

New forms of rurality and agricultural quality products in Apulia

Abstract

Today the rural development is looking for new paths able to promote income growth by means of real occupational perspectives and the enhancement of a better quality of life. This study on “new forms of rurality” in Apulia moves on tangible experiences stimulated by the scheduled and ongoing EU and regional development rural policies (CAP 2014-2020) and faces the theme of higher-value productions. Such productions express strong territorial ties with the human groups and represent fundamental parameters in order to recover the identity of places and to promote the cultural, historic and environmental resources of Apulian rural areas. The territorial characteristics of Apulia (i.e. their peculiar landscapes, the variety of farms, the richness of the historic, cultural and architectural heritage of manor farms, local craftsmanship and so on) offer the ideal conditions to create a relational network able to promote and spread quality agriculture – both in quantitative and qualitative terms – with the aim of fostering local and regional natural and economic resources.

Keywords: *Agriculture, Typical products, Rural development.*

Introduction

The economic development in the latest decades and especially the conversion of the CAP from sectoral to territorial model¹ – together with the proposals of reforming Agenda 2000² and the most recent EU and regional rural development policies (scheduled, such as CAP 2014-2020, and/or in progress)³ – have fostered the spread of a development model mainly based on the increase of agriculture productivity and extension of cultivated areas as well as on competitiveness of firms. Furthermore, all the aforementioned factors have strengthened the integrated development policy by improving the possibility for the first sector to carry out several production, territorial, environmental and social functions in favor of the community.

Therefore, radical changes have occurred both in production relationships among single economic sectors and urban and rural areas because of new and increasing production activities that nowadays are an integral part of the agricultural world. However, these changes have occurred especially because of the way some functions have been incorporated and adapted to the rural environment by changing radically the territorial structure and the characterization of the rural landscape itself.

In this framework, the commitments of the most recent EU agricultural policy reforms have

to be taken into consideration. These commitments include reshaping the EU intervention programs in line with the EU-28 sectoral strategic interests. This perspective intends to correct some mistakes of the past by strengthening structural funds policy with the aim to better prepare farmers to face future challenges and give to the primary sector not only the possibility to guarantee production, territorial, environmental, and social agricultural functions, but also to promote the direct local community engagement in search of a development model in balance with the environment and integrated with other economic sectors.

Since the 90's and in conjunction with the success of the structural funds policy, the sectoral development model – based on national and community reforms in support of firm production and competitiveness – experienced a real conversion toward a “territorial model”. Specifically, this model aims at discovering the qualities of territories as well as the problematic complexity of their integrated and sustainable development.

For 40 years agricultural policies have focused on subsidies for the competitive production in terms of quantity. On the contrary in the recent years these policies have started to privilege quality rather than quantity as a strategic element, mainly aiming at establishing territorial bonds of human groups and promoting cultural, historical and environmental resources of rural areas.

Therefore, by reconsidering the rural devel-



opment policy on the whole, the new model of territorial development planning is based on the conversion to rural territorial and landscape values with the purpose to determine sustainable and eco-friendly paths and to protect territory, biodiversity and quality of life.

The agricultural world is open to new challenges and introduces a new season for agriculture. Such a season wherein the CAP – that today still oscillates between globalization and regionalization – could connect both the “local” to the “global” and transnational policy to regional level. This is a season which discovers new themes, such as sustainability and food safety, and forces everyone to act with awareness of the past and care for future generations⁴.

Furthermore, together with the spread of policies and practices aiming at promoting endogenous resources and alongside the uniformity effects of globalization, changes in lifestyle and food consumption patterns encourage the promotion and fulfilment of economic and territorial development strategies based on the rediscovery of cultural and geographic peculiarities as well as on the traditional local production, with the purpose of fostering a comprehensive rural development policy coherent with the enhancement of product quality, environmental safeguard, real perspective of employment and a better quality of life.

The new season of agriculture in Apulia

These brief introduction has found an applicable context in Apulia, a region in Southern Italy. Despite the wealth and variety of production sectors, which are strictly related to the complex orographic and environmental scenario, agriculture still plays a primary role in Apulia because of the high level of sectoral specialization in this area⁵.

The agricultural sector represents 8.1% of the regional GDP and 8.3% of the surplus value of Apulia: both these values are higher than those observed in Southern Italian regions and in Italy as a whole. The incidence of the agricultural sector of Apulia is similarly significant on the national basis and it represents about 8% of the overall Italian agricultural production.

Woody cultivations (47%) are greater than herbaceous cultivations (38%) in Apulia, whereas the number of livestock is very limited (9%).

The agricultural landscape of Apulia is characterized by fruit and vegetables (such as tomatoes and artichoke plants). Furthermore, olive oil and wine are two other crucial sectors for Apulia: in-

deed, this sectors – by means of the production of high-quality and now world renowned olive oil and wine – are also the symbol of intangible values such as landscape, cultural relationships and territorial identity.

Many important results have been achieved by Apulia: for instance, this region is ranked first in table grapes and olive oil production (two sectors which are respectively 2/3 and more than 1/3 of the overall production in Italy).

Apulia has scored positive results with regards to hard wheat and vegetables production; furthermore, floriculture plays a very important role in this region (11.4% of domestic product).

From the economic-production point of view, Apulia is the region with the highest number of agricultural holdings in Italy (about 17% at national level). The average land area of each holding in Apulia is 4.7 hectares, lower than the average of Southern regions and Italy (ISTAT 2011).

The number of agricultural employees in Apulia is 10% of the overall workers: this figure is significantly higher than the national average (5%).

Despite different levels of balance and integrations within Apulia, rural area of this region are particularly rich of naturalistic, landscape, production, cultural and social resources that are still waiting to be adequately promoted by means of focused strategies and interventions to ensure dynamism to local economies.

In recent years, farmers of Apulia have demonstrated consideration towards those resources and potentialities that brighten up the territory. The aim of these farmers is to strengthen and promote the local economies by means of paths of regionalization linked to agricultural vocations and intervention focused not to single economic sectors, but aiming to achieve quality (i.e. as an instrument for promoting the territory).

Starting from this crucial turning point, which characterizes the evolution from the traditional EU structural policies to the current rural development policies, we are witnessing to the change of both production technologies and species cultivated in the rural areas in Apulia.

In addition, agricultural activities – in the past influenced by the natural environment – today is increasingly influenced by support policies and by the changed political objectives because the competitiveness is no more based on quantity but on quality and the beauty of the landscape.

Agricultural landscapes and their own functions have changed: today not only production efficiency matters, but also aesthetics and historical and cultural memories.



Even the socio-economic context of Apulian rural areas has changed: this lands guarantee a clearly recognizable quality of agriculture based on products that are able to express the local identity and the promotion of cultural heritages by means of the restore of traditional procedures, food habits and typical productions. All these elements allow local population to repossess that historic, artistic and social heritage which has been often neglected and forgotten and that must be promoted and transmitted to posterity.

The new forms of rurality have mainly led to the general expansion of the activities related to multifunctional rural tourism and agritourism⁶, which are directly linked to products from biologic cultivations and to the development of local quality food know-how as well as to the rediscovery of genuine food produced by using traditional methods.

By means of these resources, which express the close territorial relationships of human groups, represent the fundamental parameters to start a development process and contribute to the recovery of local identities and to improve the regional attraction, it is possible the activate positive economic circuits.

Agriculture and quality products

By now, the farmers of Apulia are aware that the dynamism of the primary sector depends not only on the production capacity of lands and/or commercialization of products, but especially on multifunctional and competitive agriculture. In this new concept of agriculture, public goods and services (in a social perspective too) are able to successfully contribute to the integrated and sustainable development of rural areas.

The promotion of this broader view of agriculture is based on the concept of sustainable development and on the rediscovery of local resources as well as on the complex dimension of integrated development. This strong promotion supports the mutual compatibility among agriculture, environment and territorial values.

Indeed, themes such as competitiveness, integration and multifunctionality in agriculture are the subject of numerous initiatives launched by the Apulian regional authorities. The combination between agriculture and quality is becoming increasingly important in this region, with the aim of promoting products of excellence. The concept is that these products can become a catalyst for the economic growth not only for the local area, but

also for many economic sectors not directly related to the primary sector.

Quality in agriculture⁷ is a strategic characterization, fundamental to create territorial quality. By now, it represents an essential condition for Apulia, a region which intends to give answers to those consumers paying increasing attention to food safety, healthiness and nutrition facts.

Apulia regional authorities are engaged in the ambitious objective of reshaping new growth scenarios for agriculture and foods: in this way, the process of modernization in this region crosses with the recovery and promotion of tradition, with the aim of meeting the local demand. The objective of Apulia regional authorities is to compete both on the economic and environmental level in Italy and EU.

The success of products of quality based on eco-friendly production techniques and shared rules and procedures in Apulia is strictly linked to the landscape qualities and the variety of agricultural cultivation in the region. This link creates a virtuous interaction among landscape, production tradition and identity.

Many products contribute to spread the image of Apulia in the world in virtue of their peculiar characteristics and distinctiveness. These products are suitable for spreading the local cultural identity and putting into action important production and occupational niches, as well as for opening the regional economy to broader and richer market segments by combining successfully both local and global needs.

In the overview of the typical products of Apulia there are many higher-value products that are awarded with certification of authenticity and guarantee of origin. All these products are protected by labels that certify the origin of raw materials and/or the authenticity of the production methods. These productions contribute both to fulfill the relationship between natural and social environment and to recover and promote local identities⁸.

The 204 traditional products of Apulia represent 6% of the overall 4,000 products included in the National List of Traditional Products.

Furthermore, 16 higher quality certifications for Protected Designation of Origin (PDO) (7.9% of the Italian PDOs), 5 recognitions for Protected Geographical Indication (PGI) (3.8% at national level), provided by the EC regulation 510/06 (see Fig. 3 and Tab. 1) and 2 Traditional Specialties Guaranteed (TSGs) (i.e. Mozzarella and Pizza Napoletana), provided by the EC regulation 509/06 must be added to the products of Apulia included



Tab. 1. Products of quality in Apulia (PDOs and PGIs).

| Denomination | Cat. | Typology | EEC/EC/EU Regulations | Published in the GUCE/OJ | Region | Province |
|---------------------------------|------|---------------------------------|------------------------------------------------------------|--------------------------------------------------|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Arancia del Gargano | PGI | Fruit, vegetables and cereals | Reg. CE n. 1017 del 30.08.07 | GUCE L 227 del 31.08.07 | Apulia | Foggia |
| Caciocavallo Silano | PDO | Cheese | Reg. CE n. 1263 del 01.07.96; Reg. CE n. 1204 del 04.07.03 | GUCE L 163 del 02.07.96; GUCE L 168 del 05.97.03 | Calabria, Campania, Molise, Apulia, Basilicata | Catanzaro, Cosenza, Avellino, Benevento, Caserta, Napoli, Salerno, Isernia, Campobasso, Foggia, Bari, Taranto, Brindisi, Matera, Potenza |
| Canestrato Pugliese | PDO | Cheese | Reg. CE n. 1107 del 12.06.96 | GUCE L 148 del 21.06.96 | Apulia | Foggia, Bari |
| Carciofo Brindisino | PGI | Fruit, vegetables and cereals | Reg. UE n. 1120 del 31.10.11 | GUUE L 289 del 08.11.11 | Apulia | Brindisi |
| Clementine del Golfo di Taranto | PGI | Fruit, vegetables and cereals | Reg. CE n. 1665 del 22.09.03 | GUCE L 235 del 23.09.03 | Apulia | Taranto |
| Collina di Brindisi | PDO | Oils and fats | Reg. CE n. 1263 del 01.07.96 | GUCE L 163 del 02.07.96 | Apulia | Brindisi |
| Dauno | PDO | Oils and fats | Reg. CE n. 2325 del 24.11.97 | GUCE L 322 del 25.11.97 | Apulia | Foggia |
| La Bella della Daunia | PDO | Fruit, vegetables and cereals | Reg. CE n. 1904 del 07.09.00; Reg. CE n. 1067 del 06.11.09 | GUCE L 228 del 08.09.00; GUCE L 291 del 07.11.09 | Apulia | Foggia |
| Limone Femminello del Gargano | PGI | Fruit, vegetables and cereals | Reg. CE n. 148 del 15.02.07 | GUCE L 46 del 16.02.07 | Apulia | Foggia |
| Mozzarella di Bufala Campana | PDO | Cheese | Reg. CE n. 1107 del 12.06.96; Reg. CE n. 103 del 04.02.08 | GUCE L 148 del 21.06.96; GUCE L 31 del 05.02.08 | Campania, Lazio, Molise, Apulia | Benevento, Caserta, Naples, Salerno, Frosinone, Latina, Roma, Foggia, Isernia |
| Pane di Altamura | PDO | Bread and bakery products | Reg. CE n. 1291 del 18.07.03 | GUCE L 181 del 19.07.03 | Apulia | Bari |
| Ricotta di Bufala Campana | PDO | Other products of animal origin | Reg. UE n. 634 del 19.07.10 | GUUE L 186 del 20.07.10 | Campania, Lazio, Molise, Apulia | Benevento, Caserta, Napoli, Salerno, Frosinone, Latina, Roma, Foggia, Isernia |
| Terra d' Otranto | PDO | Oils and fats | Reg. CE n. 644 del 20.03.98; Reg. UE n. 56 del 22.01.14 | GUCE L 87 del 21.03.98; GUUE L 20 del 23.01.14 | Apulia | Taranto, Brindisi, Lecce |
| Terra di Bari | PDO | Oils and fats | Reg. CE n. 2325 del 24.11.97 | GUCE L 322 del 25.11.97 | Apulia | Bari |
| Terre Tarentine | PDO | Oils and fats | Reg. CE n. 1898 del 29.10.04 | GUCE L 328 del 30.10.04 | Apulia | Taranto |
| Uva di Puglia | PGI | Fruit, vegetables and cereals | Reg. UE n. 680 del 24.07.12 | GUUE L 198 del 25.07.12 | Apulia | Bari, Barletta-Andria-Trani, Brindisi, Foggia, Taranto, Lecce |

Source: MIPAAF (2014).



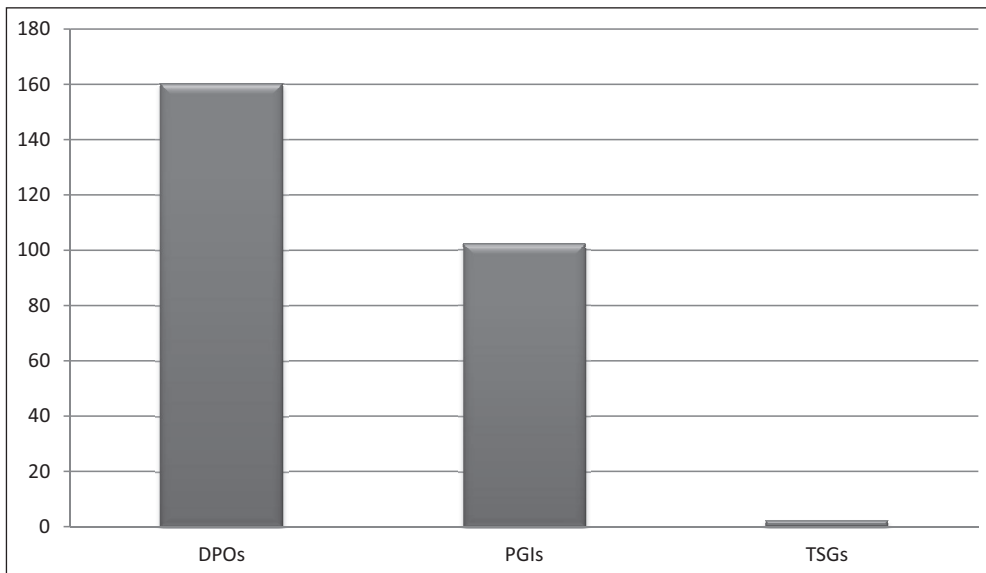


Fig. 1. PDOs, PGIs and TSGs in Italy (Source: MIPAAF, 2014).

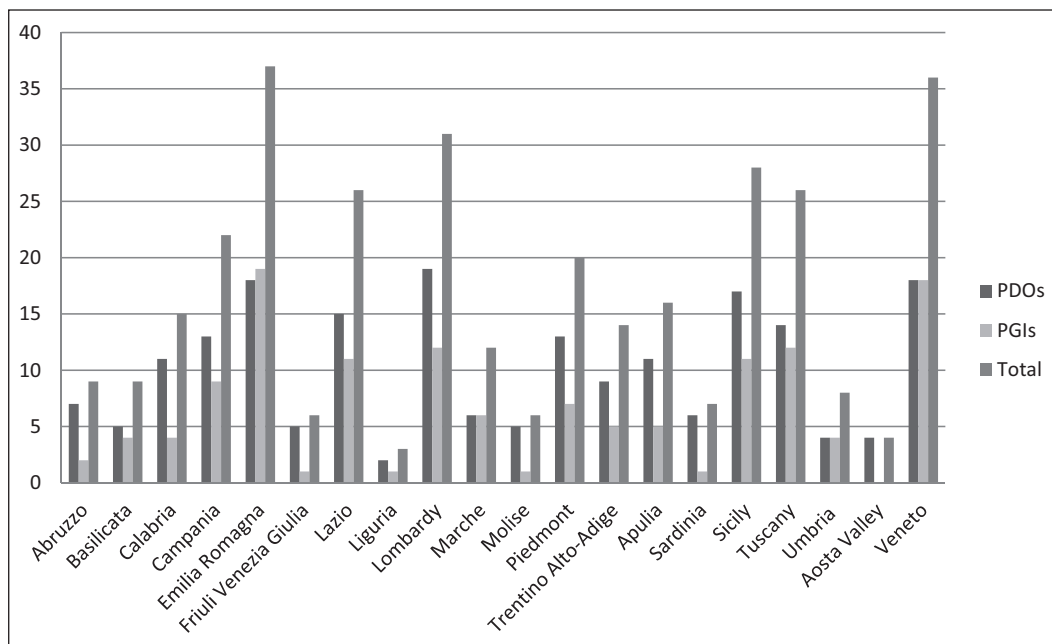


Fig. 2. PDOs and PGIs per region (Source: MIPAAF, 2014).

in the National List of Traditional Products.

The wine and olive oil sectors of Apulia have taken on a great importance in agribusiness both at national and international levels.

Apulia region has 109,000 hectares of vineyards: this extent guarantees a considerable wine production amounting to 5,580 hectoliters in recent years. These figures contribute efficaciously to trans-

mit the image of the region and promote landscape, cultural traditions and territorial identity.

For a long time, the must of Apulia has been used to reinforce and improve the wine production of other Italian and European regions. In fact, only recently the wine sector has been profoundly restructured in terms of organization of cultivation, and this has been made possible thanks to a



serious promotion and product tutelage policy. In this way the wine of Apulia has conquered several markets by means of a higher quality production and a good originally monitored qualitative level.

The increased awareness of the need of quality has addressed the oenological objectives towards production improvement. Moreover, this has led to a technological turn in wine industry by means of the insertion of bottling sections and innovative equipment.

Consequently, today the production of blending grapes and lesser quality wine is in constant decline in Apulia and it has been replaced by a more dynamic attitude showing characterized by attention to consumers' taste. On the contrary, the production of DOC wines is the strong point of the whole sector, although it represents only 10% of the overall production. However, these wines

have been able to make a name for themselves in the national and international markets thanks their strong identity. This has been achieved by means of the improvement of sales and distribution networks⁹ (see Fig. 4).

Apulia is a leading region in Italy also in the olive oil sector. Specifically, Apulia is ranked first in terms of areas suitable for olive cultivation (more than 377.000 hectares, about 32% of the overall areas at national level) and olive for oil extraction and olive oil production (about 35% of the national production). Finally Apulia is ranked second (behind Sicily) as for table olive production in Italy.

From data disaggregation, it has emerged that Bari and Lecce are mainly characterized by a broader surface of olive groves and a bigger production. However, these two provinces

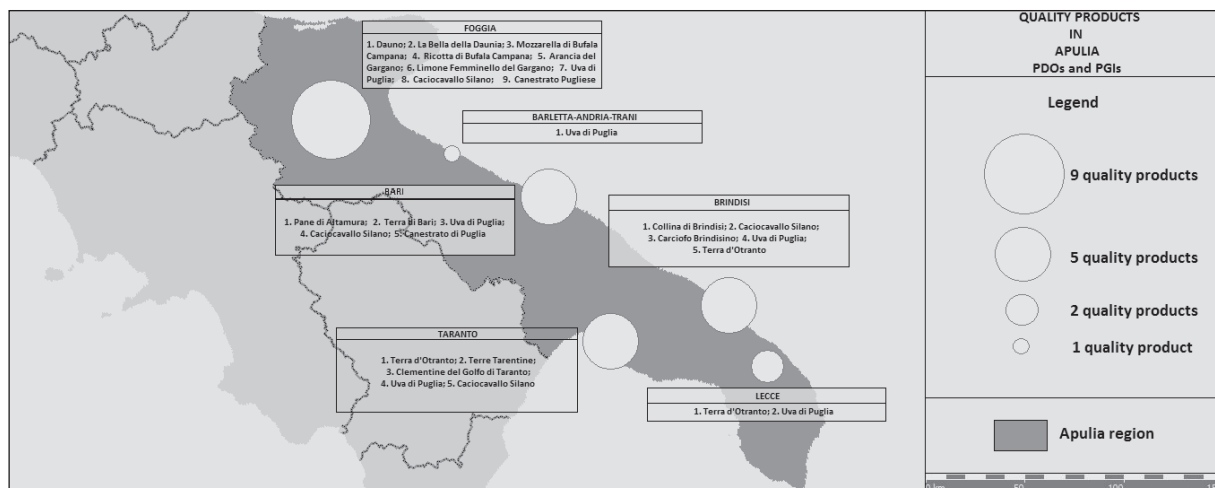


Fig. 3. Diffusion of PDOs and PGIs in Apulia (Source: MIPAAF, 2014).

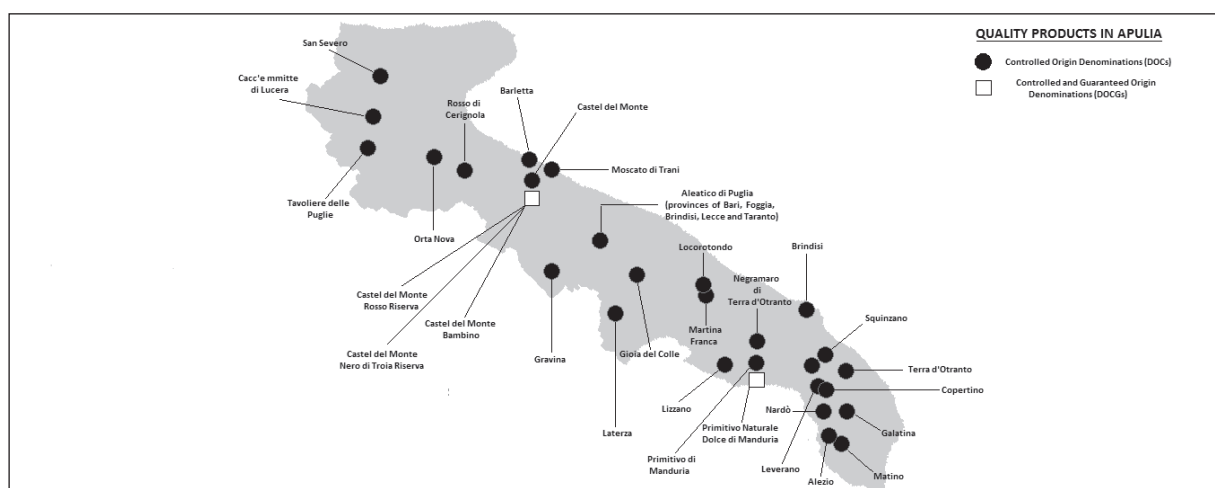


Fig. 4. Wines in Apulia (DOCs and DOCGs) (Source: Vini di Puglia, 2014).

show different types of olive growing: the province of Bari is characterized by the presence of more advanced production systems, whereas the Salento area is characterized by smaller companies and more limited results in terms of production.

From the qualitative point of view, the areas in Apulia wherein PDOs and PGIs are produced represent 17% at national level and only 4.3% of olive grove area is suitable to the production of PDO and PGI olive oil.

The quality of olive oil produced in Apulia can grow further: indeed, today in this region there are 5 PDOs (Terra di Bari, Dauno, Collina di Brindisi, Terra d'Otranto e Terre Tarentine) corresponding to more than 40% of certified production in Italy (see Fig. 5).

Apulia regional authorities have carried out specific actions in order to achieve an efficient and well structured agribusiness system aiming to obtain the planned qualitative parameters by enhancing promotion policies for those productions identified and protected by certification labels. All of these actions are included in the Operative Regional Programs (POR) and in the "Agriculture and Quality" Regional Program.

By means of these policies Apulia regional authorities guarantee the consumers by production traceability and also by adequate controls in order to assure origin, quality, authenticity and typicality.

Among several others initiatives, "Prodotti di Puglia" ("Products of Apulia", G.R. 20.04.2004) is a collective community trademark with geographical indication including various types of products and certifications (PDO and PGI), as well as

products without any certification, with the aim of promoting the high quality agriculture and food production of Apulia (which EU, national and regional legislations – among which the regional Rural Development Program (PSR 2007/2014) – give prominence to).

Moreover, in June 2012 Apulia Regional authorities applied for registering the label "Prodotti di Qualità Puglia" ("Quality Products of Apulia") to the Office for Harmonization in the Internal Market (OHIM). The aim of this application is to promote agriculture and food quality products approved by the EU and to support the commercial marketing.

Organic agriculture plays an important role within those local planning strategies aiming to define a rural development model based on the protection and promotion of typical regional productions as well as on farm multifunctionality¹⁰. Organic agriculture is no more a niche segment: indeed, this type of production is gaining a significant role in the production stage and broader segments in agribusiness market. Furthermore, organic agriculture plays a primary role within the quality systems and in high value landscape and environmental areas. The organic agriculture in Apulia shows a great potential and a strong specialization in olive oil sector.

Conclusions

The territory of Apulia is characterized by different landscapes, scents and flavors we can detect in its many quality products resulting from long standing experiences, but also in productions ex-

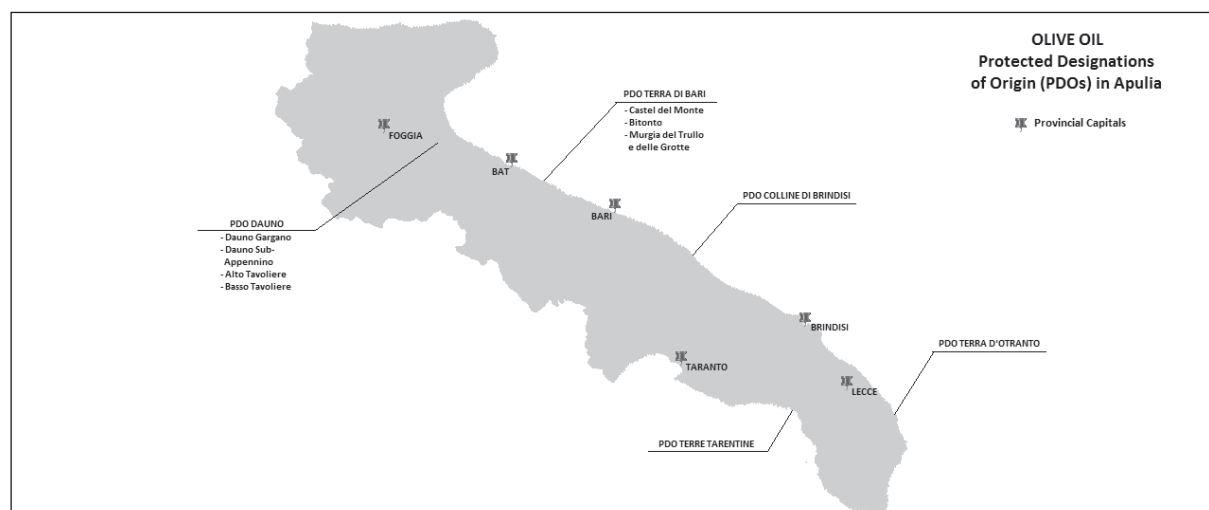


Fig. 5. Olive oil (PDOs in Apulia) (Source: Terre Federiciane, Lavinium, 2014).



pressing local values and the complexity of rural environments. All of these products contribute to create the quality of the territory.

Therefore, the current agriculture and food scenario is very varied and complex thanks to the ability of agriculture businesses and traditional productions to take advantage of the peculiar territorial identity.

The close relationship between higher value productions and rural development stimulate the adoption of actions able to systematize the different territorial components in order to create the basic conditions to promote the whole territory and fully express its potentiality.

Coherently with the Italian and EU regulations, as well as with the planning policies adopted so far by the Apulia regional authorities, the new model of rurality is embedded in a broader project of territorial development based on the endogenous potential.

The promotion of culture, history and economy oriented to sustainable development stems from the rediscovery of the rural world (including agriculture techniques, local craftsmanship, agricultural and food productions, rural landscape and so on).

The interdependence between products and territory has given rise to a virtuous cycle which has become the local development booster. However this implies also the necessity of an organized approach on the basis of strategies and procedures stressing the relationship between place and product, with the aim to identify a relationship between qualitative and commercial success and the overall success of the territory.

The current trends of Apulia regarding the quality agriculture determine the increasingly stronger relationships between quality products and rural multifunctionality. Moreover, these trends propose a strong concept of agriculture able to mark the space wherein it operates.

A great attention is paid to peculiarity and originality of places, but a similar interest is oriented towards the creation of a competitive, multifunctional and quality agriculture with the aim to assure a sustainable and integrated development, which is able to give positive answers to the expectations of Apulians and consumers in general, guaranteeing the income of farmers and carrying out actions for the protection and promotion of social and cultural identities of the territory.

The development of Apulia is based on policies promoting quality as an element of identity. This strengthens the sense of belonging and assure the promotion of typical production traditions and

the economic territorial revitalization with the purpose of facing the competitive challenge imposed by globalization.

Of course, the process of agriculture modernization in Apulia is not totally completed and agriculture is not completely integrated within various markets yet and neither it is inserted in an economic system that enhances its potentialities. Nevertheless, interesting competitive perspectives are offered mainly by quality and traditional products.

In such a context the future of the Apulian rural world is strictly connected to the production capacity of the territory and to the level of synergic interactions among all of the territorial components. This is necessary in order to develop competitiveness and the new opportunity offered by higher quality productions and to promote the quality of Apulian rural areas. Moreover, the promotion of rurality enhances the rediscovery of local culture, history and economy based on the principles of sustainable development.

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Notes

- ¹ Since the Treaty of Rome, the Common Agricultural Policy (CAP) has represented one of the main instruments in building the European Union and has carried out a crucial role in the range of the social and economic integration processes within EU countries. Over the years, tasks and functions (and, in some cases, also the architecture) of the CAP have been gradually modified. However, sometimes these changes were slower than the transformation of the objectives to achieve. Indeed, in the 90s we have witnessed the transition from the sectoral model, based on the extension of cultivated surface areas and on the increase of productivity, to the territorial model, carried out with the structural funds and by means of the LEADER Programs. This initiative was structured in three phases: the aim of LEADER I (1991-1994) was to promote the rural development by means of an integrated and qualified approach which included new methods to promote the natural and cultural heritages, strengthening the economic framework and creating new jobs in order to improve the production capacity of every single community; the purpose of LEADER II (1994-1999) was to guarantee to each territory the ability to promote and achieve autonomously its development on the basis of its own social and economic strengths and by leaving wide space to the local initiative. Finally, the objective of LEADER + (2000-2006) was to support rural operators in developing and promoting original sustainable and integrated development strategies. This was done in order to improve the territorial arrangement, promote cooperation and guarantee a greater territorial competitiveness.
- ² The reform proposals of AGENDA 2000 (2000-2006) of promoting a multifunctional, sustainable and competitive agriculture aimed at improving the quality of life in developing regions, guaranteeing a reasonable earning to farmers, increasing the production of high quality food and the competitive price of products. These proposals aimed also at bridging the gap in terms of development and quality

of life and at guaranteeing better economic outlooks to European citizens.

³ The aims of rural development policy (2014-2020) have been conceived in order to fulfill the requirements of the different forms of agriculture that characterize the EU-28 area. In line with EUROPE 2020 strategy it identifies at least three strategic objectives, such as the improvement of agricultural competitiveness, the sustainable management of natural resources and global change and the well-balanced development of rural areas. These general objectives have been put into practice by six priority points to manage by means of the Rural Development Programs (RDPs):

- 1 Fostering knowledge transfer and innovation in agriculture, forestry and rural areas;
- 2 Enhancing farm viability and competitiveness of all types of agriculture in all regions and promoting innovative farm technologies and sustainable forest management;
- 3 Promoting food chain organization, including agricultural product processing and marketing, animal welfare and risk management in agriculture;
- 4 Restoring, preserving and enhancing ecosystems related to agriculture and forestry;
- 5 Promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors;
- 6 Promoting social inclusion, poverty reduction and economic development in rural areas.

⁴ M.G. Grillotti (2003), *La riscoperta del territorio e della geografia nella più recente evoluzione della politica agricola comunitaria* (in *Boll. S.G.I.*, Serie XII, Vol. VIII, pp. 626-645).

⁵ The great variety of production contexts in Apulia is directly linked to territorial differentiations which put in contrast the inland disadvantaged areas in the Appennines, Murgia and Salento with the more advanced areas in Tavoliere di Puglia, Terra di Bari and Ionic areas around Taranto. The total surface of Apulia is 1.936.305 hectares (6.4% at national level) most flat land (53%); 2/3 of hilly areas are located in the inland and 1/3 along the coast representing 45.3% of the overall area; mountains are only 1.5% of the Apulian territory.

⁶ From the official Regional List of Agritourism Operators it emerges that the authorized agritourisms in Apulia are 1685. A large part of these are located in the province of Lecce (704 authorizations, 42% of the total) and especially in Otranto (85 authorizations), Nardò (57) and Melendugno (45). Furthermore, Lecce (35) is ranked first among the provincial capitals of Apulia, followed by Andria (24), Brindisi (10), Trani (6), Taranto (5), Barletta (2) and Bari (only 1 authorization).

⁷ Quality in agriculture is strictly related to production methods and geographic origin as well as to peculiar soil profile and climatic conditions and human settlements in the territory. In this way, the correspondence of products to planned standards and the guarantee that each stage within the production chain is carefully programmed and carried out are assured. Therefore, quality products have distinctive characteristics and they are the result of the virtuous combination between natural and social environment.

⁸ Quality agricultural products are based on several fundamental properties concerning production methods and geographic origin of raw materials. The distinction among typical, local and traditional products is rather difficult to be explained. Within the definition of "typical product" is included the cultural dimension of places where the local product is produced, whereas the definition of "local product" refers to a specific geographical context. "Traditional products" are obtained by long-standing traditional working, conservation and aging methods. The traditional product system is regulated by the D.M. 18.07.2000: a product must have at least 25 years of docu-



mented life to be certified as “traditional”.

EU guarantees typical and traditional characteristics of agriculture and food products by means of a series of regulations which discipline the conferment of labels. These labels are bestowed only to those products which can boast detailed production methods and specific geographic origin and production techniques characteristics.

PDO (Protected Denominations of Origin) is an agricultural or food product whose quality and characteristics are primarily or exclusively tied to a specific geographic environment (including natural and human factors). Production, transformation and elaboration of PDOs take place in a delimited geographic area: the whole product cycle must be carried out within the same area and therefore not reproducible elsewhere.

PGI (Protected Geographical Indication) is an agricultural or food product whose qualities and characteristics can be connected to a geographic origin. The PGIs production and transformation have to take place in a specific geographical area. However the PGI certification does not require the production to be necessarily produced in the same site as long as the whole product cycle manages to obtain a product corresponding to production standard requirements.

DOC (Controlled Origin Denomination) guarantees the origin of wines and determine the geographic name of a viticulture area with the aim to mark a quality and well-renowned product. The characteristics of DOC products are tied to both the natural environment and human factors.

IGT (Typical Geographical Indication) determines the geographic name of the area used to define the final product.

TSG (Traditional Specialities Guaranteed) is a product characterized by traditional raw materials, composition or recipe, production methods and transformation without any connection with geographical production areas.

⁹ Apulia has 27 DOC wines that are strengts of whole sector: Aleatico di Puglia, Alezio; Barletta; Brindisi; Cacc'è mitte; Castel del Monte; Colline Ionico Tarantine; Copertino; Gioia del Colle, Gravina; Leverano, Lizzano; Locorotondo; Martina Franca; Matino; Moscato di Trani; Nardò; Orta Nova; Ostuni; Primitivo di Manduria; Rosso di Barletta; Rosso di Canosa; Rosso di Cerignola; Salice Salentino; San Severo; Squinzano; Galatina.

¹⁰ Organic agriculture is an alternative production system opposed to the conventional one. Such a system is based on objectives and principles combining “best environmental practices, a high level of biodiversity, the preservation of natural resources, the application of high animal welfare standards and a production method in line with the preference of a sector of consumers for products made by using natural substances and processes” (EC Regulation n. 834/07).

The interest in organic agriculture by the Apulian regional authorities has been rapid since the fulfilment of the “Regional Agriculture and Food Program” (PAR) in 1996, which incorporated the EU regulations within the regional ones, Among other actions, Apulian regional authorities grant rewards for those farmers who introduce or maintain organic production methods.

Apulia is specialized in organic olive oil production as well as on organic grains and vegetables.

