

DOLPHINS WP 6 CHECKLIST ITALY

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A. Legal protection for OLPs

1. Legal frame for the protection of OLPs

<p>A.1.1. What are the legal provisions in order to implement the EC Regulation 2081/92 in your country?</p>	<p>After the approval of the ECC Regulations 2081/92 and 2082/92, the Italian legislator presented a series of Legislative Acts.</p> <p>The first measure taken is the Ministerial Decree of 3 November 1995 in which the national legislator entrusted (art.1) the monitoring and supervision tasks set out in Art.10 to the Central Inspectorate for Fraud Prevention. In art.2 the Inspectorate can avail itself of external bodies (either public or private) for the purpose of carrying out control activities, on the condition that they conform to the requirements established in Art.10 of EEC Reg.2081/92 and art.14 of EEC Reg. 2082/92.</p> <p>According to the Decree of 18 December 1997, the MIPA (now Ministry for Agricultural and Forestry Policies) was recognised (art.1 e 2) as the national authority for co-ordination of the monitoring activity as per Art.10 of EEC Regulation 2081/92.</p> <p>Law 128/1998 (24 April, 1998) confirms that the MIPA is the national authority in charge of co-ordinating the monitoring activities and the control activity referred to art.10 of the EEC Reg.2081/92 must be carried out by public and private bodies.</p> <p>The Ministerial Decree of the 29 May 1998 established the relative procedures for authorisation for private bodies, essentially regarding the organisation of the bodies themselves, and their specific competence in relation to the different products for which the monitoring authorisation is requested.</p>
<p>A.1.2. What are the other legal regulations and provisions to provide protection for OLPs in your country, out of the EC Regulation 2081/92?</p>	<p>The Legislative decree n.173/98 concerning the protection of the <i>“traditional food and agricultural products”</i> that are products <i>“with methods of processing, conservation and ageing that have been established in time”</i>.</p> <p>The identification of these products is done by Regions and Autonomous Provinces, which must ascertain that the methods of processing are practised on its territory in a uniform manner and according to traditional rules protracted in time, for no less than 25 years. The products thus identified are entered a special regional lists, after grouped in national lists, to be updated, and from which the Community labelling are excluded.</p> <p>This legal framework wants to define a series of exceptions to the regulations regarding the hygiene of the products involved and to promote and spread the production of typical agricultural and food products of</p>

	<p>high quality in order to increase the competitiveness of the Italian agricultural and food production system. The decree of application (DM n.350/99), states that each Region, with identification and traditional products, could request exemptions from the hygiene and sanitation rules in effect, indicating the reason for the request, with the reservation by the Health Ministry to give its approval while complying, in any case, with the Community Regulations.</p>
A.1.3. What is your national jurisprudence about non geographical names which would have been requested to be registered as protected OLPs?	//
A.1.4. What are the procedures for the definition of the product characteristics regulation and the area of production for protected OLPs in your country? Mention the consultation and decisions bodies which are involved in the procedures.	An association of producers/processors interested in a certain agricultural product forwards an application which must include the production specification to the MIPA and to the Regions and autonomous Provinces of Trento and Bolzano in whose territory the areas concerned are located. If the application is justified and satisfies the requirements of the Regulations, the Member State sends it to the Commission together with the specification and within six months the Commission checks that the application includes all the requirements under Article 4.
A.1.5. In your country, how would it be decided that a geographical name is a generic one? Mention the jurisprudence, the procedure and the decision bodies.	<p>Cases have arisen which have been handled with specific judgements. One example is the traditional Modena balsamic vinegar (Aceto balsamico tradizionale di Modena) which is a PDO product obtained from grape-must cooked on a direct fire, from grapes produced from traditionally cultivated vines in the province of Modena. The environmental and growing conditions of the vines intended for the production of the grape-must should be the traditional ones of the area so as to bestow specific features on the resulting grape-must.</p> <p>With the Judgement No. 5798 of 14th July 2000 by the Council of State, the “Acetificio Marcello De Nigris” company was granted the right to package bottles of Modena balsamic vinegar (Aceto balsamico di Modena) in the factory at Afragola, in the province of Naples. The Council of State established that as regards industrial-type vinegar, there is no obligation to use a particular “grape-must” produced with plants cultivated in one distinct area.</p> <p>“The primary reference-value is not the species of vine but man’s knowledge and the production techniques”, explains the judgement. The Council of State, therefore, “uproots” the product, at least the industrially-created one, and authorises its production in any part of Italy. What makes the difference, therefore, is not the region where the vinegar originates, but the production-technique.</p>
2. Institutional frame	
A.2.1. Which are in your country the public and private institutions involved in the application of EC Regulation 2081/92?	<p>The MIPA is the national authority in charge of co-ordinating certification and monitoring activities and supervision which must be carried out by designated public control authorities and by private bodies authorised by decree of the MIPA having first consulted the Regions (clause 1). The Decree of 25 May 1998 founds the Technical Evaluation Group to evaluate the private checking bodies, based at the MIPA.</p> <p>Some other institutions – the Consortia – are involved in the application of EC Reg. 2081/92 (see next</p>

	answers).
A.2.2 Which are in your country the public and private institutions involved in the application of legal systems of protection for OLPs other than EC Regulation 2081/92?	\\
A.2.3. Which are the different regional levels for the application of legal systems of protection for OLPs, and which are the institutions linking these different levels?	See answer above.
A.2.4 What is the expected evolution for the institutional frame in your country?	There are some critical points concerning the controls on PDO and PGI products. For instance the etherogeneity of the control programmes adopted for single products, even within the same category, could create some inequalities between the producers of different designations owing to different methods of carrying out controls. To this end, MIPA is currently defining a project aimed at rendering the controls homogeneous, thus guaranteeing equal market conditions, necessary to operate in a system of free competition.
3. Relations between OLPs and trademarks	
A.3.1. What are the legal provisions concerning the indication of origin and the trademark with geographical indication in your country?	Clause 16 of Article 14 of the Community Law states that, where the place of designation coincides with the brand registered by the Consortium, the same is held by the Consortium with the obligation to guarantee its use to all producers who undergo controls by the authorized body.
A.3.2. Could you give some cases of jurisprudence in your country concerning the conflicts between geographical indications (protected and non protected ones) and trademarks?	See the example of Aceto balsamico di Modena and Aceto balsamico tradizionale di Modena.
A.3.3. Could you give some cases in your country concerning the conflicts between previously registered trademarks and registered PDOs and PGIs?	Biraghi is a Piedmontese company producing Grana Padano cheese, which cannot give itself the PDO denomination because, in the opinion of the Consortium for the protection of GranaPadano, the production method is not entirely in accordance with the Grana Padano specification. Biraghi is situated in the production area indicated in the specification and the product has the features of Grana Padano but it is different from the PDO Grana Padano producers in that it does not use preservatives and the containers for the milk are not made of copper but steel. Biraghi maintains that the producers belonging to the Consortium for the protection of Grana Padano use milk that does not conform to the requirements set down by the EEC/46/92 Directive and, therefore, it does not intend to comply. At the moment, in order to be able to supply Grana Padano to customers who ask for it, Biraghi purchases the Grana, and then packages it and sells it. Although the local Court has acknowledged Biraghi's right to carry out this operation using the Grana Padano name and trade-mark, the Consortium has asked the NAS (anti-adulteration squad) to intervene, maintaining that the activity carried out by Biraghi is illegal. The Biraghi firm has brought an

	action against the Consortium.
A.3.4. What are the procedures to provide protection to geographical indications of other countries which do not have a sui generis system of protection?	Legal protection is guaranteed only if a specific agreement between EU and the third country has been signed.
4. Monitoring and certification for OLPs	
A.4.1. How is the EC Regulation 2081/91 implemented in your country concerning the monitoring and certification of the PDOs and PGIs?	MIPA is the national authority in charge of co-ordinating control activities and supervision which must be carried out by designated public control authorities and by private bodies authorised by decree of the MIPA having first consulted the Regions (clause 1). The Decree of 25 May 1998 founds the Technical Evaluation Group to evaluate the private control bodies, based at the MIPA.
A.4.2. Are the monitoring and certification of OLPs legally required for systems of protection out of EC Regulation 2081/92 in your country?	No. As for traditional products, each region and Autonomous Provinces must verify that the above methods of processing are used on its territory in a uniform manner and according to traditional rules protracted in time, for no less than 25 years.
A.4.3. Are the monitoring and certification of OLPs made by public or private institutions?	The monitoring and certification activity of PDO and PGI is performed by some public entities and a majority of private bodies.
A.4.4. Which is the role of the public institutions in the definition of the plans for monitoring and non conformities to the product requirements?	MIPA is defining a project aimed at rendering the controls homogeneous, thus guaranteeing equal market conditions, necessary to operate in a system of free competition and indispensable above all to producers of designations of a low economic profile, such as those operating out of economically disadvantaged areas.
A.4.5. What are the means of enforcement in relation with the monitoring and certification (financial sanctions, monitoring of the certification body...)?	The products not complying with the rules of the code of practice are not labelled with the PDO or PGI signs. In some cases, the Consortia asked for the public intervention (anti-adulteration squad) in order to confiscate some products.
A.4.6. Are there public subsidies for monitoring and certification of OLPs in your country?	No but some indirect subsidies for the valorisation of rural areas and quality products are available.
5. Action against misleading of the consumers	
A.5.1. What are the legal bases for preventing misleading geographical indications in your country?	The legal bases for preventing imitation of the products are denounce for fraud and imitation.
A.5.2. Are the infringements in relation to geographical indications treated ex officio or only on the request of an interested party?	It is supposed to be ex officio.
A.5.3. What are the institutions which are in charge of the repression of the misleading of the consumers? What are their means, and what are the sanctions?	The "Autorità Garante della Concorrenza e del Mercato" (Antitrust). When the message is misleading, the communication of such a message has to be stopped and an announce declaring that the message was misleading has to be published at the producer expenses.

B. Policies concerning OLPs production-marketing systems

1. Competition and antitrust legislation

B.1.1. In your country, what is the national regulation regarding antitrust law ? When and how was the European regulation adapted? Mention the national texts and the authorities and legal proceedings (at the regional and national level).

The legal foundation is the Italian Law n° 287/1990.
The European Regulation has been adopted in 1996 (Law n.52 February 6th) – Disposizioni per l'adempimento di obblighi derivanti dall'appartenenza dell'Italia alle Comunità europee - Legge comunitaria 1994. (Supplemento ordinario n. 24, alla Gazzetta Ufficiale del 10 febbraio 1996, n. 34)

B.1.2. Are there inquiries of your antitrust law authorities that concern(ed) an OLP supply chain ?

a) Which was the reason for inquiry : fixing of global quantities, fixing of indicative prices on intermediary markets, attribution of production quotas to enterprises, disagreement on the relevant market size ...?

b) Which were the conclusions of the inquiry (please send documents such as law papers or trial decisions)?

c) Did this recommendation or decision lead to a modification of the national law rules ?

The established laws for the protection of products of designated and typical national origin state that the bodies to whom the task of protection was entrusted, (and therefore the Consortia), could adopt a programme for protected production and assign production quotas to all the parties concerned. In recent years and in certain cases, fulfilment of this task was challenged in front of the Antitrust. The plaintiffs sustained that this was in breach of the norms on freedom of competition. The cases of planning and imposition of quotas on production brought to the attention of the Antitrust were those involving the Consortia of Prosciutto di Parma and San Daniele (Decision no.3999 of 1996) and the Consortium of Parmigiano Reggiano cheese (Decision no.4352 of 1996). In both decisions, the Antitrust criticised the production programmes which imposed limits on the quantities to be produced, and consequently on the purchases of raw materials. These limits provoked certain farmers' associations into filing charges, claiming that these violated agreements laid out in law no.287 of 1990, as they distorted competition in the national market. In both cases, the Consortia ran for cover requesting, with suitable changes to the plans, a dispensation for temporary authorisation, being permitted by law no. 287. Indeed, the Consortium for Parmigiano Reggiano cheese turned the quantitative programming mechanism into a system for verifying production requests presented by individual consortia with quantities which can be exceeded if a business shows that it can also produce the quantity exceeding the limit in line with the established quality regulations.

B.1.3. If there was no inquiry in your country, why ? What is the philosophy of your national antitrust law authorities regarding the OLP supply chains ?

2. Collective institutions of the supply chain

We call "interprofession" a multi-professional institution that has no commercial statute and whose mission is to co-ordinate the market operations between at least two levels of a given food product supply chain. An "interprofession" is generally an association that is composed of two bodies or more (such as producers, processors, traders, sometimes retailers...), which may negotiate and make decisions in order to improve the collective efficiency of the supply chain. (In France and Switzerland : interprofessions ; in Italy : consorzio ; in Germany : Branchenorganisationen).

<p>B.2.1. Is this kind of institution at work in your country? Which are its national legal basis (texts) ?</p>	<p>Consortia have played a fundamental role in the exploitation of typical products both in the past and the present. In the course of time, these have developed their own line of action in different directions, from technical assistance to the commercial promotion of the products, supported and legitimised by the national legislator.</p> <p>Unlike France, which already before 1992 had a complete legislation of the denomination of the origins of agricultural and food products, the panorama of Italian norms has faced up to the same issue without an organic legislation, making use instead of single laws finalised to protect the denomination of origin in relation to certain products: cheeses, wines and cured meats.</p> <p>Each Consorzio has been recognised by a national decree. An example: the Parmigiano Reggiano Cheese Consortium (CFPR), born in 1934 as a voluntary protection Consortium which from then on carried out a fundamental role in development in the sector, distributing Parmigiano Reggiano using the Consortium's own brand. Only in 1955 was its protective action publicly recognised with the Public Decree of the 30 May, which awarded Parmigiano Reggiano "Designation of Origin" (DO) and defines the "area of origin", standards and means of control and protection.</p> <p>With the new community regulations becoming effective, it has been necessary for the legislator to intervene to adapt the institutional framework formed in Italy over the course of several decades, being no longer in line with the community provisions.</p> <p>The legislator began to create the basis for establishing the new normative system with law no. 128 of 24 April 1998, subsequently modified by the Community Law of 1999, no.526, where the new competencies of the Consortia are defined (see next answers). The Community Law of 1999 defined two categories involved in the protected designations and indications: the first one - "producers and processors interested in designation" and the second one - "producers and users" . Soon afterwards, the Ministerial Decree no.61413 of 12 April 2000, stated that the first category - "producers and processors interested in designation" – includes the entirety of parties who make up a part of the supply chain for each designation, whilst the second category, more restricted than the first, identifies the parties whose activity assumes a special and irreplaceable role in giving the product its individual PDO or IGP characteristics. Bearing this definition in mind, the latter was made up, in the cheeses supply chain, of "dairies", in the meat-production supply chain, by "processing companies", in the fresh meats supply chain, by "farmers and butchers" and, in the fruit, vegetable and unprocessed cereals supply chain, by "producers".</p> <p>On the basis of this distinction, Article 2 of the decree gives the responsibility to all the parties who comprise the Consortium, and all the parties classified as "producers and users" of PDO and PGI, even if they are not members of the Consortium, for any costs arising from the activities carried out in accordance with clauses 14 and 15 of the 1999 Community Law, no.526; that is, activities related to protection, promotion, exploitation, consumer information and general maintenance of the interests related to the designations. Ministerial Decree no.61413 also established that the representation of the Consortia is recognised by participation in the company structure of the "producers and users" representing at least 2/3 of the certified production, calculated over a considerable period of time, and that tests for the representation be carried out by the Ministry every three years. In addition, Article 2 ratifies the obligation to set up a specific Consortium for each PDO or PGI: this choice, in line with the general aim set by the</p>
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	<p>legislator, can be attributed to the will to guarantee that the strategies and actions of the Consortium come from the parties who operate directly in the supply chain of each specific PDO and PGI.</p> <p>With reference to representation in the corporate entities, on the other hand, the Ministerial Decree of 12 April 2000, no. 61414, took the category of “producers and processors interested in designation” into consideration; that is to say, all those parties who make up the supply chain. Thus, in the seasoned cheeses supply chain, the parties concerned are the farmers, the dairies, and the seasoners and or portioners; whilst in the meat production supply chain is made up of farmers, butchers, processing companies, portioners and packagers.</p> <p>For a balanced representation, all the parties making up each supply chain must take part in the corporate entities, and in any case assuring a quota equal to 66% to the “producers and users”. This amount is based on the complete participation in the Consortium by all those falling within the category; where this is not the case, a reduction in the quota proportional to the quantity of controlled production belonging to parties who are not in the Consortium is required. With relation to the values of voting, these are measured in terms of the relationship between quantity of certified product which can be attributed to the voter, and the total quantity certified within each category.</p>
<p>B.2.2. Do they concern a specific product (such as milk, fruits, meat...), specific geographic areas (regional, national), specific quality labels, specific OLP products ? (please if possible send a list of these multi-professional entities)</p>	<p>They concern a product or a class of products.</p> <p>The list of the Consortia and the other institutions aimed at protecting typical products is on the web site: www.prodottitipici.com/viewco.asp</p>
<p>B.2.3. Which are their possible missions : marketing studies, strategic analysis, promotion, quality control, negotiation of contract templates, fixing of indicative prices on intermediary markets within the supply chain, fixing of global quantities, attribution of production quotas to processing units...?</p>	<p>Law no. 128 of 24 April 1998, subsequently modified by the Community Law of 1999, no.526, which, with regards to the competencies of the Consortia, singles out the following significant aspects: protection; promotion; exploitation; consumer information.</p> <p>In the carrying on of their activities, as per clause 15 of Article 14 of the Community Law, the Safeguarding Consortia can: put forward regulatory proposals and carry out consultation tasks relative to the product concerned; define programmes aimed at improvement of the quality of products in terms of sanitary safety, chemical, physical, organoleptic and nutritional characteristics of the product; collaborate in the supervision and safeguarding of the PDO, PGI and TSG from unfair competition; promote the adoption of decisions with methods and content as outlined in Article 11 of legislative decree no.173 of 1998.</p> <p>With reference to the last point, Article 11 of the legislative decree no.173 of 1998 outlines the possibility to bring about agreements, with a limited time period, which concern the provisional and co-ordinated planning of the production of PDO, PGI, TSG and biological agriculture products. It is not a true productive self regulation, but instead, through the creation of an appropriate inter-professional body for the supply-chain, of carrying out a type of “production observatory” which, by monitoring the market, can make predictions regarding demand and supply non-binding information to the producers (the only one to make use of the norm at present is the Consortium for Prosciutto San Daniele)</p> <p>A role – still very important – played by the Consortia is the labelling of the products with their own mark. The mark of the Consortia is important to the consumer’s eyes because it represents the guarantee of the</p>

	quality of the products even more than the EU signs.
B.2.4. What are the punitive sanctions, when a decision is not respected by a member ?	The Consortium does not label the products as PDO/PGI product.
B.2.5. Is the extension of agreements to non-members authorised and supported par the State ? [can a decision taken by the interprofession become compulsory for non-members?].	Yes. According to the decree of 12 September 2000, no. 410, the producers are called to meet the Consortium's costs even if they are not members of that particular structure; in particular, they can only be called to meet costs incurred by the Consortium regarding the activities outlined in clause 15, Article 14 of law 21 December 1999, no.526. This clause states that the PDO and PGI Consortia are constituted in accordance with Article 2602 of the Civil Code, with the task of protection, promotion, product exploitation, consumer information, general care of the interests involved in designation and supervision according to the directives issued by the MIPA. Considering the points set out by the legislator, all the costs incurred by the Consortium in favour of the management of geographical designation fall also to non-members of the Consortium.
B.2.6. Does the State control the institutions (assessment of the effectiveness, control of an eventual competencies violation, accounting control)?	Yes, through MIPA.
B.2.7. What are the financial resources of the interprofessions (subsidies from the state, contribution from the members, etc)?	Contributions of the Members.
B.2.8. Do you think that these multi-professional entities are going to develop or to decline in your country? Why (benefits and limits)?	We think Consortia will not decline. Recent surveys demonstrate that the consumers place greater faith in the work carried out by the Consortia than the guarantees offered by other institutions, including the European Union. The Consortia future is the management of the brand (valorisation, exploitation, battles against imitations).
3. Public support to OLP supply chain management	
B.3.1. Do you have programs in your country to support the leaders training and to improve the quality of management of OLPs supply chains ? <i>Training programs for leaders</i> <i>Marketing, Business, Quality control, Management, Social leadership, Negotiation</i> <i>Communication tools within the supply chain</i> <i>Strategic analysis</i> <i>Quality control operations</i> <i>Programs at local regional or national scale</i>	See Part C).

C. Policies concerning the links between OLPs and rural development

1. What public subsidies can the OLPs sectors/producers get, as public support for rural/local development ?

para-public institutions : public control institutions for PDO-PGI, public established interprofessional bodies, partly public funding NGOs, etc.

	Local institutions	Regional institutions	National institutions	Para-public institutions (all scale)#
	<p><u>INSTITUTIONAL FRAMEWORK</u></p> <p>The institutional organisation at different territorial levels is very important for the comprehension of these issues. Owing to the peculiar repartition of the administrative competencies between different territorial levels, the way OLPs are supported greatly varies according to the specific decisions taken by the territorial Administrations.</p> <p>In fact in Italy the agricultural and rural development administrative competencies are devolved to the Regions on the basis of the Constitutional Law.</p> <p>In Italy the main financial tool for linking OLPs to rural development is EC Reg.1257/99 which is managed at Regional level (20 Regions): Regional administrations receive the budget from the Central Government and then they make their Regional Rural Development Plans which are validated by the National Government and then by the EU Commission.</p> <p>Hence each Region makes its choices in defining priorities in financing and/or selecting specific incentives, which can also interest OLPs producers.</p> <p>Some Regional administrations delegate to the Province Administrations (more than 100 Provinces in Italy), or also to "Comunità montane", some competencies in defining specific goals, priorities, and repartition of financial resources between different EC Reg.1257/99 measures.</p> <p>As a consequence in Italy the financial support to OLPs in rural development varies according to local policy goals, not only between Regions, but also inside each Region, concerning the role of OLPs.</p> <p>In addition, there are other European financial tools (i.e. Programmes for Objective n.2 for southern less-developed areas) and also national financial tools (as "Patti Territoriali Agricoli" or "Contratti di Programma") which can support OLPs depending on the different regional/local administrations, but generally this is not their main aim.</p> <p>Regions, Provinces, Comunità Montane, and Communal Administrations can activate financial tools for supporting OLPs, both specific or not. Hence it is not possible a generalisation; in general, support is given mainly through promotional and technical assistance activities.</p> <p>Local actors very often identify OLPs also as a tool to join other aims, which are not strictly and directly linked to the provision of the good. In fact OLPs are capable to generate positive external effects in the rural areas (landscape, environment, image and reputation of the area, cultural identity, and so on), in line with the recent attention on multifunctionality of agriculture. These external effects are interesting for various actors' groups, who try to implement strategies for capturing them, or for local public administrations interested in improving economic and social life in rural areas.</p> <p>Answers below make reference to the Tuscan case, considering that Tuscan is one of the Regional administrations more sensible to OLPs development.</p>			

<p>C.1.1. Financial subsidies for : investments - Production (enterprises equipment– buildings) - Transformation / elaboration (enterprises equipment– buildings) - Trade (enterprises equipment– buildings– transportation) - Communication (internal / external)</p>	<p><u>Local and Regional Institutions :</u> In Tuscany there are not specific financial subsidies to firms, except those concerning collective promotional activities (i.e. participation to fairs) and technical assistance (see below). OLPs sectors/producers can take financial subsidies (to production, transformation and trade) on the basis of different measures of EC Reg.1257/99. There are not specific measures, but in Tuscany Regional and Province administrations assign the financial subsidies on the basis of a system of points where the production of PDO-PGI (or VQPRD) gives to the firms some points or priorities. Also in LEADER Initiative the Local Action Plans give a lot of importance to OLPs (both PDO-PGI and “traditional” agro-food products), giving financial subsidies mainly to (collective) internal and external communication initiatives. In some Tuscan areas “Patti Territoriali Agricoli” (Agricultural Territorial Pacts) were approved: these financial tools (in line with the EU guidelines on State Aids) provide financial subsidies for investments, and some financed projects concerns OLPs products; but Patti Territoriali are not specific for OLPs. In Tuscany there is also some Regional Laws which provide some financial subsidies OLPs producers can enjoy. For example Regional Law n 15/1997 on “Salvaguardia e valorizzazione delle attività rurali in via di cessazione” (“Protection and valorisation of ancient rural trades”), aiming at subsidising firms that recover ancient jobs linked to rural life (not only agro-food) with a particular historical, ethnographical and cultural value and menaced by passing (see website www.arsia.toscana.it/antichimestieri/ for details).</p>			<p><u>Para-public institutions</u> \\</p>
<p>C.1.2. Financial subsidies : - How are they distributed? -Working of the professional structures: human resources, marketing operations</p>	<p>No data available</p>	<p>No data available</p>	<p>No data available</p>	<p>No data available</p>
<p>C.1.3. Information : - Legal aspects (laws on trademarks <regional, collective, certification ones>, laws on PDO-PGI, ...) Means : easiness of access to the information (“guichet unique” ?...)</p>	<p><u>Local and Regional institutions</u> Regione Toscana, by means of the Regional Agency for Innovation and Development of Agriculture (ARSIA), provides information and technical and administrative support for PDO-PGI registration. Province Administrations too support these activities, also by financing researches on OLPs and their production processes; very often these researches give results useful for the definition of Product Specifications and as a consequence for the application for Reg.2081/92 registration. More in general Regione Toscana, in collaboration with</p>			<p>\\</p>

	Province Administrations and Comunità Montane, provides to identify and classify agro-food traditional products (identification of the products and of their production processes and practices, compilation of regional inventory of these products and diffusion of the information, adaptation of safety EU and national rules to specific aspects of production process, etc.) (see website: http://germoplasma.arsia.toscana.it/Prodotti_tipici/Home1.htm for details).			
C.1.4. Training programs for people involved in the supply chain (marketing, management, economics, ...)	No specific training programs	No specific training programs	No specific training programs	\\
C.1.5. Administration support (application files for registration of PDO-PGI, for grants...)	See above	See above	\\	\\
C.1.6. Technical support (public monitoring and control against misleading of the consumers, production technical research, scientific popularization, ...)	See above	See above	\\	Some local private organisations, also in collaboration with local administrations, are involved in providing technical research and scientific popularization.
C.1.7. Political support (support to application files for registration of PDO-PGI, for grants...)	See above	See above	\\	\\
C.1.8. Material support (equipment, land,...)	See "Financial subsidies"	See "Financial subsidies"	See "Financial subsidies"	\\
C.1.9. Legal incentives (regulations for the use of public goods, ...)	?	?	?	?

2. Integration and co-ordination of public policies	
C.2.1. What are the public policies aiming at creating or strengthening the links between OLPs and other economic activities?; normative, financial, promotional, technical supports...	<p>Public policies are very often of “extended focus” type (see WP3 Final Report): the OLP doesn’t have an importance in itself, but it is important as it can attract a supply (existing or potential) of a diversified range of goods and services localised in the rural area. In this strategy the firms involved in the OLP chain are only a part (sometimes a marginal one) of the actors that activate it, and are flanked by firms belonging to other economic sectors, by the public policy maker, by intermediate institutions representing widespread interests (cultural, social, etc.).</p> <p>PDO-PGI very often are not the best tool for rural development paths based on OLPs: regional and local institutions activate policies and initiatives based on other tools aiming at building networks between different local economic activities starting from the OLP, and that can create diversification opportunities in rural areas (tourism, non-food artisanal products, environmental and recreational services ...) based on search for scope economies.</p> <p>An interesting case is represented by “product routes”. Wine routes (see Tuscan Regional Law n° 69/1996 and http://www.terreditoscana.regione.toscana.it/stradadelvino/) aim at integrating in sign-posted itineraries not only wine firms but also touristic and agritouristic firms and firms which produces non-wine traditional products (food and no-food); Tuscan Regional Law provide information and financial subsidies for the realisation of collective structures (for example Wine museums), services (for example Information centers) and promotional initiatives.</p> <p>Some local administrations support the realisation of “routes” dedicated to non-wine OLPs (for example Mugello Chestnut Route). At local scale Communal Administrations support many local collective initiatives aiming at promoting OLPs by means of local fairs, eno-gastronomic and cultural initiatives.</p>
C.2.2. Analysis of innovative projects based on OLPs within the frame of UE LEADER program	In Tuscany OLPs (both PDO-PGI and “traditional” agro-food products) play an important role in many LEADER Local Action Plans (7 Local Action Groups was founded in Tuscany in LEADER 2 initiative). There are many measures aiming at OLPs valorisation and at strengthening their links with other rural activities. See Alessandra Pesce paper presented at Dolphins Florence Meeting (see Dolphins website).
C.2.3. What are the public policies aiming at facilitating the development of OLPs production in small and craft firms (information, training...)?	See above.
C.2.4. What are the institutional tools aiming at integrating and co-ordinating different policy tools at a local scale (e.g. Contrats territoriaux d’Exploitation – CTE – in France, Agri-food Quality Districts and Rural Districts in Italy...)?	In supporting rural development processes based on OLPs there is a “governance” problem to solve in order to make different policy tools coherent and to support different aspects of OLPs-rural development link. Recently (2001) in Italy have been defined Agro-food Quality Districts and Rural Districts. They are constituted by the initiative of local institutions and local actors on homogeneous territorial small-scale basis. The aim is not to provide new financial aids, but to give a “governance tool” for the local implementation of different public policies and for the co-ordination of the action of different public institutions. “Districts” are not specific for OLPs, but they can give interesting opportunities for the strengthening of links between rural development and OLPs.

C.2.5. Role of OLPs related interventions within the frame of the EC Regulation 1257/99 (rural development): regional plans, priorities, specific means, etc.)	See above.
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D. Policies concerning the relations between OLPs and consumers (ex-WP4)

1. PDO and PGI promotion

<p>D.1.1. In your country and language, which term is used to indicate on a package or a promotional advertising that a product is a PDO product?</p>	<p><i>Denominazione di Origine Protetta (DOP)</i>. It means <i>Denomination of Protected Origin</i>. For wines, we use <i>Denominazione di Origine Controllata and Denominazione di Origine Controllata e Garantita (DOC and DOCG)</i>. They mean <i>Denomination of Controlled Origin and Denomination of Controlled and Guaranteed Origin</i>. The DOP label is decidedly less well-known than the DOC one in Italy (before DOP label, many products had DOC label, as cheeses, ham, etc.). In some consumers' opinion, DOP seems to be an imitation.</p>
<p>D.1.2. In your country and language, which term is used to indicate on a package or a promotional advertising that a product is a PGI product?</p>	<p><i>Indicazione Geografica Protetta (IGP)</i>. It means <i>Protected Geographical Indication</i>. The PGI label is completely unknown to almost all consumers.</p>
<p>D.1.3. Is there any generic promotion of the PDO and/or PGI label in your country?</p> <ul style="list-style-type: none"> • When yes: <ul style="list-style-type: none"> - Which kind(s) of organisation(s) is/are in charge of this generic promotion? - With which kind of financial means? - What is the basic strategy to communicate on the PDO and/or PGI label (a promotion focused on the label, a promotion on the AOC label in link with some AOC products,)? • When no: <ul style="list-style-type: none"> - Could a generic promotion on PDO and/or PGI label be financially supported by public funds? With which kind of money? - Do you think that such a generic promotion would be necessary? 	<p>Yes, there are many activities. Some institutions are in charge of the promotion, often by the national government. Financial resources are often national and/or European ones. The strategies are based on labels (DOP, IGP), sometimes (but non often) linked with specific products. The messages are focused on food quality and safety, the attention to environment, the certainty of good working of controls (above the parties) and the observance of the rules. It's insisted on the fact that the PDO/PGI are official and certified labels, and that the label is controlled by independent and neutral organisations. In fact, consumers associations or public institutions can be more credible than individual firms, since they are perceived as more objective. Now, there are serious problems of knowledge and information, and it is necessary to re-establish cultural premises and knowledge, as typical products require better informed and aware consumers.</p>
<p>D.1.4. Do the PDO-PGI supply chains have any public financial resources to promote their denomination (as a collective product and not as private brand)?</p> <ul style="list-style-type: none"> • When yes : <ul style="list-style-type: none"> - With which kind of public means, and under which conditions? 	<p>Yes, they have. With financial means of different kinds: i.e., national government, regional governments, Chambers of Commerce, and so on. The main condition is the linkage to a public utility (consumers) and above all to a collective utility (all the producers, a whole area, etc.).</p>

<ul style="list-style-type: none"> • When no : - Do you think that such a support should be possible? 	
<p>D.1.5. In general, do the supply chains promote their protected denomination with reference to the PDO label (messages linked with the PDO label such as “this product is protected by a official label, a PDO.....)?</p>	<p>Yes, in several cases they do. But in other cases, the supply chain promotion is above all referred to its brand, eventually linked to other kind of label (not PDO/PGI). There are a lot of different situations: sometimes the PDO/PGI label is a main element of the message/communication, in other cases the PDO/PGI label in a not-so important element, and sometimes the PDO/PGI label is not at all an important element, and so on. The OLPs are products with a label (PDO or PGI) associated to the brand; this implies that a conjunct effort for the creation of a positive image to PDO/PGI labels has to exist, but at the same time it is a competition to reach a larger mind share: among European labels, national labels, collective brands and individual firm brands.</p>
<p>D.1.6. In your country, do the supply chains communicate within their supply chains to make the PDO label well known among all the producers? Can the communication within a supply chain be supported by public funds?</p>	<p>It's not a frequent situation. It's more frequent the case of a chain communicating to the retail, rather than to the producers themselves. The communication within a supply chain could be supported by public resources, but the request by a supply chain for this use of a financial mean is rare. On the contrary, producers of typical products, could be very useful to harmonize the way of thinking and the main goals of the multitude of small and medium enterprises, (for example, it's often difficult to establish a common marketing conception). It's also necessary to reinforce the community belonging feeling of the operators.</p>
<p>2. Other OLPs promotion</p>	
<p>Precise to which OLP you will refer (here after called regional label or product)</p>	<p>I'm referring to a lot of OLPs, for example cheeses from a particular land, cured pork meats, salted cakes, fruits, and so on.</p>
<p>D.2.1. Is there any generic promotion of regional labels in your country?</p> <ul style="list-style-type: none"> • When yes: - Which kind(s) of organisation(s) is/are in charge of this generic promotion? - With which kind of financial means? - What is the basic strategy to communicate on this regional label (a promotion focused on the label, a promotion on the AOC label in link with some regional products,)? • When no : - Could a generic promotion on a regional label be financially supported by public funds? With which kind of money? - Do you think that such a generic promotion 	<p>Yes, there are a lot of generic promotions, organised by several types of institutions: Chambers of Commerce, regional governments, governments of mountain areas, associations of producers, and so on. Many times, the promotions are not only based on advertising, but above all on the participation to fairs. The traditional tools of communication are combined with other methods, as sponsoring events, articles, educational strategies in schools, public relations in general. It seems necessary to define and to develop forms of communication that will permit a renewal of relations between agriculture and society, where consumer won't represent a simple information receptor but will become a kind of actor (the typical products require consumers who are more aware and better informed). The financial means are European, national and/or local ones. In many cases, the promotion is based on the label, and shows all the products or, at least, the most important products of the group. It's focused on the territory, its peculiarities and its emotional elements (OLPs cover a particularly rich socio-cultural imaginary, in which the symbolic and intangible part is essential): the link with the place and the time (historic origin, traditions, biologicals cycles and seasons), the home-sickness for visited places and towns, the feeling of identification in the culture of other places, the</p>

would be necessary?	<p>belonging feeling.</p> <p>In the future, the message will be more often focused on the fact that buying OLPs is a citizen act. If consumers buy OLPs, they permit farmers to stay in some difficult areas and contribute to sustainability of rural economy, preservation of nature and conservation of gastronomic culture.</p>
<p>D.2.2. Do the regional organisation in charge of the regional label have any public financial resources to promote their denomination (as a collective product and not as private brand)?</p> <ul style="list-style-type: none"> • When yes : <ul style="list-style-type: none"> - With which kind public means, and under which conditions? • When no : <ul style="list-style-type: none"> - Do you think that such a support should be possible? 	<p>Yes, they have public financial means by local governments or Chambers of Commerce or by other local institutions. Sometimes, these fund represent a specific percentage of the whole figure of expenditure (the remaining amount is supported by the organisation itself and/or by the producers).</p> <p>Condition: referred to a group of producers, and with a social/collective goal: for example, education of consumer in food consumption (there is an asymmetric information about food: producers know very well what they're selling, while consumers don't know, or know approximately what they're buying. A larger diffusion of a set of information on typical products could cancel part of this asymmetry).</p> <p>Sometimes, the OLPs promotion is part of a marketing strategy of a whole area, where several public and private operators are involved.</p>

3. Consumer survey

Who does the survey ?	Food survey in general	PDO-PGI labels surveys	PDO-PGI products surveys	Other OLP survey
State	Yes, often organised by linked institutes	Yes, often organised by linked institutes	Yes, often organised by linked institutes	
Public funds	National and/or European	National and/or European	National and/or European	
Region		Yes	Yes	Yes
Types of financial resources?		Regional, National, European	Regional, National, European	Regional, National, European, Chambers of Commerce, Associations.
Research institutes	Yes, they are in charged by State	Yes, they are in charged by State, Regions	Yes, they are in charged by State, Regions, Private organisations, groups of firms, ...	Yes, they are in charged by Regions, Private organisations, groups of firms, ...
Types of financial resources?				
Private organisations			Yes, i.e. Consortia	Yes, i.e. Associations, Chambers of Commerce
Types of financial resources?			Regional, National, European, Chambers of Commerce	Regional, Chambers of Commerce
Supply chains			Yes	Yes

Types of financial resources?			Regional, Chambers of Commerce, ...; resources of the firms themselves	Regional, Chambers of Commerce, ...; resources of the firms themselves
Other				
Types of financial resources?				