

GrAins

Greening Agrifood
in Social Economy



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*Adding value to agriculture:
how to build brand identity at farm and territorial level*

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The relevance of the agricultural sector in protecting the territory

- the agri-food sector, in addition to being important at a domestic level, is one of the driving elements for the economy
- agricultural activity constitutes a source of pressure on the main environmental matrices: water – air – soil.

The role of agriculture is to adopt sustainable agronomic practices in order to protect habitats and landscapes, conserve soil, manage water basins and carbon dioxide sequestration, and protect biodiversity.



Sustainability

- To achieve the objective of sustainability of the territories it is necessary to actively involve all the actors in the value chain, **from farmers to consumers**
- Environmentally sustainable cultivation systems can also have a positive impact on the **income** of farmers/producers and on possible consumer choices



Sustainable agronomic practices

- **At the farm level**
rotation, mulching, biological pest control, catch crops,
areas of ecological interest,
- **At a territorial level**
biodistricts, river contracts, supply chain agreements,
horizontal agreements,



Best practices



The European network for rural development and the Groupe de Brouges have been conducting study and monitoring activities with respect to European best practices in the agricultural field for years.

Among the various topics examined recently, in the wake of the increasingly strong incentive for **cooperation** between stakeholders for a common goal (which often leads to a public benefit), there are various cases of success of collective interventions for environmental purposes.



Best practices



GIEE (Groupement d'Intérêt Économique et Environnemental)

Economic interest group for the development of sustainable agriculture



In the Ardèche region (South of France), in 2008, a group of 52 farmers joined together to reduce the amount of pesticides and improve the region's phytosanitary conditions (soil quality).

It is a type of organization in which companies, foundations, organizations, institutes, but also public actors can pool their resources and collaborate for a common purpose.

The initial aim of the formation of this GIEE was the joint acquisition of equipment aimed at reducing the use of chemical inputs and at the same time improving phytosanitary conditions.

Best practices



GIEE (Groupement d'Intérêt Économique et Environnemental)

Business types include diversified agriculture, horticulture and viticulture. The joint project is managed by a consultancy company, Scara, and Danone recently joined the partnership. The group has managed to reduce the use of chemicals by 1,645 kg, collects and treats waste water, and produces 6 million kg of certified organic milk.

Local community support increased thanks to these results, but also because the new activities led to new jobs.

The short-term objectives concern the production of collective energy in order to achieve power autonomy in the near future.



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Best practices



GIEE (Groupement d'Intérêt Économique et Environnemental)

The payments deriving from the **CAP** were necessary to get the group **started**, which however is now able to self-manage and finance itself with a view to **long-term changes**.

The result achieved indicates systematic changes in the management methods of companies in the region.

- farmers have emancipated themselves towards collective work and therefore to have a different position towards society and public institutions;
- the management method is oriented towards organic farming providing an environmental benefit for the entire community.



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Best practices



VINEA

The project is carried out by Vinea, a cooperative of wine producers operating in the province of Ascoli Piceno, with the aim of promoting products with a **controlled designation of origin** and those deriving from organic farming in the Piceno area.

Piceno Open is also synonymous with **tourist promotion**: the area offers in fact countless landscape, naturalistic and holiday itineraries which materialize in the precious work of farmhouses, country houses, bed & breakfasts and even companies and wineries that positively promote local aromas and flavours.

Best practices

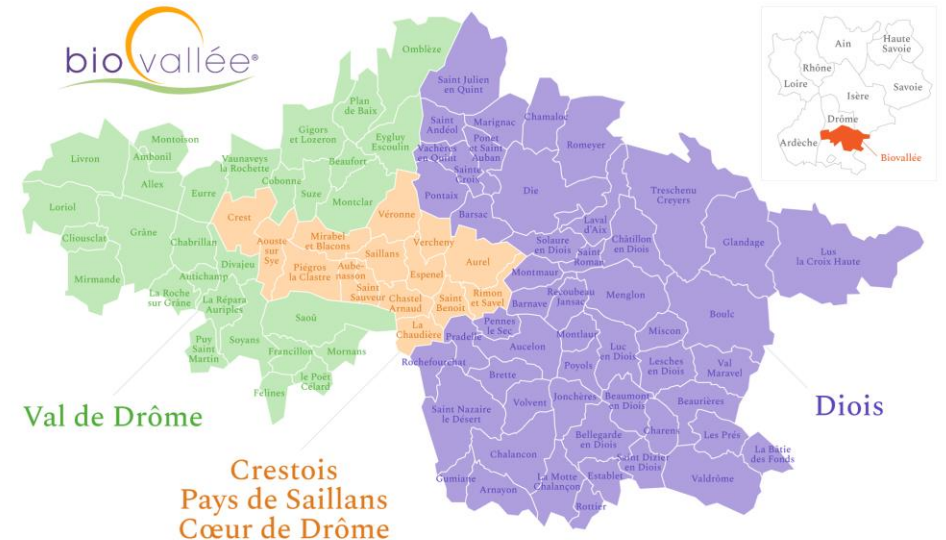


BIOVALLÉE

In the 1980s, the Drôme River was used as a sewer and landfill. Swimming was prohibited. The municipalities and actors of Biovallée have been organized since 1987 to launch **river contracts** and the first SAGE of France.

Landfills were closed, the only dam on the river was destroyed, dozens of purification plants were created. In 20 years, a very degraded watercourse becomes a natural, free and clean river.

Agriculture is one of the three main components of this program, along with energy and education. In this sector, the goal is to reach 50% of farmers, 80% of the public for the purchase of organic food, and 50% of the use of pesticides.



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Political perspectives



- Appropriate policy measures that highlight the virtuous implementation mechanism: **win-win process**
- Shift the target from the individual/business to a **cooperative approach**, which brings benefits at a territorial level (economic, environmental and social)



Tools



Agri-Environmental Agreements



Integrated supply chain plans



Local Action Group



Promotion of rural tourism



Operational Groups of the European Innovation Partnership (EIP)



Public Private Partnerships



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Partners



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Thank you !

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