The Productive District to Increase the Value of Sicilian Wine-growing Sector

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The productive district, localized during the planning to realize the politics of cohesion, seems to represent a new instrument of territorial-sectorial governance, which might act as a beneficiary subject of some actions and, so, a subject which activates the local economy. In Sicily the productive districts according to the article 56 of L.R. 17/2004, are recognized the role of prior referent in the development of local productive systems, which refers to the Regional Department to Cooperation, Commerce, Craft and Fishing, activities to realize through an instrument of strategic planning, represented by “Agreement for the district development”, which, there again, must be conform to all regional initiatives as to local development and internalization of regional economy.

In 2007 not less than 23 productive districts have been spotted in Sicily, of which about 48% (11 on the whole) appears to be linked (entirely or mostly) with the regional agricultural and food sector. Two of the 11 mentioned districts are developed in the regional wine-growing sector (18%).

Since the productive areas actually represent the beneficiaries of some policy of Axis V “Business development and local productivity systems” of the PO FESR Sicily 2007-2013, the research intends to verify if and to which extend the productive wine-growing areas could be considered not only the final recipients of a public targeted intervention, in order to increase the development, the growing, and competitiveness of the productive, wine-growing regional system, but also the privileged subjects on which to be able to base the governance of the local, productive development. So it is possible to the potential of wine-growing enterprises and local institutions to develop a wide strategic project, subscribed and coherent with the normative, programmatic, regional instruments.

The research has been elaborated into two parts. The first, thanks to the Geographic Information System (GIS) methodology, has made possible to verify and assess the “coverage level” of the governance instruments, through the territorial coincidence of the various instruments of local planning or classification of the territories themselves (zoning of rural area; presence of high quality produce (DOC, IGT, DOCG); relation with the instruments of the arranged planning; etc..)

The second has consisted in observing enterprises making part of the “Productive Sicilian wine-growing district”, through the questionnaire on purpose made to collect data and technical-economic information about: corporate registry, specification of the enterprises, structural aspects, staff, achieved produce, characteristics of the supply and destination market, relation with other promoter of the district, innovation level of produce and process, conveyance of cases, competitive factors and strategic choices, public instruments to maintain the enterprise activity, strong/weak points, judgements about the district performance.