



# Conclusions and Wrap-Up

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# Two Perspectives on Marketing Standards

Increase/maintain/protect  
"Food Quality"

Support/not harm  
quality-based business  
models

Minimum/Avg. Quality

**HARMONIZATION**

Mandatory

Transparent / Fair / Non-discriminatory

**Prevent abuse**

INTERNATIONAL TRADE

**Cost of raising the bar for less efficient prod.**

Reconciling heterogeneity

Society  
demand

Consumer  
demand

Value chain

Quality

Business  
models

Conflicting  
objectives

Sector  
specificity

Premium quality

**Differentiation**

Optional terms

Recognizable

**Public control/Guarantee**

Protection

**Cost of requirements**

More General  
More Compromise

Different  
Interpretation



# Efficiency of Marketing Standards

Informational Efficiency

What consumers  
wants to know

Prevent false  
misleading claims

Cost Efficiency

Cost of  
compliance

Cost of control

Green Efficiency

Food Waste

Sustainability



# Marketing Standards and Change

Consumer Demand

Technology

Role of Marketing Standards

Follow the change  
(Update standards)

Protection

How do you inform  
consumers?

Define change...



Lead the change  
(promote new models)

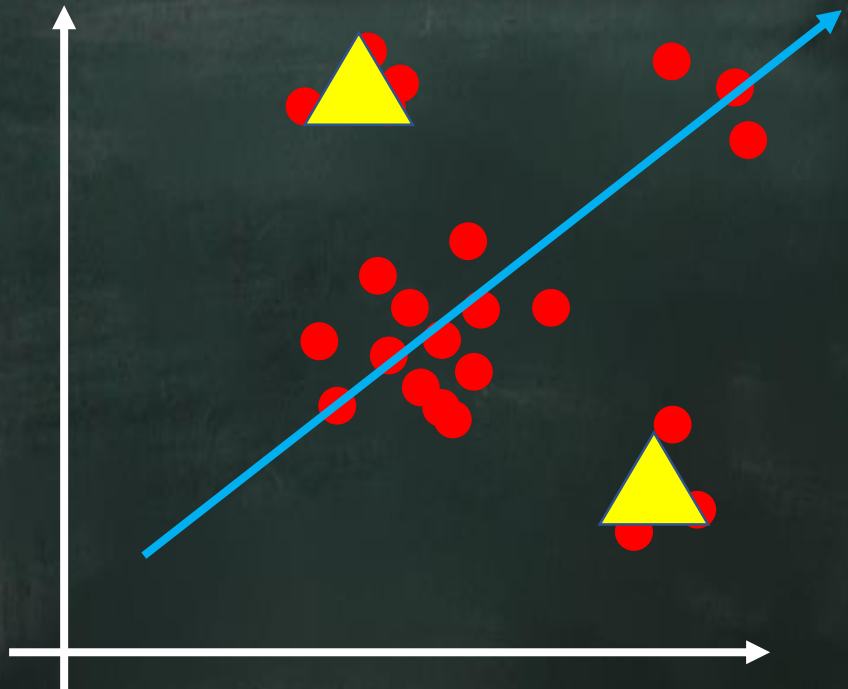
Sustainability

Incentive problem

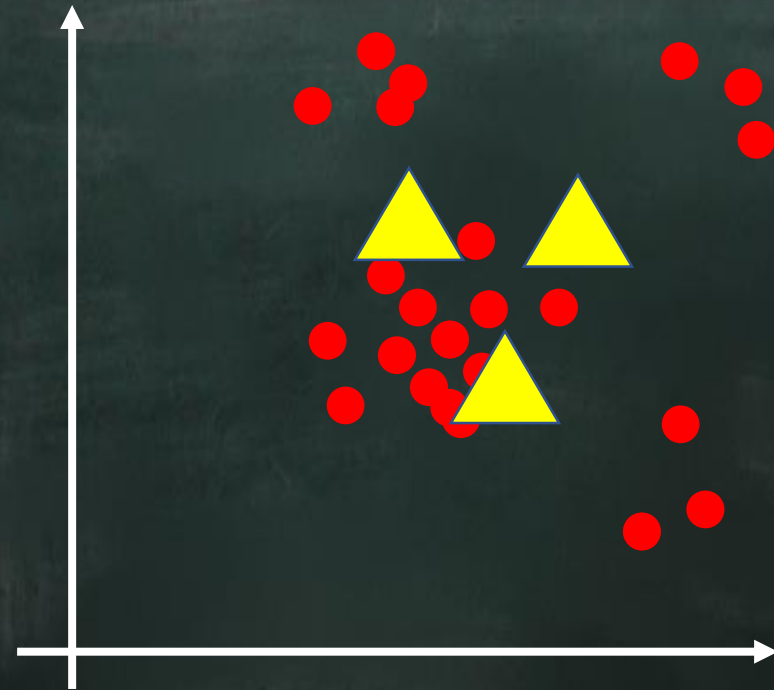


# Private vs. Marketing Standards (different but complement)

Marketing Standards First  
Private Standards After



Private Standards First  
Marketing Standards After (?)



Private and Public Standards  
are Interdependent

Strategic Reaction to  
Public Leadership



# Sustainability

Farm to Fork

Sustainable  
Development Goals

Correlation with  
consumer preferences  
vs. Public Good

Are consumers willing to  
pay for them?

Are consumers to let  
them go for a discount?

Interaction with other  
certifications?

Benefits and Risk on  
International,  
Multilateral Approach

Cost of adoption /  
compliance

Enforcement / Defense  
against Notifications

Exclusion



Thank you