

The impacts of local endogenous initiatives on the public (the case of the Tradice Bílých Karpat)

Dopady místních endogenních iniciativ na veřejnost (případ Tradice Bílých Karpat)

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Abstract: The paper addresses the initiative Tradice Bílých Karpat. It is the example of innovative use of local resources through joining together organic farmers and environmentalists. Content analysis (research technique used in combination with case study) proved to be an efficient tool when evaluating the impacts of this initiative for the public. The results documenting the impacts of this initiative for the public are rather of regional nature. They address only some activities of the Tradice Bílých Karpat, mostly those concentrated around processing of local apples. The paper also outlines the possible reasons for the existing image of this initiative presented in mass media and presenting it for the public.

Key words: Tradice Bílých Karpat, content analysis, impacts on public

Abstrakt: Článek se zaměřuje na iniciativu Tradice Bílých Karpat. Ta je příkladem inovativního využívání místních zdrojů prostřednictvím propojení ekologických zemědělců a ochránců životního prostředí. Obsahová analýza, jako použitá metoda výzkumu v kombinaci s případovou studií, dokumentovala svou účinnost při hodnocení sledované iniciativy, pokud se týká sledování jejích dopadů na veřejnost. Výsledky dokumentují, že tyto dopady mají spíše regionální dosah a oslovují pouze některé z aktivit Tradice Bílých Karpat soustředěné především kolem zpracování místních jablek. Článek též přibližuje možné důvody existujícího obrazu této iniciativy prezentované v hromadných sdělovacích prostředcích a představujících ji veřejnosti.

Klíčová slova: Tradice Bílých Karpat, obsahová analýza, dopady na veřejnost

The contemporary rural development is influenced by the change of paradigm alternating exogenous approach by the model of integrated endogenous rural development (Jehle 1998; Lowe 2000; Ray 2000). However, it does not mean the complete replacement of one model by another. These models are rather complementary, although in the theory they are presented as semantic oppositions. It is because the theory works with their ideal types to demonstrate the nature of each of them as juxtaposing one to another. Nevertheless, neither in theory, nor even more in practice there is an antagonist relation between them. To confirm these statements, it is easy to look at the discourse presented in official documents related to rural or regional development. For instance, the Strategy of Regional Development of the Czech Republic for 2007–2013 uses the words

contextually and semantically reflecting the integrated endogenous model of development (words like endogenous or internal) 7 times, and the words contextually and semantically echoing exogenous model of development (words like exogenous, external) only twice. It is obvious that this strategy considers both models in their duality as being opposite in their ideal meaning and at the same time as complementary in their practical uses. However, the numbers also suggest that a higher emphasis is given to the endogenous approach. Similarly, when analyzing the National Strategic Plan of Rural Development of the Czech Republic, the words related contextually and semantically to the integrated endogenous model of development are presented eleven times and the words related to exogenous model of development are used only twice. These numbers also show that there

is a change in the emphasis toward the integrated endogenous model of development.

This shift of paradigm is also reflected in the public policy which requires to be well founded upon research providing the evidences about the performance of outcomes of the implemented models. Some conceptual understandings of the contemporary public policy transcend in their analysis the decision-making process of the governments on the central level and focus on the complex political system where various actors (stakeholders and shareholders such as civil servants, politicians, entrepreneurs, NGOs) implement their goals and pursue their interest (Lindblom, Woodhouse 1993). They also analyze the context of political process and its impacts on the public (Parsons 1995). Therefore, it is obvious that the impacts of various rural development policies on the public measured through the performance of concrete initiatives generated by these policies and related to particular models are on the agenda now.

THEORETICAL BACKGROUND

Since it is possible to demonstrate the shift in the emphasis in rural development towards the integrated endogenous model and the need for data about the performance of the outcomes of this model, it is also necessary to develop new approaches in measuring the impacts of such type of development. This challenge is due to the nature of the integrated endogenous rural development which compared to exogenous rural development, is in many ways (Ray 2000) a postmodern form of intervention which shows apparent anarchist element penetrating into design and implementation of development activities. The term “anarchist” means the approaches in the endogenous rural development which are especially embodied in the LEADER type of actions¹. They are not strongly regulated from outside as it was typical for the exogenous model. Within the exogenous model, it was easier to measure the impacts of the development since the indicators and criteria were clearly prescribed, defined and echoed the quantitative

positivist traditions in the science. On the other hand, anarchism in development echoes the methodological anarchism introduced into the style of scientific work by P. Feyerabend (1986). According to him, there is only one principle which can be defended under any circumstance and during every period of human evolution – anything goes. Destroying the universal standards of the sciences formed during modern era, Feyerabend also destroys the universal rationality and brings significant elements of relativism into science. Similarly, the LEADER type of action in rural development destroys the experienced stereotypes in development activities which were presented from the state-centre (out of the locality of development) as universal and for ever valid (vertical principle of the modern infallible reason existing over the events and lives of people). It is because the LEADER type of actions in rural development reflects the dynamics of political pluralisms and the appropriate local economic activities which necessitate the increased local participation and new forms of mutual relations (Ray 2000). The LEADER type of actions necessitates coordinated cooperation of various rural actors (based on social capital) and innovative development strategies assuming high level of human, cultural and intellectual capitals. The LEADER aims to develop the countryside through Local Action Groups whose members have to govern a high level and stock of intangible forms of capital (about these intangible forms of capital, see more in Lošťák 2006). It means the integrated rural development is related to the horizontal post-modern principle of the polyphony of reasons which have bounded rationality and are merged into the social evens and human lives. No wonder such paradigmatic shift and the importance of the intangible forms of capital should be also reflected in new approaches to measure the impacts of the integrated endogenous rural development for the public.

GOALS AND METHODS

As it has been just outlined, the new approaches in evaluating rural development impacts are needed

¹ The LEADER type of actions in rural development was introduced in 1991 as three years programme. In 1995 it was expanded under the LADER II name for 5 years. In 2000, the third version of the LEADER (LEADER+) was established. From 2007 the LEADER becomes one of the four axes within the National Rural Development Plans of EU member states. The LEADER supports those who operate in the countryside to think over the long term potential of their areas. It supports the introduction of new and original strategies of development which are of high quality and contribute to sustainable development. The main building element of the LEADER is cooperation. That is why the partnership between various actors is supported and it also explains why the LEADER is considered as the set of actions built upon social capital (Shucksmith 2000).

due to the paradigmatic shift. It is more important when considering the impacts on the public. Given by the nature of the integrated endogenous model of development, public is not an entity outside this model. Post-modern frames suggest that public is the part of this development. Hence we should also develop new ways (or rethink those already existing) of measuring the impacts of the integrated endogenous rural development on the public. Without the public support, without public awareness about the implemented, activities the development cannot be sustainable.

This situation is already reflected among the experts. For instance, the document "Guidelines for the Evaluation of the Rural Development Programmes Supported by the SAPARD" (2001) writes that in the case the indicators of impacts of development activities cannot be properly and fully quantified because of their intangible nature (what is the case of endogenous development because of its background in intangible forms of capital), the evaluators have to bring up such procedures which will enable the measurements. They are the ways of finding measurable indicators of qualitative nature under which the Guidelines for the Evaluation of Rural Development Programmes Supported by the SAPARD (2001) consider especially guided interviews and case studies. Both methods of social research were used in the research related to this text. Nevertheless, this paper wants especially to outline the possibilities of the content analysis for the impacts on public of concrete development activity built upon the principles of the endogenous model of development. The reason for using content analysis is that neither guided interviews nor case studies can provide a fully standardized and quantifiable description of the investigated reality.

This paper reflects the challenge of the Guidelines for the Evaluation of the Rural Development Programmes Supported by the SAPARD (2001) to find new procedures enabling measurements of impacts, results and outcomes of development activities. The aim of the paper, which originates on the basis of joining two research grants², is to test and to document the possibilities of content analysis as the way how to find out and to measure the impacts of various development activities based on

the model of integrated endogenous rural development. Because this type of development claims to be sustainable, it means it has to be economically profitable, environmentally friendly and socially acceptable. The social acceptance is closely related to how the particular type of development is presented and known in the public. Therefore, this paper will highlight how the initiative *Tradice Bílých Karpat* (Tradition of White Carpathians) which started to be investigated in 2006 under the COFAMI project is covered in mass media. Based on such research, it is possible to consider the impacts of this initiative on the public. It also means to think over how far are the impacts of this initiative efficient and how they might be sustainable.

As for the methodology, the text is based on case study and the interviews conducted together with documentary study. These techniques of social research are supplemented by content analysis. Content analysis is the main method of investigation for this paper. The object (target) of research is the *Tradice Bílých Karpat* (hereafter abbreviated as TBK). It is the initiative of citizens aiming at marketing regional products. Through regional brand embodied in regional label, the TBK pursues to support collective marketing of farmers' products (in the area of *Bílé Karpaty* mostly organic farmers are concerned) together with other traditional local products.

The case study (Velký sociologický slovník 1996) usually focuses on one investigated object which is analyzed from the point of view of all relevant aspects. The case study for which the use of both quantitative and qualitative (the last one in a greater scope) approaches is typical combines various methods of data gathering and processing. It contributes to achieve the demands of the triangulation as the way to get reliable empirical findings than when using the only one research method (Giddens 1989). The case study of the TBK used the in-depth interviews.

All together 17 interviews (an average time of the interview was 90 minutes) were conducted. The more interviews during the research were conducted, the shorter their time was. It is because the more information was gathered in the previous interviews, the less it was needed to repeat some questions and the time was used to confirm or deny the working hypothesis elaborated during the previous research

² The first grant is the Encouraging Collective Farmers Marketing Initiative (COFAMI) funded in 2005–2008 under the 6th Research Framework Programme of EU (Priority 8.1: policy oriented research, grant No SSPE-CT-2005-006541). The second used research is implemented within the support of the institutional research grant "*Ekonomika zdrojů českého zemědělství a jejich efektivní využívání v rámci multifunkčních zemědělskopotravinářských systémů*" (Economics of the resources of the Czech Agriculture and their effective use in the frame of multifunctional agrifood systems). The grant is funded by the Czech Ministry of Education, Youth and Sports of the CR under the number MSM 6046070906).

in the sense to find new information. The interviews were conducted by 2 or 3 research workers (depending on their time availability). It was also important to achieve (if possible) the equal gender composition of the team of interviewers with respect to those who were interviewed. Both (or all three) interviewers asked the questions within semi-structured in-depth interviews using the interviews guide as the set of questions elaborated before interview reflecting the agreements done during the COFAMI project meetings and e-mail communication with other project participants. One of the interviewers was appointed as the main interviewer. S/he asked the questions from the interview-guide, the other team members asked ad-hoc questions reflecting the issues which emerged during the interview. The first questions were of a more descriptive type and therefore focused on the origin and development of the TBK, on the characterization of the actors interviewed, etc. Latter questions of "puzzle type" during the interview (second phase of the interviews) were individually tailored to the person/persons who was/were questioned. They were aimed not only to confirm or deny the previous information but also to bring new knowledge about the TBK corresponding with the project's requirements with the respect to who was interviewed. Therefore, within these 17 interviews the distinction was done as for the status and role of the TBK members and other TBK's related actors who were questioned. With the non-farming actors, the questions of their involvement in the TBK was discussed (incl. the relations with the farmers). The interviewed people were therefore organic farmers, representatives of the NGO *Tradice Bílých Karpát*, people working for the *Tradice Bílých Karpát Ltd* which operates as marketing agent for the TBK and also external stakeholders who do not work with the TBK but have various relations with the TBK. Within the interviews, the history of this initiative, development of its organizational structure, networks related to this structure and especially factors limiting or enabling collective marketing were analyzed. Using heuristic intervention investigation³, after every interview the members of the team worked together to give the meanings to the information they recorded during the interview, compared the findings from just conducted interview with the previous ones and re-elaborated the interview guide for the future interviews. Reading their notes and listening again to the type-recorded interviews, the research team members tried to achieve the general consensus as for the general sense of the information they got in

the previous interview and to design future questions. However, during the research the team found out it is difficult to quantify the impact of this initiative as for the public. That is why they decided to use content analysis as the method which enables to transfer non-quantified source into its quantifiable shape (Bailey 1987).

The steps used within the content analysis are as follows:

- 1) **Critical analysis** which is considered to be the background of the theoretical explanation outlining the frames to select the analysed texts. It showed the most appropriate for the investigation of the impacts of the TBK as for the public are the texts from mass media. This choice was done because of the role of mass media in the contemporary society. Mass media do not only influence our attitudes in a specific way (Giddens 1989) but they are also the means of the access to information upon which many our activities depend. Marketing the products would be very difficult if people have no information about them.
- 2) **Conceptualization** defined the basic investigated variable in the analyzed text. Such variable are the words *Tradice Bílých Karpát*. Based on such definition, the company Newton Information Technology Ltd (NIT) which monitors the mass media in Czechia provided the texts which included the defined term. The document consists of texts from newspaper, journals, electronic media (internet, radio, TV) and from the Czech News Agency (ČTK) which were published between 1999 (although the NIT was asked to provide mass media texts from 1990, none text about TBK was found till 1999) and June 2007. These texts directly refer to *Tradice Bílých Karpát*.
- 3) **Operationalization** means to find and define the concrete measurable categories which refer to all possible activities and their context implemented within the TBK (e.g. farming, environmental projects, processing of agricultural products, apple cider plant, drying facilities for fruits, the label *Tradice Bílých Karpát*, etc. – their detailed list is in the Table 2).
- 4) **Recording unit** was the number of the operationalized terms (number of their occurrence) in the analyzed text. There was also recorded the length in the sense of characters which referred to the operationalized terms in the whole analyzed text.
- 5) **Coding scheme** was elaborated using the MS Access software. It enables an easy use in quantification including the SPSS processing.

³ More about this method see Lošťák (2001).

DESCRIPTION OF TRADICE BÍLÝCH KARPAT

The *Tradice Bílých Karpat* (TBK o.s.) is a voluntary non-governmental and non-profit organization. It has been already studied in other researches (e.g. Pražan 2002). The general goal of this association is to support local sustainable development based on specific natural and cultural assets. Agriculture, and namely fruit growing, has been the most important part of this region's tradition. Therefore, many of the past and current activities of the TBK have been directly linked with the work of local farmers. Probably the most tangible result of this cooperation is the regional label for the purpose of certification of products that uniquely represent local traditions and by this they promote the White-Carpathian (Bílé Karpaty) region as a whole.

The association currently includes 10 members (2 farmers, 3 environmental NGOs, 1 foundation, 1 municipality, 2 extension services, 1 person representing the natural park Bílé Karpaty). Another farmer closely cooperating with the TBK is its auditor. One of the members (extension service) is the regional division of national organic farmers association PRO-BIO. This is the bridge for other 27 organic farms from the Bílé Karpaty area to be involved in TBK activities. These farmers are flexible non-direct members, who can potentially become members of the TBK as users of the common certificate/regional label. These non-direct farm members range from large-scale farm (16 workers, 660 ha + 80 ha of apple orchards, 400 sheep, 280 lambs, 104 caws, 50 calves, 55 heifers) to 26 family farms mostly established after 1989 with size 13–230 ha (4 farms are organic certified apple farmers and thus are now the most important for the TBK apple cider production). One TBK supplier of apples is from Slovakia. It is a large-scale farm of Ltd type involved in organic apples production. The

farm is located on the other side of the Czech-Slovak borders crossing Bílé Karpaty.

The TBK o.s. (civic association) is not now formally involved in any production or marketing. For this purpose, there was set up Ltd company that operates the cider plant in Hostětín – a municipality head-quarter of the TBK. The TBK Ltd. was established in 2003. In the years 2000–2004, it was the the TBK o.s. that officially operated the cider plant. Their production and marketing is represented by 85% of the apple cider in organic quality. The sale is about 2.5 millions CZK.

Due to the connection between the TBK o.s. and the TBK Ltd., the apple cider was the first product that has received the regional label. The TBK o.s. has recently put a lot of efforts to convince other local entrepreneurs to carry out the formal certification procedure and mark their products with the regional label. They have succeeded and in June 2007 the association gave out certificates (regional labels) to other ten persons that met formal requirements. Therefore, nowadays there are 11 actors (including the TBK Ltd.) that are using the common regional label for marketing.

RESULTS AND DISCUSSION

This section aims to demonstrate the so-called medial coverage of the TBK initiative. Based on how and where the TBK activities are referred, it would be possible to consider the impacts of this initiative as for the public. At the beginning the media referring about the TBK are indicated. As it has been already stated, the Newton Information Technology, Ltd. provided (upon paid contracts) the complete records of printed and electronic texts concerning the *Tradice Bílých Karpat*. This initiative was mentioned for the

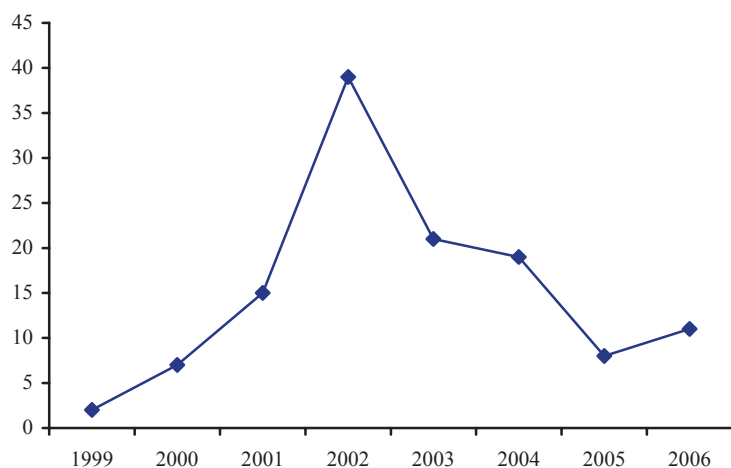


Figure 1. The frequency of the texts about the TBK in 1999–2007

Source: authors' research

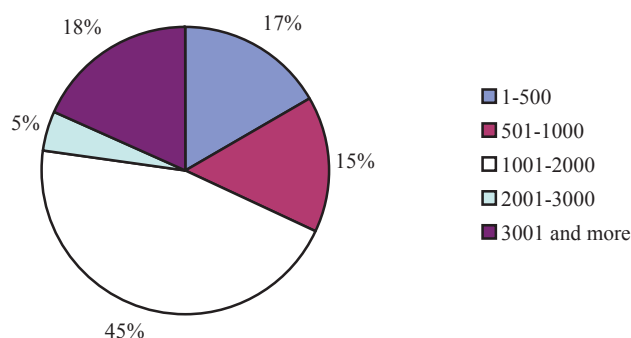


Figure 2. The frequency of the texts about the TBK according to the number of characters about the TBK in the text during 1999–2007

Source: authors' research

first time in the press in 1999. In 1999–2007 there exist all together 130 texts about TBK (Figure 1). The texts have more than quarter million of characters (264 985 characters).

When reading the texts about the TBK, it is obvious that not all sentences are explicitly and directly related to this initiative. Out of the total number of characters, only about 40% (106 511) are the words and sentences explicitly and directly related to the TBK. This proportion indicates that the initiative is not covered fully in all analyzed texts which refer to the TBK (Figure 2). When looking on the texts only (regardless to their size in the characters), almost half of them refer only to the TBK and not to other activities, actors or issues where the TBK would be just the background. When comparing the number of texts related directly and only to the TBK and the number of characters explicitly referring the TBK, their percentage is similar (lower than 50%). It suggests there might be lower awareness of the TBK within the public because this initiative is not a pivot and central to the large number of texts. Their content shadows information about the TBK what limits the impacts on public.

The texts which are larger in their size present the interviews with the TBK representatives; they analyze or evaluate the activities or the TBK. Shorter texts bring information about the particular TBK activities

(like the Festival of Apples, award Organic Food of the Year, other TBK awards). The content of the texts also shows the intention of the TBK members to present this initiative in mass media. They are especially the people related to the apple cider plant in Hostětín and the NGO Veronica who are the most quoted as source people of the text or interviewed persons.

As the Table 1 and the Figure 3 indicate, the media impact of the TBK within the Czech Republic is regional for a long time. It means that if there is any impact of the TBK on public generated by its presentation in mass-media, the impact is related to the region where the initiative operates. Some sort of information is presented simultaneously in several regional mass-media (mostly regional newspapers). It is the information originally published by the Czech News Agency (ČTK) which is modified or shortened later by the journalists in the particular newspapers. However, in 2006 the share of the papers with national coverage (although they also have their regional sections) grows.

The Table 1 gives detailed summary of the newspapers which refer to the TBK during investigated period.

It is obvious that electronic mass media do not refer about the TBK with the exception of one case. The Table 1 also does not include the sources which referred about the TBK only once in investigated period

Table 1. The frequency of texts in newspapers and press releases of the ČTK about the TBK in 1999–2007

Name of mass media source	Number of texts about the TBK (frequencies)	Percentage of text about the TBK out of all analyzed texts
Regional newspapers	24	18.3
Czech News Agency ČTK press release	23	17.6
Mladá fronta DNES (regional section)	22	16.8
Právo (Regional section)	12	9.2
Zemědělec	10	7.6
Hospodářské noviny	5	3.8

Source: authors' research

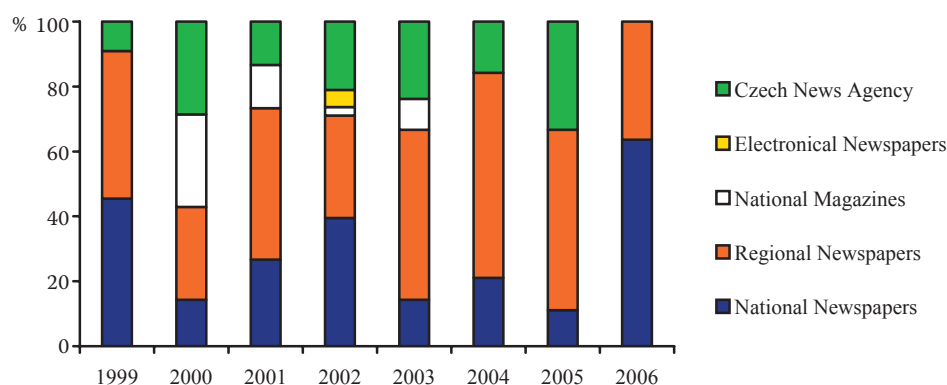


Figure 3. The frequency of the texts about TBK in 1999–2007 according to the type of newspaper)

Source: authors' research

(e.g. *Blesk*, *Zemské noviny*, *Naše Valašsko*, *Nedělní svět*, *Evropské noviny*, *Moderní obchod*, *Maminka*, *Veřejná správa*, *Květy*, *Vlasta*) or only twice (e.g. *Euro*, *Slovácký deník*, *Moderní obchod*).

When looking at the frequencies presented in the previous figures and tables, and when omitting the news from the Czech News Agency ČTK (this agency does not have a direct outcome to the readers but its information is purchased by other mass media), the highest coverage of the TBK is in those newspapers (not in journals), which are mostly of regional origin. Even the national newspapers refer to the TBK in their regional sections. In the case of *Hospodářské noviny* (Czech leading economic newspaper), the section “Z domova” (From home) and its commercial supplements are concerned. *Hospodářské noviny* never presented the whole texts about the TBK. The TBK was only mentioned in analyzed texts which were targeted to other issues than the TBK. Such data suggest that the awareness about the TBK in the public is probably not high and wide spread. It is supported by the fact that most of the information about the TBK is found during Septembers when the all week Festival of Apples is organized. The TBK is not reported in a regular and continual way throughout all the year but only if something specific happens – such as the Festival of Apples or the victory in the contests “Organic Food of the Year in 2002”.

It is interesting that *Mladá Fronta Dnes* (MfD) has not been bringing any information about the TBK since October 2004 while *Právo* and regional newspapers (today known as newspapers *Bohemia*) brought the information also in 2006 and 2007 (in 2007 there was only one information about the TBK till June 2007). On the other hand, most of the texts in MfD (4/5) fully and only targeted the TBK. They mention this initiative in relation to regional products (thus

MfD demonstrated the unintended support to the marketing of region and to the valorization of local resources which is in accordance with the endogenous model of rural development). In the case of *Právo*, only 2 texts mentioned the TBK without any other comments because they addressed other issues (it is 1/10 of all texts in *Právo* about the TBK). Other 11 papers in *Právo* fully addressed the TBK and they also mentioned regional food products related to the TBK. Regional newspapers fully addressed the TBK in about 80% (18) of papers. Four texts mentioned the TBK but this initiative was not the main content of the text and they also did not refer to regional food products related to the TBK.

The daily newspapers (regional daily newspapers, MfD, *Právo*, *Hospodářské noviny* and tabloid *Blesk*) addressed the TBK 65 times. In more than a half (38) of these papers the texts covered only the TBK in its various aspects and did not refer to other issues. This frequency might look high (given to the regional scope of the initiative) and one might assume it will contribute to a higher awareness of the public about the TBK. On the other hand, because the information to the mass media is provided by particular actors operating within the TBK, there emerges the question how far are they efficient to deliver the complete information about the TBK to the public. In the other words, the information in mass media about the TBK is based on networks of the TBK actors (they might even hide some information within the network and do not present it to the public which is fully obvious from the marketing point of view). Their access to the mass media is also often dictated by the need of particular newspapers to publish something specific, unusually, interesting. It means some information is missing in mass media – especially the information related to the TBK everyday or routine activities

which are later even those which were presented as specific (e.g. the production of organic apple cider in the early 2000s) or the information which is considered by the TBK members as problematic or negative. Thus the picture of the TBK might not be completed and public awareness about the TBK could be constructed as being biased.

When looking at the texts published in regional newspapers, it is obvious that they are provided by the particular actors who initiate various TBK activities in the locality. In the case of a national event (like the contest Organic Food of the Year or the awards of the development projects compared with other similar Czech projects) the mass media texts are distributed via Czech News Agency ČTK to the regional daily newspapers or to specially targeted journals (like *Zemědělec* oriented to the farmers). These texts refer to the unique quality and potential for the endogenous rural development. Such ideas are developed in details in analytical papers in weekly journals (such as *Literární noviny*) or in magazines focusing on alternative lifestyles. The last ones refer to the unique quality of organic food and also to the relation to the locality (interviews and biographies, for instance in the magazine *Květy*). However, it is rather an exception that the magazines would bring the issue of the TBK in wider contexts. They only refer to basic specificity of the TBK (like *Harpeer Bazar* highlights only the organic food development done by the TBK).

Generally speaking, the impacts of the TBK on public measured through newspaper analysis are more of the regional and very limited type. Probably only on the regional level in the area of TBK operation the people can be effected by mass media to know something about TBK. In the case of the Czech Republic, the TBK is addressed as one of many alternative examples. It limits the awareness of its uniqueness. Also the people in the region of the TBK operation may not have any awareness about this initiative because if there is any information, it is only in regional newspapers (however, not in the front pages), not in electronic media as TV or radio which became crucial for influence today.

The other data about how the TBK might be considered by public are provided by the frequency of particular categories which are mentioned when the TBK is addressed. The figures in Table 2 demonstrate that if there is any awareness about the TBK, than it is mostly related to apple cider processing and to the facilities used to process the fruits (especially apple cider processing plant and facility to dry the fruits). The apple processing is addressed in two different aspects – processing apples for the market (apple cider and dried apples in organic quality) and apple processing during specific cultural events (a annual Festivals of Apples where local people are engaged through baking various apple sweets). The connotation of the TBK with organic farming (mostly fruits and orchards, much less organic meat) is also

Table 2. The categories addressed in mass media texts about the TBK in 1999–2007

Category	Frequency
Apple TBK products and their processing	127
TBK facilities	86
Organic farming related to the TBK	74
Products of local people for Festival of Apples organized by the TBK	52
Extension implemented by the TBK	39
Fair of products, marketing of products within the TBK	33
Amusement related to the Festival of Apples organized by the TBK	24
Environmental projects without direct links to farming	29
TBK label, regional products	17
Marketing, collective marketing	26
Members of TBK who are not farmers and their activities	47
TBK awards	28
Sheep, organic beef	6
Crafts, tourism, entrepreneurs	6

Source: authors' research

relatively high. Although the TBK is active also in off-farm activities, it is evident that farming is the key area for its presentation to the public and for the possible impacts on the public.

From the point of view of the market and market impacts (which also can be considered as impact on public), there are very important the labels TBK uses to market its regional products. The mass media speak about 3 different labels of the TBK regional brand. These labels specify the uniqueness of the products and should give them a better chance to succeed on the national market. They are the label Bio (certification of organic product such as apple cider or meat), label Organic food of the year (the apple cider) and local label TBK awarded to regional products on the basis of rules developed by TBK civic association. All three categories of labels are in mass media presented equally during 1999–2006. However, since regional label of TBK has been being awarded for the first time in 2007 in higher range and is the core of contemporary TBK marketing strategy, it might become the major topic in the future.

The other categories were mentioned less than three times. Therefore, their impacts as for their intensity might be considered as minimal.

CONCLUSIONS

The presented research and its outcomes showed that content analysis can help in quantification of the impacts of certain initiatives as for the public. In this way, this method meets the challenges outlined above. The texts from mass media were used for the analysis because the mass media significantly influence the society (McLuhan 1991) and thus they also have strong impact on the public. What, in which contexts and how is presented in media, speaks about the effects of referred issues.

The investigation of the TBK impacts on public showed the awareness of the TBK will not be very high. It is probably the problem of endogenous initiatives which are locally anchored and are related only to those who are engaged in them. It might suggest the impacts of the endogenous rural development will be rather split into localities but will not achieve strong national awareness. It fully corresponds with the nature of this endogenous approach. If there are any impacts, they are rather of regional nature and even not all local people can have any awareness about them. What is also very important for the information, that are the networks. What the theories of networks and social capital (Granovetter 1973) call the bridges through which the information is transferred between

closed networks. They are the bridges between the TBK and mass media that also influence the type and nature of information about the TBK – on both sides – the TBK and newspapers.

The content analysis also showed that if people have any knowledge about this initiative, they will most probably know its products – apple cider. This product might become the “flagship” of developing marketing strategy related to the introduction of the regional the TBK labels. The members of the TBK want through this label to promote and market their products both of agricultural and non-agricultural origin.

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