

Literature review WP 3

Italy

Alessandro Pacciani, Giovanni Belletti, Andrea Marescotti

*Università di Firenze
Dipartimento di Scienze Economiche
Italia*

Review report

1. MAIN FINDINGS AND POLICY IMPLICATIONS

1.1. Typical products and rural (endogenous) development dynamics

Some scientific contributions have stressed the effects of the process of "homologation" of agriculture, caused by the diffusion of behaviour models that are typical of the urban and industrial sector, both at the production and consumption level (Basile and Cecchi, 1995). The homologated agriculture tends to lose part of its sectorial specificities, and to attain an efficient use of resources through scale economies and also through the transfer of resources to other sectors (Basile and Cecchi, 1997; Iacoponi, 1997).

Nevertheless the homologation process doesn't involve the whole agricultural sector in a uniform way, and in particular the most marginal and disadvantaged areas (Cecchi, 1999). Therefore a non-homologated agriculture persists, and its production factors – owing to their specificity – are not easily transferable to the homologated model, resulting in a growth in marginality and abandon of agriculture, with evident deep social effects.

Endogenous and integrated rural development processes are based on mobilising local resources through the action of agents belonging to the rural areas, by means of a process of interests aggregation in a shared (and therefore collective) outlook on the development project of the rural area (Iacoponi, 1998; Romano, 2000), then stimulating a differentiation and an integration of the components of the rural economy.

Production and valorisation processes of agro-food typical products are frequently based on specific non-transferable local assets (both of material - i.e. specific plant varieties or animal breed - and immaterial nature - i.e. knowledge of local agents, local culture); the typical product itself can be viewed as a local resource, that is expression of the peculiarities of a certain territory. The production of typical products represents a founding part of non-homologated agriculture, within which the resources, locked into rural areas, are the basis of rural development processes (Polidori e Romano, 1997; Basile and Cecchi, 1997).

As a consequence, the valorisation of typical products may work as a rural development tool which the local community may use, to allow a remuneration and therefore a reproduction of the resources, included the social, cultural and human capital (Sini, 1998), and in particular the specific resources of the non-homologated component of agriculture.

As a matter of fact empirical evidence shows how the typical product is often used as a pivot or at least a fundamental component in the collective strategies of local (rural) development.

1.2. Typical products valorisation strategies and rural development

The typical product represents a potential resource for the rural economy, as much as it stimulates aggregation and strategies leading to the creation of value through the product itself. The actors that are involved in the valorisation of the typical product can be highly heterogeneous and not all of them have to belong to the traditional area of production of the typical product (Rossi and Rovai, 1998 and 1999). Every actor has his own outlook on the typical product, which depends on his own interests (economic, social, political, scientific, etc.). The diversity of the actors leads to a diversity of objectives that are locally pursued through the valorisation of the product (Rossi and Rovai, 1998 and 1999; Bencardino and Marotta, 2000).

Typical products valorisation strategies can be classified on the basis of two main aspects related to the orientation of the actors in the elaboration of the strategy (Pacciani, Belletti, Marescotti and Scaramuzzi, 2001):

- a) **ACTORS' FOCUS:** the attention of local actors may be strictly focused on the supply chain of the typical product (and on the valorisation of the specific assets directly used in the production process of the typical product), or may be focused mainly on the other components of the local economy and society (extended focus: the typical product doesn't have an importance in itself, but it can catalyse the supply - existing or potential - of a diversified range of goods and services localised in the rural area) (Brunori, Galli, Rossi, Rovai, 1999; Brunori, Rossi, 2000).
- b) **ROLE OF THE TERRITORY:** the territory of origin may be used by actors as a quality sign ("origin sign", as PDO-PGI; or "umbrella territorial hallmarks"), or the single components and resources of the territory may be encapsulated in the typical product as attributes (in this case valorisation strategy aims at linking the product to a set of local resources that are specific of the territory and used as quality "attributes" of the product or of the products basket: handicraft, tourist services, etc.).

1.3. Multifunctionality and rural integration: agri-tourism, rural tourism, wine-routes, handicraft, cultural resources

Many studies in Italy pay attention on the link between the marketing and promotion of typical products and other economic activities within rural areas, both internal and external to agricultural sector. This attention is consistent with the "vision" of rural development as an integrated development process, which connect agricultural activities to handicraft and services in rural areas (INEA, 1996; INEA, 1998), and to the whole local society and culture (INEA, 1999).

- 1) *Focus on agriculture*: some studies pay attention on multifunctionality of agricultural activity, and on the role of typical products in fostering a diversification of agricultural activities through individual (in particular agri-tourism) and collective initiatives (in particular wine routes et similia. See for example Antonioni Corigliano, 1996; Brunori, Cosmina and Gallenti, 2001; Brunori and Rossi, 2000); more specifically, it is argued that these kinds of individual and collective initiatives often imply the activation of a direct contact with consumer on the final market, and different entrepreneurial skills in order to re-structure activity (Belletti and Maresscotti, 1998), with heavy effects on firm economic resources (work and competences, quality management, investments);
- 2) *Focus on integration*: another research stream pays attention on the effects of typical products on the integration of the diverse economic activities in rural areas, and more specifically on the role of local actors and interests in the promotion of typical products. Actually, many promotional initiatives connected to typical products are taken by groups of actors outside the typical product supply chain, underlining the importance of typical product for the development of economic activities outside the supply chain, such as handicraft, services (especially connected to touristic presences), within a strategy of comprehensive territorial quality (INEA, 1996; Arsia, 1998; Pacciani, Belletti, Maresscotti and Scaramuzzi, 2001; Trevisan, 2000; Cantarelli, 2000).

2. ABSTRACTS

Basile, E. ; Cecchi, C. (1997).

Beyond the sectors. An Analysis of Economic Differentiation in Rural Economy.

48. EAAE Seminar, Dijon (FRA), 1997/03/20-21, Rural Restructuring Within Developed Economies.

The paper analyses rural change in industrialised countries stressing productive differentiation – that is the change in sectoral composition of the economy in rural areas due to the emergence of non-farm activities in an environment traditionally dominated by agriculture – as the key feature of the current rural transformation.

According to the authors, the emphasis on differentiation discloses the limits of conventional approaches, which consider the current rural transition as a "renaissance" of the countryside or, alternatively, as a by-product of the restructuring process which occur in the global economy.

The first section analyses the link between rural change and economic growth from three complementary perspectives: a) the balance of the sectors in the economy and b) in rural areas; c) the balance of functions between town and country.

The second section investigates on socio-economic processes at the source of rural differentiation: a) the impact of integration and adaptation of agriculture into the capitalist economic system; b) the dispersal of industry on rural space as a mover of local development processes involving agricultural resources; c) the emergence of new consumption patterns.

The concluding section analyses the position of the rural economy within the capitalist economic growth: the analysis supports the conclusion that rural differentiation is to be considered as an evolution of rural production relations.

Sini, M.P. (1998).

Typical local products and their zone of origin: the importance of their re-evaluation emphasising the links which connect them.

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, pp 225-238.

This work deals with the importance of giving value to the links between typical products and territory. It analyses the causes of these links and the importance of the production of typical products for endogenous local development. It examines the usefulness of the production of typical products from the perspective of differentiating the product to avoid the saturation of demand, highlighting the links between typical products, market niches and consumption linked to culture. It emphasises the role of planning to promote the production of typical products thus creating synergetic effects as well as other integrated activities to give value to the territory.

Segale, A. ; Zanolli, R. ; Sopranzetti, C. (1998).

The determinants of 'typical' production: an empirical investigation on Italian POD & PGI products.

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, pp 365-383.

The paper investigates the supposed links between Italian typical products and their origin, in order to outline their territorial characteristics and identify the determinants of their development.

The hypothesis to be tested is that these products are indeed "typical rural products" and therefore are distributed in the country accordingly.

Discriminant analysis is used to explore the relationship between the regional distribution of an 'indicator variable' measuring the 'intensity of typical production' and the level of rurality of the regions.

Three well bounded groups were used in the analysis; the 'leading' group, with the highest level of the indicator variable we used to measure the absolute importance of typical products in each region, is represented by the large, industrialised agricultural regions of Northern Italy. Here, the high levels of typical production is mainly explained by the scaling factor UAA.

Among the remaining regions, high level of typical production is associated with a high level of rurality of the regions and a low level of modernisation of the food sector

Cecchi, C. (1999).

Contextual knowledge and economic exclusion in rural local systems.

European Society for Rural Sociology, XVIII Congress Lund, Sweden, 24-28 agosto

The aim of the paper is to contribute to the building of a conceptual framework for the study of rurality in post-industrial economies and societies. It is argued that the concept of 'local system' is a powerful tool to investigate the working of the post-industrial rural economy for two reasons: i) because it explains the social diversity between different areas, which is a major feature of contemporary rurality increasingly emphasised in economic literature; ii) because it focuses on the prevailing rules that lead socio-economic behaviour in a specific area – e.g. on the 'contextual knowledge' – and therefore takes into account the interplay between individuals and institutions, which is at the root of social and economic diversity.

The first section of the paper analyses the features of post-industrial rurality. In particular, the way in which rural change takes place depends on the resources' transfer between areas and sectors. In addition to the sectoral dimension, the structural transformation takes also a spatial dimension: the outflow of resources influences the countryside unevenly, changing the relative position of individual areas to the economic centre. The outcome ranges from specialised agricultural areas, fully integrated within the production system, to impoverished areas, that are economic and spatial peripheries.

The second section focuses on the features that define the 'contextual knowledge': in a single community, the prevailing behavioural rules influence the economic performance and inter-firm and market relationships. Contextual knowledge explains the existing contractual arrangements, the level and the type of technology, and the mix of area-specific productions.

The third section concentrates on the transfer of human and financial resources from urban and industrial areas to the countryside as a major ingredient of the new rurality. This new phenomenon gives birth to changes in the 'contextual knowledge' which depend on the way in which the local community integrates the in-comers.

The concluding section argues that different forms of rurality can be identified taking into account the features of the local system in which any single rural area is integrated, while the contextual knowledge, which is specific to any single area, provides an important explanation of the reasons for economic exclusion.

Polidori, R. ; Romano, D. (1997).

Dinamica economica strutturale e sviluppo rurale endogeno: il caso del Chianti Classico.

Rivista di Economia Agraria, LII, n.4, pp 395-427.

The role of agriculture in economic development is a crucial topic in economic theory. From the theoretical point of view, however, there is lack of a comprehensive (and accepted) framework, which explains the macroeconomic stylized facts (the evolution of the whole economic system, the intersectoral linkages dynamics, etc.) as well as the evolution within the agricultural sector, i.e. differentiation of agricultural systems. The aim of this paper is trying to propose such a comprehensive framework. In pursuing this objective we use analytical principles and representative schemes which refer to classical economics. The "engine" of our model is a circular and cumulative mechanism which enables to look at development differentiation as an endogenous process, i.e. one which depends on the characteristics of production process and consumption demand dynamics.

The focus is mainly on developed economies. Recalling some stylized facts on the evolution of production as well as consumption linkages between the agricultural sector and the overall economic system, we perform a brief analysis of structural changes which occur in the agricultural sector along the economic development process. It is within such a framework that we analyze some issues, like the changes in demand for agricultural goods and changes in agricultural goods production which determine the differentiation of agricultural development at regional level. Lastly, we use such a framework to interpret an interesting phenomenon which characterizes some successful agricultural and agro-industrial development patterns in Northern-Central Italy, which has been called "endogenous rural development" (ERD). Preliminary evidences from the Chianti region - i.e., preconditions, characteristics and effects of a ERD pattern - are reported.

Bencardino, F. ; Marotta, G. (2000).

Sviluppo rurale e produzioni tipiche.

Economia Agro-Alimentare, 5(3), dicembre, pp 237-253

The rural development, in the last years, has become one of the central themes of the political economic debate in EU. A remarkable contribution, on this issue, was made by the European Commission with the publication, in the 1988, of the

document "The future of the rural world". One of the innovative elements is given by the integrated development approach, based on a valorisation of the endogenous resources. According to this concept, the development process in a local context can orient itself in environmental sense, agri-touristic, agri-handicraft, agri-naturalistic, etc., to valorise the quality and potentiality of the endogenous resources. In this modern approach to rural development, the typical productions become particularly important. Where it is possible, in fact, the valorisation of the typical productions could represent a good tool for the local development. Many empirical analysis have, however, underlined that the typical productions valorisations requires and organisational structure and a modern entrepreneurial culture of which, almost always, the rural areas result particularly poor. That makes the binomial "Rural Development – Typical Productions" rather complex and problematic to change and become a concrete and effective development factor. By means of case-studies analysis, the author underlines different rural development paths centered on the valorisation of typical products.

Endrighi, E. (1999).

La valorizzazione delle produzioni tipiche locali. Dal concetto di valore alle indicazioni operative.

Rivista di Economia Agraria, LIV, n.1, marzo, pp 3-26.

The concept of value is on the basis of valorisation and, therefore, of the development of the typical local products. On the one hand, the creation of value, that is new wealth, is the aim necessarily pursued by the firm involved in the system of the typical product; on the other hand, the attribution of value to such products and the same interventions supporting the relative system, depends on the ethics accepted by the society in a certain moment.

The valuation passes, therefore, on the one hand, through the activities of subjects/functions "actuators" of inventions/attributions of value and, on the hand, through the action of the "supporters", who are responsible for the strategies meant to develop the company and environmental conditions favourable to the creation/attribution of value in the typical local product.

For customers, the crucial element is the value chain, as, on the one hand, it is necessary that it contains the cultural and cognitive assumptions in order to attribute value to the typical product, and, on the other hand, the producers should attempt to satisfy the specific expectations relevant to such products; under such conditions, one should adopt methods and practices of interactive marketing.

Such companies should pursue effectiveness and efficiency by assigning a fundamental role to the material resources and non-material characterisations, operating in a local system capable of favouring a merger, in a developed, reticular way.

Rossi, A. ; Rovai, M. (1999).

La valorizzazione dei prodotti tipici. Un'analisi secondo l'approccio di network.

Rivista di Economia Agraria, LIV, n.3, settembre, pp 369-398.

The paper analyses the evolution process that has occurred in a small mountain production system in the north of Tuscany, i.e. the Garfagnana spelt production, which has survived over time into the local tradition but has recently undergone an intense revitalisation process. The case is interesting because of the evolution developed with regard to the necessity/ opportunity of setting up strategies of valorisation of typical local products. In particular, that process concerns on the one hand the interaction between the local context and external context, on the other the building of a specific identity by the local rural community.

The authors analyse the central aspects of that evolution process by means of the network analysis, with particular attention to the role of the relations among the various actors involved and their changing over time, in a view of their importance in influencing the organisation and the development potential of the local system.

Pacciani, A. ; Belletti, G. ; Marescotti, A. ; Scaramuzzi, S. (2001)

The role of typical products in fostering rural development and the effects of Regulation EEC 2081/92.

In: "Policy Experiences with Rural Development in a Diversified Europe", 73rd EAAE Seminar, Ancona", 28-30 giugno

Rural development is progressively becoming one of the major objectives of the EU policies. Both a widespread literature and the policy adopted by the EU stress the importance of supporting typical products to attain this objective. As a matter of fact typical products are strictly tied to their area of origin, as they derive their characteristics from the paedoclimatic, technical and organisational peculiarities of the "terroir" they come from. They are often considered useful "tools" to keep local culture and traditions, and to foster rural development especially in disadvantaged and mountain areas.

The attention of the paper is focused on the links between rural development and typical products. The paper aims at showing the different strategies linked to the promotion of typical products, and how the various actors involved at a local level (farmers, processing firms, local public institutions, producers and consumers associations, etc.) take part in the process that leads to apply for PDO/PGI. Two strategy idealtypes are identified: the first centered on the valorisation of typical product supply chain at local level (Regulation of Product Reputation Strategy), the second aiming at promoting the whole set of local resources (handicraft, landscape, services, culture, etc.) through the typical product (Territorial Quality Strategy).

Belletti, G. ; Marescotti, A. (1998)

The reorganization of trade channels of a typical product: the Tuscan Extra-Virgin olive-oil.

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, pp.271-286.

The paper examines the ways changes in consumers' preferences determine the re-structuring of trading channels of the extra-virgin olive-oil of Tuscany, a traditional and typical agricultural product.

The analysis, supported by a specific survey conducted on olive-oil mills in the Grosseto Province (Tuscany), shows that the gradual reduction of importance of the local and traditional consumer has brought oil producers and mills to search for alternative trading channels. In this framework, the channels which refer to "rural development" have acquired a growing importance, and may be seen as one of the most important factors for the persistence and development of oil production in the area. Anyway, these channels require structural and organizational adaptations to firms.

Belletti, G. ; Marescotti, A. ; Rossi, A. ; Rovai, M. (1998).

Territorially based promotional strategies of a traditional vegetable product. The case of spinach in Val di Cornia and Val di Serchio.

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, pp 349-364.

The paper analyses some promotional activities based on the territorial origin undertaken for spinach in the production areas of Val di Serchio and Val di Cornia (Tuscany, Italy). In order to understand the role of the "territory" in the promotion of spinach, it was necessary to study the process of restructuring faced by the production areas over the last decades.

In this context, the unsuccessful outcome of the activities analysed - as emerged from the on-field investigation conducted through open interviews with the various operators involved in the production areas and along the trade channels - would suggest a low importance of the "territory" (territorial origin as a marketing lever). Nevertheless, the "territory" emerges as a strategic "production factor", as a result of the advantages gained by local farms through the long process of knowledge and skill accumulation and the (high rate of reaction and adaptation) of the production systems achieved by means of the high number of relations among the farms in the area.

3. SCIENTIFIC AND RECENT PAPERS, PUBLICATIONS AND STUDIES

3.1. Rural Development

2001

Cecchi C.

Sistemi locali rurali e aree di specializzazione agricola

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

2000

CNEL

Secondo rapporto sull'agricoltura. L'agricoltura tra locale e globale. Distretti e filiere

CNEL, Roma, 2000

Romano D.

I sistemi locali di sviluppo rurale (SLSR)

In: CNEL, "Secondo rapporto sull'agricoltura. L'agricoltura tra locale e globale. Distretti e filiere", Documenti CNEL, n.23, Roma, 2000, pp. 221-293

1999

Angeli L., Franco S., Senni S.

Riflessioni su definizione, misurazione e classificazione del rurale

XXXVI SIDEA Congress, Milano, 1999

Barbero G.

Concezioni del territorio nell'analisi economico-agraria italiana

Seminar "Sviluppo Rurale, istituzioni e territorio", IV Edizione Giornate Tassinari, Assisi (PG), 15-16 dicembre, 1999

Basile E.

La ruralità nella informalizzazione dell'economia

Rivista di Economia Agraria, LIV, n.1, marzo, pp 37-54, 1999

Brunori G.

Istituzioni e territorio nella prospettiva di un nuovo sviluppo rurale

Seminar "Sviluppo Rurale, istituzioni e territorio", IV Edizione Giornate Tassinari, Assisi, 15-16 dicembre, 1999

Brunori G.

Sistemi agricoli territoriali e competitività

XXXVI SIDEA Congress, "La competitività dei sistemi agricoli italiani", Milano, 9-11 settembre, 1999

Saraceno E.

Il fantasma di Cork

Convegno Nazionale "Sviluppo e occupazione nelle aree rurali", Associazione "Alessandro Bartola", Fano, 2 luglio, 1999

Sotte F.

Agenda 2000 e oltre: alla ricerca di una politica rurale

Convegno Nazionale "Sviluppo e occupazione nelle aree rurali", Associazione "Alessandro Bartola", Fano, 2 luglio, 1999

1998

Cecchi C.

Il ruolo dell'agricoltura nella costruzione della ruralità

XXXIII SIDEA Congress, Napoli, 1996. In: Regazzi D. (ed.), "L'agricoltura italiana tra prospettiva mediterranea e continentale", 1998, pp. 287-297

Iacoponi L.

La sfida della moderna ruralità: sviluppo rurale, ambiente e territorio

XXXIII SIDEA Congress, Napoli, 1996. In: Regazzi D. (ed.), "L'agricoltura italiana tra prospettiva mediterranea e continentale", 1998, pp. 51-101

Romagnoli A.

Riflessioni in tema di sviluppo agricolo, sviluppo rurale e sistemi locali

XXXV SIDEA Congress, Palermo, 10-12 settembre, 1998, "Il ruolo dell'agricoltura italiana all'inizio del XXI Secolo", Palermo, 10-12 settembre, 1998

Romano D.

Sviluppo endogeno e sostenibilità: coerenza teorica e implicazioni empiriche

XXXIII SIDEA Congress, Napoli, 1996. In: Regazzi D. (ed.), "L'agricoltura italiana tra prospettiva mediterranea e continentale", 1998, pp. 262-273

Sotte F.

Verso una politica agricola e rurale comune per l'Europa (Carpe). Quale riforma della Pac attraverso e dopo Agenda 2000?

Rivista di Economia Agraria, LIII(1-2), 1998, pp 203-223

1997

Basile E., Cecchi C.

Beyond the sectors. An Analysis of Economic Differentiation in Rural Economy

48. EAAE Seminar, Dijon (FRA), 1997/03/20-21, Rural Restructuring Within Developed Economies.

Basile E., Cecchi C.

Differenziazione e integrazione nell'economia rurale

Rivista di Economia Agraria, LII, nn.1-2, giugno, pp 3-28, 1997

Di Iacovo F., Gouérec N., Tellarini V.

L'esperienza Leader in Toscana. La rivitalizzazione delle aree rurali per la crescita dell'economia regionale

Arsia, Firenze, 1997

Iacoponi L.

Analisi economica della ruralità

In: *Agricoltura e Ruralità*, "I Georgofili. Quaderni", VII, 1997, pp. 9-109

1995

Belletti G., Iacoponi L., Marescotti A., Pacciani A., Pagni R., Rovai M.

Nuova agricoltura e nuovi agricoltori: la sfida dello sviluppo rurale integrato. Indagine agricoltura, agro-industria, turismo in provincia di Livorno

Provincia di Livorno - CSP-BIC, Livorno, 1995

Di Iacovo F.

Le istituzioni e lo sviluppo locale: i problemi dell'adattamento nelle comunità rurali

In: Miele M., Rovai M. (Eds.), "Tendenze globali e tendenze locali nei processi di sviluppo: modelli interpretativi a confronto", Edizioni Il Borghetto, Pisa, 1995, pp. 107-140

Sotte F.

Sviluppo rurale: una nuova stagione del regionalismo

La Questione Agraria, n. 57, 1995

1994

Panattoni A. (Ed.)

La sfida della moderna ruralità. Agricoltura e sviluppo integrato del territorio: il caso delle colline pisane e livornesi

CNR RAISA and Università degli Studi di Pisa, Pisa, 1994

Saraceno E.

Alternative readings of spatial differentiation: The rural versus the local economy approach in Italy

European Review of Agricultural Economics, 21(3-4), 1994, pp 451-474

Saraceno E.

Dall'analisi territoriale dell'agricoltura allo sviluppo rurale

La Questione Agraria, n. 52, 1994, pp 131-143

3.2. Contextual knowledge and local/rural production systems

2001

Belletti G., Marescotti A., Scaramuzzi S.

Il ruolo dell'organizzazione dei sistemi produttivi locali nella tipicità dei prodotti agricoli: alcuni spunti di riflessione

Giornata di Studio "Tra globalizzazione e localismo: quale futuro per i sistemi produttivi territoriali?", Università degli Studi di Cassino - Dipartimento Economia e Territorio, Cassino, 6 aprile 2001

Marescotti A.

Prodotti tipici e sviluppo rurale alla luce della teoria economica delle convenzioni

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

1999

Cecchi C.

Contextual knowledge and economic exclusion in rural local systems

European Society for Rural Sociology, XVIII Congress Lund, Sweden, 24-28 agosto, 1999

1998

Belletti G., Marescotti A., Rossi A., Rovai M.

Territorially based promotional strategies of a traditional vegetable product. The case of spinach in Val di Cornia and Val di Serchio

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp 349-364.

Marino D.

Politiche di sviluppo locale basate sulla conservazione e la valorizzazione delle risorse genetiche vegetali

La Questione Agraria, n.71, 1998, pp. 97-131

Marino D., Salvioni C.

Di necessità virtù: conservazione delle risorse genetiche e sviluppo nelle aree rurali del Mezzogiorno

XXXIII SIDEA Congress, Napoli, 1996. In: Regazzi D. (ed.), "L'agricoltura italiana tra prospettiva mediterranea e continentale", 1998, pp. 401-407

Papa C.

The social construction of Umbrian extravirgin olive oil

In: Papa C., Pizza G., Zerilli F.M. (Eds.), "Incontri di Etnologia Europea", Edizioni Scientifiche Italiane, Napoli, 1998, pp.145-160

1997

Russu R., D'Alonzo R., Miniati C.

L'Agricoltura nei Parchi in Toscana. Possibili utilizzazioni agricole delle aree interne e limitrofe ai parchi della Toscana con riferimento allo sviluppo rurale

ARSIA, Firenze, 1997

1996

Endrighi E.

Le produzioni agroalimentari tipiche: dalle diversità bio-culturali alla differenziazione competitiva

Convegno "Agribusiness e biodiversità", Udine, 21-22 novembre, 1996

Rullani E.

L'evoluzione delle conoscenze specifiche come motore di crescita dei sistemi locali nell'economia post-fordista

CESAR, Giornate G.Tassinari. Assisi, 12-13 dicembre, 1996

1992

Carbone A.

Integrazione produttiva sul territorio e formazione di sistemi agricoli locali

La Questione Agraria, n.46, 1992, pp. 137-163

Favia F.

L'agricoltura nei sistemi produttivi territoriali

La Questione Agraria, n.46, 1992, pp. 109-136

3.3. Local resources and economic effects of typical products

2001

Belletti G.

Sviluppo rurale e prodotti tipici: reputazioni collettive, coordinamento e istituzionalizzazione

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

Rocchi B., Stefani G.

Aspetti tecnologici, organizzativi e istituzionali nei processi di sviluppo rurale: alcune riflessioni

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

2000

Belletti G.

Origin labelled products, reputation, and heterogeneity of firms

67. EAAE Seminar, Le Mans, 1999/10/28-1999/10/30, EAAE, European Association of Agricultural Economists, In : Sylvander, B. (ed.) ; Barjolle, D. (ed.) ; Arfini, F. (ed.) The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and coordination aspects, 408 p, *Actes et Communications*, N° 17-1, Paris, INRA Editions, 2000/11, 2 vol., pp. 239-260

1997

Polidori R., Romano D.

Dinamica economica strutturale e sviluppo rurale endogeno: il caso del Chianti Classico

Rivista di Economia Agraria, LII, n.4, 1997, pp. 395-427

3.4. Links between typical products and rural development

2001

Endrighi E.

Le produzioni tipiche locali tra strategia d'impresa e promozione del territorio

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

Pacciani A., Belletti G., Marescotti A., Scaramuzzi S.

The role of typical products in fostering rural development and the effects of Regulation EEC 2081/92

In: "Policy Experiences with Rural Development in a Diversified Europe", 73rd EAAE Seminar, Ancona", 28-30 giugno, 2001

2000

Bencardino F., Marotta G.

Sviluppo rurale e produzioni tipiche

Economia Agro-Alimentare, 5(3), 2000, pp. 237-253

Montresor E., Mazzochi M., Zanchini A.

Regional Institutions and Competitiveness Dynamics of Typical and Quality products in the New EU Scenary

67. EAAE Seminar, Le Mans, 1999/10/28-1999/10/30, EAAE, European Association of Agricultural Economists, In : Sylvander, B. (ed.) ; Barjolle, D. (ed.) ; Arfini, F. (ed.) The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and coordination aspects, 408 p, *Actes et Communications*, N° 17-1, Paris, INRA Editions, 2000/11, 2 ; vol., pp. 295-314

1999

Endrighi E.

La valorizzazione delle produzioni tipiche locali. Dal concetto di valore alle indicazioni operative

Rivista di Economia Agraria, LIV, n.1, 1999, marzo, pp. 3-26

Magni C., Santuccio F.

La competitività dei prodotti agro-alimentari tipici italiani fra localismo e globalizzazione

Rivista di Economia Agraria, LIV, n.2, giugno, 1999, pp. 299-324

Leader II - Regione Toscana

Percorsi di valorizzazione dei prodotti alimentari nei P.A.L. toscani

ARSIA Seminar, Il Ciocco, Castelvecchio Pascoli, 18-19 marzo, 1999

Rossi A., Rovai M.

La valorizzazione dei prodotti tipici. Un'analisi secondo l'approccio di network

Rivista di Economia Agraria, LIV, n.3, 1999, pp. 369-398

1998

Dini M. (ed.)

Produzioni agroalimentari di qualità e sistema economico locale: la filiera del Chianti Classico

ARSIA, Firenze, 1998

Papa C.

The social construction of Umbrian extravirgin olive oil

in:Papa C., Pizza G., Zerilli F.M. (Eds.), "Incontri di Etnologia Europea", Edizioni Scientifiche Italiane,Napoli, 1998, pp. 145-160

Rossi A., Rovai M.

The evolution process towards the setting up of strategies of valorisation of typical products. The case of the Garfagnana spelt

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 287-302

Segale A., Zanolì R., Sopranzetti C.

The determinants of 'typical' production: an empirical investigation on Italian POD & PGI products

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 287-302

Sini M.P.

Typical local products and their zone of origin: the importance of their re-evaluation emphasising the links which connect them

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 225-238

1997

Endrighi E.

La caratterizzazione socio-economica delle produzioni tipiche locali

Agribusines, Paesaggio & Ambiente, 2(1997/1998), n.1, pp 40-49

1995

Bertolotto C., Decaro D., Spennati P.

Modelli di sviluppo in aree collinari e montane. Individuazione di microfilieri di rilevante interesse economico

XXXI SIDEA Congress, Campobasso, 1994, in: Cannata G. (ed.), "Lo sviluppo del mondo rurale: problemi e politiche, istituzioni e strumenti", Il Mulino, Bologna, 1995, pp. 917-930

Brunori G., Di Iacovo F.

La valorizzazione degli spazi rurali: una strategia di intervento

Genio Rurale, n.5, 1995, pp 17-29

Distaso M.

Rapporti tra agricoltura, industria e artigianato

XXXI SIDEA Congress, Campobasso, 1994, in: Cannata G. (ed.), "Lo sviluppo del mondo rurale: problemi e politiche, istituzioni e strumenti", Il Mulino, Bologna, 1995, pp. 247-286

1994

Magni C., De Santis S.

Piccola impresa, integrazione e sistemi locali: riflessioni teoriche ed evidenze empiriche

Rivista di Economia Agraria, XLIX, n.2, 1994, pp. 183-218

3.5. Effects of typical products on employment, income, added value within rural areas

2000

De Roest K., Dufour M.

The interrelationships between the PDO product's specification, its link to the terroir and its technological development

67. EAAE Seminar, Le Mans, 1999/10/28-1999/10/30, EAAE, European Association of Agricultural Economists, In : Sylvander, B. (ed.) ; Barjolle, D. (ed.) ; Arfini, F. (ed.) The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and coordination aspects, 408 p, *Actes et Communications*, N° 17-1, Paris, INRA Editions, 2000/11, 2 vol., pp. 295-306

Mora C., Polimeno A.

Protected Designation of Origin Products and Part-time farming in a Strongly Developed Area

67. EAAE Seminar, Le Mans, 1999/10/28-1999/10/30, EAAE, European Association of Agricultural Economists, In : Sylvander, B. (ed.) ; Barjolle, D. (ed.) ; Arfini, F. (ed.) The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and coordination aspects, 408 p, *Actes et Communications*, N° 17-1, Paris, INRA Editions, 2000/11, pp 369-388

Nomisma

Prodotti tipici e sviluppo locale. Il ruolo delle produzioni di qualità nel futuro dell'agricoltura italiana

VIII Rapporto Nomisma sull'agricoltura italiana, Bologna, 2000

Torquati B., Frascarelli A.

Relationship between territory, enterprises, employment, and professional skills in the typical products' sector: an analysis on Umbrian territori

67. EAAE Seminar, Le Mans, 1999/10/28-1999/10/30, EAAE, European Association of Agricultural Economists, In : Sylvander, B. (ed.) ; Barjolle, D. (ed.) ; Arfini, F. (ed.) The socio-economics of origin labelled products in agri-food supply chains : spatial, institutional and coordination aspects, 408 p, *Actes et Communications*, N° 17-1, Paris, INRA Editions, 2000/11, pp. 341-358

1998

Arfini F., Mora C.

Typical products and local development: the case of Parma area

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 11-40

Contò F., Trasatti E.

Rural effect for typical production in Southern Italy

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 201-212

Rosa F., Mancini C.

Socio-economic effects of quality system implementation in typical productions: the case of Parmigiano Reggiano District

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 503-528

1995

De Roest K., Antonello S.

The market of parmigiano-reggiano cheese on the cross-road between local economy and exogenous forces of the global market

Séminaire "Qualification des produits et territoires", INRA, Toulouse, 2-3 ottobre, 1995

3.6. Link between OLPs and tourism, agro-tourism, rural tourism, wine routes, marketing channels

2001

Brunori G., Cosmina M., Gallenti G.

Le strade del vino nel Friuli Venezia Giulia

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

2000

Brunori G., Rossi A.

Synergy and Coherence through Collective Action: Some Insights from Wine Routes in Tuscany

Sociologia Ruralis, 40(4), 2000, pp 409-423

Cantarelli F.

Le risorse della terra: dai prodotti tipici al turismo. Il caso di Chioggia

Economia Agro-Alimentare, Anno V, n.2, 2000, pp 171-187

Osservatorio europeo Leader

Commercializzare i prodotti locali: circuiti brevi e circuiti lunghi

Innovazione in ambiente rurale, Quaderno n.7, 2000

Trevisan G.

Prodotti agro-alimentari e turismo

Economia Agro-Alimentare, 5(3), 2000, pp 40-62

1999

Brunori G., Galli M., Rossi A., Rovai M.

Rural tourism in Tuscany: The Costa degli Etruschi wine route

Mimeo, Pisa, 1999

INEA

Animazione sociale e cultura locale. Ruolo, metodologie e strumenti per lo sviluppo rurale

Quaderno Informativo n.7, INEA, Roma, 1999

1998

ARSIA

Il castagno: valorizzazione di un patrimonio di natura, storia, ambiente e prodotti

ARSIA - Regione Toscana, Firenze, 1998

Belletti, G. ; Marescotti, A.

The reorganization of trade channels of a typical product: the Tuscan Extra-Virgin olive-oil.

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp.271-286.

Gatti S., Incerti F.

The wine routes as a instrument for the valorisation of typical products and rural areas

52. EAAE Seminar, Parma, 1997/06/19-21, EAAE, European Association of Agricultural Economists, La Haye, In : Arfini, F. (ed), Mora, C. (ed.), Typical and traditional products : rural effect and agro-industrial problems, 1998, pp. 213-224

INEA

Artigianato e piccole imprese. Ruolo e strumenti per lo sviluppo rurale

Quaderno Informativo n.6, INEA, Roma, 1998

1996

Antonoli Corigliano M.

Enoturismo: Caratteristiche della domanda, strategie di offerta e aspetti territoriali e ambientali

Franco Angeli, Milano, 1996

INEA

Lo sviluppo rurale. Turismo rurale, agriturismo, prodotti agroalimentari

Quaderno Informativo n.4, INEA, Roma, 1996

3.7. (Collective) Marketing of typical products

2001

Gregori M.

La comunicazione collettiva come strumento di promozione del territorio e di marketing d'area

Basile E., Romano D. (Eds) "Sviluppo rurale: società, territorio, impresa" (Proceedings of the SIDEA Congress, Firenze, 5 maggio 2000), Franco Angeli Ed., forthcoming, 2001

2000

Malevolti I.

La valorizzazione delle produzioni agroalimentari regionali e locali tra strategie di apprendimento e strategie di marketing

Economia Agro-Alimentare, 5(3), 2000, pp. 177-197

1999

Cantarelli F.

Cultura, mercato, marketing e denominazioni di origine

Economia Agro-Alimentare, Anno IV, n.3, 1999, pp 44-69

1998

Cardinali M.G.

Le strategie di marketing dei prodotti agro-alimentari tipici

Trade Marketing, n.22, 1998, pp 43-66

1997

Gregori M., Garlatti S.

L'attività di marketing collettivo delle Regioni italiane

Rivista di Politica Agraria, XV, 2, 1997, pp 37-52

Gregori M., Garlatti S. (Eds.)

Il marketing collettivo dei prodotti agroalimentari

Università degli Studi di Udine, Udine, 1997

1996

Ancarani F.

Il marketing territoriale: un nuovo approccio per la valorizzazione del territorio

Università Bocconi, Milano, 1996

Carbone A.

Specificità e limiti dei marchi collettivi per i prodotti agroalimentari

Rivista di Economia Agraria, LI(3), 1996, pp 357-378

1995

Rama D.

Le attività di promozione e valorizzazione per i prodotti agricoli

XXXI SIDEA Congress, Campobasso, 1994, in: Cannata G. (ed.), "Lo sviluppo del mondo rurale: problemi e politiche, istituzioni e strumenti", Il Mulino, Bologna, 1995, pp. 813-858

1994

Iacoponi L., Brunori G.

Il marchio "schietto ligure". L'innovazione organizzativa nella valorizzazione dei prodotti locali

Edizioni Il Borghetto, Pisa, 1994

Discussion report

NEED OF RESEARCH AND POLICY IMPLICATIONS

Evaluation of effects of typical products on rural economic activities

At present there are few studies which attempt to quantify the effects of typical products on employment and added value in rural areas, and on how benefits are distributed within the supply chain phases (agriculture, distribution, processing - within and outside the local level) and outside the supply chain (indirect effects on services, handicraft, etc.). Besides, do (and how much) the typical products ease the permanence of firms within rural areas?

The effects of Codes of Rules contents on local resources

The way by which the Code of Rules (PDO-PGI products) is written may have different effects on typical products and on the value of local resources. How do the definition of production areas, techniques, and characteristic of the final product affect the value of local resources in the supply chain and outside it (externalities)?

How local actors take part to the process of typical product promotion

Interests involved in the promotion of typical products are the expression of diverse categories of local actors. Is it possible to underline regularities in the process of promotion of a typical products? Which are the key-variables? What is the importance of local public institutions? How can these different interests find a compromise, and which the costs of the compromise (product identity, resources value, quality levels of the product, and so on)?

Rural tourism and the marketing of typical products: effects on firms structure and organisation

The effects of the development of rural tourism on the marketing of typical products, and more generally on costs, organisation and skills firms must dispose in order to face the new competitive scenario and opportunities have not been deeply explored at present, though the important implication both for firms and policymaker.

LEADER: role of typical products

LEADER is an important EU initiative for rural development. Which is the role and the importance of the initiatives of typical products promotion within LEADER programmes? Which are the effects of these initiatives on rural development? Which are the success and failure factors?