

SPECIFICATIONS ON INTEGRATED PRODUCTION

“A logo and a name for Integrated Production”

Proposals will express the concept of integrated production as the method aimed at protecting ecosystems in order to obtain quality products that may ensure higher environmental and public health protection levels.

By adhering to the National Quality System, farmers accept to use alternative instruments to chemicals which will be allowed only if strictly necessary and in those cases identified by the scientific research to ensure high selectivity and low toxicity on human beings, animal and ecosystems.

Integrated production is the method leading farmer to assume the role of a modern farm manager who can manage at best what science and technology make available in order to ensure higher safety levels of the agri-food products for consumers whose active role is now played in the agricultural ecosystem for environmental and landscape protection.

The name and logo proposed will be the unique identifiers of food products obtained through integrated production methods and with National Quality System certification, as referred to in art. 2, paragraph 3 of the Italian law n. 4 of 3 February 2011 regarding “*Food labelling and food quality provisions*”.

The key concepts the logo and name proposed shall convey to the consumers can be identified as follow:

- food quality and safety;
- modern agriculture also focused on maintaining traditions;
- environment and landscape protection;
- ensuring food quality through independent experts’ certification;
- economic sustainability of production process;
- excellent quality-price relationship.

For further information please visit:

<http://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/228>