



WP 7- Local agricultural production in the transnational Alpine areas

Objectives

- **Enhance the knowledge of typical agricultural products**
- **Improve the traceability of traditional products**
- **Matching offer and demand of traditional products**
- **Preserve and disseminate cultural awareness of traditional products**
- **Increase farmers' income**
- **Foster sustainable development.**



PARTNERS Involved

- **Regione Autonoma Friuli Venezia Giulia (SAASD Provincia di Pordenone)**
- **Land Stiria (HBLFA Raumberg-Gumpenstein)**
- **Land Carinzia**
- **Provincia Autonoma di Bolzano**
- **Regione Liguria**
- **Regione Veneto**
- **Regione Autonoma Valle d'Aosta**

The Aosta Valley Region was responsible of the coordination of the partners for the activities previewed in this WP.

The budget of the WP was 222.124 Euro



WP 7- Activities foreseen and realized

- **Identification of the pilot areas** done

- **Current situation analysis: investigation of the local agricultural production in the pilot areas and their specific connection with the heritage, the history and the territory** done

- **Marketing research on local products sale during tourist season and surveys in order to verify the knowledge and the use of local and organic agriculture products** done

- **Knowledge and know-how exchange between partners, seminars on processing and improvement of these products** done



Identification of the pilot areas

The pilot areas have been selected on the basis of their specific traits having in mind the project activity to be implemented and carried out.

Attention was paid to information and proposals arising from the local stakeholders of the pilot areas (bottom-up approach).

Regione Autonoma Friuli Venezia Giulia: **the Val Tramontina, Valle del But e Val Chiarsò**

Land Stiria: **the District of Liezen**

Land Carinzia: **the Lavant valley**

Provincia Autonoma di Bolzano: **the village of Atrei**

Regione Liguria: **the Valle Stura e Valle Obona**

Regione Veneto: **the Alpage area**

Regione Autonoma Valle d'Aosta: **the Rhemes valley**



Investigation of the local agricultural production in the pilot areas

VDA provided to all the partners, with the contribution of INEA, two detailed informative questionnaire to interview the producers and all the market categories (shops, hotels, restaurants) in the pilot Area about the local products: knowledge of the products and of their processing method, data concerning the production, sale, consumption and use in the local recipes.

A “basket of product” was decided with the local producers and politics (bottom-up approach) in each pilot area.

Local promotion (regional fair, restaurants, refectories) and transnational promotion of the “basket of product” chosen from all the partners .



Marketing research and surveys in order to verify the knowledge and the use of local agriculture products

A detailed marketing research on local products sale during tourist season was made by all the partners

In order to verify the knowledge and the use of local and organic agriculture products all the partners realised detailed surveys targeted to:

- Scholastic refectories**
- Restaurants**
- Organizations of tourism sector and tourists**
- Sales and Producers Co-operatives of local products**
- Hotel – management school**
- Public administration**



Knowledge and know-how exchange between partners

- **The methodology and all the results were exchange between all the partners trough technical meetings, study trips and best practices exchanges**
- **The WP7 final technical workshop was organised in Introd (Aosta valley's pilot area) in order to spread to the big public the results of the activities realised from all the partners**
- **All the data (abstracts of the events, power-point presentations, technical results and reports) are available online in the dedicated web pages realised from all the partners and in the official website of the project: www.neprovalter.org**



WP 7- Deliverables foreseen and realized

- **Participation to fairs and exhibitions devoted to the promotion and the valorisation of the Alpine space territories with the aim to highlight the link between agriculture and territory conservation, territory and local agricultural production**
- **Realisation of informative and divulgative material, leaflets and brochures showing adequate approach for the promotion and the valorisation of the territory and its local agricultural production heritage**
- **Organisation of local information activities and tools addressed to the tourism, cultural and the educational operators with the aim to preserve and enhance opportunities for the agriculture in the Alpine Space**
- **Traceability criteria of local products (scientific compendium realised by Provincia Autonoma di Bolzano)**



Conclusion

- **The Work Package 7 of NeProValTer Project pursued the aim to analyse local agricultural products in some small Alpine areas; so, the specific pilot area were been chosen and their typical agricultural products have been investigated in order to improve local socioeconomic development.**
- **Some traditional primary and manufactured products (specialties) which are strongly linked to local territory and society have been individuated and, subsequently, all necessary data to characterize each product have been collected by two specific questionnaires devoted, respectively, to farmers or farm holidaymakers, and to restaurateurs or retail dealers who commercialize these products in the pilot area.**
- **All qualitative and quantitative information have been processed, analysed and showed by appropriate reports. Each report resumes both the main productive characters (origin, technical and economical characteristics of productive process, etc.) and different ways of trade and selling (direct selling, sale by local shopkeepers, dealers or restaurateurs, etc.).**