

Factors affecting the commercialisation of black truffles

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1. Information needs

- From oral to written information
- From the production origin to consumers
- Not only in France
- Truffles will become global
- The GETT should encourage an information observatory

2. Should area of cultivated production be the main concern?

- Cultivated areas attract too much attention
- There is greater variability on yields
- Cost of production and competitiveness will depend on yields
- Yields regularity and irrigation will be crucial
- Technology and research should be reinforced

3. More and better market information

- **Minimum information about markets outside France**
- **Spain, as a big producer, should drastically improve it**
- **Average prices are not meaningful for differentiated products with wide price variations**
- **Quality and prices define market segments**
- **That information will define revenues and profitability**

4. Educate consumers to educate your truffles

- Most consumers hardly know good and bad truffles
- Do not expect to defend high prices among many consumers if they are not able to distinguish quality
- From natural to artificial
- Among different truffles
- Among different origins

5. Do not solve administrative matters but conquer markets

- **Origin is of great concern for consumers**
- **There are many labels**
- **Designation of origin products (DOP) and geographic indication products (GIP) are most important**
- **Traditional specialty guaranteed (TEG) does not have market power**
- **Quality control and human story to reinforce marketing**

6. Internet should push the global market for black truffles

- There are already commercialisation channels that should be reinforced or even created**
- Internet is an ideal channel for expensive perishable food products**
- A good way to reach niche international markets**
- International credibility takes time**

7. Organisations are key elements

- Spanish organisations have been very weak
- Producers and commercials should have common interests
- Lonja Agropecuaria del Ebro as a good occasion
- Short term decisions should not always prevail

Thank you for your attention

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