

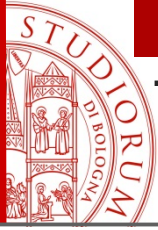


MARKET OPPORTUNITIES FOR ORGANIC PRODUCTS IN ITALY

(opportunities and barriers for the diffusion of organic farming)

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Framework of investigation

THE ORGANIC SECTOR IN ITALY: a comparison with Denmark

FACTORS	ITALY	DENMARK
Organic UAA	9%	6%
Quota of organic UAA in marginal regions	80%	0%
Market share of organic products	1.2%	7.6%
Presence of emerging 'local' markets	YES	NO
Existence of a national logo	NO	YES
Control bodies	PRIVATE	PUBLIC
Frouds	2011 (Puss in Boots)	ND
Reseach center for organic farming	RIRAB 2001 (not a real research center)	DARCOF 1996 ICROFS 2008
Founds for research	2.6 Me/year	4.8 Me/year
Founds for subsidies	191€(year*ha)	369€(year*ha)

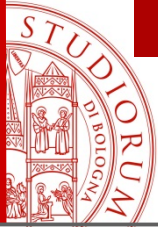
Source: author's own elaboration on ISMEA, 2012; SINAB, 2013.



Objective

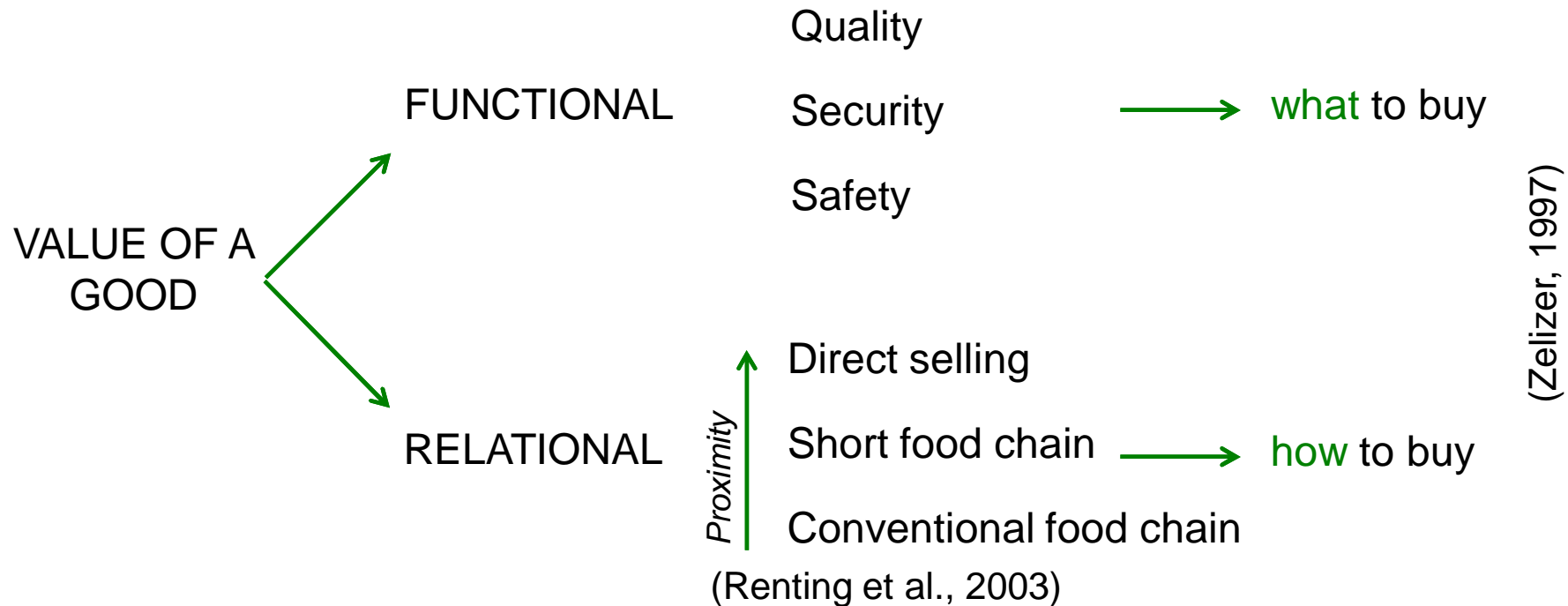
Analysis of social and economic drivers for the growth of the organic sector in Italy

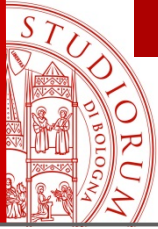
- 1 – Existence of a relation between market and policy incentives and the number of producers at the local level → Spatial proximity (Becattini 1987; Powell, 1990; Dicken e Thrift, 1992; Uzzi, 1996)
- 2 – Existence of a relation between the quality of life and the demand for local organic products → The 'local' dimension of the market is function of the quality of life (Overman, 2000; O'Hara, 2002; Seyfgan, 2006; Renting et al., 2010)
- 3 - Existence of a relation between the type of urban development of a region and the quality of life → The type of urban development can provide a rational foundation for studying the behaviour of economic actors (Stabler, 1996; Amin, 1999; Cooke, 2002; Becattini, 1987)



MARKET

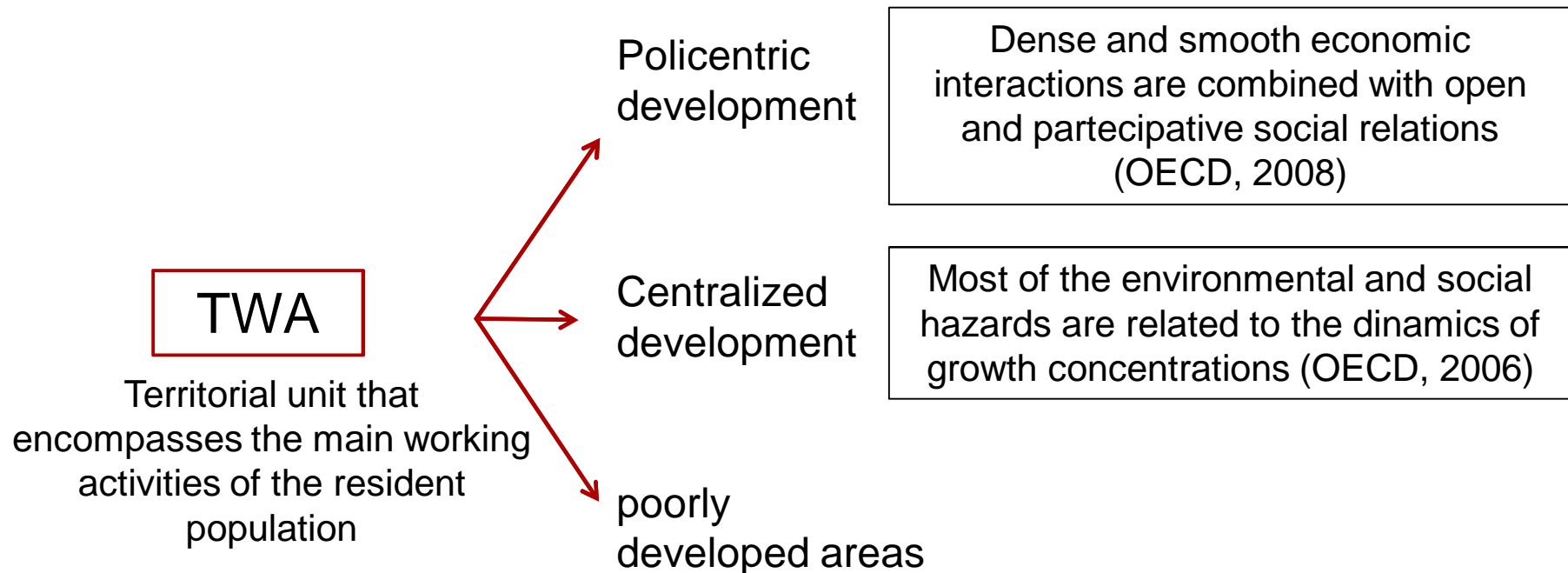
is an Institution that lays down the behavioural rules of agents and influence the way how resources are used (Beckert, 2009).

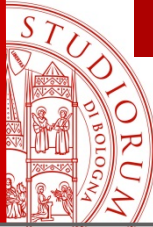




PLACE

Territorial unit that can provide a rational foundation for studying the behaviour of economic actors (Stabler, 1996; Amin, 1999; Cooke, 2002; Becattini, 1987)

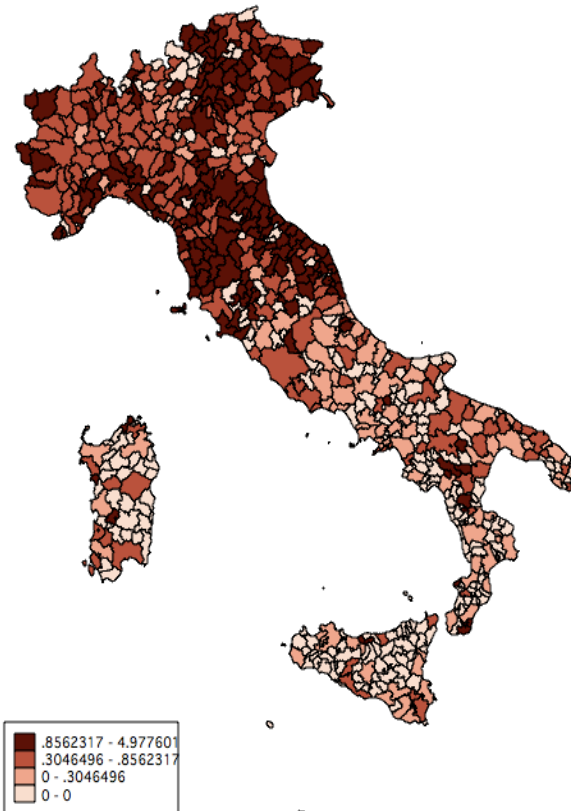




Introduction

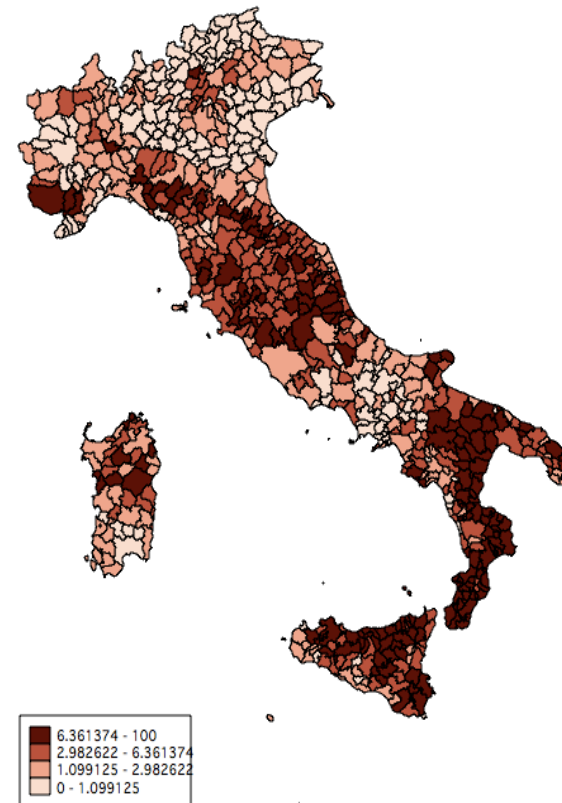
Geographic distribution for 'local' markets and for the production

Distribution of 'local markets' for organic products
Travel to Work Areas; Italy, 2010

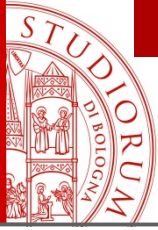


Classi di variazione del rapporto tra n. di acquirenti Locali e Popolazione
Fonte: nostra elaborazione su dati ISTAT, 2010; BIOBANK, 2010

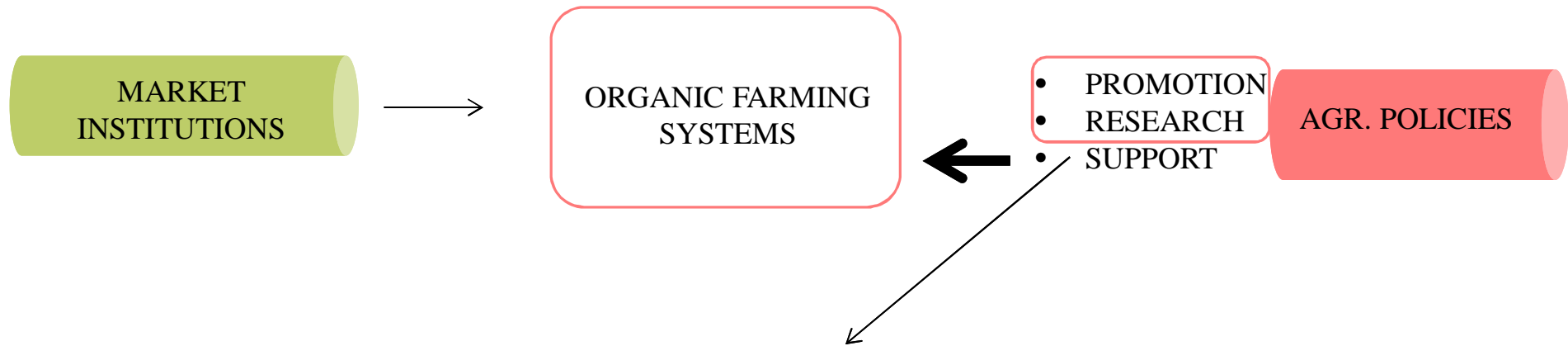
Distribution of organic producers
Travel to Work Areas; Italy, 2010



Classi di Variazione della Percentuale di Produttori Biologici
Fonte: nostra elaborazione su dati ISTAT, 2008; ACCREDIA, 2010

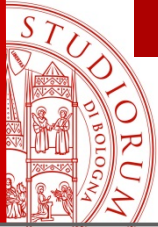


Conclusions

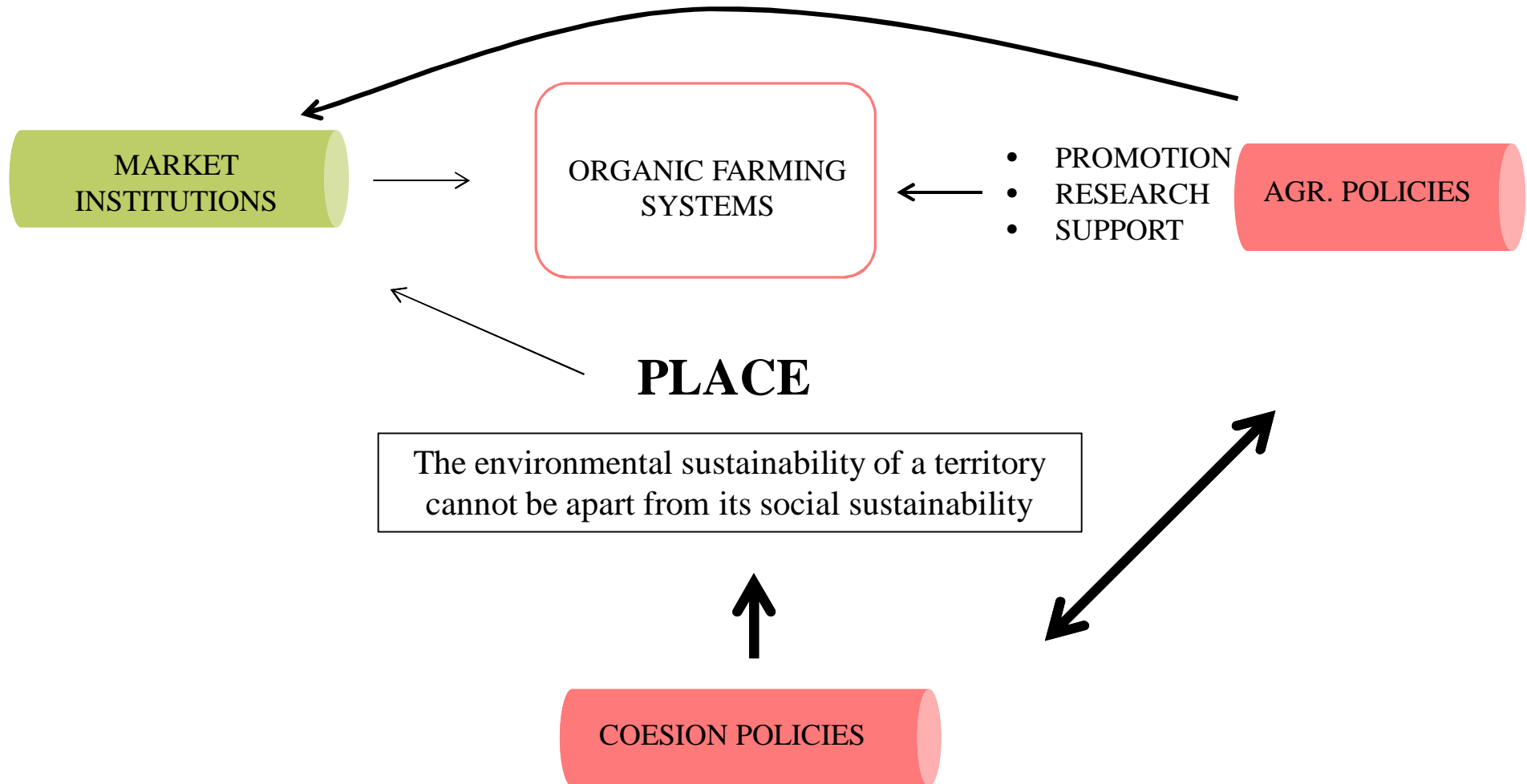


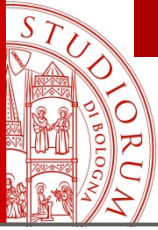
Most of the national funds for research in the organic sectors during the period 2002-2013 have been spent in northern Italy

Promotion activities are mainly funded through regional laws: enhancing the partnership between public canteens and organic farming associations (e.g. Agripace – Municipality of Piacenza) and public institutions and farmers for the coordination of farmer's markets.



Conclusions





Thanks for your attention

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