

***Policy to promote quality and
diversity in Emilia-Romagna
(Italy)***

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Introduction

The Regione Emilia-Romagna is the local Authority responsible for agricultural policies at regional level.

The Agricultural Department is responsible for all quality schemes and promotion of agricultural products

Agricultural sector overview (2007)

In Italy and in EU the Emilia-Romagna Region (RER) is one of the most important agricultural areas

Total farms	120,000
Gross Output - Agriculture	4,000 MEuro per year
Gross Output - Agro-industrial sector	11,500 MEuro per year
Total agricultural surface	about 1,250,000 ha



Fruit	80,000 ha
Grapevine for vine production	56,000 ha
Vegetables	50,000 ha
Parmigiano-Reggiano (cheese)	105.000 ton
Prosciutto di Parma (Ham)	

The most important problems are:

Structural

- **Periodic economic agricultural crises due to over-production (especially for milk, grains and fruits);**
- **The average size of farms (too small - 12.3 ha);**
- **The farmers age (65% of farmers are over 54);**

Environmental

- **Intensive agriculture development of the Po River plain contributed to the environmental pollution with nitrates and pesticides;**
- **Less-favorable areas (mountains and humid lowlands) have been progressively abandoned;**
- **This phenomena endangered the water/geological management**



The possible solutions:

- **Quality**
- **Sustainability**

The Regional Initiatives to promote quality and diversity in agriculture

Several policies has been activated to permit our agriculture to be profitable and sustainable:

- Promotion of PDO/PGI/traditional products and DOC/DOCG products**
- Promotion of Sustainable agriculture (organic & integrated production, biodiversity)**
- Promotion of specific quality initiatives (e.g. ISO 9000, traceability, ISO 14000/EMAS, OGM free seeds/products; micotoxin checks, etc)**

The Regional Initiatives to promote Quality and diversity in agriculture

Tools used to promote quality products/biodiversity:

- **Rural development plan (structural measures/agro-environmental)**
- **Communication campaigns & Educational programs**
- **Regional law to promote the use of quality products in public refectories/canteen**
- **Advisory/training services & R&D**
- **Specific law to promote other quality schemes and diversity**

RDP - Structural measures

- **Structural measures have been used to support quality products in RER.**
- **Priority permitted to concentrate investment in agricultural holdings involved in Quality schemes**
- **The same happened for projects to improve the processing and marketing of agricultural products and for grants for the establishment of young farmers**
- **New measures 132 (Promotion of quality system to cover certification costs) and 133 (Commercial promotion of quality products) are now under first activation phase.**

RDP - Agro-environm. measures

- To support organic/integrated production and biodiversity (re-naturalisation and species under risk of extinction) several measures were activated with contracts of 5 or 20 years under Regulations (EEC) 2078/92, EC 1257/99 and 1698/97.
- About 65% of the total organic regional area is involved (56.000 ha).
- About 42% of RDP budget is reserved for AE measures

Other supports 1

- **Specific communication campaigns to promote quality products consumption.
(PDO/PGI/DOC/DOCG and organic/integrated)**
- **Educational programs for students and consumers have been activated to improve both the sensibility towards quality products and sustainable agriculture.**
- **A Regional law to promote the use of quality products in public refectories/canteen (school and hospital) was also approved in 2002 (L.R.29/02) and will now be fully applied.**

Other supports 2

- **Starting in the 1970s the introduction of sustainable integrated and organic production methods was promoted by specific regional advisory services and R&D programs**
- **Some regional laws to promote other specific quality schemes and certification (ISO 9000, traceability, ISO 14000/EMAS,..)**
- **A regional law to promote diversity (monitoring/protect/maintain traditional and autoctone cvs/races/ species)**

Organic farming in Emilia-Romagna

An overview (2007)

- **The total Organic area is about 84,000 ha (72% supported by the RDP)**
- **The share of organic area in the total Utilised Agricultural Area is about 7.7%**
- **Over 70% of organic area are extensive crops (fodder, grassland and alfalfa), utilised as feed for organic livestock**
- **Intensive crops (fruit orchards, vegetables, vineyards, etc.) are now becoming more important**
- **Certified organic livestock farms are over 500 and represents about 5,6% of the total in Emilia-Romagna (mainly dairy and cattle meat producers)**





Emilia-Romagna currently boasts 26 PDO-PGI designations, as well as 60 DOC wines, 1 DOCG wine (Albana di Romagna) and over 200 traditional products and recipes.

GREEN PAPER on regulating the quality of agricultural products: first proposals

•**Q1:Developing a new EU-managed labelling scheme with a symbol or logo indicating compliance with EU requirements: against this proposal because of risks of confusion for consumers and main advantages for extra EU country**

•**Q5&Q7:...changes needed in the geographical indications scheme in respect of:..the enforcement of the protection: after Parmesan case – demonstrating weakness of EU rules - strong necessity of “ex officio” procedure intra EU and of WTO multilateral agreements**

GREEN PAPER on regulating the quality of agricultural products: first proposals

- **Q6:..additional criteria be introduced to restrict applications for geographical indications : possible a two level endorsement procedure (EU/national) based on the effective risks of usurpation/dimension of market**
- **Q14&19: ..other issue concerning agricultural product quality policy that has not been covered..:**
 - **Integrated production: need for a specific EU regulation**
 - **GMO free: possible an “optional reserved terms”**
 - **Role of PDO/GPI consortium in market regulation (supply)**
 - **Other..**

PAC Health check: to promote quality and diversity

- **Ex art. 69: should be more oriented toward EU/national quality systems**
- **First vs second pillar of PAC: more resources should be moved from first to second pillars to permit specific investment and subsidies**



Thank you for your attention

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