

QUALIVITA

FOUNDATION FOR THE PROTECTION AND ENHANCEMENT
OF QUALITY EUROPEAN AGRIFOOD AND WINE PRODUCTS

 **fondazione**
QUALIVITA





Fondazione QUALIVITA



Fondazione Qualivita is a non-profit organization that was born in Siena in the year 2000 with the aim of enhancing and protecting European quality food and wine productions. Qualivita has four founding members and is managed by a board of administration with the support of a scientific committee that supervises the projects and expresses the guidelines of the activities.

FOUNDING MEMBERS



BOARD OF DIRECTORS

President
Cesare Mazzetti

Advisors
Nicola Cesare Baldrighi
Nicola Battuello
Pietro Bonato
Enrico De Micheli
Stefano Fontana
Stefano Imperatori
Carlo Perini
Francesco Soro

Sole auditor
Alberto Bambagini

General Director
Mauro Rosati

SCIENTIFIC COMMITTEE

Paolo De Castro (President)
Dario Bagarella
Simone Bastianoni
Stefano Berni
Riccardo Cotarella
Lorenzo D'Archi
Riccardo Deserti
Alessandra Di Lauro
Stefano Fanti
Maria Chiara Ferrarese
Angelo Frascarelli
Roberta Garibaldi
Antonio Gentile
Luca Giavi
Gabriele Gorelli
Lucia Guidi
Alberto Mattiacci
Christine Mauracher
Luca Sciascia
Filippo Trifiletti



Fondazione Qualivita has been recognized since 2008 by the Italian Ministry of Agricultural Policies as a subject with high technical-scientific ability in the field of quality food production, more specifically in PDO PGI and TSG productions.

OUR VISION

IN OVER TWENTY YEARS OF ACTIVITY, FONDAZIONE QUALIVITA HAS EXPANDED ITS PURPOSE BY EQUIPPING ITSELF WITH AN INCREASINGLY COMPLEX ORGANIZATIONAL AND SCIENTIFIC STRUCTURE, TO BECOME A CENTRE OF COMPETENCE THAT IS ABLE TO SUPPORT THE DEVELOPMENTAL NEEDS OF THE PDO AND PGI SYSTEM

VISION

We believe in inclusive and sustainable production models that protect rural culture and environmental heritage through the development and innovation of Geographical Indication systems.

MISSION

Our mission is to guarantee the protection and enhancement of quality PDO and PGI agri-food and wine products.



OUR APPROACH

A MANAGEMENT SYSTEM OF KNOWLEDGE
FOR GEOGRAPHICAL INDICATIONS

The method we use to promote the development of Geographical Indications is based on an efficient management system that allows us to create, monitor, store, and share information, data, analysis, and industry updates. Through a multi-domain approach, we are able to interact with the various professional communities operating in the Italian PDO PGI sector, promoting knowledge processes and the growth of skills.

SECTORS



ENHANCEMENT



TRAINING



PUBLISHING



RESEARCH



INNOVATION



NETWORKING



ITALIA
NEXT DOP



POLIGRAFICO
E ZECCA
DELLO STATO
ITALIANO

CIOCCOLATO
DI MODICA
IGP



TRECCANI



accademia
QUALIVITA



ismea



accademia
QUALIVITA

OUR COMMITMENT

INSTITUTIONAL PROJECTS FOR PDOs AND PGIs

We ensure constant support to the Geographical Indications sector through our institutional projects. We promote culture with the publication of the **Qualivita Atlas** in partnership with Treccani. We monitor the growth of the PDO PGI system through the **Economic Report** made in collaboration with Ismea. In partnership with McDonald's we enhance local products with platforms dedicated to **Italian quality**. We disseminate scientific research with the **Consortium** magazine and the **Italia Next DOP** workshops. We protect PDO PGI products by adopting innovative solutions such as the **Passaporto Digitale** with IPZS, and in collaboration with CSQA and Agroqualità. We train new industry professionals with the courses and classes of **Accademia Qualivita**. We promote the comparison between European and national institutions, Protection Consortia, and through the **Qualivita Forums**.



ENHANCEMENT

- ITALIAN QUALITY MCD
- PDO PGI COMMUNICATION



TRAINING

- ACCADEMIA QUALIVITA
- SEMINARS AND LECTURES



PUBLISHING

- QUALIVITA ATLAS
- CONSORTIUM



RESEARCH

- ECONOMIC REPORT
- ITALIA NEXT DOP



INNOVATION

- PASSAPORTO DIGITALE
- QUALIGEO PLATFORM



NETWORKING

- QUALIVITA FORUM
- MEETINGS

ITALIAN QUALITY

KEY FACTORS OF GEOGRAPHICAL INDICATIONS AND
DEVELOPMENT OF THE AGRI-FOOD SYSTEM

- QUALITY
- CERTIFICATION
- PROTECTION CONSORTIA
- FOOD
- WINE
- SPIRITS
- BIODIVERSITY AND SUSTAINABILITY
- CULTURE
- PDO ECONOMY



Q U A L I T Y

3.388

EUROPEAN PDO PGI TSG
PRODUCTS AND GI SPIRITS

Q



Since the adoption of the "Green Paper" on the future of the rural world in 1988, the agri-food sector has been at the heart of a vision of shared development in the European Union, an idea that focuses on the role of the agricultural world in **food quality**, preservation of the **environment and ecosystem**.

In the following years, in line with socio-economic and cultural developments and with the aim of ensuring transparency of information and labeling, a **regulatory system** has been built to define the quality agri-food sector through the use of rules covering both **food safety** and **marketing practices**. Added to this is a specific regulation for the "**European Quality Systems**", established to identify products that have specific characteristics. These systems impose stricter rules on producers and involve systematic checks by third parties on compliance.

In this context, the most emblematic example is represented by **Geographical Indications**, a model of rural development based on territories and quality. In 1992 – at the end of a process that saw Italy and

France at the forefront – the approval of Regulation 2081 marked a turning point: the establishment of the Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Specialities Guaranteed (TSG) has affirmed itself as a **productive model** dedicated to sustainability, since it is able to combine environmental, social and economic protection.

Thanks to the **numerous developments** to the system, PDOs and PGIs represent a successful model today, which has been able to enhance the concept of quality in the markets with a strong link to the territory and production techniques. A "**dynamic quality**" that not only crystallizes a legacy of the gastronomic tradition but also supports its development, with territories at the center of a process that safeguards the environment, cultural heritage and local economy. An equity that in Italy accounts for 887 supply chains that are part of the Geographical Indication's agri-food, wine and spirits. Productions that express the true quality of the territories and the unique richness of our country.

CERTIFICATION

43

CERTIFICATION BODIES OF ITALIAN
PDO PGI TSG PRODUCTS

Q



The agri-food, wine and spirits placed on the market with a certification of origin, offer the respect of specific characteristics and peculiarities, defined and due to their territory. The EU regulations require that for products that want to benefit from the protection of a Geographical Indication, a common procedure of registration of the name is to be initiated, presenting a single official and **public document** that summarizes all the requirements of the product.

The approval of a **product specification** is also expected. This is the "identity document" of the PDO, PGI or TSG product, which defines the area of origin, describes the link between territory and product, lays down specific rules for the processing process, and defines the characteristics of the raw materials of the final product placed on the market.

In order to increase the added value, consumer trust, and to provide guarantees to the market and its operators, a **control and certification system** is required during all stages of the product specification and to all operators involved. There is also a monitoring system that ensures the correct use of names reg-

istered during the commercial stages. In Italy, compliance with current regulations is guaranteed through field checks, document checks and tests on products along the supply chain, by an articulated system that affects both public and private subjects: the **Ministry of Agriculture, Food Sovereignty and Forestry**, control bodies and third party institutions authorized by the Ministry and distinguished into public authorities and private bodies.

For each Geographical Indication, the control system, which assumes a prescriptive character, is documented in a **control plan** approved by the Ministry, which reports what to check and how to do so. This is complemented through a supervisory activity on the market and on the web by the Ministry, which at the operational level also relies on the action of recognized Protection Consortia, with qualified supervisory agents registered in a national register. This system of "regulated certification" represents the pillar of a pact with the consumer that implies certainties related to the territorial origin, the processing methods used, the organoleptic and physio-chemical characteristics of PDO, PGI and TSG products.

PROTECTION CONSORTIA

296

PDO PGI PROTECTION CONSORTIA RECOGNIZED
BY THE MINISTRY OF AGRICULTURE

Q



The protection and promotion of Geographical Indications is managed by groups of producers and economic operators involved in the individual sectors. In Italy this role is held by the **Protection Consortia**, volunteer associations appointed by the **Ministry of Agriculture, Food Sovereignty and Forestry**, which in recent years have managed to successfully guide the sector of **PDO and PGI** products.

The **success of the Italian Geographical Indications** in markets and as a model of territorial development has occurred **where operators have been able to organize themselves in Protection Consortia**, creating an effective development model capable of managing and coordinating the evolution of supply chains within an increasingly complex production, economic and regulatory environment.

The Protection Consortia are voluntary bodies promoted by the operators of the individual sectors that must represent at least 66% of the protected production – in the case of wine also a certain share of winegrowers – to exercise a precise function towards a common goal: protecting and enhancing PDO and PGI productions.

Thanks to the activities of promotion, enhancement and consumer information, they are able to consolidate and increase the competitive value of quality PDO and PGI products in the markets through correct and consistent content. No less important is the **protective activity** carried out by the Protection Consortia, which are continually involved in contrasting various illegal incidents. The Protection Consortia manage and coordinate many other actions that affect the development of the entire supply chain such as: the change of specifications, the definition of tools for the distribution of value, the drafting of plans to regulate the offer, process innovation for ecological transition, scientific research, management of authorizations for products processed with PDO and PGI ingredients, promotion of territorial food and wine tourism, training activities and food education.

The presence, growth, and commitment of the Protection Consortia in Italy has allowed the sector of Geographical Indications to define a **development model** that has been able to unite **companies, institutions** and many other actors of the **territory**, affirming a new and broader concept of food quality.

F O O D

325

ITALIAN AGRI-FOOD
PDO PGI AND TSG PRODUCTS

Q



Italy is today the country that boasts the highest number of PDO, PGI and TSG agri-food products registered in Europe: 325 Geographical Indications. **In mid-October 2023 more than one in five Geographical Indication products in Europe comes from Italy.** Numbers that express two aspects that characterize the Italian system: on one hand the great richness of the heritage of rural culture, the agricultural and gastronomic traditions, the technical and productive knowledge of the Italian territories; on the other hand the strong capacity of the productive fabric and the public-private system of reference to know how to organize themselves in numerous regulated, coordinated and transparent supply chains.

The Italian PDO PGI distributed throughout the peninsula and the traditional base of the different regional and local cuisines, represent the pillars of two symbols of the global agri-food heritage in terms of quality and nutrition: **Italian cuisine and the Mediterranean Diet.** The combination of raw materials, cuisine, and their mutual influence becomes an element of the maximum expression of the quality of food and its impact on a high and widespread **quality of life.** A wide and varied her-

itage of products, starting from the category of **cheese** that today has the greatest weight for operators involved. The cheese production adds economic value thanks to the large chains of Northern Italy, the Pecorino cheese of the Centre and the Islands, the fresh cheeses of the Southern regions. **Meat products** account for 43 denominations that start from the food valley of Emilia, and affect the great productions of northern Italy and numerous niches of the national territory.

Other smaller categories by product number and territorial spread, but still relevant include: **balsamic vinegar** (one of the biggest export items in the sector) or **pasta** that in recent years has managed to increase its reputation and value in the markets. But the Italian biodiversity has also given rise to 50 **extra virgin olive oils**, 124 supply chains of **fruit, vegetables, and grains**, 17 **bakery and pastry products**, 6 **fresh meats**, 1 **chocolate product** and other local excellence.

This **heterogeneity** manifests itself in the entity of the single rows, very differentiated for productive and economic dimensions, organizational models, and spread on the markets. A unique variety that expresses all the richness of Made in Italy food.



W I N E

527
ITALIAN PDO PGI
WINE PRODUCTS

Q



The history of denominations of origin at the Italian level begins well in advance on the European institutions: with the application of Presidential Decree 930 in 1963, for the first time the quality of a wine was linked to its place of origin, through the introduction of the concept of Denomination of Controlled Origin (DOC). The attention that Italy has had on the subject in the following decades is shown by the 527 PDOs and PGIs registered at a European level by mid-October 2023, the result of 350 varieties of vines that represent a unique biodiversity in the world.

A peculiar variety which in the rural culture of Italian wine is intimately connected with the definition of the national landscape, dotted with vineyards developed according to traditions and movements linked to secular knowledge. **The solid relationship between wine and landscape** is in fact an important expression of quality values thanks to the ability to "draw" important natural elements linked to the qualitative expression of a wine, such as the morphology and location of the vineyards. A heritage capable of testifying to the **traditional** side. On one side the strong link between the characteristics of the wine and the environment of origin, on the other the great **evolutionary capacity** of production chains capable of producing

quality through coordinated systems, regulated by production regulations and specifications and controlled by one of the most advanced systems in the world. Quality, solidity and innovation are in fact the characteristics of a system capable of being in line with **cultural changes, environmental challenges, and emerging consumer needs**.

All this is also thanks to the tools made available by the European quality system and its regulatory system and the work of the **Protection Consortia** and operators. In particular, the commitment to making production specifications always up to date is constant. This aspect can be found in the diverse management of **information for consumers**, through labels or in the growing tendency to value the **territory**. But also in the detailed effort made by the supply chains to protect both their historical identity (categorizing the type of wine with **specifications of the autochthonous vine**), and their own territory by defining environmental conditions that allow them to respond to **climate change**.

A centuries-old journey that has arrived to this day thanks to the commitment of many and because of the peculiarities of territories and denominations that are unique in the world, which are capable of defining the quality of Italian wine.

S P I R I T S

35

ITALIAN GI SPIRITS

Q



The **Geographical Indication spirits** sector has several denominations at a national and local level. From distillates with large volumes distributed all over the world to small local productions, these are products united by having an area of origin, a productive tradition, strong territorial ties and a reputation connected to their name.

Historically the activity of distillation is strongly linked to territories, both for the characteristics of the raw materials and for the local traditions, which have certainly been formed taking the climatic factors of the regions. In Italy for example, cold weather has increased the consumption of alcoholic beverages and has allowed a better functioning of the rudimentary distillers. Hand in hand with cultural and technical progress – which led to the development of better, safer and higher quality distillation and aromatic extraction practices – **the European and national legislation of reference for Geographical Indication spirit drinks** has also developed.

Today this is divided into a regulation of a productive and denominative type that introduced the Geographical Indications for this sector; a tax regulation, which introduces strict controls on the production and exchange of spirits, on which a very high and different level of excise duties is imposed in the various EU Member States, as well as in non-European countries.

There are **35 Geographical Indication spirits in Italy**: two with national value, one with transnational value (Italy and France) and 32 with territorial value distributed over 11 regions. The specifications of each of these protected products expressly indicate the characteristics of the beverage, its possible variations - such as aging and flavorings - and the methods of presentation to the final consumer. The Geographical Indication spirits sector as a whole represents a very differentiated sector territorially, rooted in local traditions and cultures, and capable of expressing another precious aspect of Italian production quality.

BIODIVERSITY AND SUSTAINABILITY



1.055

BREEDS AND VARIETIES PROTECTED IN THE PRODUCTION SPECIFICATIONS

Thanks to its geographical location and its territorial characteristics, Italy boasts one of the richest plant and animal **biodiversity** in the world, capable of shaping an important part of national environments and landscapes. The GI supply chains, widely developed in our country, have quickly become fundamental elements in safeguarding heritage of local resources and in supporting the vocation and economic balance of the productive districts through the daily commitment to affirm the **sustainability of productions**.

Nowadays, the PDO PGI products are a model capable of protecting the agri-food quality and enhancing the environmental and cultural biodiversity of the territories, in terms of natural resources and raw materials, technical knowledge and production traditions. This framework also includes the fundamental dimension of social sustainability guaranteed by the great employment impact of production that by nature cannot be relocated to rural areas.

With the largest reservoir of plant and animal biodiversity in Europe, Italy holds great resources that add a quality of wealth and identity to the country but also depict elements of fragility due to the current climate

change phenomena. While in recent decades global food systems have pursued the goal of producing more food at lower costs, the sustainable, productive and economic development of a wide and varied number of GI supply chains in Italy, **has allowed the protection of food quality, and to maintain and enhance the environmental and cultural biodiversity of the territories**.

The PDO, PGI and TSG sector has supported the consolidation of small and medium-sized enterprises, that with the support of public institutions and local communities were capable of organizing and promoting the productive vocations of the territory and of ensuring the resilience of the social fabric. Today, we are talking about over 850 production chains **that codify and safeguard a heritage of specific local and native resources**: 16 species and 75 breeds for products of animal origin, 57 species and about 630 varieties for products of plant origin, 350 varieties of vines. An unparalleled biodiversity, where the very existence of the production system of Geographical Indications is based. To this extent, the system is increasingly committed to becoming an effective model of sustainability for its protection and safeguard.



CULTURE

600

CULTURAL RESOURCES RELATED
TO ITALIAN PDO PGI PRODUCTS

Q



In this day and age we see how, just like the artistic heritage and in some ways even more widely, food and wine are able to represent the local community. True symbols that are recognized and universally attributed to their territory. **It is the affirmation of the concept of food as heritage** and the result of a complex process with a geographical and historical anchor.

In Italy this path of "patrimonialization" of the agri-food sector has distant roots, which we can trace from the late nineteenth century with the work of Pellegrino Artusi "*The science in the kitchen and the art of eating well*". But it was mostly because of the **so-called food labeling procedures** launched by the European Union and Unesco that a decisive impetus was given to this process. Respectively through the regulations on the protection of PDO and PGI products of 1992 and through the Convention for the Protection of Intangible Cultural Heritage of 2003, which strongly emphasized the relationship between food, place and culture.

Thanks to the inseparable link with the natural and human factors of the territory, **Geographical Indications represent today the maximum expression of this wide meaning of**

food that includes social, environmental, cultural and historical elements. The EU Regulation defining its protection is based on the principle that "the quality and variety of the Union's agricultural, fish and aquaculture production [...] are an integral part of its living cultural and gastronomic heritage".

Moreover, PDO and PGI productions in Italy have taken part in the consolidation of civic culture and social capital as a whole associative network based on the development of norms and a relationships of trust between communities. On the one hand, in recent years, the PDO economy has established itself as a driving force for local growth and export of Made in Italy, while the development of supply chains has kept the cultural values of the territories alive.

In addition to the activities directly related to the production chain, there are numerous and relevant actions developed by the Protection Consortia that involve local communities, such as education and training initiatives on the territory, festivals, and solidarity projects. **These are all assets to express the rural culture of the territories and contribute to the safeguard and growth of social collective and cultural capital.**

PDO ECONOMY

€ 19bn
VALUE FOR PDO PGI TSG
FOOD AND WINE PRODUCTION



The sector of GI food, wine and spirits has generated a value that has been growing for years on markets all over the world and holds a significant economic weight in the agri-food system of Italy. The production of PDO, PGI and TSG is a particularly strategic factor, as the expression of an economic heritage that belongs to the territories, and is the result of the cohesive work of a complex and organized system that has positive effects in all the Italian provinces, from the North to the South of the country. Considering the impact of the agri-food sector in Italy, the Geographical Indication supply chains have assumed such **a central role that they even deserve a name: "PDO economy"**. This term was introduced in the public debate starting from 2018 and was inserted as a "Neologisms" in the Treccani Vocabulary in 2021.

The PDO economy represents the value of the system of Italian PDO PGI food and wines. It is the engine of the development of the agri-food districts of the country and the growth of exports made in Italy. A system, therefore, whose importance is to be recognized first of all

in economic terms: Ismea-Qualivita data for 2021, describe a sector that involves about 200,000 operators and generates over 19 billion value to production and almost 11 billion exports, able to make a contribution of 21% to the national agribusiness. But the Italian PDO economy represents **a system whose relevance is also expressed in other areas** such as an expression of a production model based on a series of values: origin, authenticity, safety, tradition, environment, and human factors. A code that is shared by operators, Protection Consortia, institutions, and citizens, within a well-established regulatory framework and control system.

A link that places it at the center of a series of processes of territorial development that involve areas and sectors related to agribusiness such as food and wine tourism, the environment, culture, and social welfare, all this while continuing the European project of ever stronger convergence between agri-food and non-agricultural products. A perspective of growth with enormous potential, based on the successful development model of certified territorial quality.

2000-2020

PRESIDENT OF THE ITALIAN REPUBLIC **SERGIO MATTARELLA**
RECEIVES FONDAZIONE QUALIVITA IN 2020 TO MARK ITS
TWENTY YEARS OF ACTIVITY





fondazione
QUALIVITA

WWW.QUALIVITA.IT - WWW.QUALIGEO.EU