

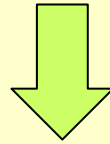


How to promote the added-value of agricultural products

“Geographical Indications- A tool to promote the competitiveness of the agricultural sector”

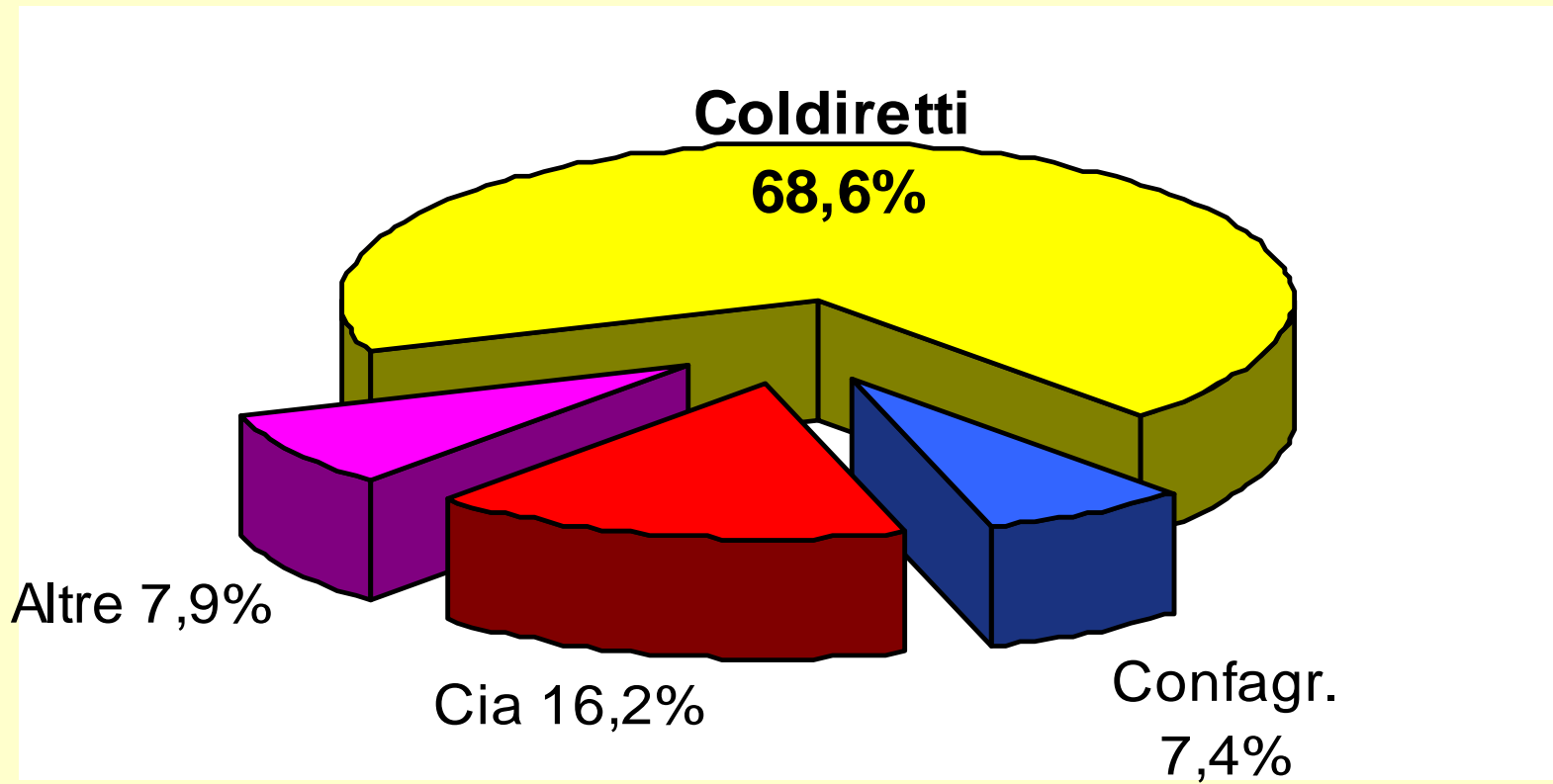
Coldiretti figures

- More than 1,500,000 members
- Approximately 510,000 enterprises



**68.6% of agricultural enterprises
are registered at the Chamber of
Commerce.**

Coldiretti



The quality of production

Taking the entirety of an agricultural product into account, which is able to satisfy consumer needs over a long period of time

CHARACTERISTICS

Explicit

Implicit

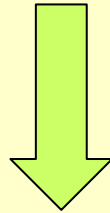
... QUALITY IS ALSO

- The definition of agricultural product quality is an **on -going concept**
- Generally, quality products are those, which are able to satisfy consumer needs on a regular basis
- Agricultural enterprises are shifting from a top-down method to a more "***consumer oriented***" approach

OTHER CHARACTERISTICS

- *Quality is also:*

- cultural, linked with tradition, locally-sourced & respectful to the environment



the *added-value* of our agriculture is based on the link between the land & tradition & environmental protection

Products "*Par Excellence*"

In the EU, the high quality nature of a product is guaranteed under Reg. CE 510/06, on the protection of Geographical Indications & Designations of Origin for Agricultural Products & Foodstuffs

What are GIs?

Geographical & traditional names of products coming from specific places with particular characteristics due to their specific origin

THE QUALITY PRODUCTS

What does a GI do?



Communicates to consumers



Top quality products & the global market

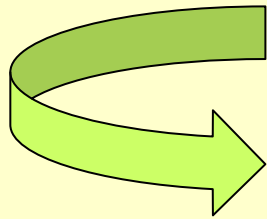


- In the future agriculture must find new sources of income & new ways to become more competitive
- Due to the added-value, which is recognized by consumers - high quality products ***can represent new sources of income*** (vis-à-vis increased globalization & the reduction in CAP subsidies).

An informed choice



High quality product cost



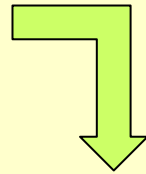
Consumer appreciates the product

This represents an informed choice that compensates farmers who link their farming activity with the notion of a *“product specification”*

The unique selling point



- Different agrifood models are able to reproduce the same level of income – conventional, organic etc.
- The indication of the geographical origin of a product cannot be reproduced

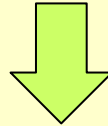


**It represents the “determining factor”
that influences consumer choice**

THE ADDED-VALUE



The development linked to the high quality production could never lead the way in all Italian production (20% PLV)

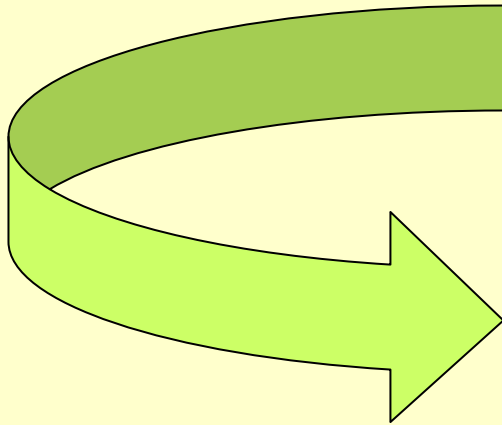


It has been proven that:

High quality products address market preferences & stimulate a multiplier effect, which benefits other products & other sectors of the rural economy

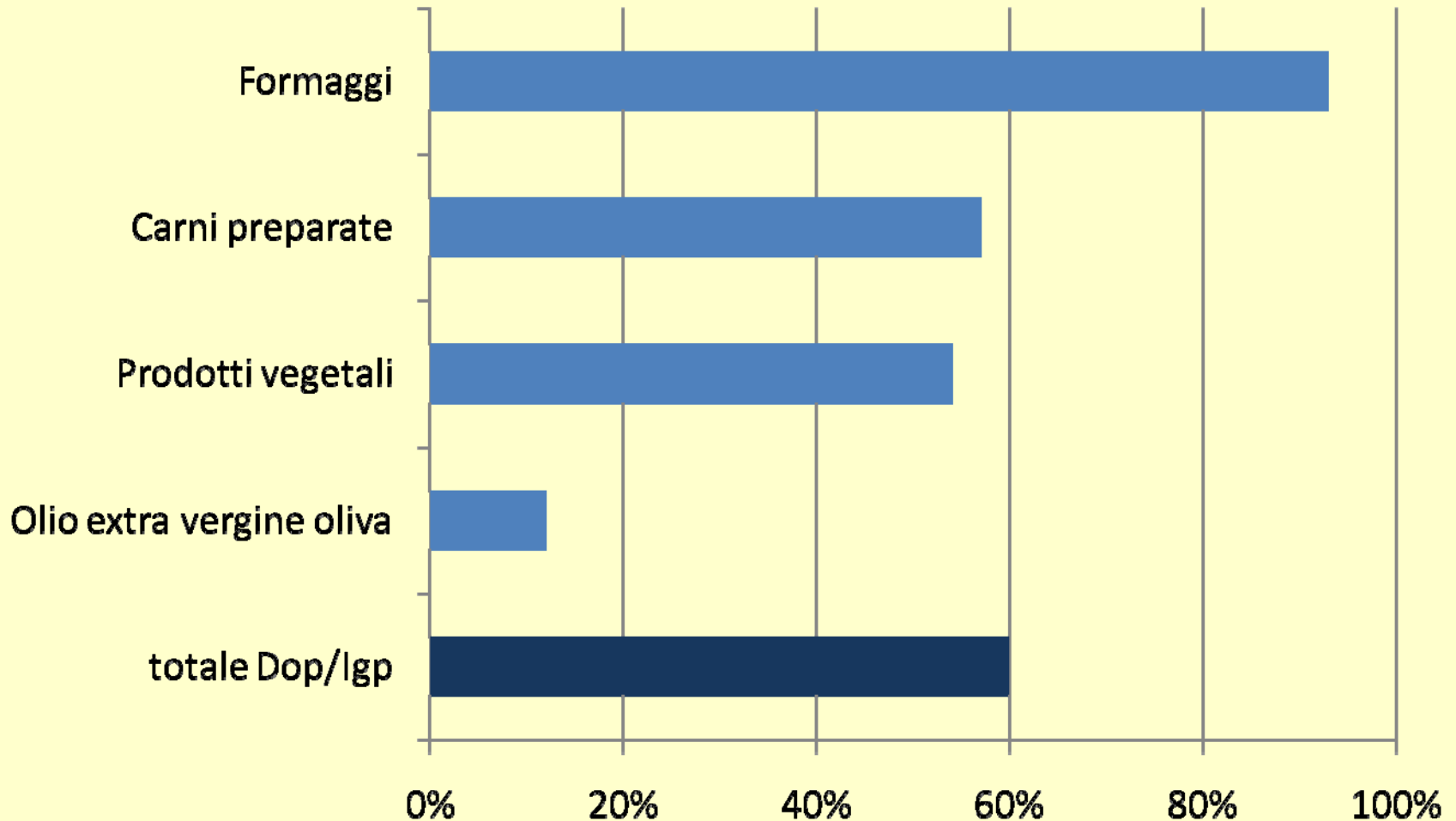
THE ADDED-VALUE

20% PLV high value products



35% total PLV

HIGH QUALITY PRODUCTION

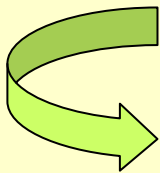


GI production 2007-2008

(Ismea Data)

➤ Production increase:

- +4.3% cheese
- + 2% meat-products
- **+48% olive oil**



In a difficult marked period for the olive oil market, GI production has increased in a bid to access a greater share of the market segment & respond to growing market opportunities

GIs, Italian scenario

(Production value)

Italy

• **5,1 Billion €**

France

• 3,8 Billion €

Spain

• 0,9 Billion €

Mozzarella di bufala campana

PDO (2006)

- Last 15-20 years → all sectors
 - 3 000 farmers entrepreneurs
 - 370 cheese factories
 - That generates employment for 30 000 employees
 - Production 30 kg million > 10% 2005
 - Income amounts to €300 million
 - Increase in the export 7%

COLDIRETTI ACTIVITIES



COLDIRETTI engages at different levels -

- *It follows all the phases of the GI registration*
- *It assists farmers to sell their products on the market (e.g. farmers' markets)*
- *It organises seminars, conferences, cultural events in order to present these high quality products - underlining the concept of "Made in Italy"*

Thank you for your attention

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