



REGIONAL IDENTITY:  
THE ROLE OF FACEBOOK IN PROMOTING PDO  
AND PGI AGRICULTURAL PRODUCTS ACROSS  
EUROPE

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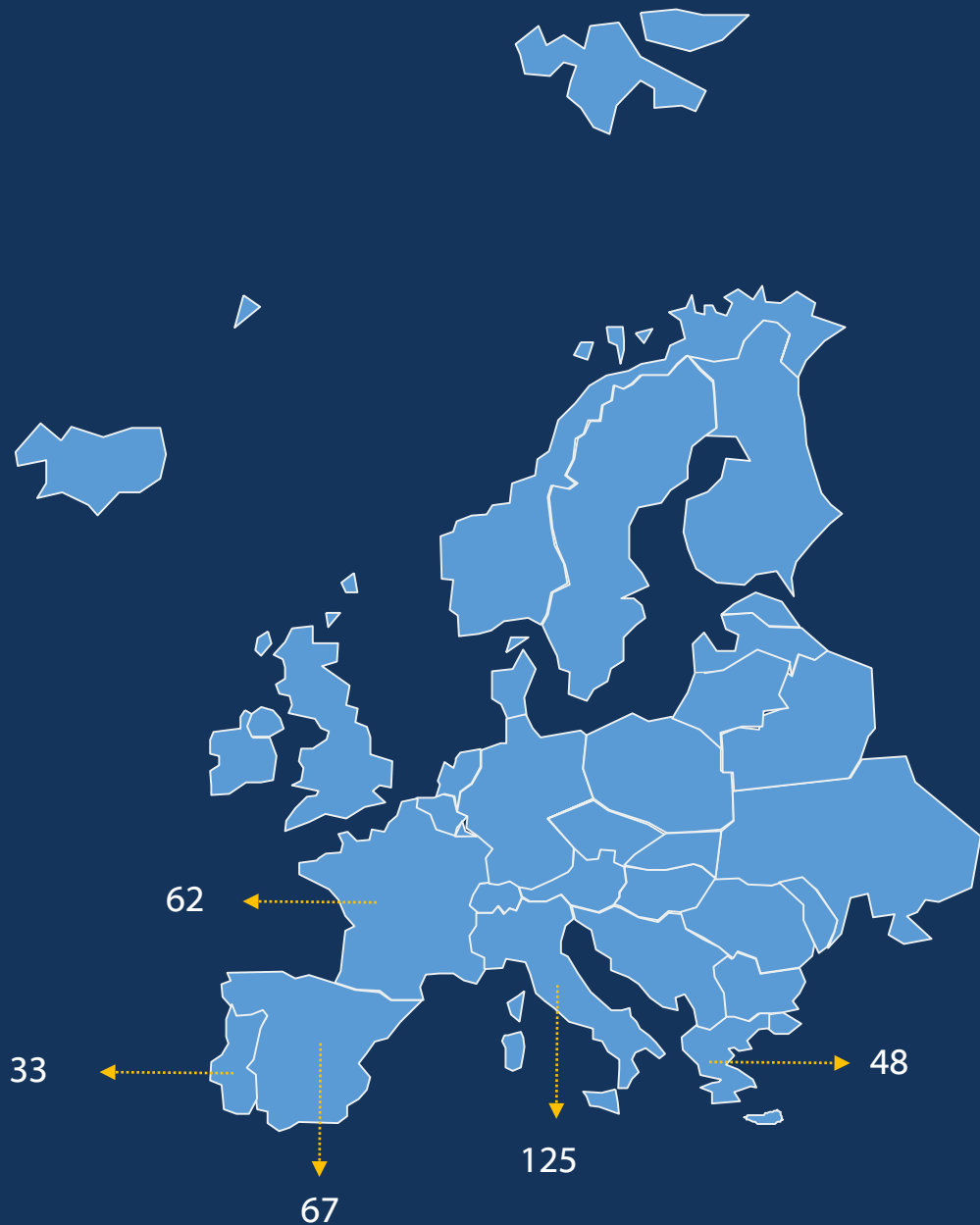
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The products that will be part of the investigation belong to the Food category - Class 1.6 (Fruits, vegetables and cereals fresh or processed).

#### GEOGRAPHICAL INDICATIONS

## EUROPE

All over Europe, more than 400 products are protected by some GI scheme in the Food category - Class 1.6 (Fruits, vegetables and cereals fresh or processed).

Italy, Spain, France, Greece and Portugal are responsible for 75% of the GIs registered in this group

# METHODOLOGY



This study aims to assess how PDO and PGI agricultural products are promoted on Facebook pages.



The study was carried out for those products for which a producer group was available in GI View Portal (n=314) and had a **digital presence through a Facebook Page (n=217)**.



The final sample of the study considered only unique Facebook Pages (n=204) with any type of publication from January 2023 and May 2024 (n=170).

Country	Products	Unique Facebook Pages	Unique Active Facebook Pages
Italy	117	78	59
Spain	65	53	45
France	61	42	42
Portugal	33	19	16
Greece	39	12	8
Total	314	204	170

► Average frequency of publications for each country per month  
& Average engagement rate

	Italy	Spain	France	Portugal	Greece
Frequency (posts per page/month)	3,4	7,7	4,7	4,0	3,3
Engagement Rate	1,4%	1,6%	2,4%	1,1%	1,1%

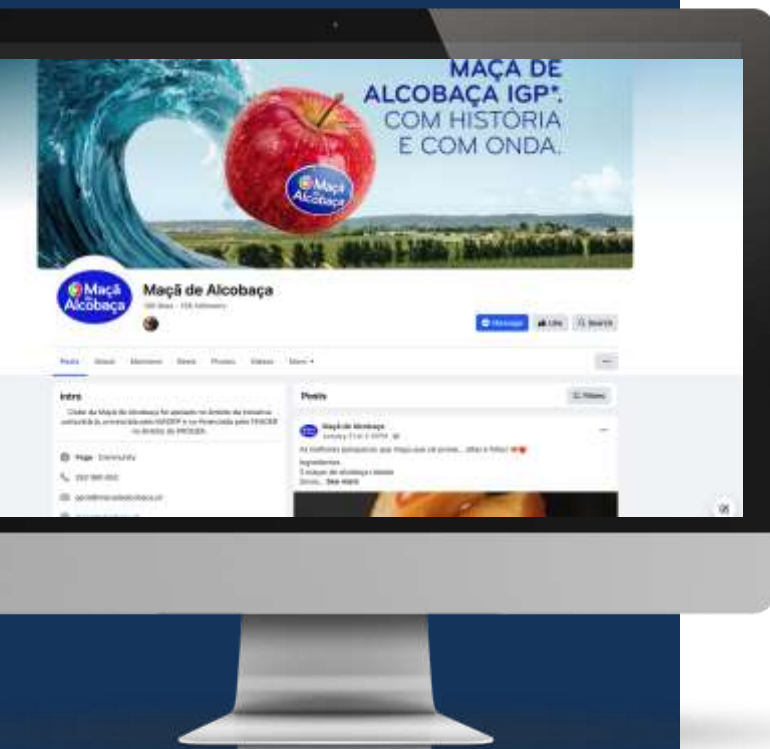
Recommended Frequency: 2 posts per week

Engagement Rate Benchmark: 1,93%

The type and quality of content may play a more crucial role in engaging consumers.



# Most prevalent types of media utilized in Facebook



Type of Media	Italy	Spain	France	Portugal	Greece	Total
Event	0,4%	0,1%	1,1%	0,1%	0,0%	0,4%
Link	16,6%	15,8%	11,9%	4,5%	10,4%	14,1%
Photo	57,8%	66,2%	59,4%	70,7%	77,2%	63,3%
Shared	8,8%	4,5%	14,0%	16,5%	4,4%	8,6%
Video	16,3%	13,5%	13,6%	8,3%	8,1%	13,7%

# GLOBAL CORPUS OF WORDS CONTENT (POSTS FROM FACEBOOK PAGES)

## VOYANT TOOL

The global corpus comprises **656,383** words, with **Spain** representing 45% of the types of words in the corpus (number of unique words found in the documents), followed by France (23%), Italy (19%), Portugal (7%) and Greece (5%).

Most frequently mentioned **terms** in the Facebook posts (Word Count)

- *PGI* (n=2.804) and *PDO* (n=2.291) and *Quality* (n=1385).
- *Calabria* is the first region to appear, while *Olive* is the first product (n=822).
- *Recipe* stands out with 1.022 mentions in the Corpus.
- The relationship between *quality* and *products* stands out with the highest count (context).

# GLOBAL CORPUS OF WORDS CONTENT (POSTS FROM FACEBOOK PAGES)

VOYANT TOOL

ES

Products: rice, pear and  
asparagus.  
Region: Málaga.

FR

Recipe  
Products: Olive and garlic  
Region: Vendée and Lautrec  
Relation: PGI and "Enjoy it's from  
Europe"

IT

Region: Calabria and Tropea

PT

PDO and PGI are barely  
mentioned  
Notable presence of cooperative

GR

PDO and PGI are barely  
mentioned  
Notable presence of cooperative  
Wines, Tourism and Experience

# Conclusions



## Facebook Posts Content

**Quality** stands out as a key selling point: strong emphasis on the superior quality associated with PDO and PGI

**Recipe:** sharing of culinary uses of these products is a common promotional strategy.

**Low content diversity:** Local heritage, sustainability, farmers history. Storytelling



## DIGITAL PRESENCE

The importance of a **strong digital presence**

Marketing Strategy: **target audience** – “My Facebook page is to talk with the final consumer or with associated farmers?”

Lack of **consistency**

**Marketing is about differentiation:**

GI agricultural products have everything to stand out in the market!



# THANK YOU!

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