



Istituto Agronomico Mediterraneo Di Bari

Contribution of food products with GI on territorial resilience: Case study of olive oil value chain in Alto Salento

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Plan

Introduction

- Concepts
- Research Question & Objective

Methodology

- Case study : Alto Salento
- Data Collection

Findings + Discussion

Key lessons

Introduction

01

Territorial resilience : Ability of a territory to continue providing ecosystems services during and even after experiencing shocks, or stresses.

- Ecological resilience
 - Cultural resilience
 - Economic resilience
-

02

Ecosystems services: Benefits from ecological systems that make human life possible. For instance, air, water, food

- Provisioning services
 - Cultural services
 - Supporting services
 - Regulating services
-

03

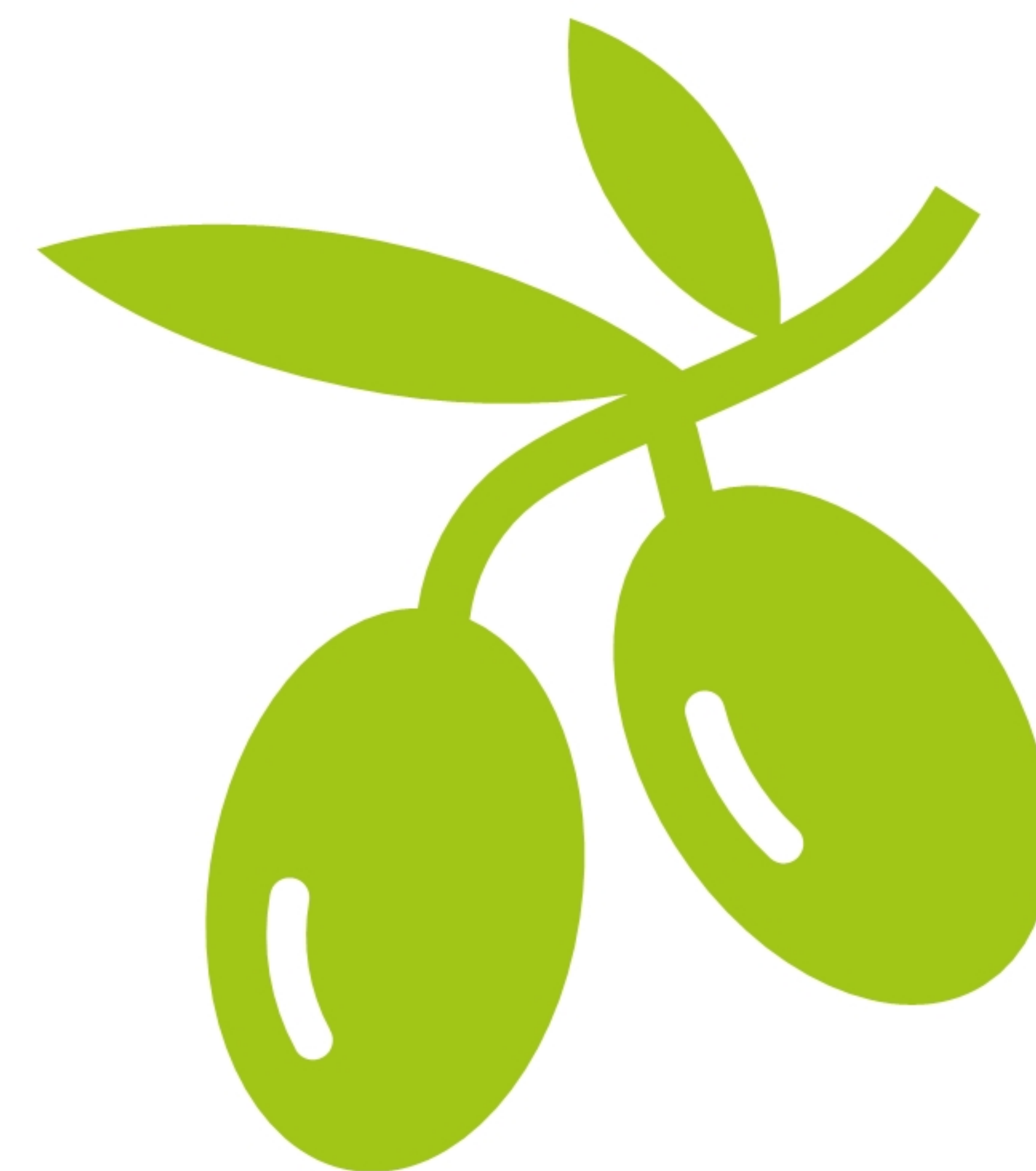
Food products with GI: Food products that have unique attributes in their taste, growth conditions, methods of processing & consumption which are limited to a certain culture, and region.

For example: DOP oil, Parmesan cheese. Pomodoro fiaschetto...

“

MAIN QUESTION: How have food products with GI (DOP olive oil, Slow food presidia) impacted the territorial resilience in Alto Salento region?

”



A close-up photograph of an olive branch with several green olives. The sun is shining brightly through the leaves, creating a strong lens flare and a warm, golden light. The background is dark and out of focus.

Methodology

Alto Salento

1

Northern part of Brindisi.

2

Vast agricultural terrain reflecting the influence of the millennial era.

3

Spans across eight Municipalities,

- Carovigno
- Ostuni
- Fasano
- San Vito dei Normanni
- Ceglie Messapica
- San Michele Salentino
- Villa Castelli.

4

Hold substantial historical and cultural importance.



Uliveti millenari Parchi Naturali Strade di collegamento
Itinerario dell'Olio Itinerario Turistico Siti archeologici Borghi Antichi



The typical food products of Alto Salento

- Pomodoro Regina.
- Pomodoro Fiaschetto di Torre Guaceto.
- Extra Virgin olive oil DOP.
- Biscotto di Ceglie Messapica.
- Fico mandorlato di San Michele Salentino.



Source: La Campagna del Carosello



Source: lamia-puglia



Source: BrindisiOggi.it

Data Collection

1

Field visits- Torre Guaceto marine park, Calemone Azienda, Pietra Santa, Giovanni Lanzilloti farm, Oleificio Cooperativo Ostuni, Tour guide from Thalassia cooperative.

2

Seminars & Fora- Gianfranco Ciola, MariaGiulia Mariani, Mauro Iacoviello, Michele Tucci, Torre Guaceto Director.

3

Interviews with stakeholders- Dr Jenny Calabrese, Francesco Bottalico.

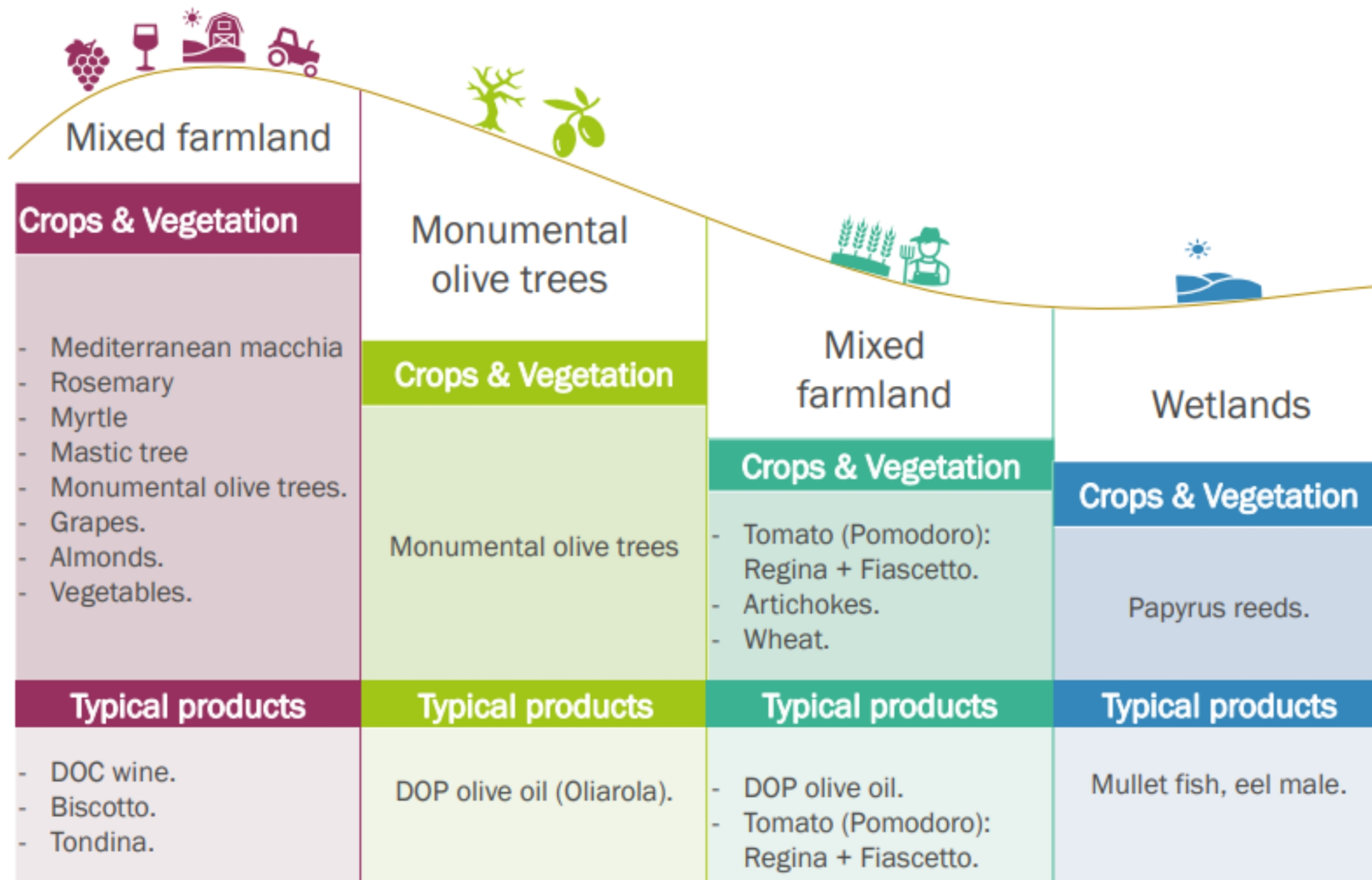
4

Team activities- Olive oil Panel test, Tomato tasting.



A photograph of an olive branch with several green olives, set against a soft, out-of-focus background of a sunset or sunrise sky. The image is used as a background for a presentation slide.

Findings and Discussion



Actors	Actors	Actors	Actors
- Farmers. - Tourists (trulli guests).	- Oleificio Cooperative. - Tour guides (Danielle). - Tourists. - Farmers (Calemone Azienda, Giovanni Lanzilloti).	- Slow food. - Torre Guaceto. - Farmers (Pietra santa, Calimone). - Olive oil cooperative - Tomato processing partners.	- Slow food. - Fishermen. - Consortium. - Thalassia cooperative. - Torre Guaceto. - Gianfranco Ciola.
Challenges	Challenges	Challenges	Challenges
- Abandoned farmlands. - Fragmented farmlands. - Foreign investment in farmlands/ trullis and possible land transformation. - Impending spread of Xyllela fastidiosa.	- Difficulty in managing Xyllela fastidiosa. - Inefficiency in crop husbandry- pruning, harvesting. - Restrictive DOP conditions.	- Price Competition from conventionally- grown tomatoes. - Expenses related to growing DOP olive oil and Slowfood Fiascetto. - Inadequate subsidies.	Withdrawal of ground water due to intensive agriculture causes high salinity of water.

Olive oil with GI



DOP



L'Oro del Parco & Organic label



Non-labeled Olive oil

But Similar quality to DOP olive oil.

Tomato fiaschetto- GI labels



DOP Vs Slow food

DOP	Slow food
Allows for both large and small farmers	Focused on small farms and social welfare of workers and farmers
Strict criteria on production methods, source of inputs and Geographic origin.	-Certification based on "good, clean, fair" food produced sustainably under fair conditions of farm workers
Aims at protecting and authenticating local products with GI and local heritage.	Aims at encouraging conscious consumption and supporting local small-scale farmers and producers



Impacts on Territorial resilience

Cultural heritage linked to territorial resilience

1

Olive oil from monumental trees has a sense of attachment to history of Apulia.

2

Tomato fiaschetto offers unique sweet-salty taste due to its unique adaptability to Alto Salento region.

3

Farmers have seed sovereignty/ autonomy of Tomato Fiaschetto and Regina ecotype.

Impacts on Territorial resilience

Economic resilience

- 1 Allows farmers to capture High value. DOP Extra Virgin Olive oil costs 30 Euros/ litres, Olive oil from Integrated 10 euros/ litre.
- 2 Generation of farmers' incomes, - Giovanni, Mario from Calemone and Raffaele from Pietra Santa.
- 3 Reinvestments into agriculture, Olive oil mills, tomato and pasta processing, and investments in tourism- bike tours, accommodation units.
- 4 Unique and attractive Apulian identity- tied to gastronomic experiences that attracts a lot of tourist, conferences.





Impacts on Territorial resilience

Social resilience

1

Youth engagement/ Multigenerational farms : Raffaele, Gianni farm.

2

Close relationship and mutual trust between olive oil producers, local consumers and even returning tourists.



Impacts on Territorial resilience

Environmental resilience

- 1 Prevented the uprooting of monumental olive groves in favour of the foreign varieties for intensive systems- Spanish olive tree.
- 2 Crop rotation. Fiaschetto has a cycle of 5 years.
- 3 Encourage minimal tillage: Case of Slow food fiaschetto at Pietra Santa.
- 4 Diversity: The GI label system encourage conservation of diversity of flavours and species (biodiversity).
- 5 Natural or environmentally safe agricultural inputs.



SWOT Analysis

Strengths

- DOP guarantees customers of quality and authenticity of the olive oil.
- Fiaschetto unique taste distinguishes Apulian dishes.

Weaknesses

- Limited cooperation between farmers to produce oil under one DOP brand.
- Mechanization is difficult with Monumental trees.
- Pest control is difficult with monumental trees.
- Restrictive regulations and Documentation required.
- Most local consumers cannot buy the Slow food Fiaschetto Salsa at 5 Euros and DOP olive oil 10 Euros.

Opportunities

- Favorable policy on Sustainable diets and Food products with GI - Prodotti di qualità puglia, Subsidies on Organic farming.
- Growing consumer interest in healthier foods- DOP oil.
- Some youth are going back home to farm after their parents, joining leadership of the Oleificio Cooperative.

Threats

- Xyella fastidiosa.
- Climate change.
- Labour shortages in Agriculture.
- Youth involvement is still low.

SOCIAL MAP OF STAKEHOLDERS IN FOOD PRODUCTS WITH GI IN ALTO SALENTO

https://miro.com/app/board/uXjVMEL-8NM=

Social map of stakeholders in Food product with GI in Alto Salento





Key Lessons

Key Lessons

1

Importance of collaboration and cooperation among relevant stakeholders to drive the success of DOP labelling systems.

2

Food products with GI Complement but do not Substitute conventionally produced foods in the food systems.

3

The absence of a GI label does not imply inferior quality compared to products with the GI label.

4

Importance of Consortium in supporting farmers to adopt the GI label as it aids in marketing, recognition, and expanding the product's reach in the external market.

5

Vulnerability of the DOP and Slow food producing areas, due to Over-reliance on tourism and external markets.



Potential Areas for Further study

1. The future of DOP olive oil production in the face of spreading *Xylella fastidiosa*.
2. Strategies of sustainable production of GI labelled food products with increasing water salinity.

References

- Mr. Gianfranco Ciola.
- Mr. MariaGiulia Mariani.
- Mr. Mauro Iacoviello.
- Mr. Michele Tucci.
- Mr. Sandro Ciccolella, Torre Guaceto Director.
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- Dr. Philipp Debs
- Dr. Jenny Calebrese
- Dr. Francesco Botallico

