



Geographical Indication Product Database - Step 1-

SOURCE :

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Ciliegia di Lari **from Lari - Tuscany - Italy**

1. NAME OF PRODUCT : Ciliegia di Lari (Cherry of Lari)

2. COUNTRY AND REGION IN THE COUNTRY: ITALY – Municipality of Lari (Tuscany)

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

The *Ciliegia di Lari* (Cherry of Lari) is a sweet - cherry of 19 different traditional varieties of cherry – trees.

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

The cherry production has a secular tradition in the territory of Lari, a small village in the hills of Tuscany. Most of the varieties are characterised by sweet flavour, softness and high perishability. The growing techniques are traditional, and there are few specialised orchards, while most of cherry-trees are scattered in the fields or planted at the borders of the fields. Cherries are hand-picked and directly put in wooden boxes, and immediately marketed, as no producers own refrigerated storage facilities. A rough estimate of cherries of Lari yearly production is 50 t.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

The secular tradition of cherry-trees cultivation in Lari territory is demonstrated by the presence of 19 native cherry-tree varieties which, coupled to the peculiarity of the soils and the climate, are at the basis of the specificity and the reputation of the cherries of Lari. The bulk of the 19 native varieties is nowadays menaced of extinction, because they are no more suitable for the “modern” markets, their fruits being perishable, soft and of small-medium size.

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :

Almost all the small and very small farms in Lari area own some cherry trees, but only a few are the professional producers (15-20 in the territory of Lari Municipality), none of which is specialised on cherry-trees growing.

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

The bulk of cherries production is destined to self – consumption or placed on short marketing channels, and only a limited amount of production is sold on traditional market and, to a lesser extent, to some mass distribution firms. A part of the cherries is sold through the annual Cherry Festival (Sagra delle ciliegie) directly to consumers. Local consumers know and appreciate the Cherry of Lari. A premium price of about 20-30% is given to Lari provenience compared to other proveniences, due to product freshness and reputation.

8. APPLICANT / HOLDER (IF ANY) :

“Comitato di Tutela e Valorizzazione della Ciliegia di Lari”. This group of producers is actually evaluating pros and cons of the application for the PDO. At the same time producers promoted valorisation and research initiatives, territorial animation and food education, with the support of local institutions and other associations.

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

- The *Cherry of Lari* case study is useful to reflect on the potentials and limits of the PDO/PGI, and problems faced by small traditional production systems in the application for PDOs or PGIs (a big complexity and costly acknowledgment procedure, possible conflicts in the use of the name). The application procedure may alter social cohesion and cause conflicts between producers in the construction of the Code of Practices, or may benefit only extra supply chain actors which use the product name reputation without bearing the costs of keeping it alive.

CATEGORY :

☐ Origin Product

☒ GI product

☐ Recognized GI