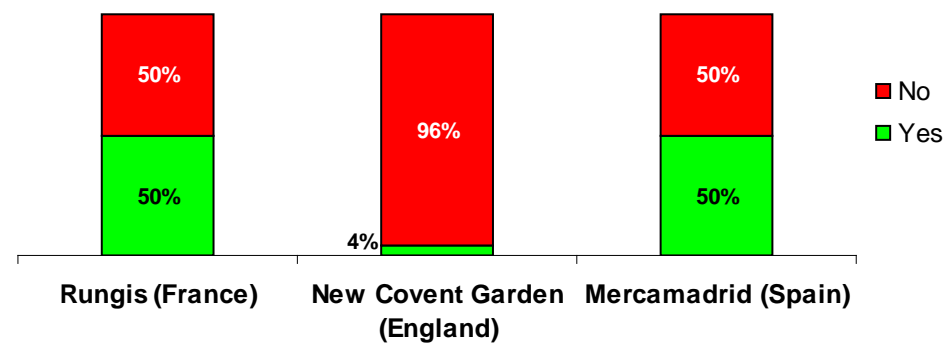


CUSTOMERS

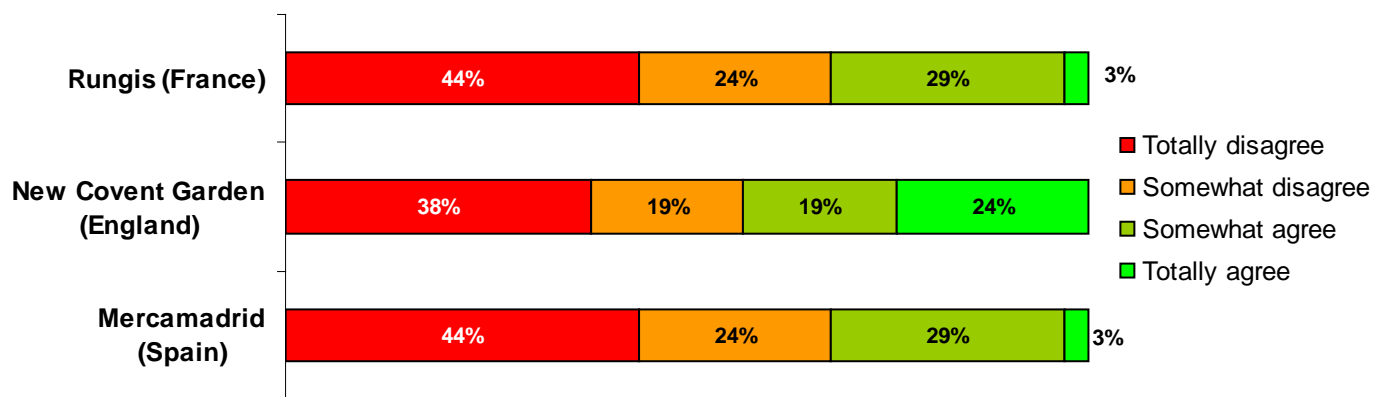
Use made of various communication tools created by the wholesale markets

- About half of Rungis and Mercamadrid customers use the positive image of their market to target the consumers, in order to highlight their knowledge in selecting the produce

Do you use the name of Rungis / New Covent Garden / Mercamadrid to target consumers?



Do you use communication tools from Rungis / New Covent Garden / Mercamadrid to target consumers?



Session 4: Wholesale markets and branding strategies



Main Speaker:

Jean-Noël KAPFERER, Professor at HEC Paris



Case study:

Guénaëlle GAULT, Managing Director at TNS Sofres