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GoS Project “Governance of Sustainability”

WP5.1: Good Practices

Research, selection and potential for transferability

FOCUS: TRADITIONAL LOCAL PRODUCTS

Enrico Esposito, LAG Serre Calabresi | 03 November 2021

“Traditional local products” & local development

- The need to preserve and develop “local traditional (agri-food) products” is considered a **key element for local development** for the relevant economic, social and tourist **impacts** they can produce
- The development and promotion of local products is increasingly placed at the **core of “Territorial policies” and “Development strategies” at EU, national and local levels** (heritage and culture preservation, employment generation, income diversification, etc.).

“Traditional local products”: a definition

- A **local variety** of a clearly identifiable product
- A **local name**
- **Typical of a well-defined area**
- Closely **associated with uses, knowledge, habits, dialects**
- Normally **not identified by prestigious labels** of agri-food excellence (Protected Denomination of Origin and similar)
- Often **known by a limited public.**

“Traditional local products” in the LAG “Serre Calabresi”

- In the “LAG Serre Calabresi” area there are many small “traditional local products” particularly in the innermost areas.
- Among the “traditional local products” of the area:
 - TORRE DI RUGGERO HAZELNUT
 - CORTALE BEAN
 - AMARONI HONEY
 - POTATO OF GIRIFALCO
 - CHESTNUTS.

TORRE DI RUGGERO HAZELNUT



CORTALE BEANS



AMARONI HONEY



“N’ZERTA” CHESTNUT



SWOT analysis

HAZELNUT

Strengths	Weaknesses
Climate and territory. Production rooted into territorial tradition.	Limited production. Brand identity and awareness.
Opportunities	Threats
With the current average prices, the hazelnut is able to offer interesting financial results. New sales channels.	Medium-long investment time horizon.

CHESTNUT

Strengths	Weaknesses
Climate and territory. Production rooted into territorial tradition.	Limited production. Brand identity and awareness.
Opportunities	Threats
A relatively secure income for a certain number of years. New sales channels.	Scarce availability of specific studies to improve the production technique.

BEANS

Strengths	Weaknesses
Climate and territory. Production rooted into territorial tradition.	Limited production. Brand identity and awareness.
Opportunities	Threats
New sales channels.	Use of non-local products.

Why Good Practices

- Selection (and then transfer exchange & dissemination) of Good Practices for the recovery, preservation and development of **supply chains of “traditional local products”** is very important in terms of local sustainable development, for:
 - development of short agri-food supply chains from production to transformation and from marketing to selling
 - promotion of local agri-food and tourism-related initiatives.
- Objectives being:
 - safeguarding, development, promotion and selling of local products
 - heritage and culture preservation
 - employment generation
 - income diversification.

Identifying Good Practices

- There is an increasing attention on **knowledge transfer/exchange** of experiences implemented elsewhere to **preserve and develop local products and related supply chains**
- The identification, analysis and dissemination of Good Practices has been aimed **not at a mere “selection”**, but at the **analysis of initiatives capable of having a potential of transferability** and impact in the LAG territory.

Good Practice n.1

Title	PROTELE Project: Development of a Product-Territory model for Campanian legumes
Country/Region Period	Italy/Campania 2018-2019
Partnership	Foundations, Research bodies and Agricultural companies
Main objective	Define a territorial model for legume production, capable of intercepting the needs of the most advanced consumers and increasing the competitive capacity of often marginal production systems
Transferability	Target: “Cortale bean” Laying the foundations for creating a short supply chain based on traditional legumes (rooted in the territorial culture and heritage)

Good Practice n.2

Title	Support for chestnut production in earthquake-hit areas
Country/Region Period	Italy/Marche 2020
Partnership	Local public actors, Agri-food companies
Main objective	Increasing the production of chestnuts and support employment and incomes in the areas affected by the 2016 earthquake
Transferability	Target: “Chestnuts” Create actions capable of encouraging a supply chain from production to industry processing and selling

Good Practice n.3

Title	Creation and development of short supply chains for hazelnut production and marketing
Country/Region Period	Italy/Umbria 2019
Partnership	Local public actors, Agri-food companies
Main objective	Encourage short supply chains through cooperation between agri-food production and selling companies. Development of a production & marketing strong base for a production with high added value.
Transferability	Target: “Torre di Ruggero hazelnuts” Incentivize the short supply chains and cooperation between production and selling companies

Good Practice n.4

Title	Enhancement of chestnut production
Country/Region Period	Italy/Emilia Romagna 2019
Partnership	Local public actors, Agri-food companies
Main objective	Improve the competitiveness of local productions by integrating them better into the agri-food supply chain through quality schemes
Transferability	Target: “Chestnuts” Enhancement of chestnut production through development of short supply chains

Pre-requisites for transferring Good Practices

- Based on the identified practices, it is envisaged an active involvement of various **stakeholders** according to their role:
 - Public and Public-private sector (governing bodies setting the scene)
 - Agri-food companies (direct beneficiaries)
 - Volunteering organisations (to foster awareness and to accompany the implementation)
- **Key words for effective transfer:** “Cooperation”, “Trust”, “Networking”

Transferring Good Practices

- The active and effective transfer of Good Practices by the LAG should be based on the following steps:
 - deepen the analysis and draft a “summary project idea”
 - identify the Good Practice/s for replication
 - contact & meet the implementing body/ies
 - define a possible partnership scheme
 - present the idea to EU calls for funding (Horizon Europe, Interreg Europe, Life 2021-2027).



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THANK YOU

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