

# **Milk commercialization in the Wilaya of Medea. The social construction of quality**

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The province of Medea is considered among the regions of a high dairy potential, it comes in fifth position in terms of quantity of milk production. However, collection may not surpass the 5%, and this is because of lack of dairies in its territory, herd cattle owned by small farmers scattered across the Wilaya, but also a customer preference for supply from producers or through short circuits. Dozens of milk-bars and retail producers have emerged through the Wilaya, creameries are both places of tasting traditional dishes with dairy products (couscous with grapes and Lben (whey) Raib (curdled milk)), and places of sale.

Quality in this method of marketing is a social construct; the selection criteria for products are others than the standards and certifications. The proximity of the place of production limit cognitive distance to customers, who are thus getting different information on the origin, processes, culture conditions and animal health.

The method of Kohonen neural networks provided us with a visualization of classes of customers; it has the consistency degree of customer familiarity with the origin of the product and the level of knowledge of the product.

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