

Agriculture and rural life for the protection and the promotion of inland areas: the case of Subappennino Dauno (Apulia)

Abstract

The inland areas, in general, are disadvantaged areas where agricultural activity is functional to the protection and preservation of the natural environment and the socio-economic development.

The case that's going to be studied in this work refers to the sub-region of the Subappennino Dauno (in the province of Foggia - Apulia), fragile from the physical point of view, which is subject to severe and widespread hydrogeological instability, thin from the perspective of anthropogenic, having known massive forms of exodus and emigration of the population, and marginal from an economic point of view.

This is an area where the rural life helps to delineate the identity traits, identified in the heritage of values that human group living in there expresses and hands down, such as: cultural specificity, care of the natural environment and respect for the landscape characteristics.

The analysis of the Subappennino Dauno business characteristics helps to understand the local agricultural system and suggests to look more and more at a multifunctional agriculture that may come into circuits and wider networks to compete on the global market and improve the socio-economic situation of the area.

Farm operators and administrators are promoting initiatives that support the development of the region through the promotion of local identities. They are trying, for instance: to provide food chains, to promote organic farming, to ensure traceability of typical products, to retrieve rural settlements, to promote historical and socio-cultural backgrounds.

Keywords: Multifunctionality, Local development, Subappennino Dauno (Apulia).

Agriculture and rural life in the EU's guidelines for the promotion of inland areas

The CAP (Common Agriculture Policy) supports disadvantaged areas within the EU urging mode of multifunctional agriculture that includes and combines attention to the environment and the landscape with the modes of production and services.

In reviewing the most recent major regulatory contributions it can be how the EU's interventions in favor of disadvantaged areas, even inside, have gone from considering initiatives of economic compensation to the disadvantaged areas to encourage the exploitation of local resources and services, focusing first on maintaining a sufficient level of agricultural activity and then on the preservation of natural sites and promotion of rural areas.

In 1988, in fact, in the European Commission's document "The future of the rural world", rural space includes a set of different activities ranging from agriculture to crafts, trade services, such as tourism, for example.

The concept of rurality is stated in Art. 2 of the Charter of European Rural Council (1996) which defines the rural area as "a stretch of inland or coastal countryside destined to different purposes other than agriculture". Its characteristics are listed in later articles:

- the predominance of agricultural act;
- low density of population;
- natural landscape transformed by men's action (world heritage);
- local culture deriving from tradition-based knowledge.

Rural areas perform, therefore, in respect of the human groups who inhabit it, a threefold function: economic, ecological and social.

From the economic point of view, the farms in addition to performing their traditional functions, they can all become producers and providers of services, including tourism for leisure activities. The ecological function of rural areas is realized in the preservation of the environment that promotes, among other things, the sustainable use of natural resources. They are, in fact, the right environment for a number of habitats



favorable to the conservation, reproduction and settlement of wildlife and not the place for conservation of flora and forests. Finally, not be forgotten the social function of rural areas, complementing the needs of the urban population.

These functions are also recognized in the new strategy for the European Union action, whose actions look as differentiated according to the potential of the endogenous development of rural areas and are based on an integrated approach to their development.

It is a “balanced growth of all the activities that insist on a specific area, alongside structural interventions, relating to agricultural, forestry, processing and marketing of agricultural products, measures aimed at the development of rural areas, such as the recovery of the rural villages, the promotion of handicrafts and tourism, environmental protection and the protection of the landscape” (Bencardino, Prezioso, 2006, p. 222).

In Italy, in 2001, the entry into force of the Legislative Decree n. 228 of 2001 (the “Law of orientation for the agricultural sector”), innovates the role of the farmer, recognizing explicitly the possibility to activate new initiatives of a multi-functional for the environment and society. In line with the EU guidelines, it outlines a model of organization of the rural economy of endogenous type, integrated and sustainable.

The legislature indeed “opens new possibilities for the farm, the sale of farm products, the organization of educational activities and the introduction of methods of production and management more responsive to environmental compatibility”.

“Broadly speaking, the multifunctionality ... is not new in agriculture, as it has always produced goods and services mainly intended at human nutrition, but also others not recognized by the market and not explicitly valued: for example, a main component of the food consumption is *security* (...). Current efforts to allow the use of *traceability* instruments are designed precisely to make explicit the security component, and thus allow to distinguish safe foods from those anonymous and less secure.

The impacts on the environment, territory and landscape, are another important implicit component of agriculture in any territory; all agricultural enterprises in fact, by definition, play the role – yet unpaid so far – of maintenance and preservation.

Another implicit component is the heritage of values (traditional, cultural, historical, linguistic) that it expresses. The deep roots of the rural population in the land and its history, personal and community solidarity, knowledge and respect for

the physical environment, are all qualities that agricultural enterprises translate into everyday practice” (Fiori, 2003, pp. 148-149).

The multi-functionality is expressed also with business strategies of diversification of activities in response to the demand for goods and services expressed by citizens and consumers in relation to the primary sector. A sector that is located in an economic and territorial system more and more opened to a criterion of district that has a diverse heritage (environmental, landscape, tourist, handicraft, agricultural, small business), often rich and highly attractive, that the legislature distinguishes in the art. 13 of Legislative Decree no. 228/2001 in:

- rural districts, local production systems characterized by an homogeneous historical and territorial identity deriving from the integration between agricultural activities and other local activities, as well as the production of goods or services of particular specificity, coherent with the traditions and natural and territorial vocations;
- districts of high quality agriculture and food, local production systems, also interregional, characterized by significant economic presence and by the interrelation between farms and food production, as well as by one or more certified and protected products in accordance with EU standard, or national legislation, or traditional or typical productions;

The territory is not seen as a simple container, but as a subject who is called to search, on the basis of their identity, for coherence between economic activities practiced in it and own traditions and natural and territorial vocations.

The “district” instrument also represents the inversion to counter the characters of marginality of small towns, often located in areas within and outside the large communication networks, which, even if representing a great asset for the quality of life that they offer, thanks to the sense of identity and belonging, to the community values and the feeling of trust in local institutions, to the richness naturalistic-environmental and cultural history, are often affected by the weight of an aging population, a shortage of economic resources, labor supply and adequate services.

In particular, to speak about multifunctionality of inland rural areas means to focus on: the production, even on the net; the recovery and enhancement of the historical and socio-cultural aspects of the area; the environmental and landscape traditions, rural tourism, management and protection of the territory; services to individuals



and businesses in order to promote sustainable economic development that meets the identifying characteristics of specific regions. So:

- encourage the diffusion of quality products linked to the territory, the spread of high quality brands ensures the respect of specific laws and represents a means of preservation and protection of traditional local customs as well as being a means of support to the biodiversity of territory;
- raise the awareness of citizen-consumers in the behavior and purchasing decisions up to mark real consumption patterns (for example, the “*Progetto km 0*” promoted by Coldiretti);
- contribute to (re)value the rural heritage, taking care of preserving the natural, cultural and social issues;
- promote the contact with the rural world, for example, through the opening of educational farms for recreational, educational, teaching, cultural, hiking activities;
- propose a rural tourism, not only through the provision of accommodation services (such as agritourism, B & B, hotels spread) in small towns, but also to services aimed at promoting awareness of rural culture and cultural traditions, such as eco-museums, where the tourist is accompanied to share life styles and rhythms of the local population;
- support agriculture for social concern, in which the farm is the place to carry out activities of inclusion and service to people in difficulty (through therapeutic activities, job placement, service to the community, productions ethical, educational activities) and where the supreme meeting point between agricultural and social skills.

The case of Subappennino Dauno in the province of Foggia (Apulia)

The environment and landscape

The sub-region of the Subappennino Dauno, in the province of Foggia, is an “edge of the eastern slope of the Appennino Sannita, which falls within the administrative limits of the northwest of Puglia” (Mannella, 1990, p. 12), also known as the Monti Dauni or Appennino di Capitanata, close to the border with Molise and Campania (cf. Fig. 1), between the Fortore and Carapelle rivers.

It is “A natural region, clearly identified in the simultaneous presence of similar lithological and morphological” (Baldacci, 1972, p. 146). Geologically of Miocene origin, consisting of a complex of

clay sediments, calcarenite and marl, and characterized by “rounded hills and modest overall, but with very recessed valleys, in which the incision is considerably furrowed river elevation values with variables that extend up to exceed one thousand meters, reaching the maximum altitude in M. Cornacchia (1,151 m s.m.). The nature of the rock formations, the massive deforestation operated by man for his needs, torrential erosion and frequent seismic activity Apennine arc constitute important factors of instability of the soil and therefore of threat to the building structures and production, as well as the communication routes” (Mannella, 1990, p. 14).

The Apennines of Capitanata, always a borderland, were a crossroads of people and trade relations between the sea and the inland territories of the Capitanata, Irpinia and Molise. Inhabited by Dauni since the end of the second millennium BC, during the centuries it underwent control and even cultural influence of the Samnites and Romans, managing to retain its identity as people dedicated to farming and agriculture. It is thanks to Federico II that the first organization of the territory was made; after, there were the dominations of the Norman and Angevin of which important artistic heritage remains; and finally the Aragonese implemented the next economic-pastoral tight integration between upland and lowland that “is realized in the transhumance, in the “Mena delle Pecore” Customs, in the “terre salde” and a progressive deterioration, drawn out until the beginning of the twentieth century” (TCI, 2010, p. 87).

The settlement is mainly concentrated in small rural towns, sprung up mostly in the Middle Ages for defensive reasons. It comprises 28 municipalities, according to the proposal of Bissanti (1991) on the basis of the physical and anthropogenic indicators (cf. Fig. 2), and covers 1884.8 square kilometers, with a resident population of 59,722 inhabitants in 2010 (they were 64,923 in 2001) and a density of just 31.69 inhab./km².

Looking at the spatial distribution of the population is detected in Subappennino Dauno the lowest density and the reduction of the population of 8% during the years 2001-2011, in confirmation of the marginal position of the inside area.

The population fabric is sparse, as a result of massive processes of both rural exodus and migration that led to the depopulation of the towns (Varraso, 1990), with significant aging phenomena of residents (24.2% of the population over 65 years and young people aged 15 to 24 years are just 12.2% already to 2001). It appears, in fact, a high index of old age, well above the provincial data (90.31),



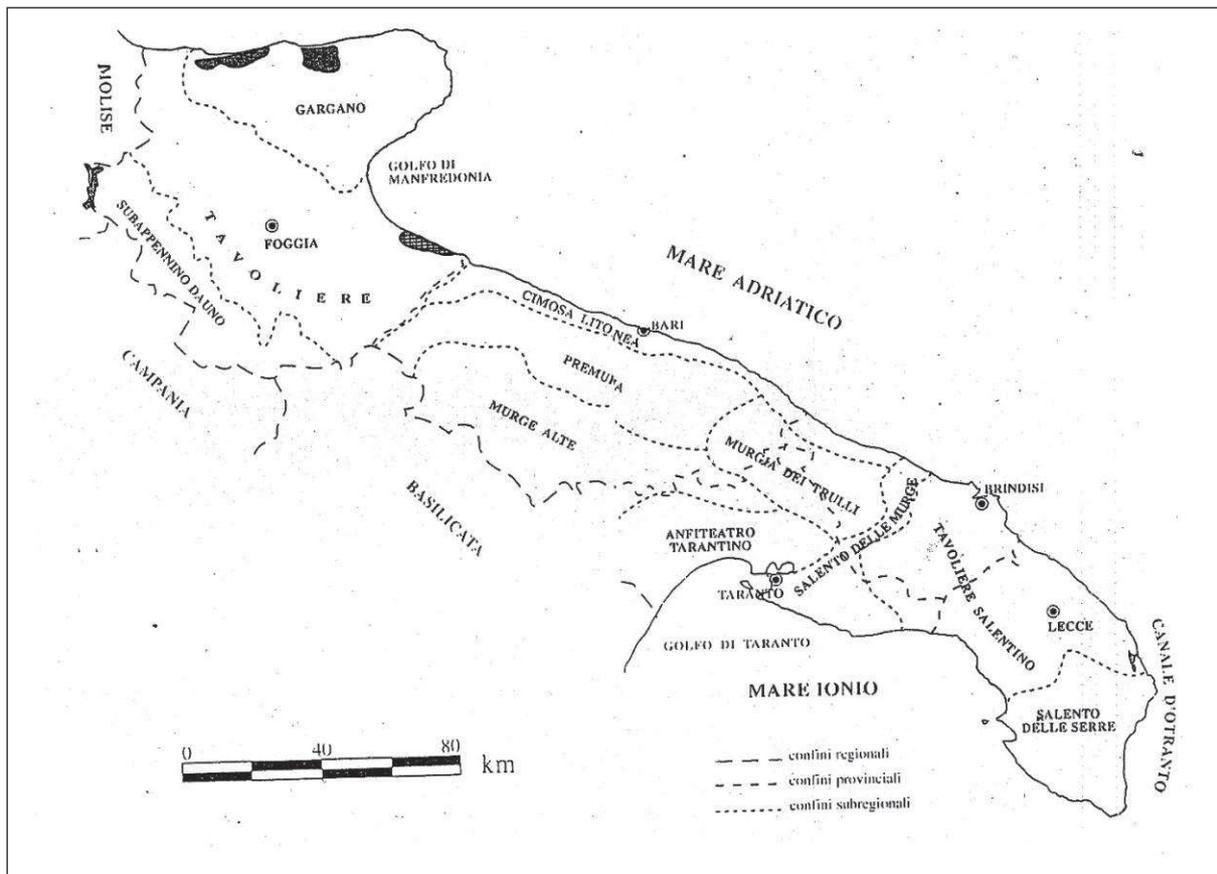


Fig. 1. Apulia region: partition in provinces and sub-regions (Source: Bissanti, 1991, p. 12).

which demonstrates the high incidence of the elderly population in the sub-region, the highest values are found in the municipalities of Volturara Appula (541.67) and Celle di San Vito (350).

In 2001 4.3% of the resident population (aged 6 and more) graduated from university, 20.3% graduated from high school, 28.5% graduated from middle school and 25.8% had only primary education, whereas the 16.6% was still illiterate with no qualifications and 4.5% completely illiterate. According to the employment rate, the population of the sub-region was according the provincial data (33.62%), with the exception of the town of Candela in which there was the highest value (40.45%).

The number of employed (2001) was distributed as follows: 24.4% in agriculture, 26.9% in industry, 23.3% in services and 25.4% in other activities. The unemployment rate is lower (compared to the provincial rate of 21.55%) in the majority of centres, with the exception of Celle di San Vito, Motta Montecorvino, Accadia, Carlantino, Bovino, Faeto, Castelnuovo della Daunia.

These towns, which have a resident population

of less than 5,000 inhabitants, are mainly centralized settlements: the northern area consists of more numerous little towns, but smaller in magnitude of the population, compared to the southern area. The less populous villages are Faeto, Volturara Appula and Celle di San Vito, which is the smallest town in Puglia. The small towns of Troia and Ascoli Satriano are an exception (in 2011, respectively 7,411 and 6,390 inhabitants). The reason is certainly to be found in their geographical position, the towns located in the mountains are penalized by the morphological and traffic structures, and by the poverty of the economic fabric characterized by inconsistent urban functions (Fiori, 2000), those close to Tavoliere show a significant economic and social vitality.

Regarding the buildings, 86.7% of them are concentrated in urban areas, 2.3% in settlements, 11.0% in scattered houses. 87.2% of the buildings are used as a dwelling and 61.1% of 41,413 dwellings is occupied by residents, mainly in urban areas (56.9%).

As for the roadway, we highlight several critical issues related to the weakness of the links between



Fig. 2. Administrative map of the Subappennino Dauno:

1. Casalnuovo Monterotaro; 2. Carlantino; 3. Casalvecchio di Puglia; 4. Castelnuovo della Daunia; 5. Celenza Valfortore; 6. Pietramontecorvino; 7. San Marco la Catola; 8. Motta Montecorvino; 9. Volturara Appula; 10. Volturino; 11. Alberona; 12. Biccari; 13. Roseto Valfortore; 14. Troia; 15. Castelluccio Valmaggiore; 16. Celle di San Vito; 17. Faeto; 18. Orsara di Puglia; 19. Bovino; 20. Panni; 21. Deliceto; 22. Ascoli Satriano; 23. Monteleone di Puglia; 24. Accadia; 25. Sant'Agata di Puglia; 26. Candela; 27. Anzano di Puglia; 28. Rocchetta Sant'Antonio.

(Source: our elaboration on road map of Province of Foggia, Department of Technical Services - Province of Foggia).

towns, possible only by “a sparse network of narrow and winding secondary roads, accessible with difficulty” due to the lack of care of them, because of continuous landslides related to the clayey nature of the soil.

Surely, “looking at the road map the influence of old routes on the existing network is clear, often decided by the morphology: the trunk road A90 runs for some distance along the valley of Cervaro and the A16 trunk road along the valley of Calaggio. Also, just because the current provincial roads basically follow a track dating back in the nineteenth century, the connection of all the sub-apennine area with the highway is insufficient” (Varraso 1990, p. 39). The only connections with the administrative centre are the SS16 for the southern Subappennino (which runs northwest-southeast direction, passing within Foggia and Cerignola) and SS90 which extends from east to west

and connects Foggia with Campania towards in the direction Ariano Irpino and Grottole, while the northern one, the SS17 in the towards direction of Lucera.

2.2. Characters of the farms of the Subappennino Dauno the Census of Agriculture (2010)

In Subappennino Dauno the primary sector represents an important aspect of the entire regional economy and still constitutes one of the main economic activities.

According to the latest national census of agriculture (2010), analyzed at a municipal level, the S.A.U. employs a total of 71.8% of the entire territory.

The farms represent 57.7% of the entire province (see table 1), they are individual farms (98.9%), usually directly managed by the farmer. The land is usually owned up to 66.3% and it



takes a total of 900,386 working days. The average surface of the company is 12.57 ha, 1.45 larger compared to the province data. Most of the farms, 34.40%, have an average size of 10.23 ha. The data confirm the fragility of the industry concentrated in particular in small family farms.

1.05% of farms (6.63% of those in the province) use the land organically, in Ascoli Satriano there is the greatest number of farms (37) devoted to the cultivation of cereals for the production of grains, the cultivation of olive trees for the production of table olives and oil (27), like Troia where there are 22 farms. 0.91% of farms (7.36% of those in the province) use the land for DOP and/or IGP plantations, in particular for the cultivation of vines for the production of DOC wine grapes in the towns of Sant'Agata di Puglia (22 farms), Casalvecchio di Puglia (10), Castelnuovo della Daunia (9), Ascoli

Satriano and Volturino (8 farms), Orsara di Puglia (6), the cultivation of olive trees, in the towns of Ascoli Satriano and Carlintino (4 farms). Finally, it should be noted that 0.18% of these farms are computerized (0.69% of those in the province), in particular in Ascoli Satriano, 3 farms have a website and 5 are engaged in e-commerce for the sale of company products and services, as well as in Bovino and Troia (1 farm).

The dominant farming order is represented by the arable land (see Fig. 3) that involves 84.5% of the SAT (total agricultural area) and 90.5% of the SAU (utilized agricultural area), dominated by the production of durum wheat in the towns of Ascoli Satriano, Troia, Sant'Agata, Candela and Biccari, whereas that of wheat is concentrated in Ascoli Satriano and Troia. The cultivation of pulses is increasing (4.31% of SAT), particularly

Tab. 1. Subappennino Dauno and province of Foggia: class size and number of farms; farm surface, agricultural area (2010).

CLASS SIZE	FARMS (n.)	SAT (ha)	Farms / Total Farms (%)	Area Farms / Total Area (%)	SAU (ha)	Average Area Farms
0 - 2 ha	3.036	2.953,47	26,77	2.07	3.012,94	0,97
2 - 5 ha	2.318	7.599,55	20,44	5.33	7.606,93	3,28
5- 20 ha	3.901	39.921,91	34,40	28.00	39.292,89	10,23
20-50 ha	1.639	50.350,25	14,45	35.32	48.748,72	30,72
> 50 ha	445	41.734,09	3,92	29.27	34.403,10	93,78
Total Sub-region	11.339	142.559,27	100,00	100,00	133.064,58	12,57
TOTAL OF PROVINCE OF FOGGIA	19.642	282.164,80	/	/	26.116,22	/



Fig. 3. Troia (province of Foggia) countryside: agricultural land, a field of wheat in the foreground (Photo: A. Bozzi, 2011).

in the center of Ascoli Satriano, Bovino, Deliceto, Volturara Appula.

The cultivation of olive trees (3.8% of SAT), widespread in most of the sub-region, is prevalent in the municipalities of Troia, Ascoli Satriano, Biccari, Bovino, Orsara di Puglia, Deliceto, Carlantino, Sant'Agata di Puglia, Celenza, Candela, Volturino, Pietramontecorvino, Castelluccio Valmaggiore (eg. see Fig. 4). The cultivation of the

vine (0.36% of SAT) is spreading in these last few years, thanks to the recognition of the DOC wine "Nero di Troia" and is concentrated in the towns of Ascoli Satriano, Troia, Castelnuovo della Daunia, Orsara di Puglia, Candela, Accadia.

Among the woody plantations apple trees must also be mentioned, concentrated in the municipality of Candela. 4.3% of the SAT is left to permanent grassland and pasture and 4,21% of the



Fig. 4. Biccari (province of Foggia) countryside: orchards and olive groves (Photo: A. Bozzi, 2011).



Fig. 5. Bovino Valley: rural landscape with grassland and permanent pasture and woods strips (Photo: A. Bozzi, 2011).



SAT is made up of woods attached to farms (see Fig. 5).

The 30.85% of companies are dedicated to breeding, the highest number is found in Monteleone di Puglia, in which 64 companies operate, mainly with sheeps and goats, the largest number of cattle is found in Roseto Valfortore (495), whereas Ascoli Satriano for pigs (1,628), followed by Troia (372) and Faeto (178), and the breeding of sheep and goats (see Fig. 6) is widespread in all towns with a prevalence in the municipalities of Bovino, Accadia, Orsara of Puglia, Troia.

Examples of good actions for rural development in the sub-region

“A new and extremely important element for the management of the territory of the Subappennino Dauno is the attention that local governments are giving to the implementation of policies for the area. It is a growing awareness of the importance of initiatives having their roots in the area and which are not limited at waiting for exogenous interventions that cannot respond adequately to the needs of the area. Sharing a greater confidence placed in local development initiatives led authorities to question more often

on the future of their towns and trying to draw lines of conduct by virtue of the true vocation of the territory” (Giannelli, 2007, p. 273).

The establishment and recognition of the Distretto Agroalimentare di Qualità “Terre Federiciane” (DGR n. 2997/2010) is a tangible example which is part of the governance actions aimed at enhancing the value and rural development of the sub-region.

It is a specific geographical area (the provinces of Foggia and Bari), which includes 683 companies to which associations, organizations and research centers are added, and includes:

- the regional agribusiness Capitanata manufacturing district;
- the manufacturing district “Filiere Corta Prodotti di Puglia”;
- the manufacturing district agribusiness system Puglia;
- the agribusiness quality extra-virgin olive oil manufacturing district;
- the dairy Puglia manufacturing district;
- the innovative and sustainable enology manufacturing district.

The strategic goals of the district are aimed at:

- promotion of agro-food, agricultural products, by promoting the assembly of enterprises and supply in the context of supply chain;



Fig. 6. Accadia (province of Foggia) countryside: flock of sheep in the Woods Paduli (Photo: A. Bozzi, 2011).

- improving the entrepreneurial and professional capacity of workers in the agricultural, agro-food sectors, in compliance with environmental requirements and safety at work prescribed by the European legislation;
- enhancing, promoting and increasing the attractiveness of local products;
- encouragement of the tourist network of gastronomic enjoyment of the territory;
- activation of media programming and technical assistance support for the grouping of supply and for the sharing of information on the demand;
- provision of services for the rationalization of organizational health-sanitation certifications paths and quality of the products.

Among the projects developed by the district we remember the creation of the “Accademia del gusto e del Vino” based in Troia, which drove to the recognition of DOC to “Nero di Troia”, the valorization of agricultural production in the District, with the implementation of the “*Progetto Km 0*”, for the short chain; innovative marketing services for the internationalization of PMI in the agri-food sector in Puglia, the establishment of the district D.A.Re. (Distretto Tecnologico Agroalimentare Regionale), diverse organization able to benefit from and exploit economically the knowledge and technological applications in the food industry in order to promote the sustainable development of the territory and the well-being of the social fabric of Puglia, in addition to a wide range of initiatives promoted by local action groups such as the Rete G.A.S. Puglia (“Gruppi di Acquisto Solidale”).

Subappennino Dauno is a response to the growing demand for nature and forms of slow tourism the province of Foggia and the Apulia region.

The authenticity of the places is seen in the historical villages, archaeological sites, the quality of the products of the earth, in the itineraries of wine and oil, in the nature trails in the protected areas. The recognition of high quality brands attributed to the small villages qualifies the work of local authorities and local actors. If one recognizes the Bandiera Arancione of the TCI for Alberona Orsara di Puglia, Pietramontecorvino, Rocchetta Sant’Antonio, Sant’Agata di Puglia, then Alberona, Bovino, Pietramontecorvino and Roseto are the most beautiful villages in Italy (“I Borghi più belli d’Italia”), whereas Orsara di Puglia is awarded with the Slow Food brand.

The enhancement of agricultural and forestry activities triggers off eco-friendly development, promoting agriculture that is based on the local

food and wine products, many of which are typical, and biological production. At the same time, intangible resources, made of codified knowledge and context, which are the subject of development, become the tool to regain their identity roots projecting though the ancient traditions in the future; the opening of workshops could facilitate, for example, the spreading of a production network of small and medium-sized enterprises efficient in serving tourists the and local community.

A tourist supply that includes 53 accommodating structures for a total of 477 beds in cottages, B&Bs, room renting and hotels, compared to only 13 hotels (APT, 2011), and it is receiving a growing interest in the recent years.

It is a niche tourism that represents a significant development tool focused on the enhancement of local identity. The enhancement of rural culture, marked from the work of the fields to the alternation of the seasons, from rural landscapes, from the customs and traditions, from local, from the crops, from the dishes and traditional products is recognized in the re-enactment of the festivals, in the typical products, often promoted in fairs and festivals, as well as used as a basis in the catering, in the network of educational farms, which represent 34.61% of the entire province (Biccari, Bovino (2), Monteleone di Puglia, Orsara di Puglia (2), San Marco la Catola, Troia).

The valorization of the ancient roads, such as “Via Francigena di Capitanata” and “I tratturi della transumanza”, favour the creation of the so-called “green ways” in which the traveler finds a spiritual dimension in the journey, discovers signs of the past and appreciates the values associated with the business of farming.

The Via Francigena di Capitanata, embedded in the Routes of Europe and proposed by “Opera Romana Pellegrinaggi”, is a vector of development of the system of local development in general, and in particular of the system of local rural tourism, which aims at combining economics, land, nature, landscape, history and local milieu, as well as at projecting in the Mediterranean and the Middle East. The Regio Tratturo Pescasseroli-Candela, in the past crossroads for the production and trade of livestock products, such as cheese, milk, wool and pelts, and an important point of exchange of culture among the people, today is accessible by its incorporation into the project APE (Appennino Parco d’Europa) - “Le vie materiali e immateriali della transumanza”: long the path are organized regularly (every year) sports and cultural tours, such as the path “Settembre andiamo, è tempo di Migrare” organised by the Rome U.S. ACLI in the first



days of September each year. It consists of a horse trekking and mountain biking, divided into seven stages in the regions of Abruzzo, Molise, Campania and Puglia for a total of about 10km run.

The network of visitor centers “Get Local” is a part of the Get Local “Distretto natura”, launched in 2005 under the Dauni Mountains Territorial Integrated Programme (PIT n. 10), born from the idea of political, informative, structural and cultural integration, and divided into four possible and thematic routes (the route of the green, the historical-archaeological itinerary of the crafts and products, the journey of flavor), it proposes the development of peasant culture that combines with its food and wine related to the recognition of quality brands (Faeto ham, Canestrato Dauno, Dauno DOP extra virgin oil, Daunia DOC wines), to crops and live-stock niche (legumes, saffron, truffles, ‘podolica’ cows, wild boar, black pig), and the transformation of traditional dairy products, like flour, sausages, preserves and liqueurs, prepared and presented with simplicity respecting the tradition (‘pecorino’ cheese, ‘mozzarella’, pasta, biscuits, bread and cakes; brawn, ‘mushiska’, sausage, ‘tocchetto’, lard).

Conclusions

This paper has proposed to consider the Subappennino Dauno as an example of a local territorial system that aims at promoting multifunctional agriculture out of the margins established on the market with a unique and compact supply, with diversified products and services, using a shared strategy, through a network of relationships in which local actors are the first protagonists of the development itself.

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