



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

How Should The Market Actors Change Their Business Models After Trade Liberalization: A Case Study From Switzerland

Aouinaït Camille

Agroscope, CH-1964 Contthey; www.agroscope.ch
EPFL, CH-1015 Lausanne; www.epfl.ch

Introduction

Since a few decades, both developed and developing countries are facing increasing burdens on environmental resources, institutional, political and economic changes, as well as bargaining power evolution in the agricultural value chain. The international markets have to face a growing competition. The liberalization is most seen as positive to enhance farmers and smallholders' incomes.

In Switzerland, the tariff-barriers are going to decrease in the next years, supported by the previous two bilateral agreements signed in 1972 and 2003 with the European Union.

Increasing flux of perishable goods and price competition from neighboring countries causes disturbances of the Swiss market.

Thus, the market dynamics could change and so the behavior of the market players; farmers, transformers, wholesalers and retailers. Anticipating positive and negative externalities become essential for the competitiveness of the sector.

Materials and Methods

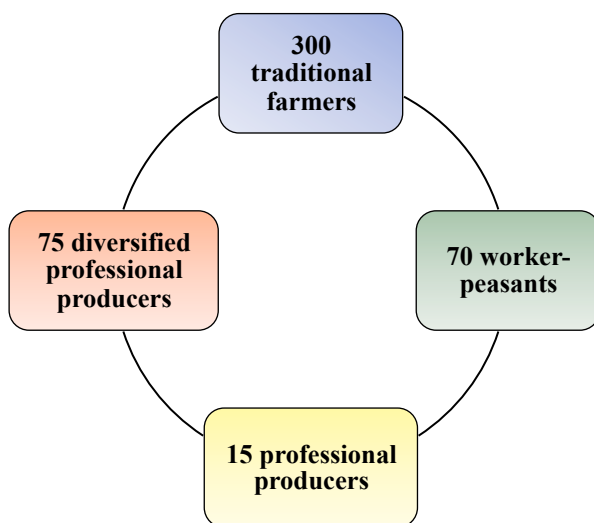
The case study is focusing on the Swiss apricot production.



Preliminary results

SMEs objectives differ in term of distribution channels (direct sales, retailing), labor force, fruit varieties harvested. It induces a set of impacts on the actors in the countries and sectors selected.

The support institutions as the Interbranch organization of Fruits and Vegetables in Valais (IFELV), the producers' association Swiss Union Fruit (FUS) or the association representing the retailers (Swisscofel) are key decision players and could implement specific solutions to mitigate the negative effects.



Conclusions

- The Swiss fruit and vegetable markets might open their boundaries through a bilateral liberalization. The ongoing measures, i.e. tariff quotas rates, to rule out the trade will move and bring several impacts on the market players.
- Taking the lessons of failures and keeping the success parts of the stories of trade liberalization in other patterns will be helpful for the Swiss apricot case.
- Segmentation and differentiation by using trademark and strong regional identity outlines a sustainable solution for regional producers.
- Policies are needed to target the peculiarities of the Swiss fruit sector; mostly family and traditional production.
- Collaboration and trust within market actors is fundamental to capture the benefits and share the disadvantages that the trade liberalization brings.

Fig. 1: Types of apricot producers in Switzerland in 2012