

# Creation of the brand "Taps de finca" to encourage the use of local cork and the increase of competitiveness in wineries of the DO Empordà

## Summary

The project consists of establishing an organizational method to facilitate the use of local cork by the wineries of the Empordà Denomination of Origin (DO Empordà), as well as to propose a marketing strategy that puts in value the catalan cork extracted in the area of influence of the territory of the DO Empordà. The project will foster relations between owners of cork oak forests, cork preparers, industrial corkstopper manufacturers, research centers and wineries.

## Objectives

- Guarantee the regeneration of the cork oak forests.
- Increase the forestry operations of cork oaks forests in Catalonia
- Defend the ecological, environmental, social and emotional values of the natural cork stopper.
- Make greater efforts in investments in R & D, both at product level, technologies and new applications.
- Penetrate in new emerging markets and in new countries of the New World wine.
- Build a communication strategy to positively influence the image of Catalan cork.
- Offer a new local wine product (bottle of wine), where both wine and stopper have been elaborated in the zone of the DO Empordà.

## Conclusions

The project has obtained the desired results since information on the quality and surface of the cork forests owned by the wineries interested in the initiative has been obtained. Once the project is executed, it is considered highly probable to achieve a slight increase in sales given the preference of Catalan consumers for local products. The project has facilitated the establishment of interactions between cellars and suppliers of corks and preparers. To date, there were few cellars that demanded Catalan cork and through this initiative the demand for this local product has increased. In the execution phase of the project, the reduction of costs derived from the purchase of local cork will be checked exactly. It is expected that the price of the raw material will not exceed the one of other areas in Spain, therefore with a decrease in the cost of raw material it is clear that the competitiveness will increase .

## Operational Group Leader

Entitat: **CONSELL REGULADOR DO EMPORDÀ**

E-mail de contacte:

[info@doemporda.cat](mailto:info@doemporda.cat)

Tipologia d'entitat:

## Keyword-category

Farming / forestry competitiveness and  
Supply chain, marketing and consumpt

## Territorial scope

**Province**  
Girona

**County**  
Baix Empordà  
Alt Empordà

## Project dissemination *(publications, seminars, multimedia...)*

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jornada de difusió a periodistes, presentació a premsa i demostració de pela de suro,

## Project website

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<http://www.doemporda.cat/ca/actualitat/n/157-cellers-de-la-do-emporda-tapan-els-seus-vin.html>

## Other project information

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El projecte ja es troba en fase d'execució i la difusió és summament important ja que un dels seus objectius és donar publicitat de la iniciativa per tal que la coneguin els consumidors. Es pot contactar amb DO Empordà o Institut Català del Suro per ampliar la informació.

## Project period

## Approved budget

Starting date (month-year): Març 2017	<b>Total budget:</b>	<b>11.250,00 €</b>
End date (month-year): Setembre 2017	<i>Funding source DARP:</i>	4.488,75 €
Project status: <i>Finalised</i>	<i>Funding source EU:</i>	3.386,25 €
	<i>Own funds:</i>	3.375,00 €

## With the support of:

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*Ordre ARP/96/2016, de 27 d'abril, per la qual s'aproven les bases reguladores dels ajuts a la cooperació per a la innovació a través del foment de la creació de grups operatius de l'Associació Europea per a la Innovació en matèria de productivitat i sostenibilitat agrícoles i la realització de projectes pilot innovadors per part d'aquests grups (operació 16.01.01), i es convoquen els corresponents a 2016.*

*Id. projecte: 106 2016*