The Value of Designations of Origin in Emilia-Romagna

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Designations of origin in the Emilia-Romagna Region

• There are 25 Protected Designations of Origin (DOPs) and Protected Geographic Indications (IGPs) for the agro-food products,
• 21 Controlled Designations of Origin (DOCs), one Controlled and Guaranteed Designation of Origin (DOCGs), and 10 Typical Geographic Indications (IGTs) for the wine in Emilia-Romagna

DOPs and IGPs registered in the Emilia-Romagna territory

<table>
<thead>
<tr>
<th>Category</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese</td>
<td>DOP Parmigiano Reggiano, DOP Grana Padano, DOP Provolone Valpadana</td>
</tr>
<tr>
<td>Meat</td>
<td>DOP Bresaola, DOP Modena Ham, DOP Culatello, DOP Piacenza Coppa, DOP Piacenza Salami, DOP Piacenza bacon, IGP Bologna Mortadella, IGP Zampone of Modena, IGP Cotechino of Modena, IGP Salami alla cacciatora</td>
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<tr>
<td>Oils</td>
<td>DOP Brisighella, DOP Colline di Romagna</td>
</tr>
<tr>
<td>Fruit, vegetables &amp; dairy</td>
<td>IGP Pears of Emilia-Romagna, IGP Peaches and nectarines of Romagna, IGP Mushrooms of Borgotaro, IGP Marroni, IGP Chestnuts of Castel del Rio, IGP Shallot of Romagna, IGP Green Asparagus of Altedo</td>
</tr>
<tr>
<td>Bakery and cake</td>
<td>IGP Coppia Ferrarese</td>
</tr>
<tr>
<td>Other products</td>
<td>IGP Traditional balsamic vinegar of Reggio Emilia</td>
</tr>
</tbody>
</table>

Source: Emilia-Romagna Region, Unit for the Enhancement of productions

• ISMEA data on 2004 attribute to Emilia-Romagna a 45% share of the turnover: approximately 2 billion euro out of a total of more than 4.4 billion euro
Regional grants

• In 2006, the Region allocated a total of 4.85 million euro in promotional activities,
• in the 2004-2006 period investments were 14 million euro.

• There are two types of grants:
  • the co-funding of promotional projects submitted by the consortia for the enhancement and protection of products of regulated quality
  • and the funding of institutional promotional activities indicated by the Regional Government.

• The second funding item includes separate actions and projects for specific areas: DOPs and IGPs, traditional products, regional oenogastronomy and Strade del Vino e dei Sapori (Wine and Flavour Routes)

Production, policies and citizens

• The significance of the quality productions in the agro-food system in Emilia-Romagna and the relevance of the grants available for the promotion of these products suggest to investigate the attitude of the citizens in territories with regard to these productions and the grants
• With an exploratory project funded by the Emilia-Romagna Region – Directorate of Agriculture, the opinion of the citizens in the territory of the Strada dei Vini e dei Sapori “Città, Castelli, Ciliegi” on designations of origin and their territory was investigated with the support of more than 100 interviews with representatives of the different social and economic groups.

**The Strada dei Vini e dei Sapori “Città, Castelli e Ciliegi”**

• The “Strada dei vini e dei sapori” of the hills between Modena and Bologna started in 1999 as a regional oenogastronomic network: today it represents 19 municipalities, two mountain communities, two regional parks, and 137 private operators.

The products of the *Strada* are:

- [01] Colli Bolognesi DOC wines (Pignoletto, Barbera, Cabernet Sauvignon...)
- [02] Lambrusco Grasparossa DOC wine of Castelvetro di Modena
- [03] Traditional DOP Balsamic Vinegar of Modena
- [04] Cherries from Vignola
- [05] Parmigiano Reggiano DOP (Parmesan Cheese)
- [06] DOP Ham of Modena
- [07] IGP Zampone of Modena
- [08] IGP Cotechino of Modena
- [09] IGP Mortadella of Bologna
- [10] Truffles from Savigno
- [11] Potatoes from Tolè
- [12] Crescentine
- [13] Tigelle (small round flat breads)
- [14] Torta Barozzi (Barozzi cake)
Features of the territory and population in the Strada

- A territory with
- a fast growing population,
- a higher presence – compared to provincial and regional mean values – of the population aged 0 to 14 years,
- and fewer people over 65

- Higher activity rates and lower unemployment rates
- The territory has a higher percentage of foreign resident population than the average provincial and regional values

Agriculture

- There is a strong link between designations of origin and the territorial features.
- Fruit specialization is especially connected with the production of Vignola cherries (becoming IGP).
- Vine cultivation is connected with the production of DOC wines and musts for the Traditional Balsamic Vinegar of Modena.
- The intensity of cattle and dairy cow breeding in the mountain area is closely linked to the production of DOP Parmigiano Reggiano cheese.
- Swine breeding is the traditional production basis for obtaining the Modena DOP Prosciutto as well as other IGP charcuteries

The concept of welfare adopted

- Our study started from the need to assess whether the citizens shared the regional policy in favour of designations of origin.
- Therefore, it was not possible to limit the survey to the economic aspects of the welfare.
- It was necessary to use a broad idea of welfare to make possible to provide alternative choices concerning regional policies in fields which affect their life (policies for the environment, safety, health, education, culture, infrastructure, ...).
The question

- The question summarising this idea was:
- “Do you think that the designations of origin which are in this territory contribute to making this more suitable than others for having and raising your children? (And, if so, how?)”

The next question

- The next question focused on opinion on the congruity of the amount of regional grants for the promotion of the designations of origin and possible alternative uses and suggested constraints.

Interviewees

- The survey aimed at collecting the largest possible amount of opinions and suggestions from parties representing social groups or economic categories and organizations in the field of the designations of origin and relevant policies in a specific territory such as that of the Strada dei vini e dei sapori “Città, Castelli, Ciliegi”.

- It was decided to conduct “open” interviews and to accept all the observations addressing the analysis according to the suggestions received time by time from the sector insiders.
DO value for the population

• The discussion with interviewees showed that the concept of welfare had a three meaning: affluence, health and environmental protection, and social peace

The economic value of designations of origin

• According to the interviewed parties, the designations of origin of the “Città, Castelli, Ciliegi” territory provide a significant contribution to the economic welfare of the local population through the revenues of farmers and the agro-food chain in general, and indirectly originating related activities, such as the tourist activity run by the Route.

The environmental value of designations of origin

• The environmental value of designations of origin for the citizens of the “Città, Castelli, Ciliegi” territory,
• first of all is the landscape as outlined by designations of origin: the vineyards of the designations Lambrusco Grasparossa and Colli Bolognesi,
• the Parmigiano Reggiano pastures,
• and the tall cherry trees of the “basse (low lands)”, in bloom in the springtime along the Panaro River in Vignola.

• The environmental value is also:
• a) the project of “integrated production” which is coordinated and funded by the Region and applied with special effectiveness to Grasparossa vineyards; and
• b) the health and quality control systems applied to productions with designation of origin.
The social value of designations of origin

• The importance of social value emerge strongly in the study.
• the social value of DOs is related with the different forms of cooperative production which had a very significant role in the agricultural development of the area in the domain of quality productions: DOC wines, Parmigiano Reggiano DOP cheese, IGP fruit and vegetables.
• In addition the interviewees stress the role of designations of origin as a factor of territorial identity and as a tool for the integration of newcomers into the territory.
• This regards the children of families from Bologna (and from other towns and villages) who have moved into the territory
• Through the work of the primary school on local agricultural productions and in particular on biodiversity, they find a common language and interests,
• This regards the non-EC women encountered by the community paediatricians of the Vignola health district,
• Paediatricians believe it would be important to give to these women a vegetable garden to cultivate.
• Land to pacify a society with emerging problems of integration and conflict.

The alternative public spending choices

• We asked our interviewees to evaluate whether it would have been useful, in their opinion, to use the funds in a different, alternative way.
• In general, no objections to the present funding system were found.
• Constraints, however, were set: a control of the use of chemical products, control of the retail prices of products with designation of origin, and the maintaining of the traditional crop varieties.

Beyond the concept of economic welfare

• The work presented is an exploratory study;
• subsequent stages of theoretical analysis and in-the-field research are necessary
• The study shows that a new way to identify an area is possible through a well-organized process of enhancement of food and wine characteristics.

• For this territory and these DOs, the survey showed that the relationship between designations of origin and the territory goes beyond the strong characterization of the agricultural sector and is recognised as an identifying and balancing element from the economic, environmental, and social standpoints.