

Governance of Sustainability (GOS) project

Research and analysis of good practices related to the development of local supply chains, presenting the innovative elements and the potential for replication in the LAG Serre Calabresi territory.

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1. LOCAL AGRI-FOOD PRODUCTS: CULTURAL HERITAGE AND A TOOL FOR ENHANCING A TERRITORY

The ability to enhance local products, especially agri-food products, has for many years been considered a decisive element for the endogenous development of territorial systems in view of the important economic, social and tourism-related effects it can produce.

In fact, the **enhancement and promotion of the quality of local products is increasingly being placed at the centre of territorial policies**: not only by economic operators but also by public administrators, who identify them as a central element of an overall local development strategy that also includes the cultural safeguarding of traditional productions.¹

Generally the use of these assets in the processes of territorial development is based on the enhancement of the *genius loci*, and tends to unify environment, community and products in a close interaction between place and identity, especially by activating a synthetic and punctual description of the product and the stories connected to it and an infographic elaboration, on simple map tools, that makes explicit the geographical origin of the products.

In this way it is possible to obtain the result of bringing out the quality of the products and territories of reference, defining the first step of a possible experimental marking of supply chains and local products suitable for integrated development and promotional strategies of the whole area of reference.

a) Agri-food products as cultural heritage of territories

Agriculture and agri-food products play an irreplaceable economic and environmental role in the socio-economic development of the territory. History, mythology and culture, inextricably linked to territories and products, are rich in references that testify to their important economic, social and environmental role. **Local (“typical”) agri-food products are therefore by definition the “cultural heritage” of a given territory** and play a fundamental role in the culture of places, especially in their potential for sustainable economic development.

In this sense, it is useful to underline that culture imprints on products a precise symbolic meaning closely linked to the characteristics of the territory of reference, which is increasingly a tangible sign used as a tool for territorial enhancement to trigger solid processes oriented towards local development.

¹ See e.g.: at European level the "Regulation 1151/2012 which created a system of trademarks to protect and promote typical food products of member countries (protected designation of origin - PDO, protected geographical indication - PGI, and traditional specialty guaranteed - TSG) and the Communication of the European Commission "Promoting cultural and creative sectors for growth and jobs in the EU" COM(2012)537; at national level the Ministerial Decree. 350/1999 "Regulation containing rules for the identification of traditional products referred to in Article 8, paragraph 1, of Legislative Decree 30 April 1998, n. 173"; at regional level the "Law 14/ 2018 "Protection, conservation, enhancement of the diversity of the heritage of varieties, races and microbial strains of agricultural and food interest of the Calabrian territory" and the Law 15654/2004 regulating the list of PAT - Traditional Food Products (last update 13/03/2018).

In this case, the micro/macro-economic actors of the territory live and decide strategies for business and/or territorial development in an environment where culture plays an important role in the course of economic life and can act as a vehicle for values and knowledge, as well as lifestyles. There is therefore a profound interaction between economy and culture with the cultural value that is present both in the products and within the territories themselves.

In areas such as the Serre Calabresi LAG, where the local agri-food sector is largely characterised by a tradition of small and very small businesses, this factor can become the cornerstone of a new way of protecting, producing and developing agri-food assets, with a view to sustainable local development.

This is also in light of the fact that agro-alimentary products also satisfy new needs, not limiting themselves to production alone but also including, in a broad sense, the natural environment and the territory in which the products are obtained. Hence the rethinking of the role they play in the overall social and economic system of each territory, to the extent that it is now accepted that the primary sector plays a multifunctional role in which it becomes the key player in the management of the territory, the protection of the environment and consequently of communities' wellbeing, and not just covering the mere function of production.

An important role in all this is played by “knowledge”, which, when brought to fruition through analysis activities and the exchange of good practices and research and development activities, becomes a real public good for territories.

b) The “local product”

By definition, a local product must be a local variety of a well-identifiable product that usually has a local name and is typical of a well-defined area of not a great size. Obviously, this product must also have the characteristic of not having undergone genetic improvement, must be characterised by a specific adaptation to the environmental and cultivation conditions of a given area and must be closely associated with the customs, knowledge, habits, dialects and recurrences of the human population that developed it and/or continues its cultivation/production.

Local products, in particular, must represent the historical and biological memory of the agriculture of the place of interest and must be characterised by interesting flavours and nutritional properties, so much so that they can be used as ingredients for tasty traditional dishes.

c) The promotion of local products

Agri-food consumption represents a stable share of total household final demand. In recent years, purely economic variables such as the price of goods and the level of income, have tended to take on less weight in orienting consumer choices. In fact, **the composition of the demand for foodstuffs appears to be increasingly determined by a complex set of factors that can be traced back to the interaction between quality and traditions of the production territories.** The objective of quantity has therefore been flanked by that of the quality of consumption, together with more satisfying models of life, models in which the quality of the product is an essential objective for the consumer. It is therefore quality that plays an important role in the agri-food product as a cultural asset and component of the overall heritage of a territory.

Lastly, to all these elements must be added the fact that these products are often linked to tradition, to the more or less important history and to the local culture of the areas of origin: this contributes to giving the product a prestigious image and to making it appreciated in the eyes of the consumer.

The productive segment directly triggered by the enhancement of local products of the territory is certainly **cultural tourism**. The survey “*Io sono Cultura. L'Italia della qualità edella bellezza sfida la crisi*” elaborated by Unioncamere (2014) gives a cross-section of the behaviour of cultural tourists in Italy, noting in particular how 50% of the activities carried out by cultural tourists staying in our country concern “local products” in the broad sense (tastings, participation in agro-events), and that about 60% of the “extra” expenses made in the territory (starting even more from a higher spending capacity among all the various types of tourists) concern primarily the purchase of typical products.

So the cultural tourist has very varied interests that, in addition to the places strictly related to culture, lead him/her to discover the typical features of the territory ranging from its environments and landscapes to folklore and traditional flavours.

2. IDENTIFICATION ASPECTS FOR THE DEVELOPMENT OF LOCAL PRODUCTS IN THE TERRITORY OF THE LAG SERRE CALABRESI

In the reference territory of the LAG Serre Calabresi there are still many small traditional local productive realities of vegetables and cereals, in particular in the innermost areas. Normally these small local productive realities are not identified by the prestigious marks of agro-alimentary excellences (PDO, PGI, TSG), that however fall in the interested area, and often they are known only by a restricted public.

In any case, some of these productions are recognized by various studies of ARSAC (Regional Authority for the Development of Agriculture in Calabria) and/or MIPAF (Ministry for Agriculture and Forestry Policies) and have gained the interest of small producers and consumers, thanks mainly to festivals and fairs. In other circumstances instead, unfortunately, they are disappearing or are even already extinct in cultivation. We are talking about plants cultivated in family vegetable gardens, or, for example, “ancient” cereals and pseudo-cereals.

Among the typical products of the LAG Serre Calabresi area from which to start in order to trace possible trajectories of sustainable development on the basis of good practices and initiatives implemented elsewhere, it is possible to mention:

- **the hazelnut of Torre Ruggero,**
- **the beans from Cortale,**
- **the honey of Amaroni,**
- **the Girifalco potato, and**
- **the “n'serta” chestnut.**



3. SWOT ANALYSES

The SWOT analyses presented below have been developed on at least two levels: a general and a more specific and, for the purposes of our work, the analyses represent a strategic planning tool, in order to focus on the strengths, weaknesses, opportunities and threats of the sectors in which the good practices have been identified and with the potential that can be developed with the transferability of the project at local level.

The following analyses refer to the 3 reference productions of the 4 good practices chosen and analysed.

a) SWOT analysis “HAZELNUT” product

STRENGTHS	WEAKNESSES
Climate and territory: history, tradition, know-how. Vocation and direct link with the territory.	Limited amount of production. Brand identity and awareness.
OPPORTUNITIES	MINACES
With the average prices of the last few years, the hazelnut is able to offer interesting economic results. New sales channels (e-commerce)	Weather hazards on crops (adverse effects of climate change). Medium to long term investment horizon

b) SWOT analysis “CHESTNUT” product

STRENGTHS	WEAKNESSES
Climate and territory: history, tradition, know-how. Vocation and direct link with the territory.	Limited amount of production. Brand identity and awareness
OPPORTUNITIES	MINACES
Income-generating activities for a good number of years New sales channels (e-commerce)	Weather hazards on crops (adverse effects of climate change). Scarce availability of specific studies to improve production techniques

c) SWOT analysis “LEGUMES (BEANS)” product

STRENGTHS	WEAKNESSES
Climate and territory: history, tradition, know-how. Vocation and direct link with the territory.	Limited amount of production. Brand identity and awareness
OPPORTUNITIES	MINACES
New sales channels (e-commerce)	Weather hazards on crops (adverse effects of climate change). Use of non-local products.

4. SELECTION OF GOOD PRACTICES FOR THE ENHANCEMENT OF LOCAL PRODUCTS AND SUPPLY CHAINS

There are various reasons that lead to an in-depth study of experiences, projects and investments supported “elsewhere”, as there is an increasing **need for knowledge and information on the methods of implementation and the results of experiences matured in other contexts**.

This demand is mainly aimed at strengthening the planning capacity and the quality of the actions carried out in the various territories, but above all it is generated by a relevant interest on how to experiment in comparable situations and, in this sense, it becomes strategic to understand which are the models that can be transferred, with the appropriate integrations and adaptations, in the various territories of reference.

In this sense, it is useful to underline how the work of identification, analysis and dissemination of good practices should not only be aimed at the “selection”, but also at the learning, training and study of models, procedures and initiatives able to positively affect the starting situation: they should represent the main instrument to respond to the increasingly strong need to have a framework of initiatives for the revitalization of local economies carried out with the various programming tools.

At a methodological level, the process of identifying a good practice consists of modelling and disseminating solutions tested in a given context that have proved satisfactory; for this reason, in order to connote a project (or part of it) as a good practice it is necessary to understand the specific methods of implementation, together with the resources used, up to the outcomes of the individual actions undertaken.

Generally speaking, an experience that shows to have effectively achieved the expected objectives (also thanks to the adoption of qualitatively relevant or innovative strategies), that has allowed to trigger stable changes in the reference context, that presents the necessary sustainability and is considered transferable in other contexts to satisfy needs or solve problems of a similar nature, can be considered a good practice.

Disseminating good practices for the recovery, maintenance and management of “special” products becomes very important for the development of the LAG Serre Calabresi territory, not only for safeguarding purposes but also to increase employment and promote the sustainable development of the entire area (development or revival of short supply chains, local gastronomic and tourist events, etc.).

The in-depth study of good practices was therefore calibrated on the cultivars of the LAG area, which are generally not available on the mass market but are real local products, little-known niche excellences.

a) PROTELE: Product-territory development for Campania's legumes

The main objective of the PROTELE project was the valorisation of Campania's legumes starting from the **use of some scientific results** that had highlighted, on a genomic basis, the link between productions and individual territories, which through the project became a powerful lever for the implementation of valorisation strategies as well as the main criterion through which to promote aggregation within the supply chain.

The innovation project was addressed to the most widespread types of enterprises in the hilly and mountainous areas of Campania, characterized by production systems that include grain legumes for food purposes, with high quality and low environmental impacts. In particular, the project tried to mitigate a series of criticalities that were evident both as regards the integration in the market and the strategic organization of the offer and the increase of the innovative capacity of the enterprises themselves.

The use of network organizational models and innovative commercial channels was considered indispensable as these new opportunities can help broaden the range of consumers, increase competitiveness, increase market shares and build direct links with final consumers willing to recognize a *premium price* to productions with a strong territorial connotation.

The specific objective concerned the definition of a **Campania's model of legume production**, able to intercept the needs of the most advanced consumers and increase the competitive capacity of production systems often marginal.

The companies and the relevant stakeholders, representative of the traditional production areas, have been sensitized and involved in the definition of a strategy for the valorisation of the productions based on the genetic characterization and on the explanation of the genotype-environment interactions that have allowed some ecotypes to adapt to certain pedoclimatic conditions, allowing them to express their maximum qualitative, productive and nutritional potential.

The genetic characterisation of legumes as a basis for the valorisation of Campania's legumes, the subject of the research phase, was found to be extremely relevant in the regional production framework and for the dynamics of demand. Starting from this last aspect, there is a growth in the consumption of products with a high connotation of typicality and a significant growth in the demand for naturalistic-environmental goods. There is, moreover, a strong push towards the adoption of vegetarian and vegan diets, within which legumes play an extremely important role for their high protein content, substituting that obtainable from meat.

Among the positive effects foreseen by the project it is important to underline: the diversification of the products; the increase of the company profitability margins; the improvement of the commercialization, of the productivity and of the quality; the qualitative improvement of the soils; the protection of the consumers' health and of the biodiversity; the valorisation/safeguard of the landscape.

The project can be of interest for the GAL Serre Calabresi area, since there is a micro-production of an appreciated legume, so much so that it is a "slow food" presidium: the Cortale bean. In particular, its transferability is possible with the aims to:

- promote the bean and its territory;

- encourage the use of sustainable agronomic practices such as the intercropping of cereals in order to preserve agricultural biodiversity and promote soil protection;
- implement collaboration among farmers, companies, research institutions and consumers and promote greater knowledge of traditional legumes;
- relaunch cultivation with the aim of laying the foundations for a short supply chain based on traditional legumes.

PROJECT CARD

Entity	Campania Region
Project	PROTELE Project: Development of a PROduct-Territory model for Campania's LEgumes
Funding reference	Rural Development Programme 2014-2020
Promoter	Lead partner: Foundation for the Sustainable Development of the Mediterranean MEDES
Funding reference link	http://www.agricoltura.regione.campania.it/psr_2014_2020
Financing arrangements	Funding to research partnerships
Document link	http://www.agricoltura.regione.campania.it/psr_2014_2020/1611_1/P/ROTELE.html
Objectives	<p>The objective is the definition of a model of legume production in Campania, able to intercept the needs of the most advanced consumers and increase the competitive capacity of production systems that are often marginal.</p> <p>The innovation proposal of the PROTELE project aimed at enhancing the value of legumes from Campania using scientific results that attest, on a genomic basis, the link between the productions and individual territories. The importance of the product-territory link has been the lever for potential enhancement strategies.</p>
Reference year	2018-2019
Main beneficiaries	Foundations, research bodies and agricultural enterprises
Main targets	Enterprises in the innermost areas of Campania
Partnership	Yes
Type of partners	<p>Foundations, research bodies and agricultural enterprises</p> <p>Lead partner (Medes Foundation)</p> <p>Partners (University of Naples Federico II - Department of Agriculture; Azienda Agricola Alburni Natura di Turco Anna; Azienda Agricola Ottaviano Annamaria; Azienda Agricola Palmieri Rosa; Azienda Agricola Perretta Nicola; Azienda Agricola Voria Giovanna; La Rufesa Società Agricola Semplice).</p>
Planned activities	<p>The modality through which the innovative project was carried out was strongly inclusive and based on listening to the territory and its needs, in a perspective of co-creation of innovation and non-unidirectional flow of knowledge. In particular, activities were prepared for companies that needed to make use of network organizational models and innovative and niche commercial channels, in order to expand the range of consumers, increase competitiveness, increase their market shares and build direct links with final consumers willing to recognize a premium price to productions with a strong territorial connotation.</p>
Budget	50.000 €

Transferability in the LAG area	With its transferability it is possible to: implement collaboration among farmers, companies, research bodies and consumers and promote greater knowledge of traditional legumes; relaunch cultivation with the aim of laying the foundations for a short supply chain based on traditional legumes; encourage the use of sustainable agronomic practices such as cereal-legume intercropping in order to preserve agricultural biodiversity and promote soil protection.
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b) Support for chestnut tree cultivation in areas affected by the earthquake in the Marche region

The Marche Region has supported the “chestnut fruit cultivation in the crater area” through the granting of 100% contributions under *de minimis* regime up to € 20,000 to agricultural enterprises aimed at **improving production in chestnut groves** included in the crater area of the 2016 earthquake and aimed at pursuing objectives such as the protection and enhancement of chestnut fruit trees, the increase in chestnut production, employment and income in the earthquake-affected areas.

Chestnut groves in the Marche Region, as defined in the relevant regional law, are of three types: topical chestnut groves (subject to ordinary cultivation and continuous and recurrent agronomic practices at least once a year); cultivated chestnut groves that are not in topical cultivation; abandoned chestnut groves (chestnut groves that are not subject to cultivation, often overgrown by other tree and shrub species, where, at most, only the chestnuts are harvested).

The grant was addressed to individual and associated agricultural holdings to finance the following measures:

- a) restoring the cultivation and production of abandoned chestnut groves and those not currently under cultivation, including work to restore or improve the existing forest service roads;
- b) bio-ecological, silvicultural and productive improvement of all types of fruit chestnut groves, including the restoration or improvement of existing forest service roads;
- c) protection from ungulates, in particular wild boars, of all types of fruit chestnut woods (e.g. shelter on new grafted chestnut trees, total or partial electrified fencing of fruit chestnut woods).

The characteristics of this project are particularly interesting for the potential **transferability in the GAL Serre Calabresi area** because the territory has areas of chestnut trees, particularly between Vallefiorita, Amaroni and Palermiti, both private and state-owned that, despite difficult years due to the presence of the gall, still produces a good quality fruit.

In particular, this project has also turned its attention to abandoned fruit chestnut groves and those not undergoing cultivation, situations also present in the territory of the LAG Serre Calabresi.

Another interesting aspect is the attempt to create forms of aggregation from the producer to a processing industry (which then can sell to the large-scale retail trade or export): in the LAG area there is in fact a lack of forms of aggregation of supply due to an economic and production situation that is still lacking, so, through similar initiatives, the networking of producers could be encouraged in a perspective of “short chain”, with the LAG Serre Calabresi being itself the leader.

PROJECT CARD

Entity	Marche Region
Project	Granting of contributions for the improvement of fruit chestnut groves, aimed at increasing chestnut production, falling within the crater area of the 2016 earthquake.
Legal reference	Revitalisation actions in earthquake-affected areas. D.G.R. 3 February 2020, n. 106
Promoter	Marche Region - Agri-food Policies Service
Legal reference link	https://www.regione.marche.it/Regione-Utile/Agricoltura-Sviluppo-Rurale-e-Pesca/Bandi-di-finanziamento/id_8293/3099
Financing method	Financial reporting.
Document link	https://www.regione.marche.it/Allegati/3099/bando%20castagneti%20allegato%20DDS%2039_2020.pdf
Objectives	Realisation of investments in chestnut groves in the 2016 earthquake crater area in order to pursue objectives such as increasing chestnut production, employment and income in the areas affected by the earthquake.
Reference year	2020
Main beneficiaries	Agricultural enterprises
Main targets	Agricultural enterprises
Partnership forecast	Yes
Type of partner	Other agricultural enterprises
Planned activities	(a) Restoration of the cultivation and production of abandoned chestnut groves and those not currently under cultivation, including the restoration or improvement of existing forest service roads; (b) bio-ecological, silvicultural and productive improvement of all types of fruit chestnut groves, including the restoration or improvement of existing forest service roads; (c) protection from ungulates, in particular wild boar, of all types of fruit chestnut groves (e.g. shelter on new grafted chestnut trees, total or partial electrified fencing of fruit chestnut groves).
Summary of project requirements	Investment in a minimum area of at least 2 000 square metres of chestnut groves. The project must be feasible, i.e. in possession of all the authorisations issued by the competent bodies for town planning, soil conservation, landscape and environmental protection.
Budget	1.000.000 €
Transferability in the LAG area	Invest in abandoned chestnut groves and those that are not currently being cultivated, and foster actions able to encourage the creation of forms of aggregation, which are absolutely absent at the moment, in order to deliver the harvest from the producer to a processing industry (which then sells to the large-scale retail trade or exports).

c) Creation and development of short supply chains in the nut production and marketing sector in Umbria

The Umbria Region has decided to invest in the potential of the hazelnut, foreseeing that, as a general effect, it will be possible to count on approximately 1,300 additional hectares of groves compared to the existing 1,400, betting on the fact that this crop can represent a valid resource for the creation of added value and the increase in profitability of agricultural enterprises.

Umbria has environmental and climatic characteristics that encourage the cultivation of hazelnuts. Temperatures must be mild: not too cold in winter and not too hot in summer. In addition, the hazelnut needs a lot of water. There are also two other favourable elements: there is little active limestone in Umbrian soils and the pH is not high.

This follows the recent trend whereby many farmers have decided to abandon cereal or tobacco cultivation in favour of hazelnuts. In fact, in the last five years, the number of hectares dedicated to hazelnut groves has increased from 50 to 1,400. The reason for this is mainly economic: they do more profits. Another advantage is that the transformation can be mechanised and requires little labour force.

Moreover, in Umbria, **farmers and producers have organized themselves into three supply chains** that report to the large multinationals in the confectionery sector for a so-called “certain buyer” production: Ferrero, Nestlé and Loacker, companies that demand certainty of supply and prices. A stability that Turkey, but also Georgia - the world's third largest producer - can less and less guarantee.

The call for grants for the creation and development of the hazelnut sector, for which funding of 5.7 million € was provided, has been responded by **three lead companies with a total of 170 connected farms that will plant about 1,300 hectares of hazelnut groves**. The total investment is worth over 12 million € and the farms have already signed agreements with processing companies.

The objective that the Umbria Region hopes to achieve is to **combine the profitability of the entire agricultural chain with a sustainable development of rural areas**, where more traditional crops can be flanked and integrated, as in the case of the hazelnut, with new tree species. The contribution, up to 40% of the costs incurred, is made available for the costs of planting the hazelnut grove, including preparatory work, the purchase of the plants, the construction of the irrigation system and other ancillary expenses.

In particular, the aim is to encourage the short supply chain and cooperation between firms by creating a partnership with a lead firm that buys directly from the others, taking charge of all the stages necessary for the final product to reach the market. Therefore, participants in a supply chain project who need to set up a partnership consisting of a lead company and other participating companies in a temporary association of purpose could participate as beneficiaries.

The project can be of interest for the GAL Serre Calabresi area as in the territory there is a good production of hazelnuts, currently concentrated in two municipalities: Cardinale and Torre Ruggiero. The dominant variety is represented by the “Tonda

Calabrese” also known as “Tonda Bianca”, a variety that has adapted well to the environment and is very popular for direct consumption on local markets, but has a low yield in shell (less than 40%) and the presence of fibres on the seed. The low shelling yield is due to the thickness of the shell, which is clearly high compared to other hazelnuts.

In this area the hazelnut tree has a good potential, but suffers from structural limitations in the production and commercial phase, limitations that could be addressed by the Umbria project. Another interesting feature of the project examined is that it aims to encourage the short supply chain and cooperation between companies.

These two aspects can be very important because in the area there are small growers, with a structure and farm areas that are not always competitive, poor harvesting mechanisation and precarious drying systems that sometimes do not allow the production of a high quality hazelnut and that struggle in the commercial phase where networking is not developed.

PROJECT CARD

Entity	Umbria Region
Project	Supply chain cooperation for the creation and development of short supply chains in the nut production and marketing sector
Legal reference	European funds: EAFRD 2014-2020
Promoter	Umbria Region
Document link	https://www.regione.umbria.it/la-regione/bandi?p_p_id=48_INSTANCE_murcPC6Xfznf&_48_INSTANCE_murcPC6Xfznf_iframe_fromExt=1&_48_INSTANCE_murcPC6Xfznf_iframe_codBando=2019-002-632
Objectives	To encourage the short supply chain through cooperation between farms and agri-food companies that directly process and sell the product and act as the only intermediaries between farmers and the market, buying directly from the farmer and taking care of all the necessary steps to get the final product on the market. Development in Umbria of a production base in the hazelnut sector that will allow it to interact from strong positions with the market, which is developed on a global basis.
Reference year	2019
Main beneficiaries	The leader of a partnership proposing a short supply chain project for the enhancement of hazelnuts, the only intermediary who undertakes to purchase the raw material, nuts, from partner farms and to take care, directly or through third parties, of all the processing phases of the material purchased from farmers, such as harvesting, cleaning, roasting, etc., in order to make it suitable for marketing and selling. The partners, as beneficiaries of specific operations of the short chain cooperation project.
Main targets	Supply chain
Partnership	Yes
Type of partner	Agricultural enterprises
Planned activities	Encouragement of short supply chain aggregations in the field of cultivation and marketing of hazelnuts, which represents an opportunity for companies to diversify their production by introducing new products with high added value such as hazelnuts, which are

	<p>well placed on the market, also thanks to specific agreements promoted by major players in the confectionery sector.</p> <p>Making resources available to develop hazelnut cultivation by creating short supply chain relationships, capable of bringing together farmers, who undertake to set up production facilities, and entities that undertake to purchase the production in order to process and place it on the market so as to guarantee an increase in the added value to be redistributed among the producers participating in the short supply chain.</p>
Source of funding	Rural Development Programme for Umbria 2014 -2020
Thematic objective RDP	<u>Rural Development Programme for Umbria 2014 -2020 - Measure 16 Cooperation - Action 16.4.1 - Supply chain cooperation for the creation and development of short supply chains and local markets - Action b2) Supply chain cooperation for the creation and development of short supply chains</u>
Budget	5.700.000 €
Transferability in the LAGarea	Potential to encourage short supply chains and cooperation between enterprises in new high added value productions.

d) Enhancement of chestnut groves in Emilia Romagna

Among the most important crops in the mountains, the chestnut stands out for its importance both as a food plant and for its valuable timber, not to mention the positive effects it has on the land and on the sloping ground.

To this end, the Antico Frignano and Appennino Reggiano LAG has promoted the call for grants for sub-action A.4.1.1 “Enhancement of chestnut groves”, whose beneficiaries are both individual and grouped agricultural enterprises.

The call for grants supported investments of agricultural enterprises in the Modena and Reggio Emilia Apennines aimed at the **economic enhancement of chestnut groves**: from cultivation to the first processing of the final product.

A very important part of the call for grants was devoted to the definition of “chestnut grove for fruit production”, which is clarified as the “area characterized by the presence of chestnut trees cultivated for fruit production in a number of not less than 40 specimens per ha, having at least an extension of more than 500 square meters, even when enclosed in the forest; the productive function is prevalent as a result of specific cultivation practices, in particular grafting and pruning” (“chestnut groves for fruit production in actuality of cultivation” according to the legislation of the Region Emilia Romagna).

The financial resources allocated amounted to € 150,000 with an aid intensity of 45% and a maximum project amount of € 25,000 for: improvement of the chestnut grove; machinery specifically dedicated to forestry intervention; interventions in structures and equipment functional to the processing and first transformation of the product; interventions for the construction, restoration and extraordinary maintenance of dryers for fresh product; technical expenses.

With regard to the **potential transferability**, the project is very interesting because it supported, in a supply chain perspective, the investments of agricultural enterprises aimed at the economic enhancement of chestnut trees by encouraging the first processing of the final product; in fact, in the LAG Serre Calabresi area there are few producers who are also processors, with a consequent loss of added value.

PROJECT CARD

Entity	GAL Antico Frignano and Appennino Reggiano
Project	Call for grants A.4.1.1 - Development of chestnut groves
Legal reference	RDP 2014-2020. Measure 19 Support for local development Leader - LAP 2014-2020 Measure 19.2.02
Promoter	GAL Antico Frignano and Appennino Reggiano
Normative reference link	https://agricoltura.regione.emilia-romagna.it/psr-2014-2020
Document link	http://www.galmodenareggio.it/wp-content/uploads/2019/10/A.4.1.1._bando_DEF-1.pdf
Objectives	Improving the competitiveness of primary producers by better integrating them into the agri-food chain through quality schemes; creating added value for agricultural products: promotion of products in local markets, short supply chains, producer groups and organisations and inter-branch organisations.
Reference year	2019

Main beneficiaries	Agricultural enterprises, whether single or in aggregate form
Main targets	Agricultural enterprises
Partnership	Yes
Type of partner	Other agricultural enterprises
Planned activities	Improvement of chestnut groves; machinery; work on structures and equipment used for first processing of the product; construction, restoration and extraordinary maintenance of drying rooms for fresh chestnuts; technical expenditure.
Source of funding	Emilia Romagna Rural Development Programme (RDP 2014-2020)
Thematic objective RDP	MEASURE 19 - Support for LEADER local development (SLTP - Participatory Local Development)
Budget	150.000 €
Transferability in the LAGarea	The project is very interesting from the point of view of the supply chain because it supports investments of agricultural enterprises aimed at the economic valorisation of chestnut groves, also encouraging the first processing of the final product.

5. STAKEHOLDER

According to the various activities foreseen by the projects that may result from the transferability of the good practices identified, there will have to be an active involvement of various stakeholders depending on their role in the territory.

a) Public bodies

The involvement of local administrations will be particularly important. There are, in the territory of the LAG, some examples that have demonstrated the effectiveness of interventions of territorial animation and sensitization (the “Local Plans for Employment” for instance) functional to the development of initiatives and enhancement of productive sectors.

b) Local Operators

Businesses, farms, owners of chestnut and/or hazelnut groves and places linked to this tradition should be actively involved in the projects through an activity of animation and involvement. This way of working will make it possible to direct investments and give ideas for new initiatives by private entities both from the production point of view and from that linked to territorial marketing and tourism offerings.

c) Volunteering

It will also be important to involve voluntary organizations in order to create an active network to carry out activities to enhance local products and resources.

The organizations will have the objective of creating a network in close collaboration with local administrations, companies and producers in the supply chain as well as with schools in the area, thus allowing the direct and transversal involvement of operators, professionals, students, etc.

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