



LANDSCAPE, the identity card for the rural areas

The preservation and enhancement of the landscape represent one of the new challenges for agriculture indicated by the EU reform of the Health Check. This is a challenge that must be interpreted in terms of agricultural and environmental protection as well as in terms of territorial marketing, in order to promote local products where quality is closely linked to the identity of the territory from which they come.

The indications of the NDP are aimed at promoting the sustainable use of agricultural land

To preserve the landscape, the NDP indications are aimed at promoting the sustainable use of agricultural land in order to shore up the erosion phenomenon (In Italy, over the past 25 years, 5.8 million hectares of agricultural land have been eroded away from the total agricultural area).

The other objective is to encourage and recover cultivation systems that were traditionally practised with such actions as the restoration of terraced growing areas, dry stone walls and old barns. Biodiversity protection is the other challenge indicated by the EU's agricultural policy.

The variety of habitats and the presence of numerous plant and animal species ensure that Italy is the leader in global biodiversity with 665 crop species and 57,400 animal species.

The National Strategic Plan considers the integration between biodiversity and agriculture one of the main objectives to pursue, recognizing that agriculture plays a fundamental role in the conservation of plant species and animal breeds threatened with extinction, as well as in the protection of habitats with a high natural value.

The Regional Plans also include incentives for farmers for the conservation of plant species and the preservation of the 124 endangered breeds.

“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.



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