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Common Agricultural Policy and Traditional Italian Food: pathways for the sustainability

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BACKGROUND

- Food price play an important role in the world's economy;
- It provides availability of food for consumers;
- It is essential for the farmer's income;
- It is crucial for the sustainability of each other;
- It is fundamental for the sustainable development of the rural areas



BACKGROUND

- Price changes directly affect producer and consumer welfare and may trigger demands by these groups for policy interventions (Pinstrup-Andersen 2015);
- For instance, an increasing demand for local food creates a tendency for food prices to raise, thus helping local food producers (FAO 2006);
- In many parts of the world (the most part of rural areas), local food products have lack of interaction with the international market (Brown 2014);
- In rural areas food supply chain affects food prices as for farmers, as for consumers.
- In rural areas farmers need sustaining the competition of their local food products.

Rural Areas development and traditional food products

- Birth of a new global agenda for rural development based on sustainability and integration;
- Key element: reinforcing the rural economy through the development of a sustainable and competitive agriculture;
- Economic growth based on a territorial approach based on exploiting local resources including local food;
- Enhancement of knowledge and traditions including traditional food.



What's on the Traditional food?



- Is an essential part of cultural and gastronomic heritage and local traditions(Kuhne 2010);
- Is a part of image of rural territories;
- Is not protected by a trademark designation of origin as PDO or GPI or TSG;
- Is based on the knowledge acquired by the farmers and the local producers.

The Italian Traditional Food

- It is the total productions expression of Italian food tradition and their rural areas of origin;

- They are not recognized at Community level(not Community label) but by the Italian legislation;

- Are products whose production processes are:

I. be consolidated over time;
II. homogeneous throughout the territory concerned;
III. respect traditional rules used by at least 25 years

- Today: approximately 5000 typologies of Italian Traditional Food.



Traditional Food and Economics

- The valorisation of valuable local assets as traditional food is described as an issue of great importance for the sustainable development , especially in disadvantaged rural areas (Kizos 2011);
- Producers of non- labelled traditional food have a troubles with the determination of price for this kind of food;
- Sometimes it is a consequence of fragmentation and pulverisation of traditional food production (Contò & Trassati 1997);
- Non-labelled traditional food not always causes a trust.



Traditional Food and application of CAP 2014-2020

- Two political ways for implementing the sustainability of non-labeled traditional food;

- I° Pillar(Common Agricultural Policy):allocate % coupled aid provided by the CAP to the production to the agricultural raw material used by the local processing of non- labelled traditional food ;

- II° Pillar(Rural development Policy): focus area to promote the quality of local markets and short supply chains for non- labelled traditional food;

- II° Pillar(Rural Development Policy):focus for the promotion of local development actions focused on non- labelled traditional food.



Challenges for sustainable growing of traditional food at global level

- the communication challenge that clearly identify the differentials quality of the not labeled traditional food product for increasing trust of consumers

- the challenge of the protection of labels for differentiating traditional food without strictly restrictions used for the labelled traditional food;

- the challenges of sanitary quality requirements for permitting the commercialisation of particular traditional food (i.e. cheese with worms in Italy);

- the research and development challenge for the sustainable development of not labelled traditional food.

