



MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



THE ITALIAN APPROACH TO FOOD CHAIN SUSTAINABILITY

London, 29th- 30th November, 2007

Dr. Francesco Zecca

SUMMARY

1. BACKGROUND
2. NATIONAL RESEARCH PROGRAMME
3. REGULATION AND LAW
4. PERSPECTIVES

LOGISTICAL FRAME **STRENGTHS**

**ITALY HAS A STRATEGIC GEOGRAPHICAL POSITION
IN LOGISTIC TERMS:**

- **POTENTIALLY ABLE TO OFFER ADEQUATE SERVICES IN TERMS OF TRANSPORT**
- **POTENTIALLY ABLE TO EFFECT ADEQUATE PRODUCT CONTROLS IN ALL STEPS OF SUPPLY CHAIN**
- **POTENTIALLY ABLE TO PROMOTE INFORMATION AND COMMUNICATION TECHNOLOGIES**

LOGISTICAL FRAME

WEAKNESSES

- **COORDINATION OF MULTI-STAKEHOLDERS INVOLVED IN MARKETING PROCESSES**
- **EXCESS OF MARKETING CHAIN STEPS**
- **HIGH PERCENTAGE OF SHORT DISTANCE TRANSPORT (< 50 Km)**
- **LOW PERCENTAGE OF FULL CARGOS**
- **LOW PERCENTAGE OF TRANSPORT INTERMODALITY**

FOOD CHAIN MANAGEMENT

- **HIGH NUMBER OF SHOPS**
- **HIGH DISTANCE BETWEEN PRODUCTION AREAS AND FINAL MARKET**
- **FAST GROWTH OF “GDO”**
- **INCREASE OF CONSUMER AWARENESS TOWARDS NEW PRODUCTS AND CONSUMPTION STYLES (*e.g. convenience food*)**

OBJECTIVES OF THE FOOD CHAIN

- **TRACKING TO TAKE FULL ADVANTAGES FROM PRODUCT ORIGIN** (*“Quality valorization”*)
- **TRACING TO GUARANTEE FOOD SECURITY**
- **INSTITUTIONAL PROTECTION OF QUALITY** (*DOP, IGP, and typical brand linked to geographical location*)
- **IMPLEMENTATION OF ADAPTING FARMING SYSTEM** (*e.g. organic agriculture*)
- **DEVELOPMENT OF “GDO” PRODUCTS** (*private labels*)
- **ENVIRONMENTAL COMPATIBILITY OF PRODUCTION**

NEEDS OF THE FOOD CHAIN

- **SOLVE FIRM INTERNAL PROBLEMS**
(e.g. sector modernisation, supply food chain concentration, improvement of quality standards, etc.)
- **COORDINATION AND INTEGRATION AMONG ACTORS OF THE FOOD CHAIN**
- **COORDINATION AND INTEGRATION OF THE LOGISTIC FRAME**
- **COORDINATION BETWEEN PRODUCTION SYSTEMS AND RELATED LOCAL SYSTEMS**

TOOLS FOR A (SOCIAL, ECONOMICAL AND ENVIRONMENTAL) SUSTAINABLE FOOD CHAIN

- RATIONAL MANAGEMENT OF RESOURCES
- RATIONAL RESEARCH OF “*CLEANER*” TECHNOLOGIES AND PRODUCTIVE MODELS
- PREVENTION AND CONTROL OF EMISSIONS (*e.g. reduction of CO₂*), RELEASES, WASTES, ETC.
- REDUCTION OF ENERGY CONSUMPTION



1. RESEARCH INITIATIVES
2. APPROPRIATE LAW AND REGULATION

NATIONAL RESEARCH INITIATIVES

FOOD QUALITY AND WELFARE PROGRAMME:

€ 24.273.474,26

SUBJECTS:

- INCREASE OF ADDED VALUE IN TRADITIONAL AND TYPICAL PRODUCE
- INCREASE OF FOOD CHAIN AND ENVIRONMENT SAFETY

NATIONAL RESEARCH INITIATIVES

SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE
PROGRAMME: € 26.855.758,75

SUBJECT:

SIMULATION, DIAGNOSIS, FORECAST MODELS OF CLIMATE CHANGE



- **MONITORING, DIAGNOSIS, SIMULATION AND FORECASTING OF AGRICULTURAL SYSTEM EVOLUTION LINKED TO CLIMATE CHANGE**
- **SUSTAINABILITY OF THE USE OF RENEWABLE ENERGY SOURCES TO REDUCE GREENHOUSE GAS EMISSION**

Dr. Francesco Zecca

ADOPTED REGULATION AND LAW

“EMAS REGULATION”

“INTERNATIONAL STANDARD”
UNI EN ISO 14001

EU REG. 178/02

UNI 10939

REGULATION AND LAW

SUBJECTS:

- **COMPETITIVENESS INCREASE**
- **BETTER MANAGEMENT OF ENVIRONMENTAL REGULATION**
- **REDUCTION OF ENVIRONMENTAL PRODUCTION COSTS**
- **REDUCTION OF ENVIRONMENTAL RISK**
- **CONSUMER PROTECTION**

REGULATION AND LAW

EVOLUTION OF STANDARD ISO 14001 IN ITALY

	TOTAL CERTIFICATION	CERTIFICATION AGRICULTURAL SECTOR	CERTIFICATION AGROINDUSTRY	TOTAL CERTIFICATION
TO 31/05/1998	107	0	1	0,9 %
TO 31/01/2001	437	0	19	4,3 %
TO 31/07/2003	2.405	18	273	12,1 %

REGULATION AND LAW

EVOLUTION OF REGISTRATION EMAS IN ITALY

	TOTAL REGISTRATION	AGRI-FOOD REGISTRATION	AGRI-FOOD TOTAL REGISTRATION
TO 31/05/1998	3	-	-
TO 31/01/2001	40	3	7,5 %
TO 31/07/2003	146	36	24,7 %

**NORTHERN
ITALY**

REGULATION AND LAW

EMAS REGISTRATION IN THE ITALIAN AGRI-FOOD SECTOR TO 31/10/2003

1	AGRICULTURAL CROPS, HORTICULTURE, FLORICULTURE	1
2	AGRICULTURAL AND ZOOTECHNICAL SERVICES	1
3	MEAT PRODUCTION, PROCESSING AND CONSERVATION	15
4	FRUIT AND VEGETABLE PRODUCTION AND CONSERVATION	5
5	DAIRY INDUSTRY	14
6	<u>TOTAL</u>	<u>36</u>

FUTURE STRATEGIES FOR A SUSTAINABLE FOOD CHAIN

- **IMPROVEMENT OF QUALITY STANDARDS THROUGH A HIGHER DIFFUSION OF ENVIRONMENTAL CERTIFICATION TOOLS**
- **SUPPORT TO FOOD TRACING ESPECIALLY REGARDING IGT VALORISATION**
- **ARRANGEMENT OF AGRI-FOOD AREAS**
- **PRODUCT INNOVATION CONNECTED TO CONSUMPTION EVOLUTION**
- **PROCESSING EVOLUTION IN CONSERVATION AND PACKAGING METHODS**
(e.g. shelf life)
- **INNOVATION OF STOCKAGE, TRANSPORT AND MANAGEMENT FEATURES OF FOOD SUPPLY CHAIN WITH PARTICULAR ATTENTION TO PERISHABLE PRODUCTS**