

ENTERPRISE
YOUTH
QUALITY
LANDSCAPE
SAFETY
CLIMATE
WATER
ENERGY
BIODIVERSITY
COHESION
BROADBAND

Rural areas for a Sustainable Development

*The new agricultural challenges:
young and efficient enterprises that
enhance the local products and protect
the environment and landscape*



The future of agriculture is no longer linked solely to the production of primary food products, but also to its central role in the protection of the environment and land, for the benefit of all.

In keeping with this new role, the Community agricultural policy has decided to strengthen support for the development of rural areas where agriculture has its strongest roots and a more relevant socio-economic weight. In this new mission, which meets the needs of all citizens, beginning in 2009, the European Union has identified four new challenges: climate change, renewable energies, water management and biodiversity.

To achieve these objectives, the latest reform of the Common Agricultural Policy of 2009 (Health Check) has increased funding for rural development: the funding available for Italy, where the rural areas cover 92% of the territory and where more than half of the population is concentrated, has been raised from 16.6 billion euros to 17.6 billion euros until 2013.

In Italy, the rural development policy is coordinated by the Ministry of Agricultural, Food and Forestry Policies, which set the priorities with the National Strategic Plan for Rural Development 2007-2013, incorporated into operational

measures by the Programmes for rural development of the individual Regions, which manage the measures.

THESE ARE THE OBJECTIVES:

- 1. TO ENHANCE COMPETITIVENESS** in the agriculture and forestry sector and encourage generational replacement
- 2. TO ENHANCE THE ENVIRONMENT AND RURAL AREA** promoting the protection of biodiversity and water resources, helping to reduce greenhouse gases
- 3. TO IMPROVE THE QUALITY OF LIFE** promoting the diversification of economic activities to create new employment opportunities and to prevent the depopulation of rural areas

These are the new frontiers of sustainable development in which agriculture plays a leading role in reducing socio-economic imbalances, strengthening ties between production activities and protection of the environment and landscape, enhancing the traditions, not only of the typical products, but also of the rural culture and farming life

“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*