



Mountain products and small enterprise development: a means for promoting local economies and ensuring food security.

Mountains, food, life.

Comm. Capo Dr. Lando Desiati

A brief introduction to the essence of the "**mountain**" through
paintings, over the centuries ... follow the **red letters**!





“Mont Sainte-Victoire”, by Paul Cezanne (c. 1906, oil).

Paul Cezanne: “*I want to paint **the virginity** of the world!*”.



“Mont Sainte-Victoire”, by Paul Cezanne (oil).

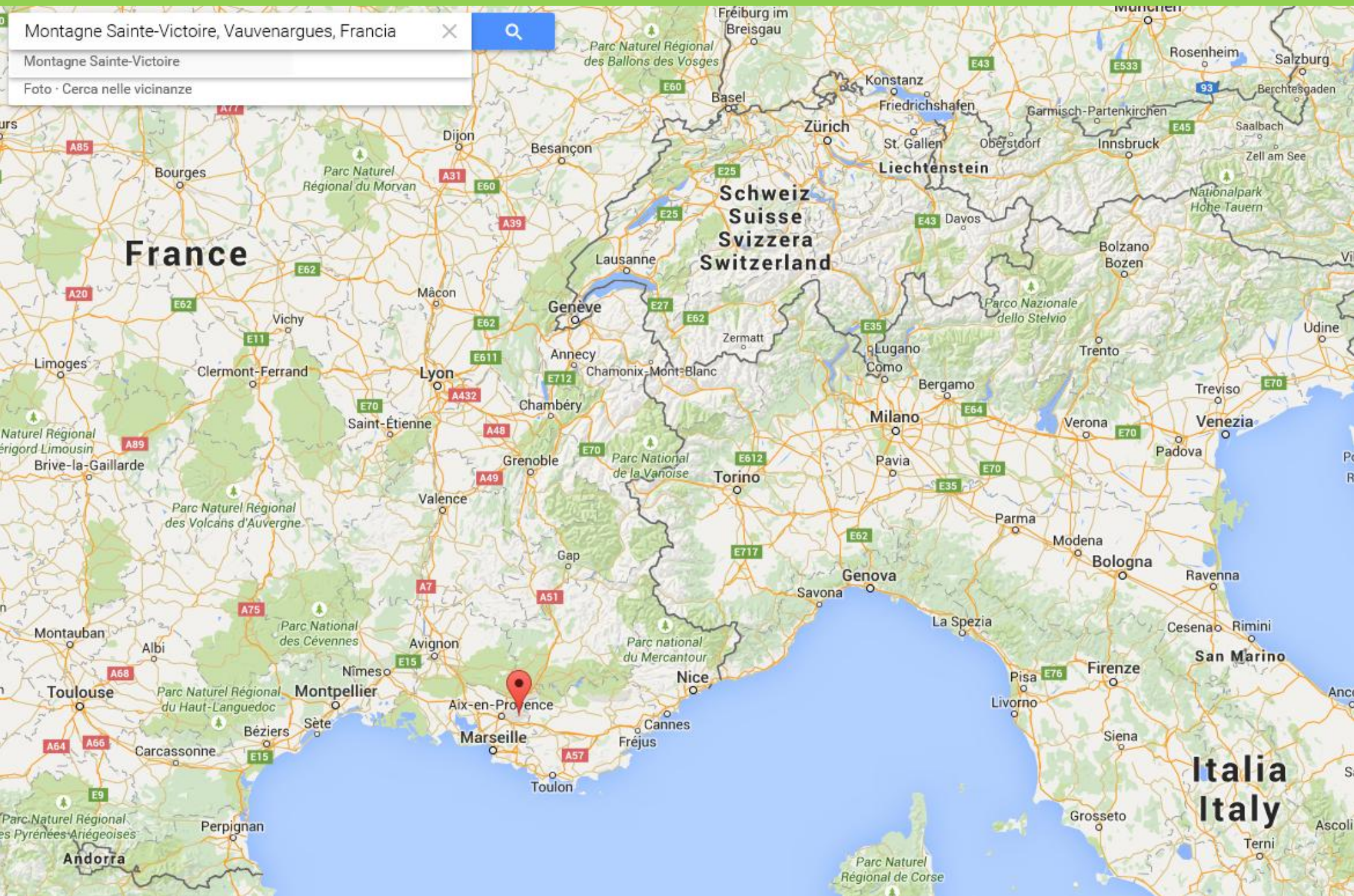
Paul Cezanne: “I can not reach the magnificent *richness of coloring* that animates nature.”.

Montagne Sainte-Victoire, Vauvenargues, Francia



Montagne Sainte-Victoire

Foto · Cerca nelle vicinanze





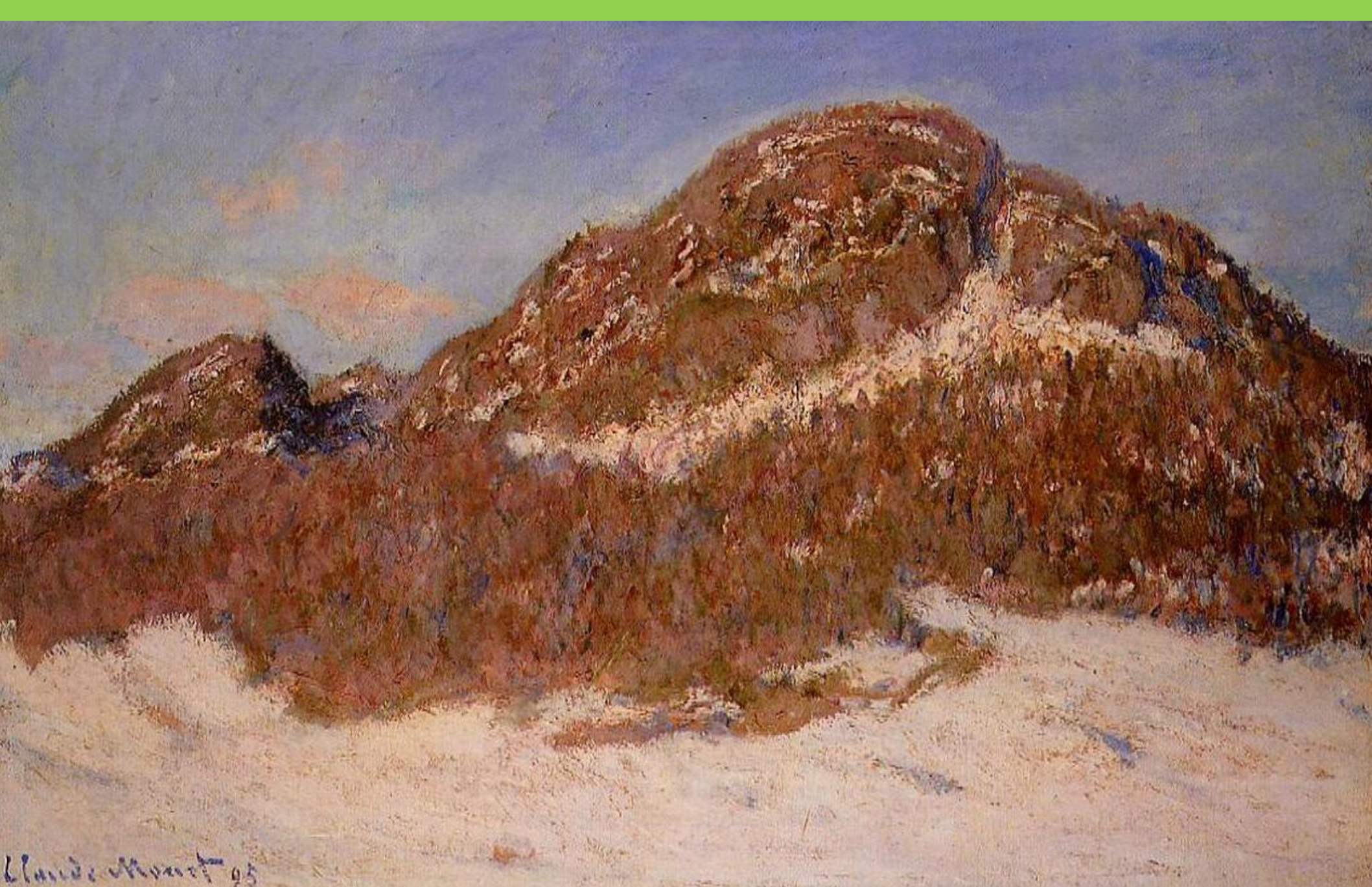
“Covoni, late summer, evening effect” (on the left), and “Covoni, effect of snow, sunset “ (below), both by Claude Monet, 1891, oil.

Claude Monet: “*I am forced to continuous transformations because everything grows and becomes green. In short, by dint of transformations, I follow nature without being able to grasp.*”





“Mount Kolsaas, 1895”, by Claude Monet (oil).



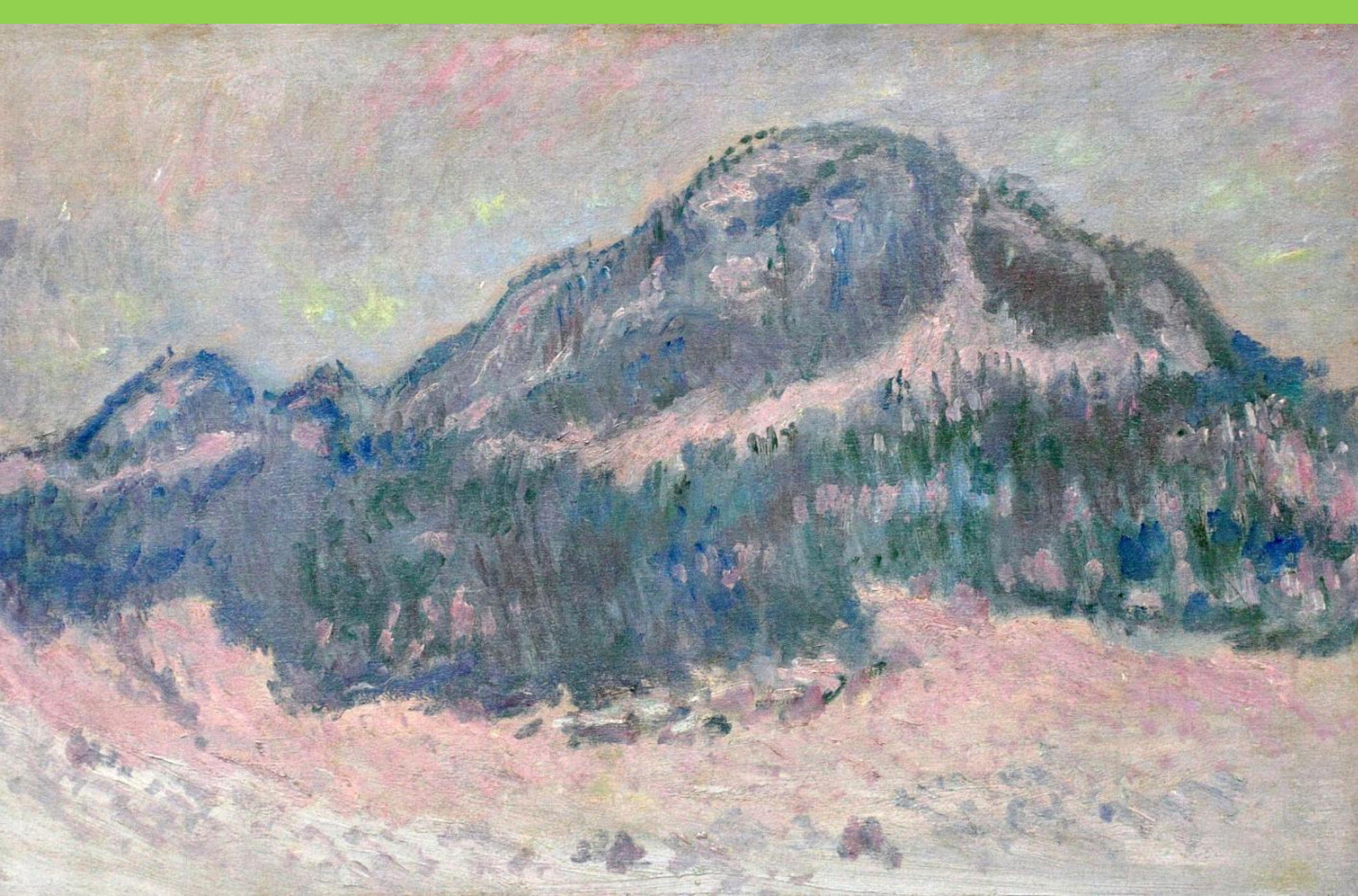
“Mount Kolsaas, 1895”, by Claude Monet (oil).



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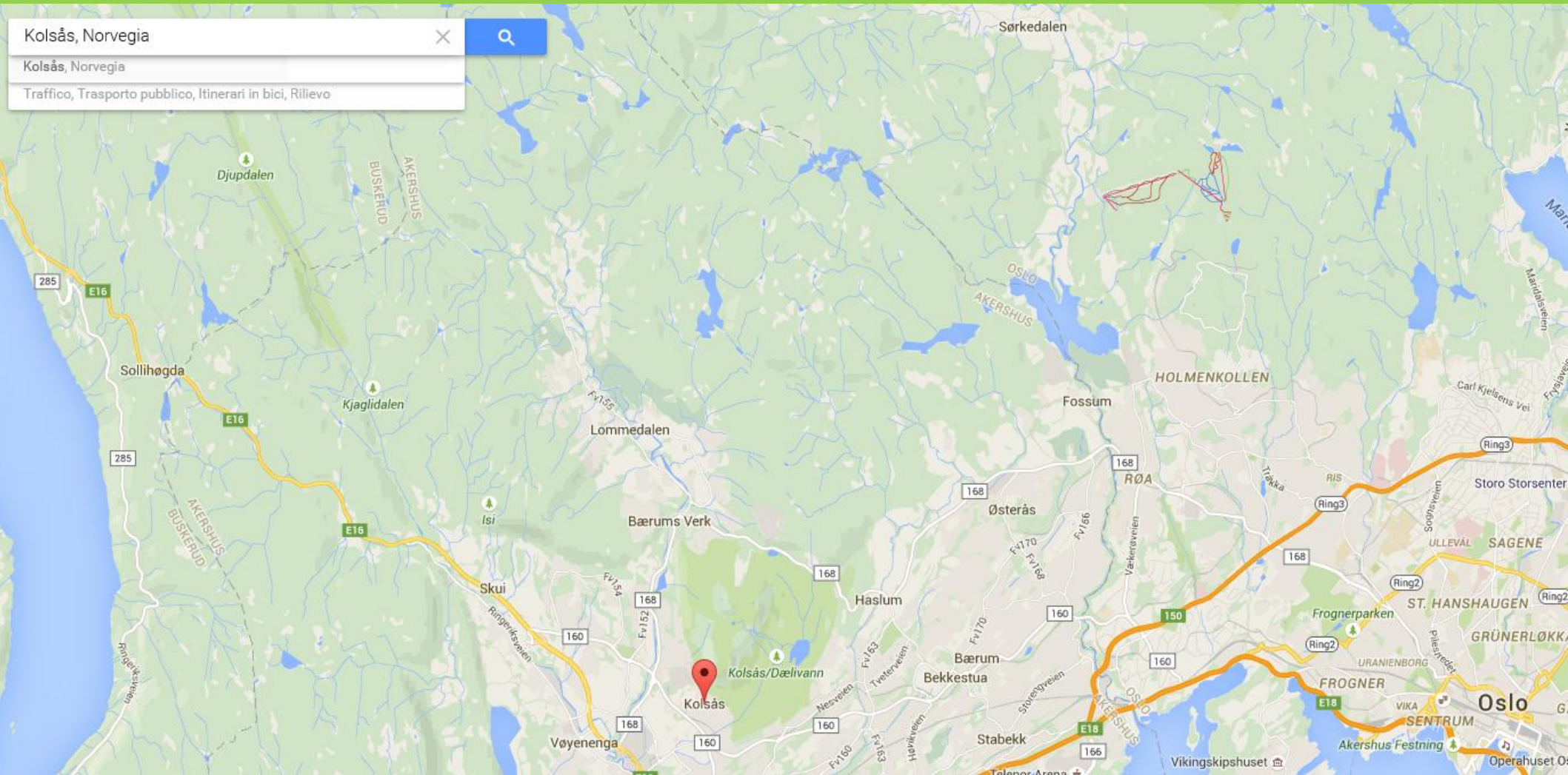
“Mount Kolsaas, 1895”, by Claude Monet (oil).

Kolsås, Norvegia



Kolsås, Norvegia

Traffico, Trasporto pubblico, Itinerari in bici, Rilievo





Joseph Mallord William Turner, painter of light, conveys feelings of the soul, beauty, suspension of the moment. **The wonder and magnificence of nature (sublime).** Actually man's inner tumult.

“San Gottardo’s Pass, in the centre of the Devil’s bridge”, by William Turner (1804, oil).



Goethe says: “...*what uneducated man, nature appears in the artwork, it is not nature (from the outside), but human emotion (from the inside)..*”

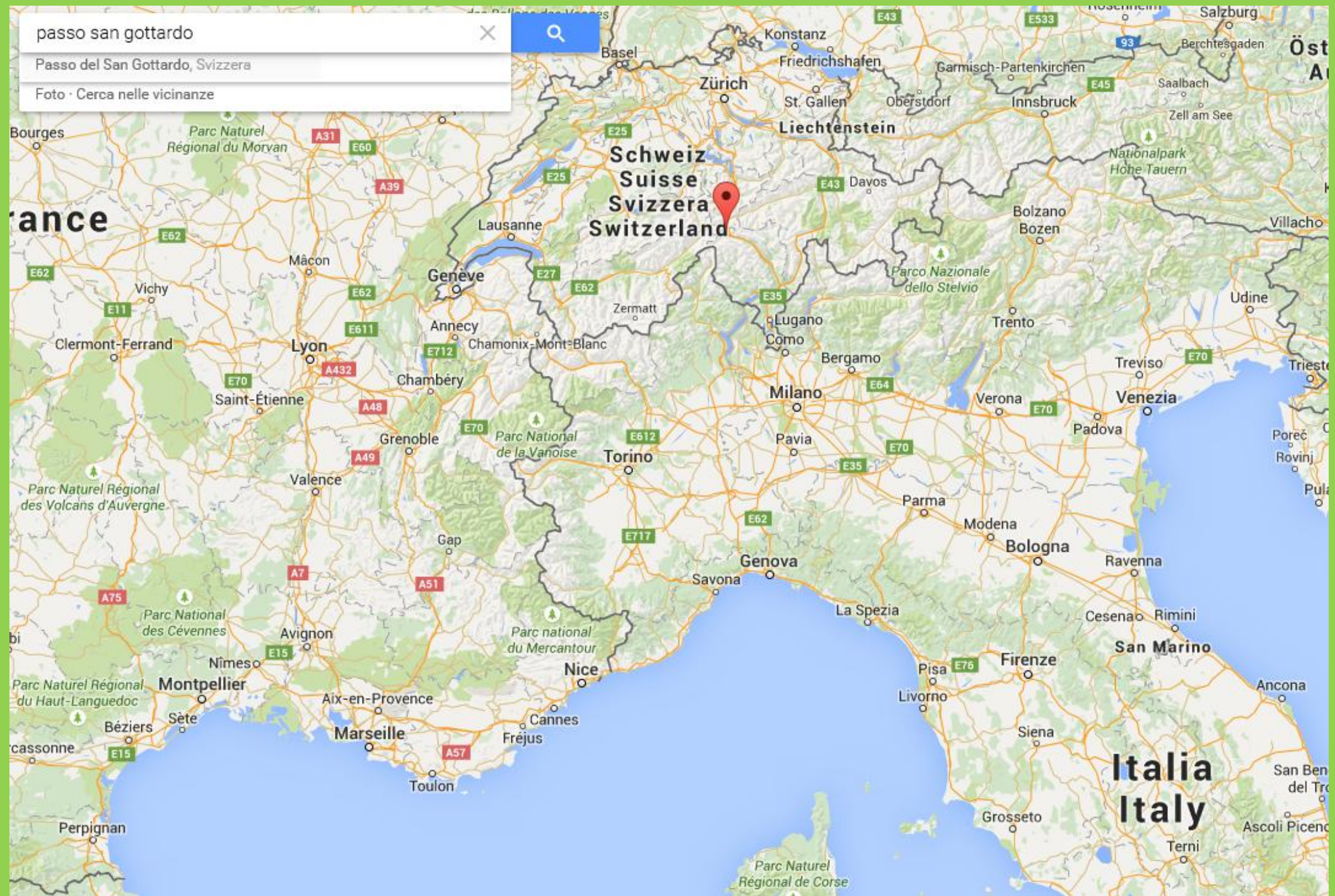
“San Gottardo, the Devil’s bridge, ”, by

William Turner (1804, oil).

passo san gottardo

Passo del San Gottardo, Svizzera

Foto · Cerca nelle vicinanze





“The depiction of spring”, by Giovanni Segantini (1897, oil).



“Return from the woods”, by Giovanni Segantini (1890, oil).



“Noon on the Alps”,

by Giovanni Segantini

(1891, oil).

“...Recently I studied **the human shapes** more precisely in their beauty as I did with the sheep, horses, cows, and other animals; so I passed from the plains to the hills from these **to the mountains to the peaks** no other concern than to transfer in things that **fascinating passion** that led me to give it all my love... to the knowledge of **all these beauties together**, I think I can make up my mind to the supreme beauty, creating freely what my spirit tells me.”

...the virginity (environment)...

...the magnificent richness of coloring (biodiversity)...

... continuous transformations (changes of land use, tourism)...

*...the wonder and magnificence of nature (severe peaks,
landslides, avalanches)...*

*... it is not nature, but human emotion (defense of the mountain
territory, abandonment of management , uniformity/diversity
intellectual)...*

*... human shapes... peaks ...fascinating passion (local traditions,
local products, culture)...*

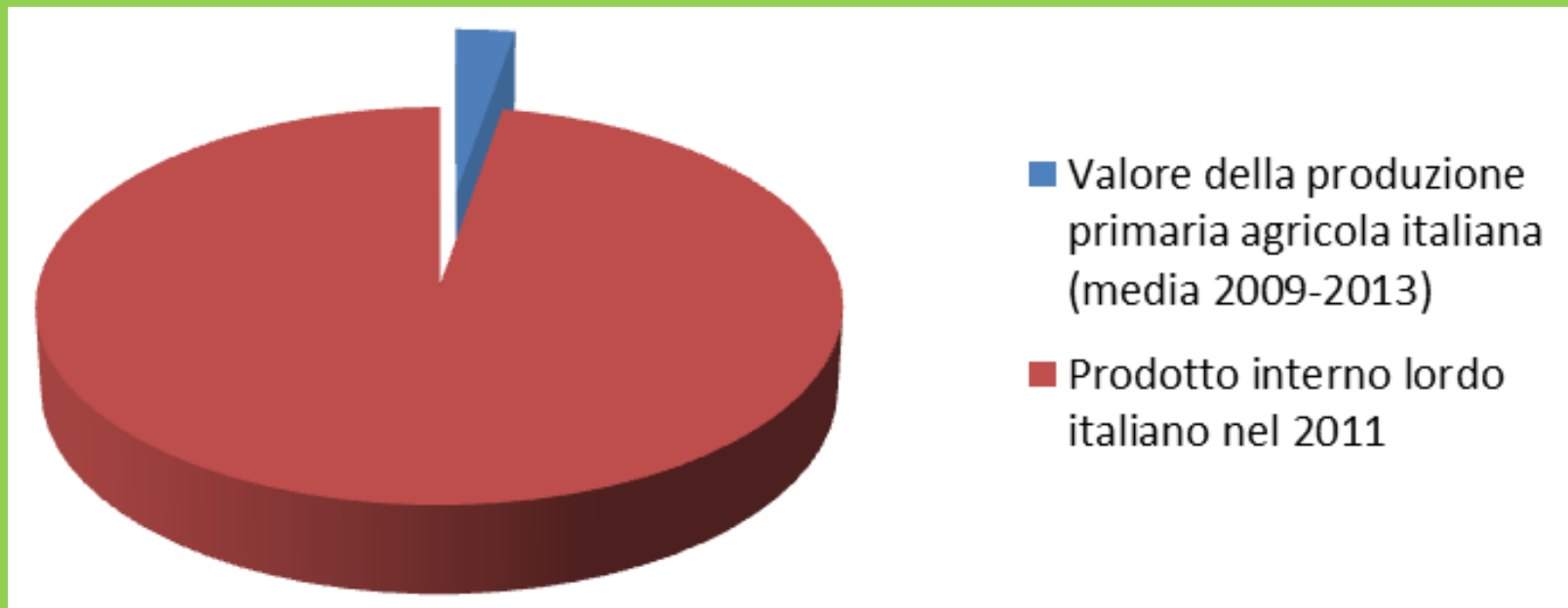
... all these beauties together (MOUNTAINS)!



We have defined “mountain”; now let's talk about **food!**



The **italian** Gross Domestic Product (**GDP**) in **2011** stood around **1,600 billion euro** (ISTAT data).



The total turnover of the **italian agricultural primary production** stood at an average (period 2009-2013) of **45 billion euros per annum** (2.8 % of national GDP) (Inea data).

The economic value of **European agricultural primary production** in period 2009-2013 has paid about **373 billion euros per annum** (Inea data).

Italy represents 12% of such economic value, in the face of a surface (300,000 km²) equal to only 7% of the EU to 28 countries (4,300,000 km²).

Italy is therefore very important for the economic balance of agriculture in the European Union, but this is not to be measured quantitatively (where countries such as Spain are far more productive), but rather **on the quality (biodiversity, sustainability, organoleptic characteristics, landscape and environmental protection).**

Italy is one of the richest countries in biodiversity in Europe, thanks to the particular conformation and position that ensures a richness and multiplicity of environments and climates (as **mountains**)

The consequence is a large variety of:
animal species 57,000
species of plants 9,000

In Italy there is more than **one third of the animal species distributed in Europe and 50% of European flora** on a surface of about 1/30 of that of the continent

Agri-food heterogeneity is greater than biodiversity

The varieties of pasta are more than 1,300

The meats are 309

The cheeses are 421

Italy has over:

1) 4,700 traditional food products
on official national and regional lists;

2) 269 protected indication products (PDO, PGI) *ex Reg*
(UE) 1151/2012, that represents 22% of the total
amount of UE (1,249);

3) The first PDO in the world for the production
turnover (Parmigiano Reggiano DOP).



In the 2012, the Italian Forestry Corps (CFS) developed a study about the Italian "food biodiversity", a true economic and cultural national heritage that can be found in the protected areas of National Parks and in areas neighboring the 130 State Nature Reserves managed by the CFS.

This monitoring effort has indicated the presence of:

- **105 PDO or PGI products (40% of the total italian amount);**
- **155 Traditional Food Products (PAT);**
- **290 fruit and vegetable varieties or livestock breeds.**

This finding emphasizes how the protection regime guaranteed in National Parks and State Nature Reserves has allowed us to **preserve, along with biodiversity, the value of the diversified food products** that form the “National food landscape” and represent an important part of the Made in Italy brand.

Three examples of mountains agrifood quality products:

1) the "Castelmagno DOP" is a typical cheese of some municipalities in the province of Cuneo (Piemonte), obtained from cows that are fed exclusively on pastures located at an altitude of between 650 and 1,000 m above sea level;



2) the "Castagna del Monte Amiata IGP" is a chestnut collected in some municipalities of the Tuscan in the range between 350 and 1,000 m above sea level;

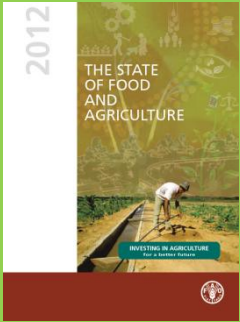


3) the "Canestrato di Moliterno IGP" is a cheese produced in certain areas of Basilicata and matured exclusively in the municipality of Moliterno (PZ), in Basilicata, in cellars that are higher than 700 m above sea level.



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The defence of food and environment



Food safety



Environment and landscape defence

Food security



Food QUALITY

Food defence

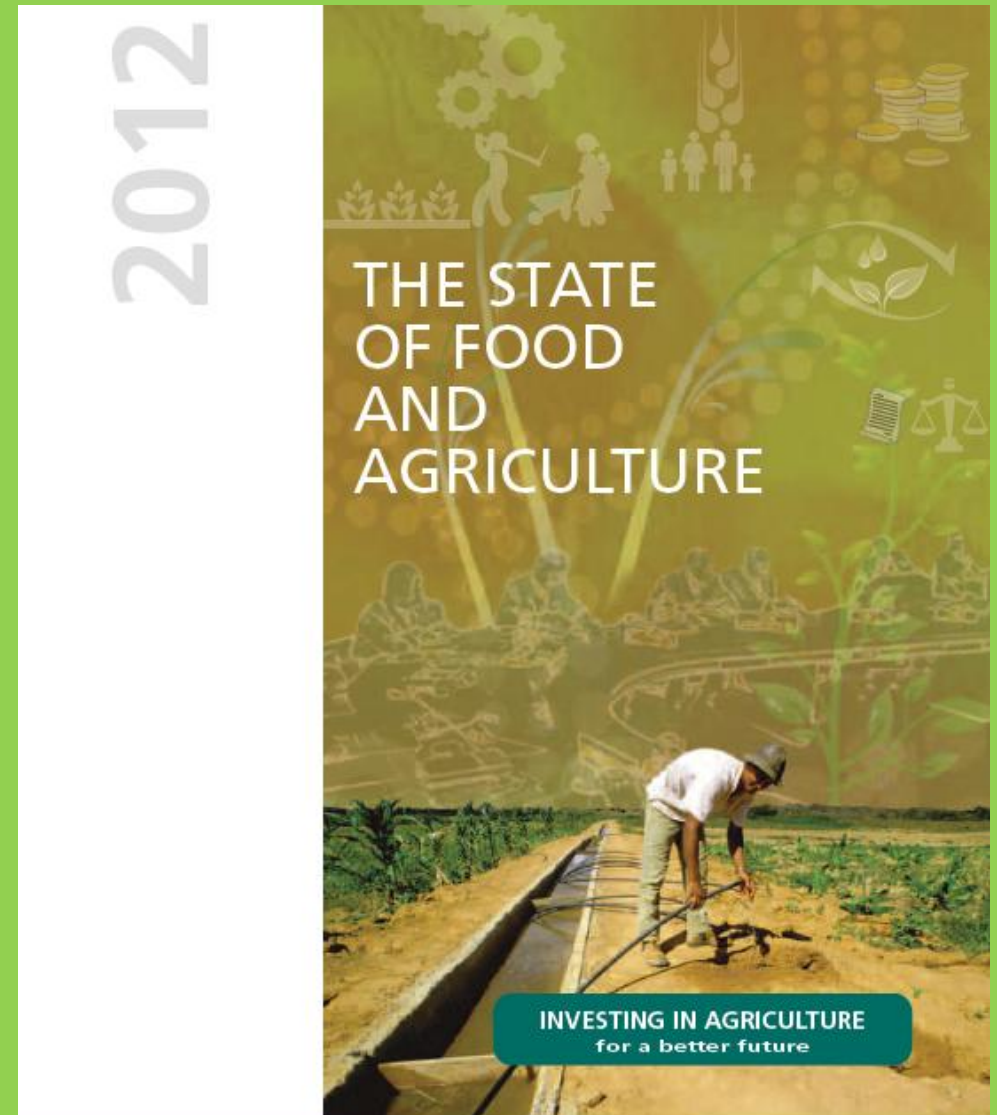


Fight against food counterfeiting

Food security

“To invest in agriculture is one of the most effective strategies to reduce poverty and hunger, by promoting the sustainability”

Is the first key message from the report “*The state of food and agriculture*” 2012 published by the UN-FAO (Food and Agriculture Organization of the United Nations)



Food safety

Health and hygiene



Wash Your Hands!



1 Wet Hands



2 Soap



3 Wash for 15 seconds



4 Rinse



5 Dry



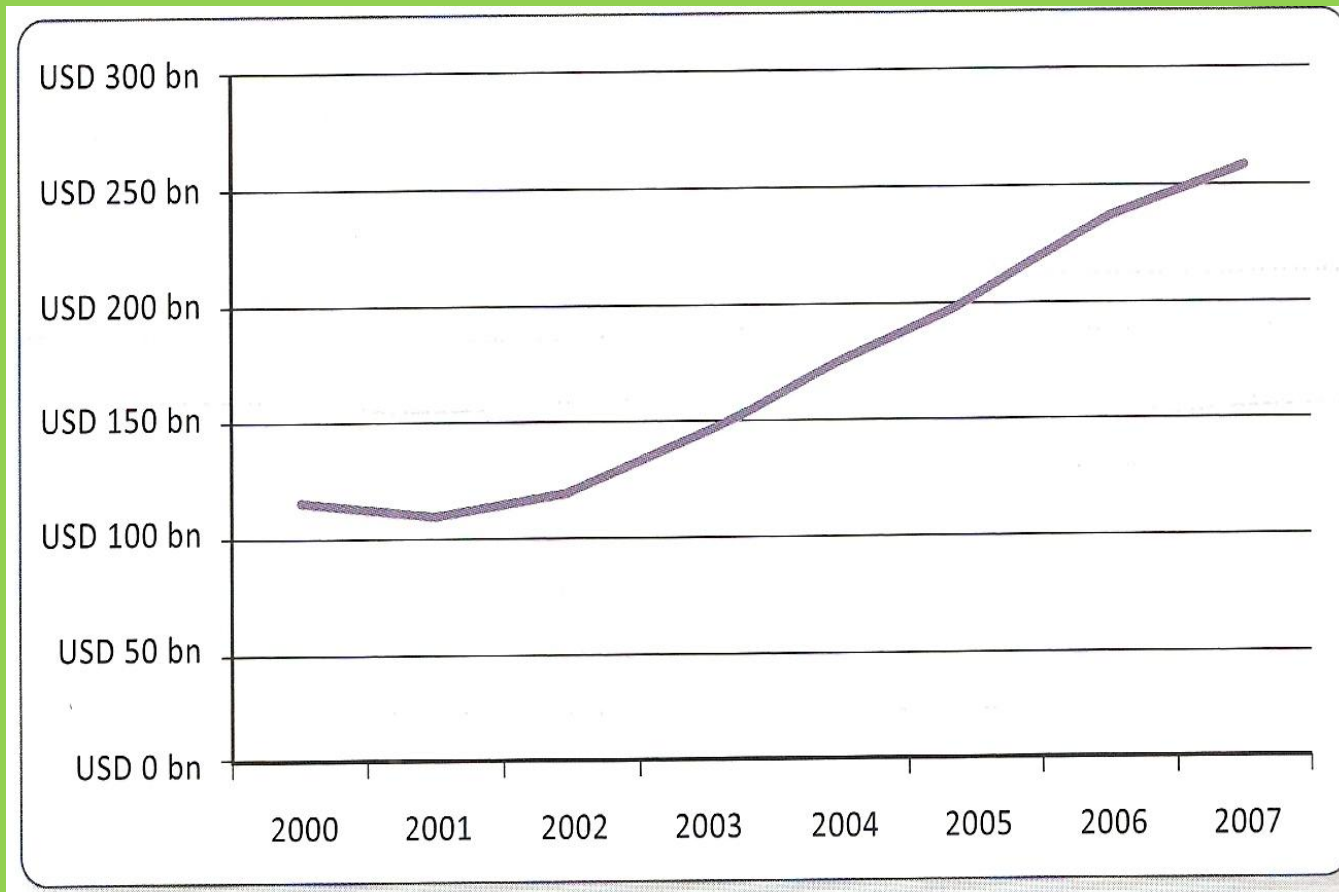
6 Turn Off Water with Paper Towel

 Interior Health

823236 Sept 24-09

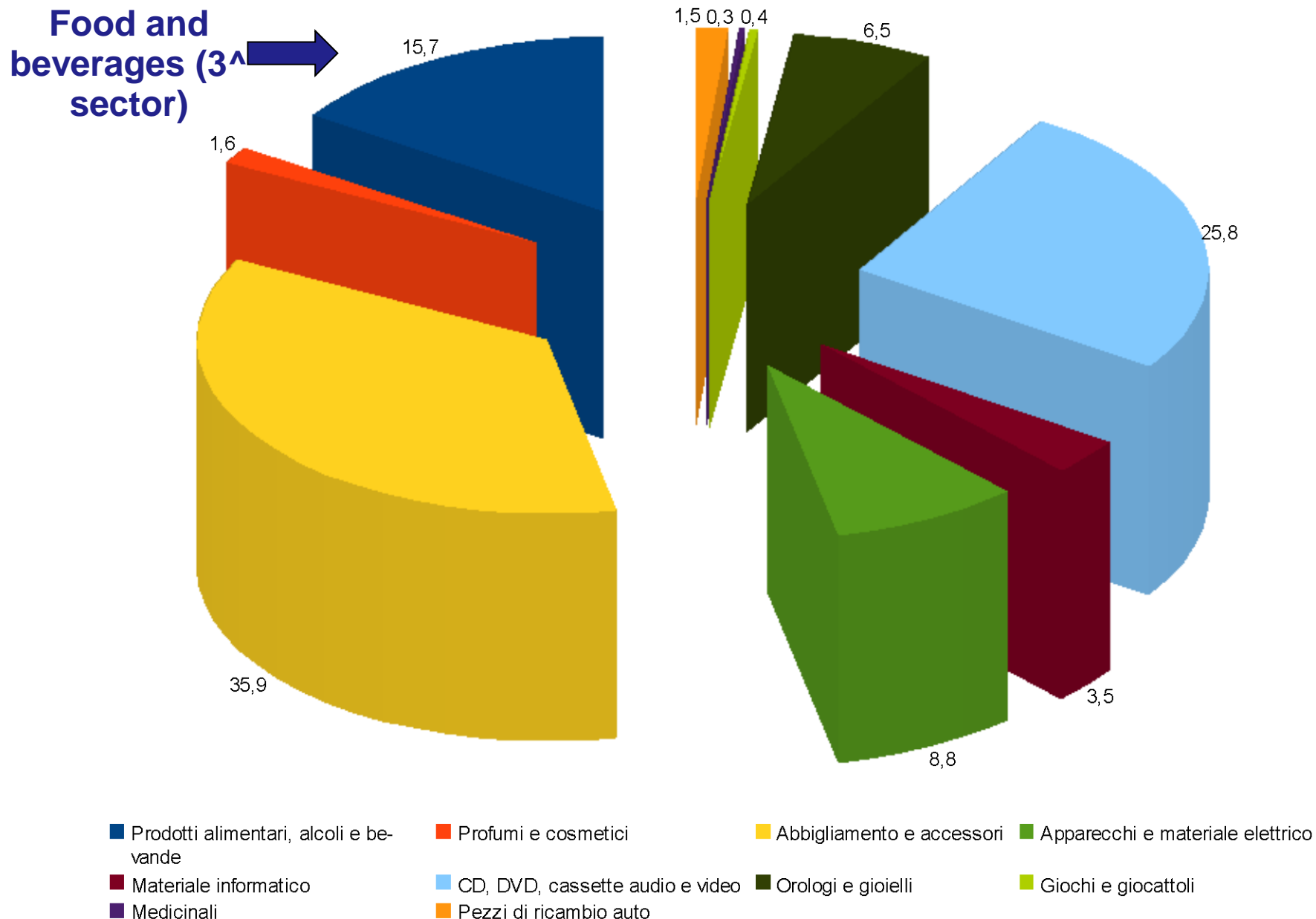
Provided by University of Nebraska-Lincoln Extension in Lancaster County and the Lincoln-Lancaster County Health Department

“Counterfeiting: unauthorized representation of a registered trademark carried on goods identical or similar to goods for which the trademark is registered, with a view to deceiving the purchaser into believing that he/she is buying the original goods.” (from WTO)



Left: trend of counterfeiting in OECD countries from 2000 to 2007. Right: example of counterfeit product.

Percentage breakdown by sectors of the turnover of counterfeiting in Italy in the 2010

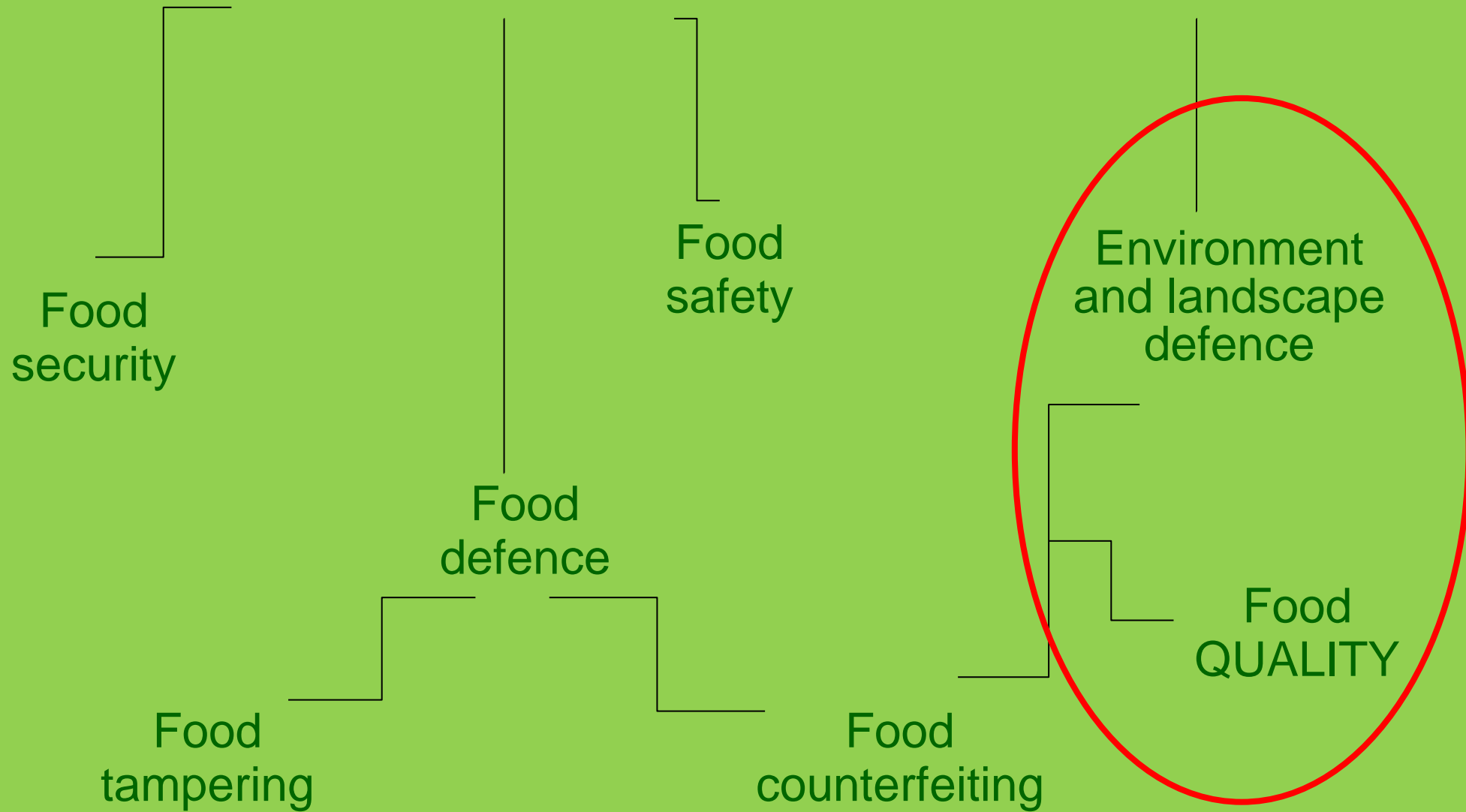


Food counterfeiting is a crime concerning:

- Safety
- Quality
- Economy
- Environment
- Landscape
- Biodiversity
- Steal of intellectual property rights
- Deception of the consumers



FOOD AND ENVIRONMENT DEFENCE:



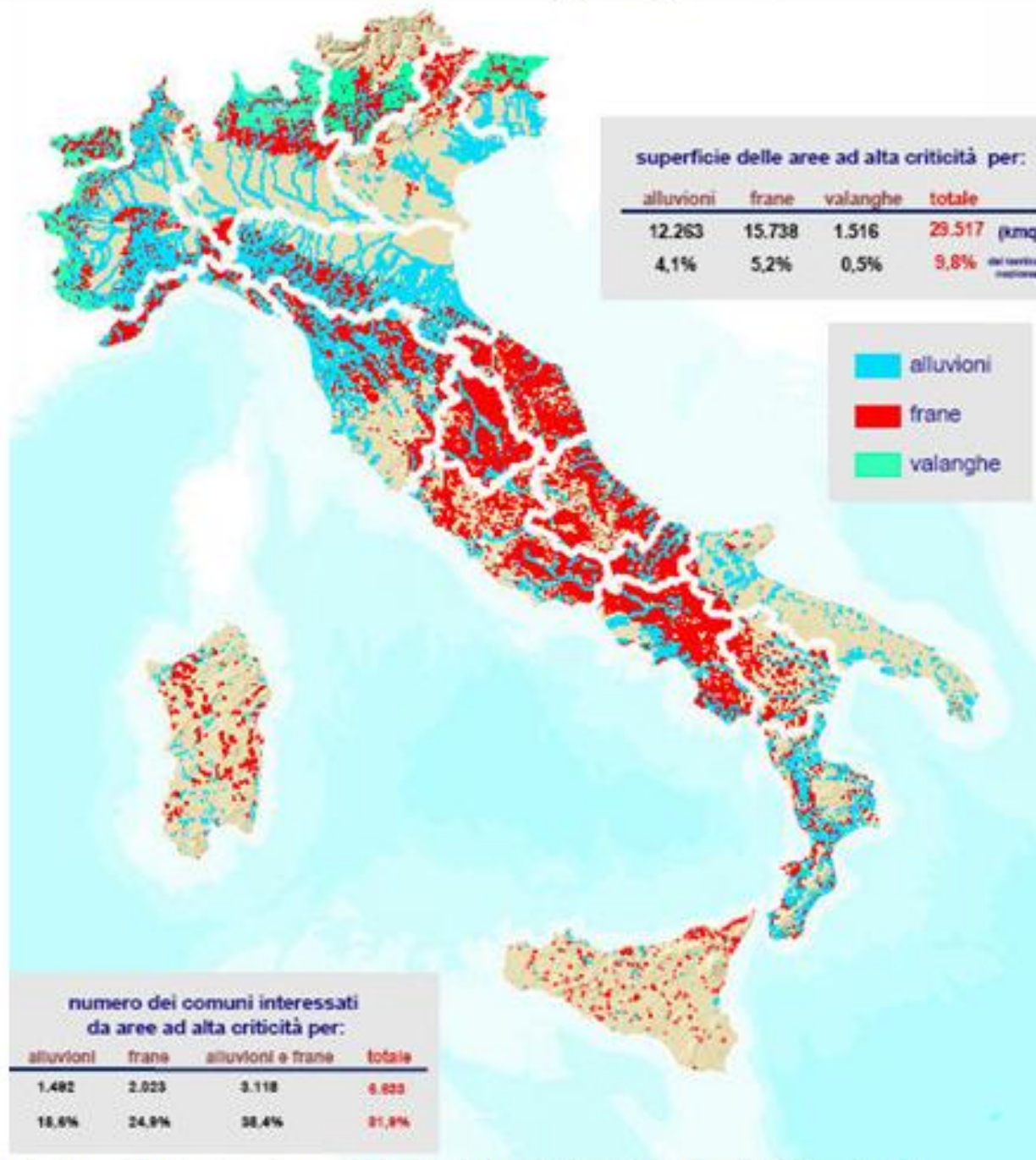
From 1971 to 2010, the area used for agriculture has fallen from 18 million to 12 million hectares by:

- excess building activity;
- construction of quarries and illegal dumping;
- illegal building;
- land abandonment (**especially in the mountain areas**) (MiPAAF data processing on Eurostat).

If you consider that the Italian territory is more than **70% hilly and mountainous**, the consequences of this abandonment are quite serious ...







6,631
municipalities
(82% of the
Italian total) are
built in
hydrogeological
risk areas

How can we defend the italian landscape? Directly...

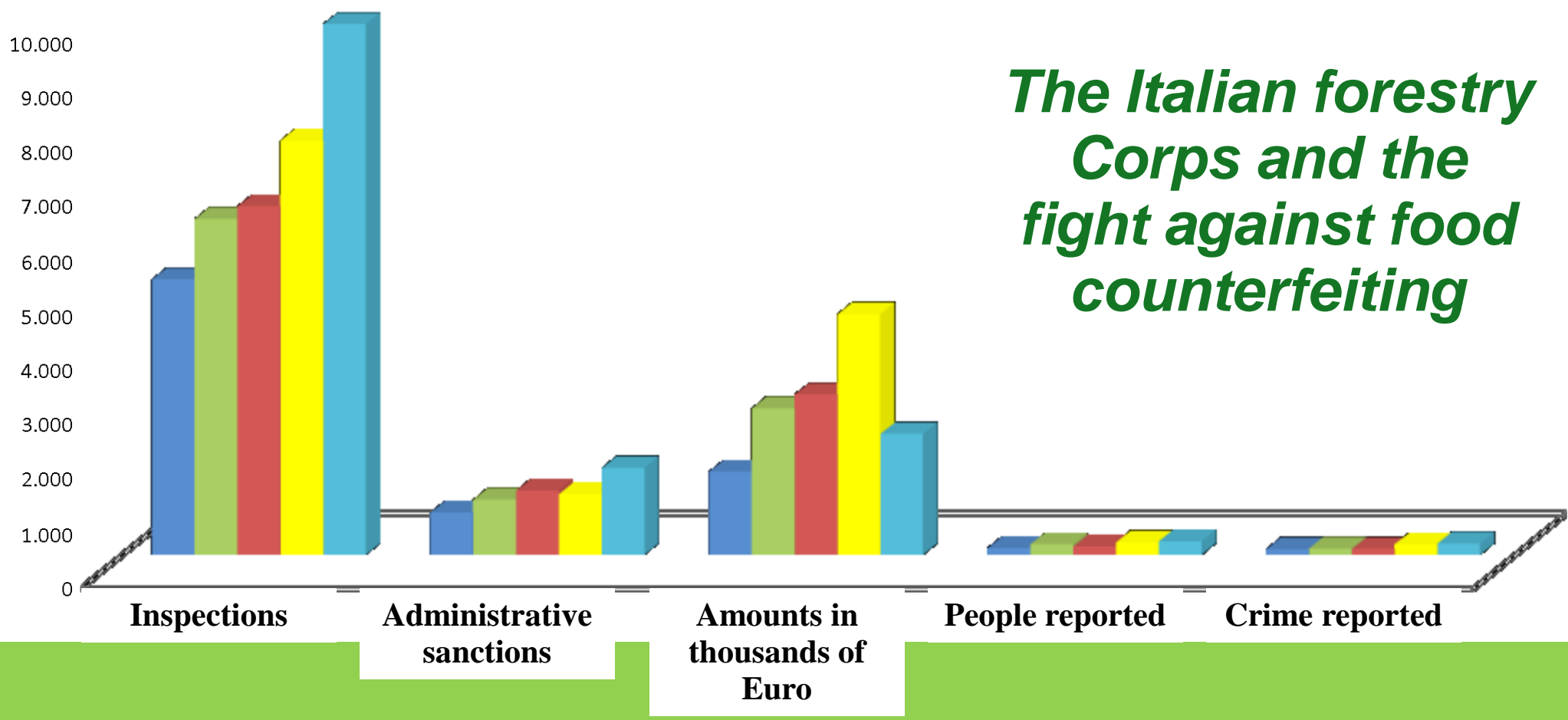




...or indirectly.



**Food and Environment Defence -
Activity of Italian Forestry Corps -
2010 - 2014**



The Italian forestry Corps and the fight against food counterfeiting



What to look out for : SPIRITS FILL LEVEL & COLOUR



Whenever possible, compare the suspect bottle with a known genuine bottle.



The international activity...the Opson Net



**So, we've talked about mountains and food, but... what about
life?**

Life is not only that of our mountains, or that of the local and national economies, not only that of our biodiversity or that of our ecosystems, and even that of our children and of our ideas and cultures, but it is the ability to raise eyes to our mountains and look in them, today and forever, an essential part of ourselves.





CORPO FORESTALE DELLO STATO

ISPETTORATO GENERALE

Divisione 2[^]

NUCLEO AGROALIMENTARE E FORESTALE

Viale Ciamarra, 139 - Roma