

*Broadening  
the productive  
base of  
agriculture  
and  
strengthening  
the supply chain  
to increase  
the added value  
of local  
products*



## The RURAL DEVELOPMENT POLICY puts its faith in the quality-typicality combination

Italy takes the lead as the top European producer of DOP and IGP products, with 203 products bearing the Community recognition seal, and it is one of the leading European areas for the amount of surface dedicated to organic farming, boasting leading positions in the segment of DOC wines and traditional local products, a patrimony of over 4600 regional specialties at the last count.

*From systems  
of voluntary  
certification  
to marketing  
to compete  
in foreign markets*

Made in Italy has built its fortune, but next to the leading numbers, the system shows an imbalance, and it is found in the case of DOP and IGP products: on a production turnover of 5.2 billion euros, more than 85% is concentrated on a dozen historic brands, with an even larger share reported in exports. This is a situation which is taken into account by the National Strategic plan.

All these products have in their DNA a strong link with the territory of origin that is one of the most highly appreciated features of Made in Italy food products.

Quality – typicality is in fact the winning combination on which

The objective is to widen the agricultural production base of quality products to achieve the critical mass necessary to be present, with appropriate marketing policies, on the markets, including the more distant ones.

Important effects are also expected to be felt on prices at a earlier point in the chain and therefore on the farmers' incomes. The measures provided at a regional level are aimed at encouraging farmers to participate voluntarily in systems of quality certification, including the financing of the activities for information and promotion.

For organic products, provision has been made for incentives for integrated supply chain projects and specific packages which coordinate more activities, from organic production as well as vegetable farming and livestock raising, to the conversion, construction or upgrading of production facilities and marketing. Finally, there are provisions for contributions to promote access to projects for traceability to ensure consumers quality in addition to a higher safety standard.

### “AGRICULTURE BENEFITS EVERYONE”

*The National Strategic Plan for rural development, drawn up by the Ministry of Agricultural, Food and Forestry Policies, aims at supporting competitiveness in the sector, enhancing the environment, improving the quality of life in the rural areas and increasing the farms' potential sources of revenue. With 17.6 billion euros until 2013, co-financed by the European Union.*



MINISTERO DELLE POLITICHE AGRICOLE  
ALIMENTARI E FORESTALI



*“European Agricultural Fund for Rural Development: Europe investing in rural Areas”  
Information regarding application for funding available at [www.reterurale.it](http://www.reterurale.it) or on your Region's website*