

International Conference – 20-22 November in Parma

The Role of Origin in the Sustainability of Localised Food Systems

in particular, the role of circular economy in Geographical Indications



Introduction

The issue of sustainable food systems is gaining momentum, especially with COP28 unveiling ambitious strategies. Key focuses include nutrition, emission reduction, and adapting agricultural practices to enhance food production sustainably. Geographical indications play a significant role in showcasing strengths and spearheading various initiatives like energy conservation, waste recycling, promoting circular economy principles, preserving agrobiodiversity, stimulating economic **and social** life in marginal areas, and adopting agroecological practices. Innovations such as enhanced labelling and marketing strategies aim to raise consumer awareness and support sustainable production.

GIs are tools recognised to contribute to the economic welfare of their region of origin. They coexist with alternative options that boost market access and the economic return to the local farmers and food producers. This international conference aims to share different experiences and scientific work about how sustainability improvement occurs in the regions where the origin is a marker of the identity of the products **and local community**. It is a tool which is mobilised by the local communities to reach out to the consumers both through direct marketing and long chains, combining with remarkable landscapes, tourism and the daily life of the community.

The GI-SMART project, led by INRAE (Armelle Mazé), is scheduled to start mid 2024, and its conceptual framework addresses the sustainability of Geographical Indications at the European level. The content of the Parma Conference will be coordinated with project partners, including the University of Parma, along with the co-organizers of the 2023 Angers Conference (FAO, French Ministry of Agriculture and Food Sovereignty, INAO).

Through interactive sessions, policy dialogues, and stakeholder engagements, we aspire to catalyze actionable strategies and foster a collective commitment towards building resilient, equitable, and sustainable agrifood systems that meet today's and tomorrow's challenges.

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Conference Overview and Schedule

Wednesday 20th November 2024: Parallel Field Visits

8h30 to 12h30 Parallel visit 1. [Ciao latte](#) organic Parmigiano Reggiano cheese

In the morning the **Workshop 1 and 4** participants will visit Ciaolatte. It is an Italian farm specializing in the production of organic Parmigiano Reggiano cheese. Owned by the Peveri family, Ciaolatte controls the entire process from dairy farming to cheese making, ensuring high-quality standards. The farm features three dairy facilities, two adhering to EU organic regulations and one following Swiss organic standards, allowing them to cater to different markets. Visitors can explore the cheese-making process, witness the eco-friendly practices in place, and learn about the Procross system used for breeding their cows. The farm also includes an agrotourism complex, providing a comprehensive experience of traditional Italian cheese production.



9h30 to 12h30 Parallel visit 2. [Azienda Agricola Pederzani](#) organic wheat, spelt and maize and stone mills

Workshop 2 and 3 will visit the Farm Pederzani, located in the picturesque village of Pieve di Cusignano, which is an authentic experience of organic farming. Family-run and certified organic since 1998, the farm mainly grows wheat, spelt and maize, selecting seeds locally to ensure resistance and adaptation to the land. After harvesting, the grains are milled in the farm mill without humidification, preserving the quality of the flour. The process, which also includes packaging and direct sales, is supported by renewable energy thanks to a photovoltaic generator. The visit allows visitors to appreciate the complete short supply chain and the harmony between man and nature in this corner of the Parma Apennines.

12h30 to 14h Lunch in [Agricola Bergamina](#)

All participants will have lunch at the Agricola Bergamina. It is an old farm located just outside the city of Parma. The farm passionately cultivates a large vegetable garden, orchard, and fields of barley and wheat. At the Bergamina Agricola shop, you can find self-produced fruit and vegetables grown organically, and local products like Parmigiano Reggiano, eggs, various cheeses, and even self-produced beer. The shop, housed in the old stable, also serves as a meeting place for exchanging ideas and fostering direct interaction between producers and consumers.

14h to 16h [Salumificio San Paolo](#) Prosciutto di Parma and Salame di Felino IGP

In the afternoon, **all event participants** will visit Salumificio San Paolo, a family-run business since 1974. Located in Traversetolo, Parma, this salumificio combines traditional methods with modern techniques to produce world-renowned Prosciutto di Parma and Salame Felino IGP. With the unique advantage of the local marine winds, which have caressed their products for generations, Salumificio San Paolo ensures the highest quality through careful salting, sugnatura, and aging processes. Today, the company, led by Luca and Sara Bertacca, continues to uphold the legacy of their ancestors while embracing innovation and excellence in their craft.

16h to 18h [Cantina Azienda Agricola Cunial](#) Winery

Concluding the day, **all participants** will visit the Azienda Agricola Cunial Winery, inaugurated in 2010 by the Cunial family, which offers a perfect blend of tradition and modernity. Located in a picturesque setting, the winery boasts spacious offices, a well-equipped laboratory, a meeting room, and a rustic yet contemporary wine shop. Here, you can enjoy tastings at the beautifully crafted counter. The heart of the winery lies in its state-of-the-art processing and storage area with a capacity of 7000 hectolitres and meticulous attention to quality capable of handling 400 quintals of grapes per day during the harvest, primarily sourced from their vineyards. This visit encapsulates the essence of fine wine production in an elegant and functional environment.



Thursday 21 November: Conference day

8h15 Welcome of participants

Welcome address Prof. Stefano Magagnoli, Director of Department of Economics and Management, University of Parma, Prof. Maria Cecilia Mancini, University of Parma Pro-Rector for Internationalisation, Renzo Armuzzi, Emilia Romagna Region.

Welcome address Dominique Barjolle, Origin for Sustainability, Filippo Arfini, University of Parma.

Introduction of the conference by François Casabianca (Origin for Sustainability)

9h15 to 12h30: Plenary

- 9h15 to 10h30 Plenary 1: GIs, Health, and a Sustainable Future: Challenges and Opportunities. Moderation François Casabianca, Origin for Sustainability

This plenary session will explore the complex relationship between Geographical Indications (GIs), sustainability, and human health. Eminent FAO, academia, and industry experts will discuss the challenges and opportunities presented by sustainable GIs, exploring innovative

production and consumption models. A particular focus will be on the impact of GIs on food identity and health, supported by the latest research findings.

- Mamen Cuéllar Padilla, Universidad de Córdoba
- Gianni Galaverna, Università di Parma
- Beatrice Biasini, Università di Parma
- Valérie Pieprzownik, Food and Agriculture Organization of the United Nations (FAO)

11h - 12h30

- 11h to 12h30 Plenary 2: GIs, Circularity, and Bioeconomy: A Research Agenda.
Moderation: Filippo Arfini, University of Parma

This plenary session will delve deep into the scientific underpinnings of sustainable production within the context of Geographical Indications (GIs). Renowned agriculture, food science, and economics experts will present the latest research on circular practices and bioeconomy integration within the GI sector. By examining case studies of iconic Italian and European GIs, participants will gain valuable insights into the challenges and opportunities for building sustainable and resilient food systems. The session will also explore the crucial role of effective communication in fostering a circular economy within GI value chains.

- Stefano Fanti Prosciutto di Parma DOP GI Group
- Riccardo Deserti Parmigiano Reggiano DOP GI Group
- Federico Desimoni Aceto Balsamico DOP GI Group
- Luca Giavi Direttore del Consorzio del Prosecco DOC

12h30 - 13h00 GI SMART Presentation.

Moderation: Filippo Arfini, University of Parma

- Armelle Mazé INRAE
- Francesca Alampi AREPO

13h00 - 14h00 Lunch at the Restaurant, University of Parma

14h00 - 17h00 Parallel Workshops

Workshop 1 Sustainability Elements of Geographical Indications

Moderator: Isabella Miglietti (Origin for Sustainability)

This workshop will delve into the sustainability dimensions of Geographical Indications (GIs), examining how these designations contribute to economic resilience, social well-being, effective governance, environmental stewardship, health, and biodiversity preservation. Participants will engage in discussions on best practices for aligning GIs with comprehensive sustainability goals, explore case studies from diverse regions, and evaluate the impact of regulatory frameworks on promoting sustainable practices within localized food systems. The workshop will also study the trade-offs involved and analyze sustainable practices that balance various sustainability elements. Through interactive sessions, experts and attendees will collaboratively identify challenges and opportunities for enhancing the role of GIs in supporting sustainable development.

Contributions:

- Guibert Cécile, Université Toulouse Jean Jaurès / Ecole d'Ingénieurs de Purpan, France
 - [Sustainable Commitments and Socio-Economic Challenges of Livestock Geographical Indications in Occitania](#)
- Mariani Mariagiulia, Università di Pisa, Italy
 - [Enhancing sustainability and innovation through Geographical Indications in organic fruit breeding](#)
- Maglietti Smith Isabella, Origin for Sustainability, Switzerland
 - Understanding the trade-offs at stake for more sustainable GIs outcomes, by identifying underlying good practices (GI SMART)
- Bombaj Florjan, Mediterranean University of Albania, Albania
 - [Is There Potential for GI Products in Albania? The Contribution of the Theory of Planned Behavior on Farmers' Production Practices- Micro-foundations of Routines and Dynamic Capabilities: An Institutional Analysis of Identity-based Pastoral Products in Albania](#)

Workshop 2 Sustainability, Ethics, and Geographical Indications: Towards Responsible Practices

Moderator: François Casabianca (Origin for Sustainability)

This workshop will delve into the ethical dimensions of sustainability within Geographical Indication (GI) systems, particularly in the context of societal and economic needs. The inherent promises of accountability and quality assurance within GI systems will be scrutinized to identify areas for improvement and strategies to bridge existing gaps. The workshop will explore the intersection of sustainability and ethics, examining how research projects and new regulations shape this dynamic. Effective communication strategies with stakeholders will be considered, emphasizing the role of Corporate Social Responsibility (CSR) in meeting evolving social expectations. Participants are encouraged to share insights and research findings on the distribution of value-added along the supply chain, fair pricing, and smallholder participation and market access, to promote equitable and sustainable economic practices.

Contributions:

- Meyer Louis CIGC / Université de Franche-Comté, France
 - [The specifications of the Comté sector: preserving identity in the service of sustainability](#)
- Mengoni Matteo Università degli Studi di Firenze, Italy
 - [Local traditional agrifood products as activators of community-led processes of sustainable territorial development in marginal rural areas.](#)
- Flinzberger Lukas University of Kassel, Germany
 - [How geographic indications can represent sustainable landscape management: Insights from stakeholders of extensive animal systems](#)
- Horie Helen Yumi, Attorney, Brasil/Japan
 - [Adventuring Indications of Geographical Origin from Brazil, Europe, and Japan Through a Card Game for Children: Analysis of a Pilot Project for a Workshop Activity in Prol of Intellectual Property Education](#)

Workshop 3 Sustainable Agrifood Systems: Integrating Circular Practices, Bioeconomy, and True Cost Accounting

Moderator: Dominique Barjolle (Origin for Sustainability)

This workshop focuses on the sustainable transformation of agrifood systems by integrating circular practices, the bioeconomy, and True Cost Accounting for Food (TCAF). We will explore how these concepts intersect and complement each other by drawing from FAO's "The State of Food and Agriculture 2023" and the E4S White Paper on the true cost of food. The workshop will highlight the impact of the bioeconomy on economic landscapes and strategies for scaling up sustainable initiatives within organic production and industrial evolution. Examining the principles of TCAF aims to understand the societal costs of food production and develop strategies for resilient and equitable food systems. Participants are encouraged to share case studies and research insights on traditional agricultural methods combined with innovative solutions to redefine the food production value chain from farm to fork, and the challenges of internalizing environmental and health costs in food systems.

Contributions:

- Ottomano Palmisano Giovanni University of Bari Aldo Moro, Italy
 - [A hedonic price analysis of PDO caciocavallo cheese and competitors](#)
- Mora Cristina Department of Food and Drug, University of Parma, Italy
 - [PDO cheese labels: the relationship between price and the degrees of traditionality, quality, sustainability, naturalness, and sensory attributes](#)
- Campigotto Leonardo Consorzio di Tutela della Denominazione Prosecco DOC, Italy
 - [Improving the sustainability level of companies in PDO areas: the case of the Prosecco DOC sustainability project](#)
- Barjolle Dominique Origin for Sustainability, Switzerland
 - True cost of Wine

Workshop 4 Shaping New Geographical Indications: a GISMART Perspective

Moderator: Irene Canfora (UniBa), Francesca Alampi (AREPO)

This workshop will examine the European Union's newly enacted Regulation (EU) No 1143/2024 within the Geographical Indications (GIs) context. Participants are invited to share their contributions on the possible impacts of the new regulation on GI value chains:

- Unified Framework: Simplifies registration for food, wine, and spirits.
- Enhanced Protection: Increases GI protection for ingredients, online sales, and domain names.
- Sustainability Recognition: Producers can highlight and mandate sustainable practices and publish reports.
- Empowered Producer Groups: Establishes a voluntary system for managing and developing GIs.

The GI-SMART project will provide a framework for the workshop's discussions. Preliminary findings from this project will be shared to inform dialogue and shape future research. By convening stakeholders from across the GI sector, the workshop aims to contribute robust and sustainable GI systems that preserve cultural heritage while driving economic growth.

Contributions:

- Cristallo Domenico Università degli studi di Bari "Aldo Moro" Italy
 - [Geographical Indications, Sustainability and Competition Law: Navigating the Intersection of Quality Standards and Sustainability Agreements](#)
- Gernone Camilla Università degli Studi di Bari Aldo Moro, Italy
 - [The integration of sustainability rules within the PDO and PGI product specifications in light of the new Regulation \(EU\) No. 2021/1143](#)
- Vaquero Pineiro Cristina Department of Economics, Roma Tre University, Italy
 - [Spirit of innovation or historical tradition? The complex dilemma of EU policy for renowned products](#)
- Maró Zalán Márk Corvinus University of Budapest, Hungary
 - [What is the effect of ethnocentrism in a case of a national spirit with GI?](#)

Sources

- European Union. (2020). Geographical indications and traditional specialties. Retrieved from eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=SWD:2021:427:FIN
- [Geographical indications and quality schemes explained - European Commission \(europa.eu\)](https://ec.europa.eu/eip/quality-schemes/)
- [Regulation - EU - 2024/1143 - EN - EUR-Lex \(europa.eu\)](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32024R1143&from=de)
- [Geographical indications and quality schemes explained - European Commission \(europa.eu\)](https://ec.europa.eu/eip/quality-schemes/)
- [The State of Food and Agriculture 2023 | Agrifood Economics | Food and Agriculture Organization of the United Nations \(fao.org\)](https://www.fao.org/state-of-food-and-agriculture-2023/)
- [The State of Food and Agriculture 2023 | Agrifood Economics | Food and Agriculture Organization of the United Nations \(fao.org\)](https://www.fao.org/state-of-food-and-agriculture-2023/)
- [Barjolle, D., Baudry, G., Jeangros, L., & Petrencu, V. \(2023\). True cost of food as a lever to transform the Swiss food system.](#) Enterprise for Society (E4S) Center.

17h - 17h20 Workshop Conclusions

Selected representatives from each workshop will present an overview of their primary conclusions, focusing on the most significant insights, challenges identified, and practical recommendations. Each presentation will emphasize key findings and explore their implications for advancing sustainable practices within Geographical Indications.

17h20 - 19h Conclusion of the conference

A round table discussion to integrate insights from the entire day, including the morning plenary session. The aim is to synthesize contributions and identify strategies for advancing the role of Geographical Indications in promoting sustainability, cultural heritage, and economic resilience. Participants are encouraged to engage actively in this collaborative discussion.

- Massimo Vittori, oriGIn
- Simona Caselli, President of Granterre and President of Arefleh

19h30 Dinner at [Corale Verdi Parma](#)

After a full conference day, for dinner, we will be dining at "Corale Verdi," a charming trattoria located in the vibrant Oltretorrente district next to the beautiful Parco Ducale. Housed within the

cultural association Corale Giuseppe Verdi, where the first members of Parma's Teatro Regio Choir trained, this restaurant offers authentic Parmigian cuisine. The traditional dishes, such as ravioli with culatello sauce and a selection of boiled meats, are a must-try. The ambience is enhanced by live operatic performances and musical aperitifs, reflecting the city's soul through its passion for opera and fine local food.

Friday 22nd November

9h30 to 12h30 Visit to [Podere Stuard](#) Traditional/Innovative Farm

The final visit of the conference will be to Stuard Farm, a non-profit consortium company managed by a Board of Directors. Stuard Farm is supported by a dedicated team, including agronomists, a food technologist, administrative staff, marketing and sales personnel, and specialized agricultural workers. This innovative farm combines traditional agricultural practices with modern research, hosting experimental field trials and fostering collaborations with interns, disadvantaged individuals, and refugees. Our visit here will provide a unique setting to debate and conclude the conference discussions, amidst an environment that exemplifies the integration of sustainable farming and community engagement.

How to Participate in the International Conference Parma

Registration

- Register online via [this link](#).
- Fill out the required details to secure your spot.

Call for papers

We invite scholars, researchers, practitioners, and policymakers to submit papers for presentation at the International Conference on the Role of Origin in the Sustainability of Localized Food Systems. This conference, scheduled for November 20-22 in Parma, will serve as a platform for robust discussions, knowledge exchange, and collaborative exploration of the pivotal role that origin and Geographical Indications (GIs) play in fostering sustainable food systems.

The International Conference aims to open debates on several important themes for participants, who will work together to envisage a sustainable, circular, healthy and transparent food system.

The International Conference is open to all and aims to establish links between practical projects and research, whether disciplinary, interdisciplinary, or transdisciplinary.

To send your contribution:

1. First register on this link <https://forms.gle/5DDBRLh2b3gn4L1r5>
2. Read the concept note: [w Parma International Conference 2024 .docx](#)
3. Download the contribution template available here:
<https://www.dropbox.com/scl/fo/hnevgoo4jgwf25hcejghp/ACvnpkgQRyuxkcJ9fWtZ67g?rlkey=uk9xwqr5scpuxnbgomridfpzy&dl=0>
4. Upload your one-page contribution by clicking here:
<https://www.dropbox.com/request/KeBMwq35BxxyGZtgGZzB>

Schedule

20th November 2023 – Field Visits

Schedule	Activity		Venue
9:00	Welcome of participants		University of Parma
9h30 - 12h30	Field visits to sectors with geographical indications		Various
	Workshop 1 and 2	Visit 1: Ciaolatte https://www.ciaolatte.it/	Azienda Agricola Ciaolatte, Via Borghetto 15, Borghetto 43015, Noceto; Parma
	Workshop 3 and 4	Visit 1: Mulino Pederzani https://www.biopedersani.it/	Fraz. Pieve di Cusignano n°9, 43036 Fidenza, Parma
12h30 - 14h00	Lunch: Azienda Agricola Bergamina https://www.agricolabergamina.it/		Agricola Bergamina, Strada Montanara 337, Parma
14h00 - 17h00	Workshop: all	Salumificio San Paolo https://www.salumificio-sanpaolo.it/	Salumificio S. Paolo Srl, Via A. Vivaldi, 2, 43029 Traversetolo Parma
	Workshop: all	Cantina Cunial https://www.cunialvinipia-ve.it/	Società Agricola Cà Bonetto, Via Bonetto, 8/1 Campobernardo di Salgareda TV - Italy

21th November 2024 – Conference

Schedule	Activity		Location
8h15	Welcome of participants		University of Parma Reception
8h30 - 9h15	Opening		Plenary Room - Room K8
9h15 - 10h30	Plenary 1: GIs, Health, and a Sustainable Future: Challenges and Opportunities		Plenary Room - Room K8
10h30 - 11h00	Coffee break		In front of Plenary Room
11h00 - 12h30	Plenary 2: Sustainability and production, circular practices, bioeconomy integration and communication		Plenary Room - Room K8
12h30 - 13h00	GI SMART Presentation		Plenary Room - Room K8
13h00 - 14h30	Lunch		Restaurant
14h30 - 16h30	Parallel Workshops		
	Workshop	Contributions	
	Workshop 1	Sustainability Elements of Geographical Indications	Workshop 1 Plenary Room - Room K8
	Workshop 2	Sustainability, Ethics, and Geographical Indications: Towards Responsible Practices	Workshop 2 Room K9
	Workshop 3	Sustainable Agrifood Systems: Integrating Circular Practices, Bioeconomy, and True Cost Accounting	Workshop 3 Room K10

	Workshop 4	Shaping New Geographical Indications: a GISMART Perspective	Workshop 4 Room K10
16h30 – 17h00	Coffee break		In front of Plenary Room
17h00 - 17h20	Workshop Conclusions		Plenary Room
17h20 - 19h00	Conclusion of the Conference		Plenary Room
From 19h30	Dinner Da Marini https://www.coraleverdiparma.it/		Da Marini, Associazione Culturale Corale G. Verdi. Vicolo Asdente, 9 – 43125 Parma

22th November 2024 – Field Visit

Schedule	Activity	Location
9:00 -9h30	Meeting at MercaTiamo	Piazzale Pablo, Parma
9h30 - 12h30	Visit and Closing: Azienda Stuard https://www.stuard.it/	Podere Stuard, Strada Madonna dell'Aiuto, 7/a, 43126 Parma PR, Italy

Pricing

Full 3-day International Conference - Meals Included

- This option provides access to the full three-day international conference.
- Cost: 120 euros



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Scientific Committee

- Andrea Marescotti - Università di Firenze
- Alberto Ventura - Regione Emilia Romagna
- Dominique Barjolle - Origin for sustainability
- François Casabianca - Origin for sustainability
- Filippo Arfini - Università di Parma
- Giovanni Belletti - Università di Firenze
- Isabella Maglietti Smith - Origin for sustainability
- Michele Maccari - Università di Parma
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