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EU program Erasmus +, project KA2 n° 609944-EPP-1-2019-1-LT-EPPKA2-CBHE-JP

Clusterizing farms: case of the South-East of Bari-Italy



By Vincenzo Fucilli and Arcangelo Cirone
GALSEB- Italy



**DISTRETTO DEL CIBO
SUD EST BARESE**

Steering Committee annual meeting and workshop
Kiev, Ukarine, October 26 -29, 2021

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We know the Food Districts

- The Food Districts are a new development and *governance* tool for the Italian agri-food sector introduced by the Ministry of Agricultural Policies (MIPAAF) with the 2017 Budget Law.
- Today they aim to revive local production chains and revitalize the experiences of rural districts.

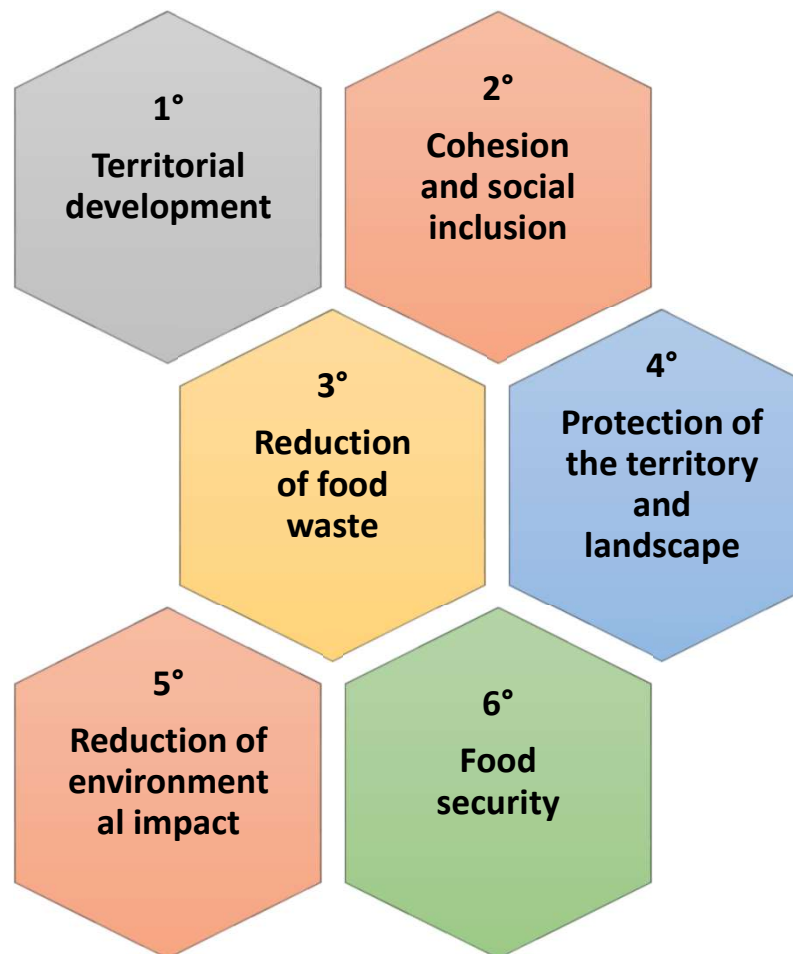


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The 6 General Objectives of the Food Districts





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A shared definition of Food District

«The Food District is a **tool** able to plan on a **multi-year** basis an **integrated system of actions** that can provide the entire system of companies involved with a series of **sustainable competitive advantages** and closely connected with the peculiarities of the **territory** »



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The path of recognition of the Districts: from the Regions to the Mipaaf

The recognition of the Districts takes place through the **Regions** that communicate it to the **Mipaaf** which inserts it in the **National Register of Food Districts**.

The **District Contract** is the Contract that regulates the relations between Mipaaf and representatives of the District and is aimed at the realization of the **Development Program**.



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The Constitution of the South East Bari Food District - 1/3

December 2019 – February 2020

- The South East Bari Food District was born on the impulse of the **South East Bari Local Action Group** following a design and animation work started from December 2019.
- After a preliminary territorial analysis (coinciding with the 9 municipalities of the LAG) a map of business needs is structured.



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The Constitution of the South East Bari Food District - 2/3

March 2020

- Signing of the **Memorandum of Understanding** for the Constitution of the District. The promoter nucleus is promoted by the South East Bari LAG with 71 agri-food companies and different stakeholders.
- Drafting and approval of a three-year **Development Program** with 6 supply chain actions and 7 District interventions.



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The Constitution of the South East Bari Food District - 3/3

April 21, 2020

First Recognition of the South East Bari Food District by the Puglia Region (Council Resolution Reg. n. 559).

04 June 2020

Definitive Recognition of the South East Bari Food District by the Puglia Region (Council Resolution Reg. n. 843).



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The current Corporate Base of the District

It is composed of 109 members of which:

- n. 1 Local Development Agency (Promoter): **LAG South East Barese**
- n. 99 Agricultural / Agri-food Companies and OP.
- n. 7 Trade Associations.
- n. 1 Research Institution.
- n. 1 Promotion Association.



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Functioning of the District: the Board of Directors

The District is administered by a **Board of Directors** composed of 6 members.

The **Board of Directors** promotes the widest collegiality in order to the decisions to be taken, carries out all the activities useful to support the growth of the economy of the agricultural and agri-food sector of the South East of Bari, promoting and enhancing sustainable development processes.



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Functioning of the District: the Technical Scientific Committee

To support the Board of Directors, a **Technical Scientific Committee** is set up consisting of members from the University of Bari, the Polytechnic Of Bari, the Chamber of Commerce and the Research Centre in Viticulture and Oenology.

The Committee is recognized as having the task of analyzing, studying and supporting the activities of the District.

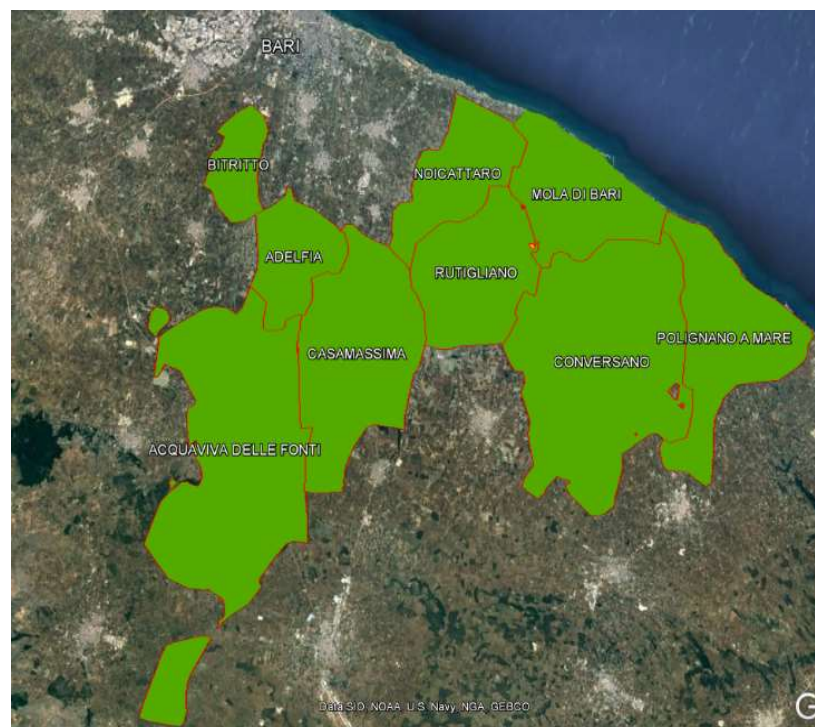


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The current territorial distribution of agricultural enterprises in the District



Common	n. Enterprises
Rutigliano	27
Noicattaro	24
Mola di Bari	9
Polignano a Mare	8
Acquaviva delle Fonti	8
Conversano	6
Bitritto	6
Adelfia	3
Casamassima	1
Other Municipalities	7
Total	99



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The new process of enlargement of the District

January - February 2021

- After a phase of institutional consultation, the territory of competence of the District expands from 9 to 30 Municipalities.
- 100 new adhesions from the agri-food world are collected.
- Two new LAGs (Valle D'Itria and Trulli and Barsento) take over.
- The three-year development program is updated with new business needs.



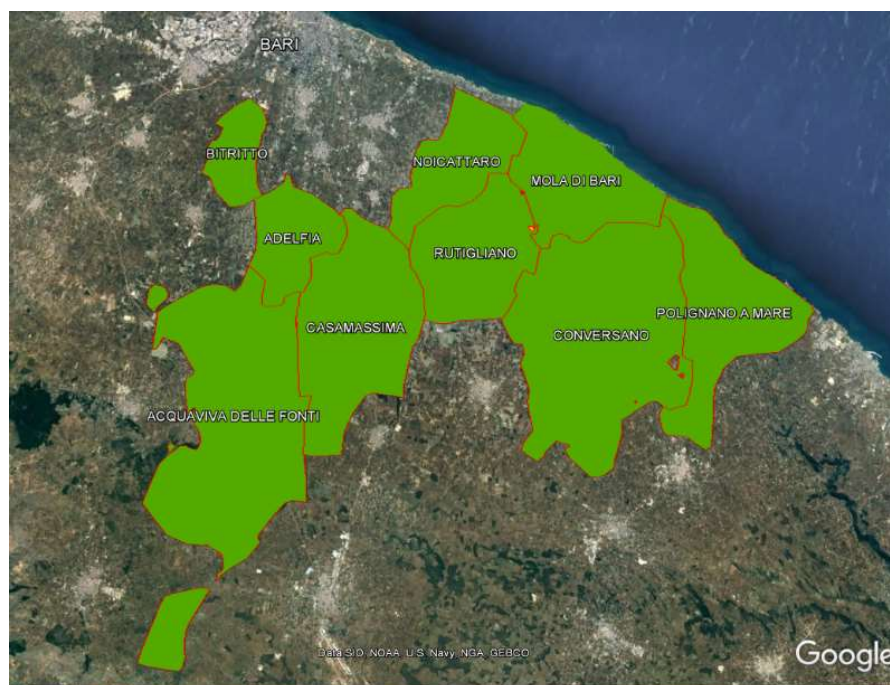
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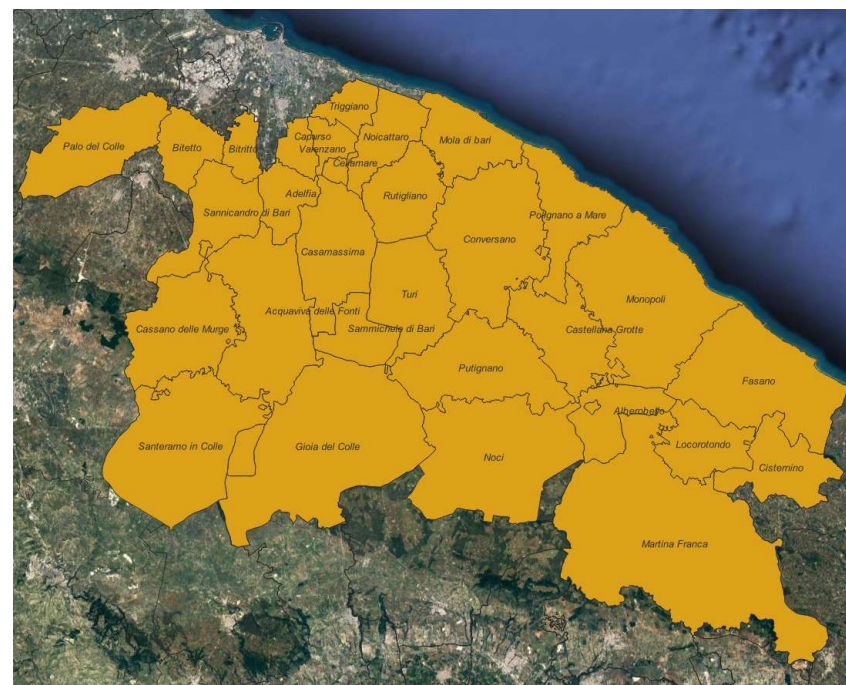
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Territorial evolution of the South East Bari Food District

2020



2021





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The new territorial distribution of the District

Common	n. Enterprises Common		n. Enterprises
Rutigliano	29	Sammichele di Bari	4
Noicattaro	24	Monopoli	3
Fasano	18	Alberobello	3
Putignano	13	Martina Franca	3
Gioia del Colle	9	Adelfia	3
Mola di Bari	9	Bitetto	3
Polignano a Mare	8	Casamassima	2
Locorotondo	8	Triggiano	2
Acquaviva delle Fonti	8	Cellamare	2
Conversano	7	Palo del Colle	2
Cassano delle Murge	6	Capurso	1
Bitritto	6	Santeramo in Colle	1
Castellana Grotte	5	Sannicandro di Bari	1
Turi	5	Valenzano	0
Cisternino	4	Bari	10
Noci	4	Total	203



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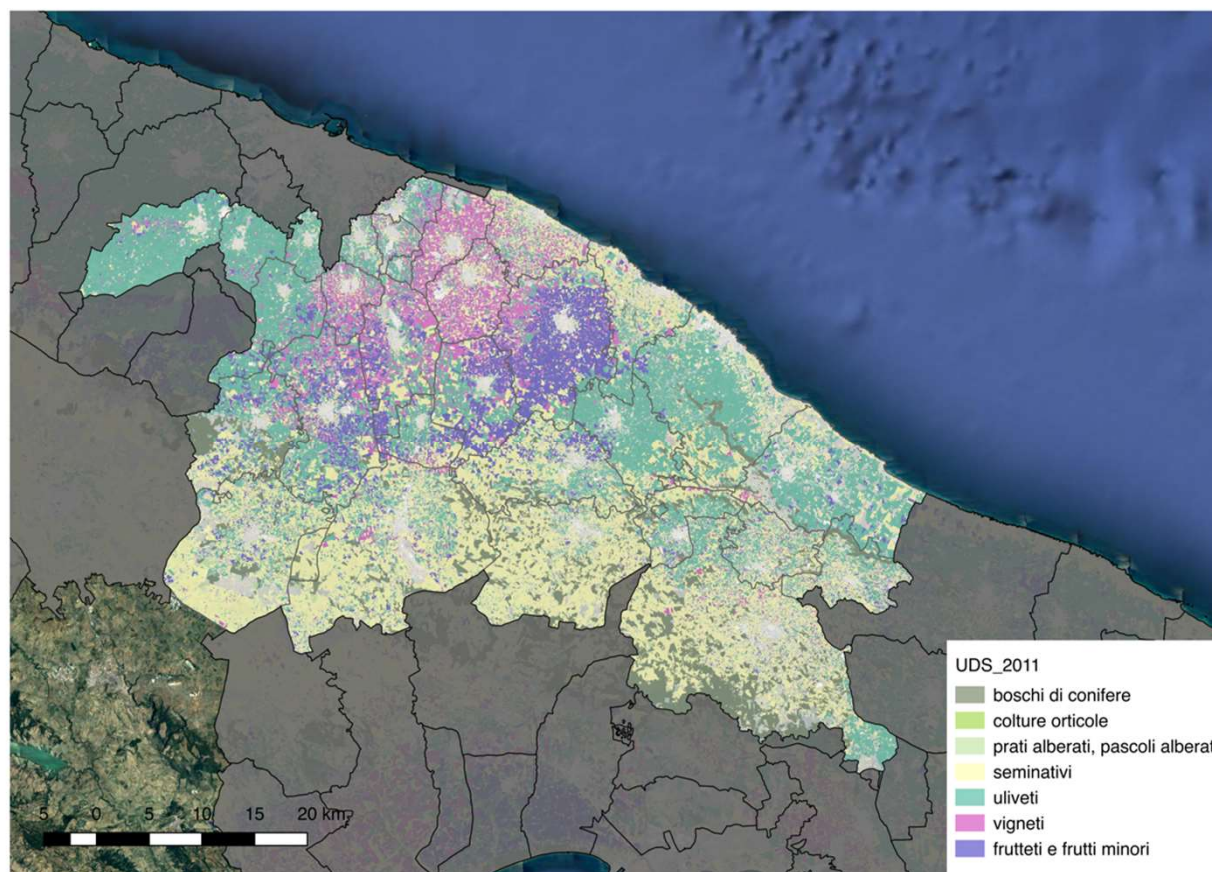
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The productive specificities of the South East Bari Food District

• Agri-food Production Specializations

- Table Grapes
- Wine Grapes
- Extra Virgin Olive Oil
- Cherries





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The productive specificities of the South East Bari Food District

Slow Food Presidia

- Carrot of Polignano
- Red Onion of Acquaviva
- Tomato Queen of Torre Canne
- Black Chickpeas of the Murgia Carsica
- Smooth Chickpeas of Cassano delle Murge
- Capocollo of Martina Franca

DOC, IGT, DOP, IGP

Wine

- Gioia del Colle DOC
- Locorotondo DOC
- Puglia IGT
- Murgia IGT
- Valle D'Itria IGT

Olive oil

- Oil of Puglia DOP
- Terra di Bari DOP

Fruit

- Grapes of Puglia IGP

Dairy Products

- Mozzarella di Gioia del Colle DOP



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FOOD DISTRICT SOUTH EAST BARI

THE STRATEGY OF THE DISTRICT



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The 9 entrepreneurial needs highlighted in the District Development Strategy

1. Revitalize the company's production factors;
2. Improve trade relations;
3. Promote integration between the phases of the supply chain;
4. Increase operators' knowledge on environmental sustainability;
5. Improve safety and quality of processes and products;
6. Guarantee consumers on the origin and sustainability of production;
7. Increase consumer knowledge on agri-food;
8. Product and process innovation;
9. Greater diversification of production.



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The 4 thematic areas of intervention of the District Strategy

- 1) Development of supply chains supports the infrastructural, logistic, managerial, training and aggregative dimension of farms.
- 2) Quality: supports the traceability of the quality production system, on the perception of products among consumers and on the distribution phase.
- 3) Innovation: supports the introduction of qualitative improvements on production and production processes or in environmental performance.
- 4) Diversification: supports the processing, marketing, production of renewables, accommodation, catering and other sources of non-agricultural income.



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The overall objective of the District Strategy

To stimulate the creation of better market relations for the innovation of agricultural production and the productive fabric also with a view to environmental sustainability.



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FOOD DISTRICT
SOUTH EAST BARI

SUPPLY CHAIN INTERVENTIONS



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The interventions of the Strategy on Agri-food Supply Chains

N	INTERVENTION
1	Improvement of the agricultural production system
2	Development of quality agri-food production
3	Agricultural and fish farm diversification
4	Tourism development
5	Development of agro-industry
6	Development of the fish sector



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1) Improvement of the agricultural production system

Types of investment envisaged

- Construction, acquisition or improvement of real estate for an increase in the economic and environmental performance of the company.
- Purchase of machinery and equipment with reduced environmental impact.
- Acquisition or development of computer programs and acquisition of patents, licenses, copyrights and trademarks.
- Advice on the environmental and economic sustainability of investments

Beneficiaries

Farms, young farmers, start-ups





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2) Development of quality agri-food production

Types of investment envisaged

- Financial support to cover the costs of certifications and analyzes carried out in order to adhere to the qualification regimes of the productions provided for in art. 16, paragraph 1 of the proposal for a Regulation of the European Parliament and of the Council of 1 June 2018 (market research, product design and design, preparation of applications for recognition).
- Participation in fairs, events, information campaigns, promotional activities with national and foreign large-scale distribution, incoming with buyers.
- **Beneficiaries**
- Agricultural and agri-food and fisheries holdings





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3) Diversification of agricultural activities

Types of investment envisaged

- Implementation of interventions to qualify and increase the agritourism offer;
- Implementation of interventions for the offer of educational, recreational and didactic services to the rural population;
- Creation of company spaces equipped for the processing, display and sale of products not included in Annex I to the Treaty;
- Implementation of interventions aimed at qualifying and increasing the provision of social and health services, in particular for the benefit of vulnerable sections of the population
- Promoting the production and sale of renewable energy
- **Beneficiaries**

Agricultural and agri-food companies





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4) Development of Rural Tourism

Types of investment envisaged

- Investments in tourism aimed at enhancing the quality agri-food offer (e.g. creation of wine roads, creation of cooking workshops, collection of products in the field);
- Strengthening of the tourist destination of the district in a rural key through an offer of integrated services (e.g. cycling, hiking, birdwatching, nature activities, camping area);

Beneficiaries

Farms





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5) Development of Agro-industry

Types of investment envisaged

- Strengthening of the agri-food chains present in the territory, through production modernization, technological innovation, product quality and environmental sustainability of processes. The creation, modernisation and technological innovation of new industries in the production sectors excluded from Annex 1 to the Treaty on the Functioning of the EU will be encouraged..

Beneficiaries

SME extra-agricultural





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6) Development of the Fish Sector

Types of investment envisaged

- 6.1 Innovation in the Fish Sector.

Actions aimed at supporting projects aimed at developing or introducing innovative products and equipment, improving the management and organisation processes of the supply chain and obtaining innovative products;

- 6.2 Operator Safety.

Actions to improve the hygienic, safety and working conditions of fishermen.

- 6.3 Improvement of landing sites, fishing shelters and fish markets.

Actions to improve the quality, control and traceability of landed products; increase energy efficiency; contribute to the protection of the environment; improve safety and working conditions; improve the safety of fishermen; improve fish markets.



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6) Development of the Fish Sector

Types of investment envisaged

- 6.4 Increase and qualification of fish production.

Construction or modernization of aquaculture facilities to promote environmental sustainability and interventions to promote the processing and marketing of fishery and aquaculture products

Beneficiaries

Fisheries companies, trade organisations, Research institutions, Public administrations



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FOOD DISTRICT SOUTH EAST BARI

DISTRICT INTERVENTIONS



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The transversal interventions of the Strategy on the District

N	INTERVENTION
A	Innovation HUB of the South East Bari District
B	Development of a traceability system with Blockchain
C	Coordination Centre on Precision Agriculture
D	Promotion of agri-food quality and typicality schemes
E	Online marketing of District products
F	Internationalization of Agri-food Companies
G	Promotion and strengthening of training actions



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a) INNOVATION HUB of the South East Bari District

Description of the type of intervention

Creation of a laboratory of contamination of ideas between entrepreneurs and researchers.

Types of investment envisaged

- Living-labs of quality agri-food chains in the South East of Bari.
- Competitions of innovative ideas.
- Activation of inter-company partnerships on specific research and development projects.
- Construction of startup incubators or accelerators.
- Study visit in innovative companies.





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b) Development of a supply chain traceability system through Blockchain

Description of the type of intervention

Creation of an integrated Blockchain system dedicated to the production and processing of agri-food in the South East Bari District. The goal is to guarantee the entire traceability of the product chains, allowing to certify the quality, origin and production process and at the same time ensuring the maximum guarantee for the final consumer.





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c) Coordination Centre on Precision Agriculture

Description of the type of intervention

Establishment of a coordination center on precision agriculture in collaboration with research institutions and suppliers of cutting-edge technology to facilitate the implementation of technology on companies belonging to the District.





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d) Promotion of agri-food quality and typicality schemes

Description of the type of intervention

- Realization of trade fair campaigns and initiatives aimed at promoting agri-food (e.g. roadshows, events in the square, etc.)
- Development of information campaigns in print, radio and television and online
- Creation of promotional campaigns at retail outlets, to get in touch with the local consumer (e.g. product corner at the large-scale retail trade, port, airport, etc ...);





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e) Promotion of quality schemes and typical agri-food products of the District

Description of the type of intervention

- Design and implementation of advertising campaigns both online and offline, for the large-scale promotion of the productions and supply chains of the district to non-regional consumers (e.g. web marketing campaigns, ADV out of home, printed matter, posters, etc.);
- Creation of a network brand for the integrated and coordinated promotion of the territory.





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f) Online Marketing of the District

Description of the type of intervention

- Accompaniment of farms towards an integrated digital strategy, facilitating entry for those who are still absent and strengthening the presence and positioning for those who are already active.
- Creation of an agile, flexible and dynamic sales channel to all participating farms in the District.
- Development of an infrastructure model that can be modular and scalable over time, in order to accommodate new farms and new agri-food productions belonging to the District.

■





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g) Internationalization of agri-food companies

Description of the type of intervention

- Conception and development of a strategy for the internationalization of agri-food companies in the South East of Bari on a scale, at least, three years;
- Technical and specialist support (e.g. export managers) to agri-food companies to face the challenges of foreign markets in a coherent way;
- Participation in workshops, fairs and B2B events, meetings with foreign distributors aimed at exporting agri-food products.
-





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h) Promotion and enhancement of training

Description of the type of intervention

Training and information interventions (conferences, workshops and visits to companies) to strengthen the concept of business and production chain among local operators on 4 themes:

Increased productivity and profitability

Enhancement of typical local productions and communication

Innovation at the service of competitiveness and environmental sustainability

Diversification





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FOOD DISTRICT SOUTH EAST BARI

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