The Agri-Food Sector in the Parma Province

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Azienda Sperimentale Stuard (Parma)
EMILIA

Animal farming and Industrial Crops (Parma)

ROMAGNA

Animal farming Viticulture

Fruit farming Horticulture Viticulture
Provincia di Parma

Population 2000 = 397,073
Population 2008 = 425,690
Total surface area = 3,450 km²
UAA (Used Agricultural Area)
2000 = 1,341.45 km²
Woodland surface area = 1,434 km²
Agriculture in 2007

PROVINCE OF PARMA GROSS SALEABLE PRODUCTION 2007
Almost all milk produced is used to make Parmigiano-Reggiano.
Food industry and food plants

Number of companies ➞ 1,400
✓ processing of meat and meat-based products ➞ 540
✓ milk-dairy industry ➞ 400
✓ pasta, bakery products, sweets ➞ 380
✓ other food industries ➞ 80
EU food quality certification schemes: P.D.O. (Protected Designation of Origin)

A European recognition that Agricultural products and foodstuffs produced, processed and prepared in a given geographical area using recognised know-how.
EU food quality certification schemes: PGI (Protected geographical indication)

At least one of the stages of production, processing or preparation takes place in the area.

Agricultural products and foodstuffs closely linked to the geographical area.
Protected geographical indication: Latest applications from Parma

Salame Felino

Coppa di Parma
Supporting agriculture is one of its most important tasks.

Its role is to support an agriculture-related development of its territory and abiding to European regulations and decisions.

**Actions:**
- Implementation of at the local level of the European Agricultural Fund for Rural Development
- Promotion of Local products
- Protection of Biodiversity
- Food education and consumers services
European Agricultural Fund for Rural Development


In accordance with the objectives and strategic framework of Common Agricultural Policy (CAP) aims at strengthening the EU’s rural development policy and simplifying its implementation.

This Fund contributes to improve:
- the competitiveness of agriculture and forestry;
- the environment and the countryside;
- the quality of life and the management of economic activity in rural areas.
European Agricultural Fund for Rural Development

The Fund is carried out through a package of measures grouped around 4 axes

Axis 1: Improving the competitiveness of the agricultural and forestry sector: measures aimed at promoting knowledge and improving human potential

Axis 2: Improving the environment and the countryside: Regarding land management, the support is to contribute to sustainable development

Axis 3: Quality of life in rural areas and diversification of the rural economy though measures on diversification towards non-agricultural activities,

Axis 4: LEADER local development strategies through public-private partnerships designated rural territories must achieve the objectives of at least one of the three preceding axes;
Food education

Food education projects with schools and consumers, with particular emphasis on **educational farms** as food education teaching tools.

Food education involves citizens and consumers at large, but a particular interest is put on schools and their stakeholders

**Methodology:** teacher training, activities with students and great relevance to family involvement is also given.

The project approach is to link frontal classes and **field experiences**

**Educational farms are a cornerstone to food education because they are:**

- real farms where people get in touch with animals and plants, the environment and the rhythm of Nature
- a communication opportunity between farmers and citizens.
- environmentally friendly (Organic or integrated farming)
- Food education teaching tools according to the philosophy of learning by doing
- an additional income for the farm
- an expression of the multiple role of the farm
Local Biodiversity

Provincia di Parma is very much committed in the safeguard of biodiversity and typical products through *genetic research and dissemination*

- A census of existing indigenous genetic resources surviving in rural areas, most of them have been collected on the book of Agrobiodiversity in the Parma area, called “Frutta e buoi - quaderno della biodiversità agricola parmense"

- A network of Farmers owning local old breeds and traditional varieties willing to safeguard local biodiversity. Most of them organic farms and some are also educational farms.

- Information and training courses on food processing, labelling, marketing and farm safety to help farmers to get a new source of income out of biodiversity products.
Promotion

Provincia di Parma is sponsoring local marketing opportunities in order to strengthen consumer-producer relationship:

✓ farmers markets
✓ direct marketing
✓ Internet: agriparma.it, a web portal to bring consumers and farmers together. It provides information on local products, selling points, raw milk distributors, organic farming, educational farms, open and holiday farms.
✓ a TV format on local biodiversity, organic farming and food related issues
THANK YOU FOR YOUR KIND ATTENTION