DIPARTIMENTO DI SCIENZE AGRARIE ALIMENTARI E AMBIENTALI

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Consumption, perception and purchasing motives for Traditional Food Products (PATs): a countrywide survey

THESIS TYPE: EXPERIMENTAL

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To my family, to my friends, to Giulia.
Thank you for always being there
and always supporting me.

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ACRONYMS AND ABBREVIATIONS

ART.	Article
CAP	Common agricultural policy
EC	European commission
EEC	European economic community
EU	European Union
GDO	Grande distribuzione organizzata
ISMEA	Istituto di servizi per il mercato agricolo alimentare
ISO	International standard organization
MIPAAF	Minstero delle Politiche Agricole, Alimentari e Forestali
MS	Member states
N.	Number
PAT	Prodotto tradizionale agroalimentare
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
QM	Quality of Marche Region
REG.	Regulation
RDP	Rural development policy
TFP	Traditional food product
TRUEFOOD	Traditional united food
TSG	Traditional Specialties Guaranteed

INTRODUCTION AND THESIS PURPOSE

Traditional products have always been the mirror of the gastronomic culture of every country in the world. Italy, the country where the concept of tradition and food go hand in hand, is the only one where traditional products have been recognized with a particular denomination, that of "Traditional Agri-food Products" (acronym PAT), with the aim of enhancing them and distinguishing them from the numerous food products on the market. Traditional products have also been discussed in Europe, with numerous studies, on all, the project TRUEFOOD (2006-2010), which took into account all aspects concerning this category of product, from socio-economical to nutritional passing through innovations and sustainability, highlighting their importance. Today, however, there is the feeling that something is missing; in a society in which traditions are being rediscovered, in which the nostalgic component always appears actual, it is not possible to understand what future might be for traditional products. Understanding the future prospective for this category of product is not an easy task, but through a consumer targeted analysis, able to identify ways and frequency of consumption, current socio-economic aspects and possible exploitation scenarios, we can formulate a possible vision for the future. Since the latest studies on consumer perception of traditional products date back to a decade ago, it seemed interesting to us look into this subject again, given the rapid changes that afflict our society. Our research, as previously mentioned, with a consumer survey as well as an extensive market and bibliographical research, was involved in the formulation of reliable conclusions.

The choice of this topic for my thesis comes from the great curiosity and respect I have for traditions, especially for what concerns food. In fact, I have always been fascinated, both in my everyday life but also in my travels, by wanting to know everything that is inherent to the history and customs of a territory, a population. Then, what instruments, if not traditional food products, can help to build a clear historical identity in a population?

The idea, simultaneously formulated and shared with great enthusiasm together with my thesis supervisor prof. Deborah Bentivoglio, was developed in five chapters.

Chapters that want, starting from the beginning, emphasize the importance of tradition and its implications in the present; define the concept of quality, with references to the national

and international legislative framework; analyse the market of quality products, delivering us data on the weight they have on the economy; and examine all studies that have given value to traditional products. It reaches its climax with the case study, which allows us to “put on paper” the data collected.

CHAPTER I
TRADITIONAL FOOD PRODUCTS: DEFINITIONS AND CHARACTERISTICS

1.1 The value of Tradition

In today's society, which is constantly changing, we often wonder whether there is still a need for traditions and how they influence our lives. How many times we have heard someone say the following words: "I have always done this thing in the same way, I follow a tradition". Certainly many, and it happened because this statement is valid for any person, culture or ethnic group in the world, because that is how a specific identity is built and that is why there is an infinite number of traditions and consequently of identities.

Traditions are understood as a wide array of old beliefs, practices and customs handed down from generation to generation.

Traditions are important because they involve and belong to groups of people, sometimes even populations; because there are guardians of traditions, similar to historians who have access to truths and unique knowledge; because traditions arouse emotions in individuals, encourage them to have more self-awareness. Finally, they are important because they have helped to found and maintain lasting identities over time, in the context of an increasingly vast and diversified society.

Tradition is often portrayed as what is transmitted from the past to the present; material objects, beliefs, images and habits, practices and institutions, can be handed down, and their delivery to future generations is a tradition. For this to happen, continuity in time must be indispensable, in such a way that the tradition is distinguished from a simple fashion. There must therefore be a recurrent pattern, at the basis of the transmission of a tradition.

Tradition is important in any culture or civilization. Despite the attempts of Modern and Postmodern society to eradicate it from its past, it shows, today more than ever, a strong desire to recover traditional values.

Traditions have developed over the centuries and still today, they continue to change. They highlight the culture of a people, its capacity to respond to the changes that society imposes. Ultimately, it is important to value the past and its traditions, but it is also true that we must

not carry it as a burden in the future. Each generation must take sap from the others and transmit it to those who will come after.

Definitely, traditions are our roots. They are part of our blood, our culture, our identity, our world. A population without traditions has no soul, comparable to a sandcastle destined to be swept by the first wave of the sea, by the first gust of wind. A building without foundations not only cannot withstand the bad weather but it cannot even rise upwards, towards the future because it is fragile, always in an unstable equilibrium.

1.2 Rediscovering Traditional foods: context and definitions

The concept of tradition is often associated with food. Every country in the world has, in fact, its own gastronomic culture that is handed down and preserved over the years. Although today's future-oriented society changes very quickly, traditional food products do not seem to be affected too much by this change and remain firmly established in the collective imagination. Food, through its conviviality has the power to unite people and at the same time to ensure that some traditions are handed down. This is certainly the strength of traditional products, which sometimes after centuries, are still there, on our tables to cheer up a lunch or dinner with family or friends.

In this context, traditional foods have certainly played an important role in different cultures and regions over the years. They include foods that have been consumed locally and regionally for an extended time. Preparation methods of traditional foods are part of the folklore of a country or a region, which risk disappearing if they are not properly preserved.

Most people can probably name at least one traditional food of the region they come from. Searching the internet for "traditional foods" shows that numerous collections of traditional food recipes are available from countries worldwide. However, defining traditional foods is not as easy as it might be presumed. To date, there are few definitions of traditional food in literature. According to (Bertozzi, 1998) a traditional food product is a "representation of a group, it belongs to a defined space, and it is part of a culture that implies the cooperation of the individuals operating in that territory". (Jordana, 2000) derived from this sociological definition the following: "In order to be traditional, a product must be linked to a territory and it must also be part of a set of traditions, which will necessarily ensure its continuity over time". In 2006, the European Commission gave the following definition of "traditional" related to foods: "Traditional means proven usage in the community market for a time period showing transmission between generations; this time period should be the one generally ascribed as one human generation, at least 25 years" (EU, 2006). Recently a definition of traditional food has

been developed through the work of the EuroFIR (FP6) Network of Excellence. This is an elaborative definition, which includes statements about traditional ingredients, traditional composition, and traditional type of production and/or processing (EuroFIR, 2007; Trichopoulou, Soukara, & Vasilopoulou, 2007). In details, according to EuroFIR:

> "Traditional means conforming to established practice or specifications prior to the Second World War. Traditional food is a food with a specific feature or features, which distinguish it clearly from other similar products of the same category in terms of the use of 'traditional ingredients' (raw materials of primary products) or 'traditional composition' or 'traditional type of production and/or processing method".

EuroFIR (2009), which also defined the concepts of "traditional ingredient", 'traditional composition' and 'traditional type of production and/or processing method' in this way:

Traditional ingredient

> "Raw material (species and/or varieties) or primary product, either alone or as an ingredient, which has been used in identifiable geographical areas and remains in use today (taking into account cases where use was abandoned for a time and then reinstated) and its characteristics are in accordance with current specifications of national and EU legislation."

Traditional composition

> "The uniquely identifiable composition (in terms of ingredients) that was first established prior to the Second World War and passed down through generations by oral or other means (taking into account cases where composition was abandoned for a time and then reinstated) and when necessary is differentiated from the composition defined by the generally recognised characteristics of the wider food group to which the product belongs."

Traditional type of production and/or processing method

The production and/or processing of a food that:

- Has been transmitted from generation to generation through oral tradition or other means and
- Has been applied prior to the Second World War and remains in use (taking into account cases where composition was abandoned for a time and then reinstated) despite its adjustment to binding rules from national or EU food hygiene regulations or the incorporation of technological progress, under the condition that production and/or processing remains in line with methods used originally and that the food's intrinsic features such as its physical, chemical, microbiological or organoleptic features are maintained.

Another interesting definition were given by the TRUEFOOD project (2006). This definition is based on four points:

Production

The key steps of the production must be local (national/regional/local). Once firms start to produce in other countries, the food is no longer considered as traditional.

Authentic

The product has to fulfil at least one of the following criteria: authentic recipe (mix of ingredients) and/or authentic origin of raw material and/or authentic production process.

Commercially available

The product has to have been available to the public for at least 50 years (which in practise means from 1950 or before) in stores or restaurants; it may happen that during that period the food product disappeared from the market, but was on sale at least 50 years ago.

Gastronomic heritage

The product must have a story that is – or can be – written down in 2-3 pages.

In Europe, the only formal definition found for traditional food products comes from the Italian Ministry of Agriculture, that defines TFP as "Agrifood products whose methods of processing, storage and ripening are consolidated with time according to uniform and constant local use" (Ministero Agricoltura, 1999).

Although these definitions try to capture the different dimensions of the concept of traditional food products, there is still one perspective that is missing, namely a definition of this concept seen from the consumers' point of view.

European consumers define traditional food products as follows:

> "frequently consumed or associated with specific celebrations and / or seasons, transmitted from one generation to another, made in a specific way according to gastronomic heritage, naturally processed, and distinguished and known because of its sensory properties and associated with a certain local area, region or country" (Vanhonacker et al., 2010).

This definition presents a pan-European view from the consumer's perspective and is the result of qualitative and quantitative studies conducted using the framework of the TRUEFOOD European Project (Traditional United Europe Food) (Almli et al., 2011, Pieniak et al., 2009).

The results of (Guerrero et al., 2009) show that from the perspective of European consumers, a product that is considered traditional must contain traditional ingredients and be processed in a traditional way that follows a traditional recipe. Many consumers perceive these products to be simple, basic, natural and pure, with as little manipulation as possible. Based on these perceptions, traditional products appear to have four dimensions: (1) production

habits and natural character; (2) origin and locality; (3) processing and elaborating methods and (4) sensory properties (Guerrero et al., 2009).

Ultimately, accurately defining traditional food products is a necessary step in order to subject them to enhancement.

1.3 Italy and traditional food products: an indissoluble link

The Italian agri-food culture, which has always been celebrated among the richest and most valuable in the world, in recent decades has conquered the international market with some of its products of excellence that well represent the richness and complexity of our territory. Just think of the high number of food products and wines PDO and PGI recognized at the European level to realize how this sector can affect the economy of the country. However, what is less known is the universe of small productions, deeply linked to limited territorial contexts and ancient practices that, like certified productions, tell and represent the fascinating history of Italian food and wine culture. Many Italian regions, during the last twenty years, have taken care (more or less) to register all these products establishing a deep contact with associations and operators in the territory, in order to create a national network that, had been able to support, conserve and protect the heritage of traditional agri-food production. A task, that of enumeration of typical products, certainly not impossible for the Italian regions. Much more difficult is to try to use these products as a tool, an opportunity for growth. Through the enhancement of tradition, the preservation of biodiversity and the promotion of quality, key elements in traditional productions, can take place development of rural areas of our territory, often forgotten. Nevertheless, traditional productions can exalt dynamics different from agri-food ones; the evocative capacity of a food product, around which a tradition has been formed, can generate new social, economic and cultural opportunities.

For all these reasons, the interest in traditional food products cannot be absent.

The Italian regions together contribute 5293 products (Mipaaf, 2020) to the definition of the framework of PAT (Prodotti Tradizionali Agroalimentari – Italian acronym) (Figure 1-1); the whole peninsula from the Alps to the Islands is protagonist; all the regions have something worth knowing and tasting. The feeling is that Italy has so much of that material to enhance that cannot even try to imagine how much it can do with the PAT.

Figure 1-1 A postcard from PAT (Source: Authentico)

However, as an Italian saying goes: *"it is not gold all that sparkle!"*

Because despite the more or less widespread popular knowledge and recognition even at the legislative level (Italian) the PAT struggles to take off. Blocked also by foreign policy (Libero journal, 2019), with the European Union increasingly reluctant to grant recognition to productions that contain geographical indications (often prey of frauds), are confined in these simple lists, updated every year by Mipaaf. Lists that, honestly speaking, offer, little information, from which you can barely understand the territory of production (if inserted in the name of the product).

1.3.1 Inclusion of new products in the national list

As it is also simple, the process of listing, with which the product can appear on the label of the name: "Product included in the national list of traditional products". It is essentially sufficient to fill in accurately a form provided by the region to which the PAT belongs, with specific information:

- Characteristics of the product;
- methods of processing, preservation and maturing practised on the regional territory in a homogeneous manner and according to traditional rules and over time, in any case for a period of not less than twenty-five years, in the form of a short historical report accompanied by annexes such as photocopies of bibliographic texts (title page and pages in which the product is mentioned), brochures and other promotional or

promotional material, posters and leaflets of fairs or festivals, invoices or other administrative documents justifying production;

- a summary assessment of the current product situation, in the form of a short economic report;
- any request for derogation

In figure 1-2, 1-3 the typical "Identity card" of a PAT, in this case the "Vino di Visciole" of the Marche region.

REGIONE MARCHE
GIUNTA REGIONALE

ALLEGATO B

SCHEDA PRODOTTI TRADIZIONALI

Categoria	Bevande analcoliche, distillati e liquori
Nome del prodotto, sinonimi e termini dialettali più diffusi	**VINO DI VISCIOLE** **Il prodotto è comunemente noto con l'impropria denominazione di "vino di visciole"**
Territorio interessato alla produzione	Provincia di Ancona, in particolare nei comuni della Vallesina (San Paolo di Jesi, Cupramontana, Staffolo, Maiolati Spontini, Montecarotto, Castelbellino, Monte Roberto, Castelplanio, Poggio San Marcello, Rosora, Poggio San Marcello e Jesi).
Descrizione del prodotto	Descrizione del prodotto: Materia prima: visciole coltivate nel territorio dei comuni della Vallesina (San Paolo di Jesi, Staffolo, Cupramontana, Maiolati Spontini, Montecarotto, Castelbellino, Monte Roberto, Castelplanio, Rosora, Poggio San Marcello), zucchero, mosto di uve rosse (marginalmente vengono usate anche uve bianche). Di colore rosso rubino intenso con riflessi violacei all'olfatto presenta percezioni olfattive di visciola, confetture e frutta rossa molto matura. Al gusto in bocca trasmette sensazioni di notevole morbidezza pur conservando una discreta acidità, un'elevata persistenza gusto-olfattiva e retrogusto moderatamente amarognolo. Gradazione alcolica di circa 14.5 % in volume. Il vino di visciole in questa zona delle Marche viene prevalentemente utilizzato come vino per dolci (soprattutto pasticceria secca e i dolci tipici della tradizione natalizia e carnevalesca della Vallesina), abbinato anche al cioccolato oppure come bevanda da meditazione. Il vino di visciole si differenzia dal "Visner" poiché nella preparazione viene impiegato mosto in sostituzione del vino.

Figure 1-2 Example of a Regional "ID card" for a PAT (1) (Source: Regione Marche)

REGIONE MARCHE
GIUNTA REGIONALE

ALLEGATO B

SCHEDA PRODOTTI TRADIZIONALI

Descrizione metodiche di lavorazione, conservazione e stagionatura	Nella provincia di Ancona la modalità di preparazione prevede la raccolta di visciole ben mature (10 kg) che verranno successivamente poste a macerare in un recipiente di vetro (damigiana) con l'aggiunta di 8-12 kg di zucchero; Le visciole restano a macerare a temperatura ambiente per tutto il periodo estivo fino all'epoca di vendemmia; durante questo periodo si deve effettuare un frequente rimescolamento dei frutti in macerazione (almeno una volta al giorno). Il prodotto così ottenuto viene aggiunto a 10-20 litri di mosto pulito di uve rosse (il quantitativo variabile di uve dipende dall'esigenza di avere un prodotto con gradazione alcolica uguale o inferiore al 14,5% vol.); si procede quindi con la fermentazione, che si protrae in maniera lenta per 2-3 mesi; Il processo fermentativo viene interrotto al raggiungimento del giusto equilibrio di amabilità. Terminata la fermentazione vengono separate le parti solide da quelle liquide, ed il prodotto filtrato è pronto per l'imbottigliamento. Il prodotto viene lasciato in affinamento in bottiglia per 2/3 mesi prima di essere commercializzato.
Materiali e attrezzature specifiche utilizzati per la preparazione e condizionamento	I materiali e le attrezzature devono essere conformi alla vigente normativa in materia igienico-sanitaria
Descrizione dei locali di lavorazione conservazione e stagionatura	I locali per la lavorazione devono essere conformi alla vigente normativa in materia igienico-sanitaria
Tradizionalità	Questo vino aromatizzato con visciole da diversi secoli è una produzione artigianale delle campagne della Vallesina. Ci sono ricette risalenti alla metà dell'Ottocento ed una etichetta "Vino di visciola" da Cupramontana del 1925 circa (Museo dell'etichetta, Cupramontana). "La vite e il vino nelle Marche", a cura di Enzo Polidori e Antonio Ricci, Bolis edizioni, Bergamo 2005.

Figure 1-3 Example of a Regional "ID card" for a PAT (2) (Source: Regione Marche)

In addition, photographs of the product that clearly shows the nature and quality of the product shall be attached to the application.

The documentation collected must be sent to the Regional body responsible for evaluating the inclusion of the product in the PAT list. After the evaluation activity if it does meet the legislative requirements (Art.1, comma n°2 of Reg. 350/99) the product will be included in the list, while otherwise there will be no inclusion. The competent body send the products included in the Regional lists to the Ministry of Agriculture, Food and Forestry (Mipaaf), which will draw up the complete National list.

A process, this for the recognition of PATs, certainly easier to obtain than that of European quality schemes (PDO, PGI, TSG). Therefore, it all comes down to a quote in an endless list. But is it really worth it? Actually, there is certainly something missing, there is certainly no single strategy among all the chain actors, which can give credit to what they are, without a doubt, the agri-food roots of our country.

CHAPTER II
LEGISLATIVE BACKGROUND

2.1 Food quality: history, contest and definition

In the agri-food sector, as in other sectors, the concept of quality has been profoundly transformed in the last 50 years. Until the years before World War II, the agri-food market offered a good choice of products, present in small quantities. It was, however, usual to produce several products, derived from farming, horticulture, destined for self-consumption or a small scale. There was no industrial production, but many small craft businesses. The preservation of food was limited in time because the technical knowledge that would be acquired in the following decades was lacking. The second half of the 1950s saw the so-called economic boom, which also affected the agricultural sector. Food consumption increased and changed as a result, more productive cultivation techniques are adopted which increasingly include the use of mechanization. The food processing industry starts up and a network of distribution channels is formed. In these years in the production companies the quality begins to be a fundamental requirement, which must be checked. The control takes place at the end of the production process: when a product does not have certain characteristics, it is discarded. At the beginning of the seventies, the West faced a serious oil crisis that caused a rise of prices accompanied by a stability of consumption and a differentiation of the same. The situation fostered the spread of canned and frozen foods, following the American model. In this scenario, those who dealt with sales strategies in companies began to consider an element not new, but little considered until then: the customer.

It became increasingly clear that in order to increase the number of sales, the manufacturer had to be able to supply products that met the demands of the consumer. It is from these years that commercial marketing techniques are developed, which is responsible for meeting the needs of those who produce but especially of those who consume.

A renewed trend in food consumption occurs in the 1980s. The demand for food becomes very differentiated, because food is no longer a simple physiological need, but rather a means of gratification. In the same years, the concept of quality in production process changes

radically, becoming a factor that includes the entire production process, from the raw materials to the consumption of the final product.

Also in the 1980s, international bodies, such as the International Standard Organisation (ISO), formulated voluntary standards that companies can apply, if they want, for quality management. From now on, the correct application of the rules in the production processes is guaranteed through certification, a certificate issued by bodies outside the manufacturer, accredited and non-partisan, who assumes the responsibility to certify in front of the consumer what the companies themselves state.

In recent years, the tendency of manufacturers is to extend quality to all levels of production, so, the producer wants to achieve quality because of a precise operational plan involving resources and human intelligence. This trend seems to respond to the increasing demand for quality on the part of the consumer that from the product purchased wants a number of precise quality characteristics to be guaranteed.

There is no doubt that the theme of "quality" plays a central role not only at political and business levels in the competitiveness of the agri-food sector but also in the daily life of citizens. Although we live in a society in which the flow of information is massive, consumer quality assessment of an agri-food product is a difficult task. The difficulty arises from the multidimensional concept of quality, deriving from the multitude of characteristics and attributes that a good possess: it follows that different groups of consumers, in different consumption situations, may have differing opinions on the quality of the same product.

An official and shared definition of quality is that given in the ISO standard 2000:2005, which means "quality" as "the set of properties and characteristics of a product or service which confers on it the ability to meet the express or implicit needs of a potential user".

The requirements that quality is called to meet can be:

- Primary needs: related to basic needs, such as health and security of persons. These are protected by the legislation of the state or by the European Community through technical rules (laws or directives) with legal value and prescribe the essential requirements for the protection of public interests and procedures to demonstrate compliance with those requirements.
- Accessory needs: related to the development of the economic system and well-being society (e.g. proper resource management, respect for the environment, better performance, increased reliability, longer service life). They are covered by technical standards setting the performance and functional requirements of the object the most advanced knowledge available.

The choice criteria adopted are instruments through which the consumer explicit the research for quality products in accordance with their expectations. It is important to understand what are the attributes and characteristics that allow you to identify the quality requirement (Casati, 2000).

Considering the different "needs" of consumer groups, it is possible to highlight certain factors of choice, subject in any case to comply with the mandatory regulations, which may refer to the agri-food sector:

- Organoleptic and nutritional characteristics such as taste, odour, aroma, colour, nutritional components;
- The geographical origin of the product, which is linked by the consumer to some characteristics of the product, such as PDO (Protected Designation of Origin), for PGI (Protected Geographical Indication) and certain TSG (Traditional Specialty Guaranteed);
- Elements of use: shelf-life, ease of use, packaging;
- The production methods used to obtain the product (such as organic production method Reg. (EC) 834/2007), traditional or use modern technologies; cultural: tradition, local membership;
- Ethical and social factors, such as: environmental protection, respect for the safety with regard to hygiene and health requirements and controls;
- The natural appearance of the product;
- The reputation of the brand

While from a regulatory point of view, the quality of the product in the Agri-food sector is guaranteed through three different areas:

I) Mandatory area: refers to national and Community legislation protecting the hygiene of agri-food products and provides nutritional guarantees, very often establishing general principles and allowing companies to define aspects organizational, technical and operational. For the realization of a single European market, the European Union has promoted a strategy for the harmonization of the essential requirements safety and technical standards allowing mutual recognition of rules compulsory techniques in the various Member States. To protect the European consumer, a series of Community Directives, subsequently transposed by the Member States, has been adopted to ensure the hygienic health of foodstuffs (Hygiene Package: Reg. (EC) No 852/2004; Reg. (EC) No 853/2004; Reg. (EC) No 854/2004).

II) Regulated area: Community regulations protecting production of certain geographical areas, or obtained in compliance with traditional production techniques and/or using traditional

raw materials: PDO (Protected Designation of Origin Reg. (EC) 510/2006), PGI (Protected Geographical Indications Reg. (EC) 510/2006) and TSG (Traditional Speciality Guaranteed Reg. (CE) 509/2006).

III) Voluntary area: it is represented by normative references developed by standardisation bodies with the agreement of all interested parties, or standards developed by Organisations determining the definition of product quality standards food (UNI EN ISO 22005, Globalgap, etc.). Voluntary certification of products born from the necessity of the Organizations that operate in the field to position, enhance and differentiate their product on the market. In industrialised countries, consumer needs are no longer related to quantitative aspects, but mainly concern another type of parameter, such as safety, nutritional values, the organoleptic properties and characteristics of the food purchased. Consumers claim to know better the specific characteristics of products and their differentiating factors compared to other similar ones. Certifying a product means underlining its explicit and implicit characteristics, confirming the company's commitment to the constant research of higher standards. Product certification on a voluntary basis, from a technical point of view, is defined as a formal act whereby a certification body declares, with reasonable reliability, that a product complies with a given document reference technician (technical standard). So, the voluntary product certification attests that the product complies with certain requirements specified in advance and defined in a standard or in a Technical Regulation and which may concern both final characteristics of the product that the mode of production and marketing.

Therefore, the competitiveness of agriculture and food products in Europe increasingly depends on the quality of the products themselves, which is necessary to cope with the globalization of markets. At this regard, the European Union stepped in the protection of the agri-food quality by laying down rules affecting several areas: from health to all the information concerning the product and its origin. The first step was the creation of the Common Agricultural Policy (CAP), established by the Treaty of Rome (1957), the founding document of the European Economic Community (EEC), by six founding States, Belgium, Luxembourg, the Netherlands, France, Italy and Germany. The main objective of CAP was to ensure food supply and a fair income for farmers. These policy objectives, contained in Article 39 of the Treaty of Rome, have characterized the development of the Community from its inception to the 1980s. In particular, in Art. 39 the following objectives were defined with the aim of stimulating industrial development and growth:

- Promote a significant increase in productivity through technical progress, rationalisation of production and improvement of working conditions;

- improving the standard of living of persons employed in agriculture, through a strengthening of individual income;
- stabilise markets by limiting internal competition within the EEC (EU);
- ensure the availability of supplies;
- ensure reasonable prices for consumers

The commitments of the CAP were directed to the necessity to increase the productivity agriculture both to achieve a greater degree of self-sufficiency and food safety (food security, sufficient food availability), and to improve the standard of living of the population through income support.

This combination of objectives has stimulated the spread of a highly productive and intensive farming model, resulting in an increase in surpluses and in worrying environmental imbalances caused by extensive farming measures.

Since the 1980s, when the expansion phase ceased, a deep reform of the CAP has been launched. The latter was diversified and restructured in order to contain the costs of Community surpluses, meet the needs of consumers and to guarantee the quality of the product and respect for the environment, giving priority no longer to growth, but to maintaining and protecting the results achieved.

European quality policy was born in coincidence with the first major crisis of the CAP: in 1991, the first regulation on organic products was issued (Reg. 2092/91). While in 1992, the Mac Sharry reform led to the definition and protection of designations of origin for agri-food products (Reg. 2081/92). However, the Regulation becomes operational only four years after its approval, with the recognition of historic Italian productions: Parmigiano Reggiano, Grana Padano and Prosciutto di Parma (Canali, 2008).

In 1999, the Berlin European Council adopted a reform of the common agricultural policy, with the Agenda 2000, which was a new and important milestone in the process of renewal. Agenda 2000 was a deepening and broadening of the 1992 reform in relation to market policies and gave to rural development the role of the second pillar of the common agricultural policy. With Agenda 2000, the structural policy that has developed since the 1970s was incorporated into the CAP when the second pillar, called Rural Development Policy (RDP) was born, increased its importance both in financial terms through the modulation mechanism and in substantial terms through the introduction of new intervention measures in favour of agricultural holdings.

The aim of Agenda 2000 was to create a European agriculture model for the future years and to preserve the diversity of agricultural production methods in all parts of Europe,

particularly in regions with specific problems. These objectives include a greater orientation towards the market, an increased competitiveness, food quality and security, the stabilisation of agricultural incomes, the integration of environmental considerations into agricultural policy, the development of economic viability of rural areas, simplification and increased decentralization.

Agenda 2000 imposes as a fundamental obligation "To guarantee security food to consumers, both inside and outside the European Union". For the CAP this objective must be a constant priority: for unsafe foods, in fact, there is no market. Agenda 2000 is the first to focus on product quality and food safety:

> "Quality promotion is another key aspect of the new direction towards agriculture. Consumers increasingly tend to associate quality with factors not related to the product, in particular to production conditions. However, there is still a gap between consumers' preference for quality products and their behaviour on the market. Guaranteeing consumers that production meets their expectations in terms of quality creates a dynamic between producers and consumers, in which agricultural policy could play a greater role. Engaging in high-quality production, especially when it requires a particular specialization and experience, also offers producers additional advantages in terms of higher income and quality of work. "(European Community, 2000).

Then the concept of food safety is taken up again and deepened with the Publication of the White Paper on food safety of 12 January 2000, through which the Commission proposes a set of measures to organise food safety in a more coordinated and integrated manner. This has created a new political awareness of food safety, in terms of food administration, control, management and quality. The measures proposed in the text concern the organisation of food security and include, among the most important elements, the creation of an autonomous European Food Safety Authority to set up a scientific discussion group on food safety and risks, a system of laws dealing with food safety from cultivation to consumption of products, promote a national control system and foster dialogue with consumers.

The Fischler reform, launched in 2003 and concluded in 2007, introduced three new areas of intervention under rural development measures: adaptation to standards and rules, new agro environmental and animal welfare measures and support for food quality policies. In fact, incentives were provided for farmers who voluntarily participated in Community or national quality schemes that impose certain requirements for agricultural products. In addition, consumer information, promotion and advertising of high-quality agri-food products were co-financed on the EU internal market.

The "Green Paper" on the quality of agricultural products was an important signal: the Commission (and with it the entire European Union) seemed to have finally realized that the future of European agriculture and agri-food would be played not only on competitive

strategies, corporate or territorial, based on production costs, but also, if not above all, on the differentiation of products and therefore on the ability to produce and communicate quality correctly and effectively. Published in 2008, the Green Paper is divided into three sections, covering the following aspects: minimum production requirements and marketing standards, specific EU quality schemes, such as those relating to geographical indications, traditional specialities and organic farming and food quality certification systems (European Community, 2008). With this document, the Commission has initiated a process of further discussion with the economic partners, social and political aims to prepare and promote a review of the current instruments and standards that, in various ways, intervene or interact more closely in matter of the quality of agri-food production and on the communication of quality itself. The explicitly stated aim is precisely to promote the adaptation and development of the existing regulatory instruments on the subject, especially their greater organic nature and effectiveness (Canali, 2010). The Green Paper (2008) and the Communication on Agricultural Product Quality Policy (2009) are at the basis for the proposal in 2010 for a regulation called the "Quality Package". The final approval took place on 12 November 2012 with Regulation no. 1151 "On the quality schemes for agricultural products and foodstuffs".

2.2 The EU Regulation 1151/2012 on Quality Schemes for Agricultural Products and Foodstuffs

The Regulation (EU) n. 1151/2012 on "Quality schemes for agricultural products and foodstuffs", also known as "Quality package", represents another key point in food legislation and it aims to help producers of agricultural products and foodstuffs to communicate the product characteristics and farming attributes of those products and foodstuffs to buyers and consumers. This regulation seeks to enhance Europe's quality policy for agricultural products by increasing the coherence of various quality schemes. It includes measures to support agricultural and processing activities as well as the farming systems associated with high-quality products, in line with EU rural development policy objectives. Repealing Regulations 509/2006 (concerning Traditional Specialities Guaranteed) and 510/2006 (on the protection of geographical indications and designations of origin), the Quality Package discipline in a single text PDOs, PGIs and TSGs, simplifies and strengthens the protection system and makes it possible to use, together with the signs of quality (PDO and PGI) of graphic representations, texts and symbols of the belonging area and Geographical collective marks.

In order to make specific regulated quality systems recognisable to consumers from the European Union the regulation imposes to the manufacturers the use on the packaging of EU symbols and specific quality mark (Art.12). The regulation also aims to protect registered trademarks in order to avoid cases of usurpation, imitation and evocation of names relating to both goods and services (Art.13). Another aim was also to review the criteria and conditions for registering Traditional Specialties Guaranteed (TSG), which must be registered at EU level, and the label must bear the symbol together with the indication "Traditional Speciality Guaranteed" (Art.18). An important innovation present in Reg. 1151/2012 is the possibility of using elements of differentiation of the origin of PDO and PGI products through the use of "optional quality indications" (Art. 29). However, this rule is allowed for geographical indications with a European dimension - it must be a characteristic present, or potentially present throughout the EU -, obtained in specific areas and with the aim of increasing the value of the same type of products. The areas that benefit from the possibility of using optional indications for their GI are those of "mountain" and "island". In the case of mountain products, this indication shall be used only to describe the products intended for human consumption for which both raw materials and feed comes mainly from mountain areas and in the case of processed products, processing also takes place in mountain areas (Art. 31). The optional indication "product of the islands", however, will only be possible after the submission of a report to the European Parliament and the Council, to be submitted by January 2014, which demonstrates the actual usefulness of creating a new indication. Such indication can be used only to describe products intended for human consumption, of which raw materials come from islands. In addition, to ensure that the indication may be applied to processed products, it is necessary that the processing take place in island areas where this has a decisive impact on the particular characteristics of the final product (Art. 32). It is also important to state that the Reg. 1151/2012 does not cover PDOs and PGIs wines, which continue to be regulated by Regulation (EC) 1308/2013, PGIs spirits (that are covered by Regulation n. 110/2008), handcraft products and mineral water.

In order to clarify the content of quality regulation, the European Commission ruled three legal acts:

- Commission Delegated Regulation (EU) No 664/2014 of 18 December 2013 supplementing Regulation (EU) No 1151/2012 of the European Parliament and of the Council with regard to the establishment of the Union symbols for protected designations of origin, protected geographical indications and traditional specialities

guaranteed and with regard to certain rules on sourcing, certain procedural rules and certain additional transitional rules.

- Commission Implementing Regulation (EU) No 668/2014 of 13 June 2014 laying down rules for the application of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs
- Commission Delegated Regulation (EU) No 665/2014 of 11 March 2014 supplementing Regulation (EU) No 1151/2012 of the European Parliament and of the Council with regard to conditions of use of the optional quality term **"**mountain product"

In the following paragraphs, all European quality schemes linked to the "Quality package will be explained in detail.

2.2.1 Protected designation of origin (PDO)

It is a mark (Figure 2-1) attributed by the European Union to those agricultural products or foodstuffs quality characteristics are closely interdependent with the geographical area where the entire production process takes place.

According to the Community Regulation, it is "the name of a region, a specific place or, in exceptional cases, of a country designating an agricultural product or foodstuff that":

- Originating in that region, specific place or country
- Whose quality or characteristics are essentially or exclusively due to particular geographical environment, including natural and human factors
- Production, processing and processing of which take place in the geographical area delimited

In order to obtain the PDO certification it is necessary to carry out a very detailed procedure, which it has to comply with a product specification and the submission of an application for registration by an association to the Member State of competence.

According to Article 4, paragraph 1 of Regulation 510/2006, that today refers to the "Quality package", "in order to qualify for a protected designation of origin, an agricultural product or foodstuff must comply with a production specification". While Article 5 of the above-mentioned regulation presents further details on the application for registration and gives us a definition of what is understood as "association". Association that shall be defined as "any organisation, its legal form or its composition, of producers or processors handling the same agricultural product or foodstuff". Other interested parties may be members of the

association. In accordance with Article 16 of the Regulation (EC) n. 510/2006 a natural or legal person may be treated as an association".

The Member State shall examine the application for registration in order to determine whether it is justified and meets the conditions laid down in the Regulation. If the requirements of the Regulation are deemed to be met, the State shall take a favourable decision and forward the documentation for the final decision to the European Commission.

For what concerns official controls the Article 10 of the Regulation (EC) n. 510/2006 gives us an overview of the bodies responsible for such controls; in Italy, for example, is represented by the Ministry of Agriculture, Food and Forestry policies (Mipaaf).

Figure 2-1 PDO logo

2.2.2 Protected Geographical Indication (PGI)

The term Protected Geographical Indication, better known by the acronym PGI, means a mark of origin which is attributed by the European Union to those agricultural products and foodstuffs for which a certain quality, the reputation or other characteristic depends on the geographical origin and the production, processing and/or production of that characteristic takes place in a specific geographical area.

To obtain the PGI mark (Figure 2-2) therefore, at least one stage of the production process must take place in a particular area. Producers of PGI must comply with the strict production rules laid down in the production specification, and a specific control body guarantees compliance with these rules. It differs from the more prestigious PDO approach, for its being a more permissive scheme on the origin of raw materials (which may be of national or Community origin but also non-European), as it protects recipes and certain production processes typical of the place but not necessarily the origin of the product as a whole, except that of final production. This is sometimes granted mainly because local or national production of raw materials for this purpose may not be sufficient to meet the global demand for the product, or because some ingredients of foreign origin are considered more suitable for their

specific organoleptic characteristics that have a determining role in the final success of the product.

Figure 2-2 PGI logo

2.2.3 Traditional specialities guaranteed (TSG)

This quality scheme aims to provide a protection system for traditional food products of specific character. Differing from PDO and PGI, the TSG approach does not certify that the protected food product has a link to specific geographical area.

To qualify for a TSG a food must be of "specific character" and either its raw materials, production method or processing must be "traditional". The Article 3 of Regulation (EU) n. 1151/2012 gives us an exhaustive definition of the terms specific character and traditional. Specific character is defined as "the characteristic production attributes which distinguish a product clearly from other similar products of the same category". While traditional is defined as "proven usage on the domestic market for a period that allows transmission between generations; this period is to be at least 30 years"

If properly certified, a TSG (Figure 2-3) creates an exclusive right over the registered product name. Therefore, only those producers who conform to the registered production method and product specifications can use the registered product name.

Figure 2-3 TSG logo

2.2.4 The optional quality term "Mountain product"

The concept of "Mountain product" was introduced with Regulation n. 1151/2012, laying down the conditions of use of this optional quality indication. The Delegated Act (EU) n. 665/2014 specifies the conditions of use of the optional quality term "Mountain Product". In details, this label can be applied to products of animal and vegetable origin. For products produced by animals, such as milk and eggs, production should take place in mountain areas. For products made from animals, such as meat, the animals should be raised in mountain areas. The text provides precise indications on the length of time animals must stay in the mountain environment and the origins of their feed, and also provides derogations for processing operations (Max 30 km outside mountain areas). After the publication of this Delegated Act, several countries have moved forward with the implementation of the optional quality scheme at the national level. This Act gave some room for manoeuvre to the Member States (MS) in implementing the term. Indeed, MS have the possibility to adjust the derogation on the processing outside mountain areas. While in the delegated act a distance of 30 km is allowed for the production of milk and milk products, MS can decide to reduce this distance or have no derogation on the distance. In addition, in order to avoid the fraudulent use of the optional quality term "mountain product", MS have to set up a control scheme to monitor the use of this term. This means that they have to define the procedures for the farmers using the label and they have to appoint an organisation responsible for controlling the use of the term.

Today, Italy is the biggest producer of EU mountain products followed by France and Spain. Together they represent two thirds of the total mountain agricultural output (Santini et al., 2013). Other important producers are Greece, Germany and Austria (each with over 1 bn € generated by mountain farms, representing together one fifth of the total) and the rest (around 10% of the total) is produced by 10 countries (Romania, Portugal, Poland, Slovenia, Slovakia, Czech Republic, Bulgaria, Cyprus, UK and Belgium). Given the strategic relevance of mountain areas in Italy, the Italian Ministry of Agricultural, Food and Forestry Policies (Mipaaf) has issued on 26 July 2017 (Published to official journal of the 13th September 2017) the National Decree n° 57167 permitting the use of the optional quality term "Mountain Product". According to the National Italian Decree, mountain areas are referred to the Article 32 of the Regulation (EU) 1305/2013. The Decree underlined the strong involvement of the regions in monitoring and controlling the application. In addition, the decree set up new guidelines including:

- Derogation on distance of dairy processing: 10km derogation to produce milk and milk products) (Art. 3)

- Control system against fraud: national and regional control authorities would be able to trace back the products to the processing and production places, protecting mountain products against the fraudulent use of the term mountain (Art. 5)
- Logo (Art. 6): The Ministry of Agriculture is developing a special national logo to communicate the mountain message to the consumer (Figure 2-4).
- Procedure for authorization of use of the optional quality term: the procedure for the authorization of use remains under the regional authority. Producers who want to use the optional quality term must inform the Regional authorities through the compilation of a specific module (see Attachment 1 of the Decree)

Figure 2-4 Mountain Product logo (Italy)

In addition, the following decrees complete the legislative framework:

- Decree of 20 July 2018 - Guidelines on the verification of the provisions of Article 2, paragraph 3, of Decree 26 July 2017, concerning national provisions for the implementation of Regulation (EU) n. 1151/2012 and Delegated Regulation (EU) n. 665/2014 on the conditions of use of the optional quality claim "mountain product" concerning the origin of feed. (18A05207) (GU General Series n. 181 of 06.08.2018)
- Decree of 2 August 2018 - Establishment of the identifying logo for the optional indication of quality "mountain product" in implementation of Ministerial Decree n. 57167 of 26 July 2017.

2.2.5 Product of Islands farming

At present, there are no specific European or national instruments dedicated to the protection of products originating in islands or island agriculture. The Commission has analysed the impact of the possible introduction of a new optional quality term "product of the islands" compared to the creation of added value for these products. It has therefore identified the advantages and disadvantages of action at European level. Among the main advantages, the EC argues that the introduction of an optional term could protect island products against

abuse. In addition, it could provide adequate protection for some small producers, especially smaller islands, which do not benefit a developed economic structure. Nevertheless, the introduction of the optional term "product of islands" could penalise producers already engaged in a quality system. Furthermore, given that the majority of island products are sold locally or on the domestic market, it is underlined that legislation on the labelling of island products could be better addressed at Member State level. Finally, it is argued that existing structural instruments could have a higher potential to solve structural problems faced by islands.

2.3 Organic label

Regulation (EU) n. 2092/1991 first established organic farming at European level. It was then replaced by Reg. (EU). n. 834/2007 "on organic production and labelling of organic products". The legislative framework is enriched by two other regulations:

- Reg. n. 889/08 laying down detailed rules for the implementation of Council Reg. (EC) No 834/2007 on organic production and labelling of organic products with regard to organic production, labelling and control
- Reg. n. 1235/2008 laying down detailed rules for implementation of Council Reg. (EC) No 834/2007 as regards the arrangements for imports of organic products from third countries

Regulation n. 834/2007 was essentially a legislative breakthrough, proposing a series of objectives for the development of organic farming.

As stated in the Article 1, this scheme regulates the entire organic farming chain, including "all stages of production, preparation and distribution of organic products and their control". The objectives focus on sustainable agriculture and production quality, which must meet consumers' needs. The general principles concern, for example, specific production methods, the use of natural resources and strict restrictions on synthetic chemical inputs. It also lays down specific principles concerning farming, the processing of organic food and organic animal feed.

The regulation also illustrates the methodologies necessary to obtain organic certification, a process certainly not simple, which sees an important commitment of the producer. In order to be recognized as an organic producer in EU, a farmer has to be subject to a two years long transformation process from traditional to organic production. During this period, inspections can be done without notice, in order to check the conformity with the required standards. After two years, the production can be considered "organic," but inspections will still be held at least

once a year. Monitoring shall be the responsibility of each Member State which delegates specific public or private organisations to verify standards. The number of parameters to be respected in organic farming is certainly high and often burdensome for the producer who wants to get closer to this reality. Here are some of the main points:

- A system of crop rotation, for a better utilisation of resources;
- Organic and conventional production cannot be coexist in the same farm unit;
- Strict limits on the use of pesticides, fertilizer, antibiotics and food additives;
- Absolute prohibition of GMOs (Genetically modified organisms);
- Utilization of on-site resources, such as livestock manure or feed produced in farm;
- Choose of plant/animal species resistant to disease and adapted to local conditions;
- Prohibition of any substance that is not clearly specified in EU regulations;
- Management of livestock in open-air systems, providing them with organic feed

However, the EU allows the use of antibiotics for the treatment of very sick animals, when the other methods to cure them fall.

In addition, from 1st July 2012 the new Community biological logo was introduced with Regulation (EU) n. 271/2010, represented by the "European leaf" (Figure 2-5) with the aim of increasing the recognition of organic products, and to minimise consumer mistakes. Labelling plays a very important role in organic farming, in fact, products can be awarded with the Euro-leaf if they contain at least 95% of organic ingredients (according to Article 23 Point 4(a) of Reg. n. 834/2007).

From 1st January 2021, the Regulation n. 834/2007 will be replaced by the Regulation (EU) n. 2018/848. It aims to revise and strengthen the EU's rules concerning organic production and the labelling or organic products in relation to the control system, trade regime and the production rules.

Figure 2-5 EU organic logo "Euro Leaf"

On 24 March 2014, the European Commission adopted the legislative proposals for a new Regulation on organic production and labelling of organic products. Since November 2015, the file is under the so-called trilogue negotiations between the three EU institutions and an agreement has not been reached so far. According to the last compromise text the new

regulation, Regulation (EU) 2018/848 on organic production and labelling of organic products that repealing Council Regulation (EC) No 834/2007, would apply from 1st January 2021.

2.4 Traditional food products (PAT Italian acronym): an Italian initiative

In addition to regulations on the registration of names at the EU level, the Act also sets up the List of Traditional Products that is kept by the Minister of Agriculture and Rural Development of each Member State. The List of Traditional Products is only to collect and disseminate information related to the production of traditional products. Upon entry of the product in the List of Traditional Products, its name is not protected and production is not inspected for conformity with the declared manufacturing method. Producers of products entered in the List of Traditional Products are eligible to be exempt from sanitary and veterinary requirements if a traditional recipe makes it necessary. The List includes products whose quality or unique features and properties are due to using traditional production methods. These products are part of the cultural heritage of their region of origin and are part of the identity of the local community.

Italian agriculture has faced challenges in the European agricultural policy scenario from a clearly disadvantaged position. The latter refers to all those conditions that modern agriculture needs; a highly mechanized agriculture, which calls for flat land extensions, little present in Italy because of a high anthropization of the soil and an inadequate natural orographic composition. To face this situation, Mipaaf wanted to encourage niche sectors, enhancing traditional food products obtained according to ancient recipes or processing techniques.

The concept of Traditional Food Products was first introduced in the Article 8 of the Legislative Decree n. 173/1998, in reference to the valorisation of the gastronomic heritage. This enhancement refers to the identification of traditional products, which processing, preservation and maturing procedures are consolidated over time. In addition, with the same purpose and in the same article, a committee was introduced, consisting of a representative of the Council of Ministers (which presides over it) and four appointed representatives, one for each area of interest (agricultural policies, cultural and environmental goods, industry and foreign trade). The Committee aims to create a technical guide for the cataloguing, for each Italian region, of food products and production techniques, with traditional characteristics, for drawing up an Atlas of gastronomic heritage, integrated with references to cultural, artisanal and touristic resources.

Only a year later, Ministerial Decree n. 350/1999 laying down the rules for the identification of traditional products, was drawn up. This Regulation is considered the

reference point at this regard. Consisting of four articles, it introduces, in the Article 1, an exhaustive definition of what a traditional product actually is:

> "A food obtained by processing, preserving and maturing methods established over time, homogeneous throughout the territory concerned, in accordance with traditional rules, for a period of not less than 25 years".

Other updates introduced by this regulation concern the creation of regional and provincial lists of traditional food products. All the information necessary to establish such lists are defined in Article 2 of the above-mentioned Regulation and provide:

- Category
- Name of the product, including synonyms and dialectal terms
- Area concerned with production
- Summary description of the product
- Description of processing, preservation and maturing methods
- Specific materials and equipment used for preparation and conditioning
- Description of the production, storage and maturing rooms
- Evidence that the methods have been applied consistently and according to traditional rules for a period of not less than 25 years.

While, as described in Article 3 of that Regulation (350/99), the Ministry of Agricultural Policy establishes the national list of traditional food products. This list consists of products defined as traditional by the regions and independent provinces of Trento and Bolzano.

The Minister for Agricultural Policy publishes the list annually, promoting its knowledge at national and foreign level. The national list of traditional food products was approved for the first time with the Ministerial Decree n. 194/2000, revised and updated every year (last review February 2020). An example of the structure of the national list is represented in Figure 2-6. The subdivision occurs for the following product categories, defined with the Circular of 3 July 2000:

- Soft drinks, spirits and liqueurs
- Fresh meat (and offal)
- Condiments
- Cheeses
- Fats (butter, margarine, oils)
- Fresh pastries and bakers' wares, cakes, biscuits and confectionery
- Composed dishes
- Preparations of fish, molluscs and crustaceans and special fish farming techniques
- Gastronomic products

- Animal products (honey, various dairy products excluding butter)
- Vegetable products in the natural state or processed

REGIONE MARCHE

Tipologia	N°	Prodotto
bevande analcoliche, distillati e liquori	1	sapa
	2	vino cotto - vi' cotto - vi' cuot
	3	visner - vino di visciole
carni (e frattaglie) fresche e loro preparazione	4	barbaglia
	5	budellino di agnello o capretto crudo
	6	cappone rustico o nostrale
	7	ciarimbolo – buzzico – ciambudeo
	8	ciauscolo – ciabuscolo – ciavuscolo
	9	cicoli – ciccioli – sgrisciuli
	10	coppa di testa – tortella
	11	gallo ruspante
	12	lonza – capocollo – scalmarita
	13	lonzino – capolombo
	14	mazzafegato – salsiccia matta
	15	miaccio – miaggio – migliaccio
	16	pancetta arrotolata
	17	porchetta
	18	prosciutto aromatizzato del montefeltro
	19	prosciutto delle marche

Figure 2-6 Example of the national Italian list of TFP

Talking about numbers…

The first publication (year 2000) of the list of Traditional Foods saw the presence of 2,014 products. While the last revision (year 2020) presents as many as 5,293. The data available tell us that there was therefore an increase of 167 products in a year, according to the review of February 2019, which saw 5,128 products in total. The most represented region is Campania, with 552 products. In Figure 2-7, an overview on the number of TFPs in Italy (year 2018, source Mipaaf).

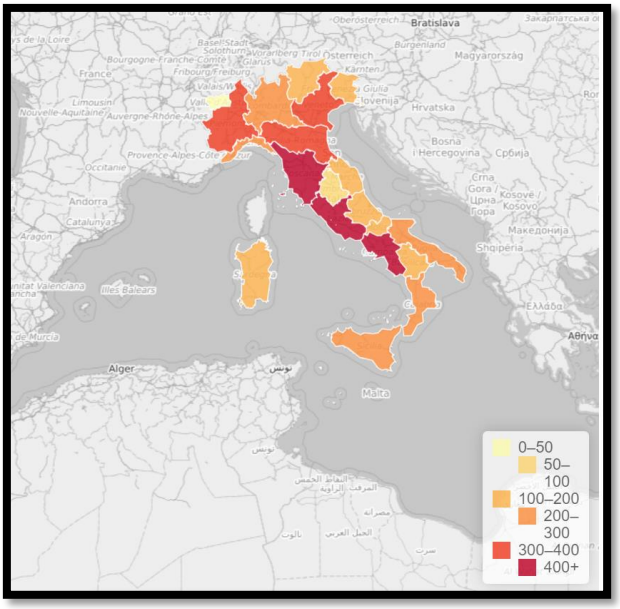

Figure 2-7 Overview of TFPs in Italy (2018) [Mipaaf]

As previously stated, TFPs have been established exclusively at Italian level, but like European quality labels, they have their own recognition logo (Figure 2-8) applied on voluntary basis.

Figure 2-8 TFP logo (PAT Italian acronym)

Given the wide expertise of the Italian regions in the agricultural field, and the strictly local nature of these productions (far from industrial logic) can appear clearly coherent and deserving their recognition at national level. The adoption of the "TFP system" at ministerial level, however, is still fragmented and very superficial, with the list of products described very summarily with clear differences in criteria, both between region and region and within the same region in correspondence of the numerous revisions to which the list has been submitted. A fragile basis for any strategy of protection and enhancement.

Does this approach correspond to a desire to keep TFPs under the radar in the fear of "stepping on toes" the EU guaranteed mark system? This is not clear to us, but we can firmly state that traditional products do not present any certainties as regards the national regulatory framework.

2.5 Promoting quality: other examples on a voluntary basis

2.5.1 The Slow Food movement

Slow food is a large international non-profit association committed to restoring the right value to food, in respect of those who produce, in harmony with the environment and ecosystems, thanks to the knowledge of which they are the keepers of local territories and traditions. An Italian movement, born in the city of Bra (Cuneo) thanks to Carlo Petrini in 1986. Currently present worldwide to promote good, clean and fair food for all. Slow Food works around the world to protect biodiversity, build relationships between producers and consumers, improve awareness about the system that regulates food production. Among the many projects of the association, prominent, certainly that of the “Slow Food Presidia” which has as its objective to recover and safeguard small food products threatened by industrial agriculture, environmental degradation and homologation. It is important to specify that the certification of "Slow Food presidia" does not have official value at European level, but has a very rigid selection criterion, comparable to the PDO and PGI standards, completely entrusted to the association. In many cases, the certified products coincide with those recognized as Traditional Italian Foods on the proposal of the regions by the Ministry, but Slow Food aims to ensure a uniformity of style of disciplinary that is lacking in the regional fragmentation.

Initially, the economic implications of the project were limited to providing consumers with a reference for a purchase of a quality product, also protecting it from any food fraud. Niche productions initially considered to belong to a poor rural world are now proposed as an elitist model for connoisseurs. In fact, the same Ministry of agricultural policies identifies in the valorisation of these products the backbone of economic choices and the possibility of conquering the global market with products of the high quality.

Today there are 591 “Slow Food presidia” worldwide, with 78 nations represented. Italy is the nation with the most presidia (323) (Slow food foundation, 2020)

The slow food logo is represented in Figure 2-9.

Slow Food®

Figure 2-9 Slow Food logo

2.5.2 The French example: "The Label Rouge"

This type of quality chain, widely spread across France, is a market model that in recent years has also registered growth in many other countries and has generated much interest. The Label Rouge, in general terms, is a type of quality certification used by all those producers who adhere to particular production specifications. Production specifications are based on values such as animal welfare, rustic growing conditions, and regional territorial links representing a great marketing opportunity especially for small and medium sized farmers. The creation of the Label Rouge, which took place in the mid-60s, is essentially motivated by two factors: one is the will of the agro-livestock sector to re-evaluate the quality of their products, the other being the institutional will to protect the smaller producers from the effects of industrial scale poultry farming thereby encouraging a type of family production. The chain promises to maintain the independence of each operator, encouraging them to obtain high quality levels with greater added value.

Definitely, this voluntary collective model promotes the production of high quality foods within the realms of sustainable rural development and biodiversity. It promotes family farming while using extensive methods and maintaining a good level of efficiency and making use of the assistance of new technologies. There is also an ethical dimension apart from an economic one that consumers seem to have understood and shared.

Products eligible for the Label Rouge (Figure 2-10) are food items (including seafood), non-food and unprocessed agricultural products such as flowers. According to the French Ministry of Agriculture: "The Red Label certifies that a product has a specific set of characteristics establishing a superior level to that of a similar current product".

A peculiarity of this scheme is certainly that the rouge label is open to all products, regardless of geographical origin (also includes those outside the European Union). For validation, it is necessary that the product must meet the requirements defined in the specifications, validated by the Institut national de l'origine et de la qualité (INAO) and approved by a ministerial order published in the Official Journal of the French Republic. According to the INAO, there are 500 specifications approved and 1,4 billion of revenues related to products with Label Rouge, of which: 660 million euros for eggs, poultry and foie gras, 500 million for meat and sausages, 127 million for sea food.

Figure 2-10 Label Rouge logo

2.5.3 Quality in the Marche region: the QM mark

The "QM" (Quality of Marche region) mark (Figure 2-11) is established according to the regional law 23/2003 and, after having obtained in 2005 the approval from the European Commission, it becomes fully operative in 2006 with the publication of the first disciplinary of production. The marketing phase begins in 2008, with the placing on the market of High Quality milk, and gradually extended to an increasing number of products. In addition to compliance with production specifications, verified by independent bodies, QM branded products are characterized by the high level of communication that is established between producer and consumer. This creates a relationship of trust based on information that must always be transparent and complete and this is possible by combining the information on the label with that available on the internet.

With the QM, the Marche region undertakes to guarantee three aspects:

- Quality: guaranteed by compliance with a strict production specification and independent controls
- Traceability: guaranteed for each stage and for all those involved in the production process
- Information: Comprehensive by combining those on the label and those available on the internet

Figure 2-11 QM (quality of Marche region) logo

CHAPTER III
OVERVIEW ON TRADITIONAL FOODS MARKET

3.1 Introduction

Traditional foods are an important part of European heritage and culture representing an agriculture sector that help to can revive the rural areas. The impact of this type of food is a positive one because they are adding value to the market. On the market, the value added of traditional foods is reflected in the selling price, a challenge that producers must overcome (Todirica, 2018). In recent decades, there was an increase in the interest of producers, researchers and consumers on food products with quality schemes, often perceived as premium products with unique sensory properties (Guerrero et al., 2009; Pieniak et al., 2009). As previously state, the European Union (EU) has implemented specific legislation on EU quality schemes, which were designed not only to provide legal protection to these products, but also to distinguish the products that have specific characteristics, in particular, linked with their geographical origin, compared to other similar products (European commission, 2010). The use of quality schemes is therefore an important tool for revenues and safety, bringing satisfaction and pride to those who produce quality products and at the same time defend them from unfair practices (European Union, 2010). Quality schemes are not exclusively commercial or legal instruments but they are multifunctional. They exist in a broader context as an integral form of rural development that can powerfully advance commercial and economic interests at the same time as fostering local values such as environmental stewardship, culture and tradition. A link that is not only between a product and a specific geographic region, but also with unique production methods, characteristics or qualities that are known to exist in that region (Grunert KG and Aachmann K, 2016). Consumers, who can identify product characteristics that would otherwise be hidden simply by inspecting them; producers, who can defend their products against the numerous frauds affecting the agri-food sector; and rural areas, which can enhance their territory by encouraging tourism, represent the beneficiaries of the quality schemes. The objective of this chapter is to evaluate the market of quality products in Europe and more in detail in Italy, focusing on the evolution that has

had over the last decades, on the most affected product categories and on the nations that best represent the concept of agri-food quality.

Regulation (EU) 1151/2012 and in particular Regulation (EU) No 668/2014 defines traditional foods and split them in three categories: Protected Designation of Origin (PDO) - Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG). Nowadays, a wide range of food products on the markets are certified in EU as PDO, PGI and TSG labels. However, as part of the national quality scheme, there are different traditional or regional products registered in different EU member state. These products are entered in the List of Traditional Products kept by the Minister of Agriculture and Rural Development of each country. These products are an important element of the European cultural heritage. Production and sale of traditional or regional provide a decisive economic input to many regions and can contribute to diversification of rural area.

3.2 Traditional foods across Europe

For the analysis of the European scenario was used the most recent data storage tool made available by the European Union, the electronic register eAmbrosia, which replaced the DOOR database from 1st January 2020.

First, the evolution that PDO and PGI "food" products have had in the period since 1996 (the first year in which a product in the "food" category has been introduced in a database) and the current year (2020) has been analysed. Products belonging to the category "wine", “spirits” and “aromatized wine” were therefore not taken into account.

Figure 3-1 shows that both the number of PDO and PGI products has increased significantly in the last 24 years. In particular, for PDOs, the increase was 180%, from 231 to 647 products. While for PGIs by 472 %, from the initial 133 to the current 761. Products belonging to TSG have not been included (because the first registration occurred in 21/11/1997). Actually, they are 64 throughout Europe.

The total number of products for the food category considering PDOs, PGIs and TSGs is 1472, recording a +6 compared to the year 2019 which presented 1466 products (Ismea – qualivita, 2020). The figure 3-1 confirm how much the movement of quality products has had an important growth in the last two decades.

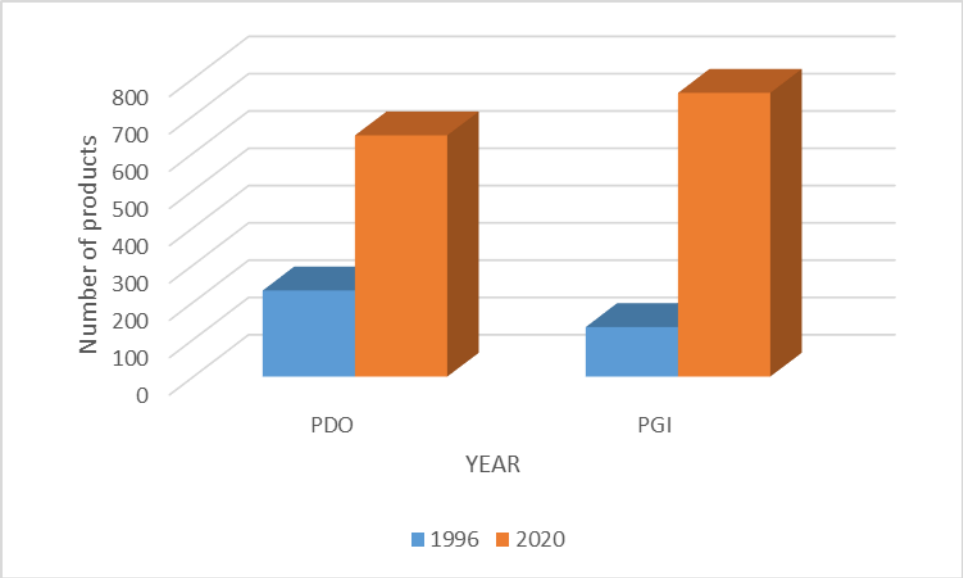

Figure 3-1: Relationship between PDO and PGI products 1996 vs 2020 (on "food" category) (Source: eAmbrosia, 2020)

The next analysis takes into account all the categories listed above, therefore, not only the food sector. Figure 3-2 gives us an overview of the overall situation of quality products in Europe. It follows that PDOs are at the head of this ranking (1818 products) followed by PGIs (1200) and TSGs (64). In percentage terms, PDOs represent 59% of quality products, PGIs 39% and TSGs 2%. Globally, the number of quality products in Europe is 3082.

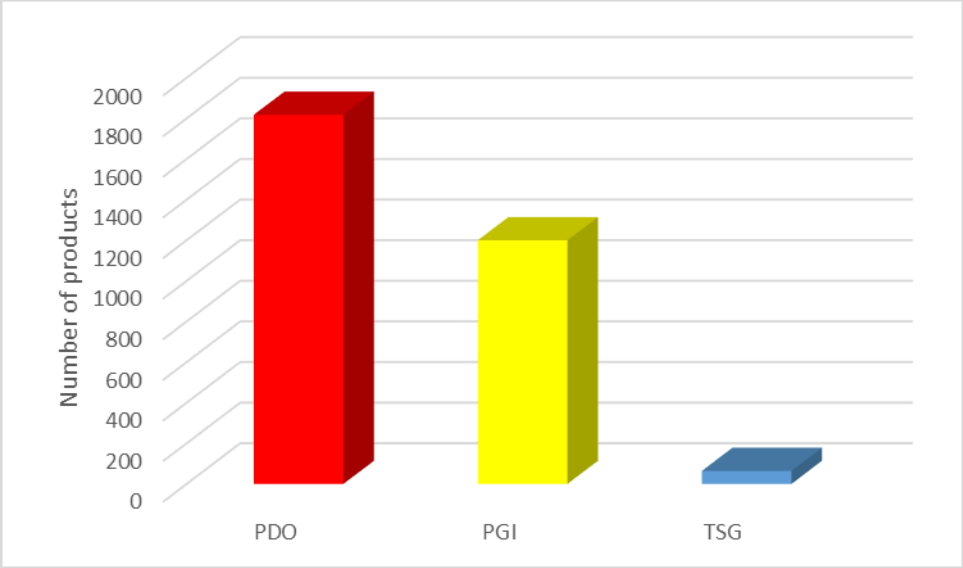

Figure 3-2: Total number of quality products in Europe (all categories), divided for PDO, PGI, TSG, year 2020 (Source: eAmbrosia, 2020)

Being particularly interested in the "food" sector, I decided to carry out a more careful analysis within the various product categories, for registered PDOs and PGIs. The graphs below (Figure 3-3, 3-4) show how much each product category weighs on the total of the "food" sector. As can be clearly seen from Figure 3-3, the categories with a larger number of PDOs are:

- Cheese (30%)
- Fruit, vegetables and cereals (24%)
- Oils and Fats (18%)

The other categories occupy with a percentage ranging from 6% to 2% the graph, except for bakery products 0.6% Among the 194 cheeses registered as PDOs, countries such as France and Italy, leaders in this sector, certainly have an important role. The category "Oils and Fats" is the one that certainly surprises the most for the results achieved. The countries bordering the Mediterranean Sea (Italy, Spain, Greece and France) are the ones that contribute the most to the total number.

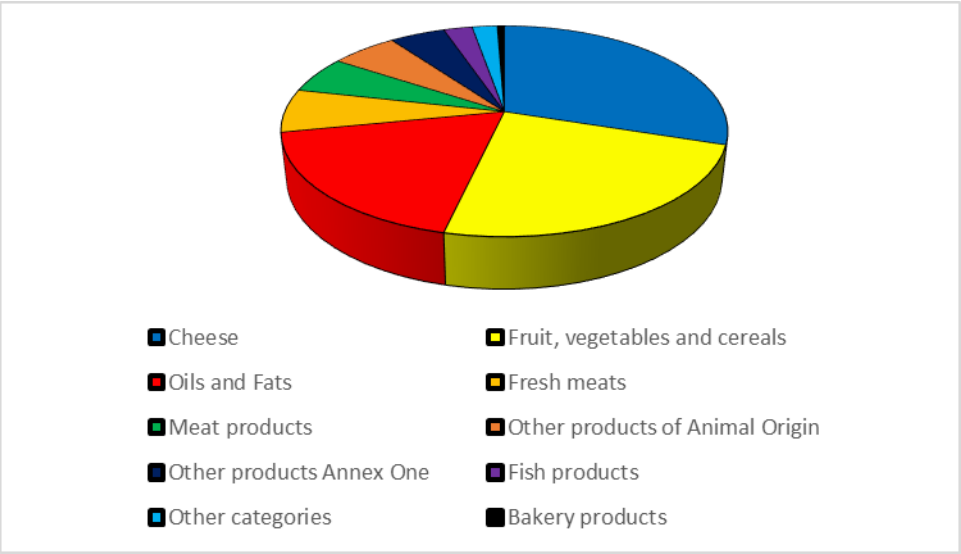

Figure 3-3: Analysis of PDO products, divided in food categories (Source: eAmbrosia, 2020)

The same type of analysis was carried out for PGI products; the results in this case appear (Figure 3-4) different:

The category "Fruit, vegetables and cereals" gives a large contribution to the total number of products (31%), confirming the numbers of PDOs that saw it among the top three categories. There is also a large rise of meat products compared to PDOs, which see this category in

second place among PGIs with 19%. In general, the “meat” sector has an important influence on PGIs, with fresh meat at 16%. Worthy of note is definitely the rise of bakery products (10%) compared to the situation in PDOs. While the number of products for the category “cheese” drops dramatically compared to PDOs, settling at 7%.

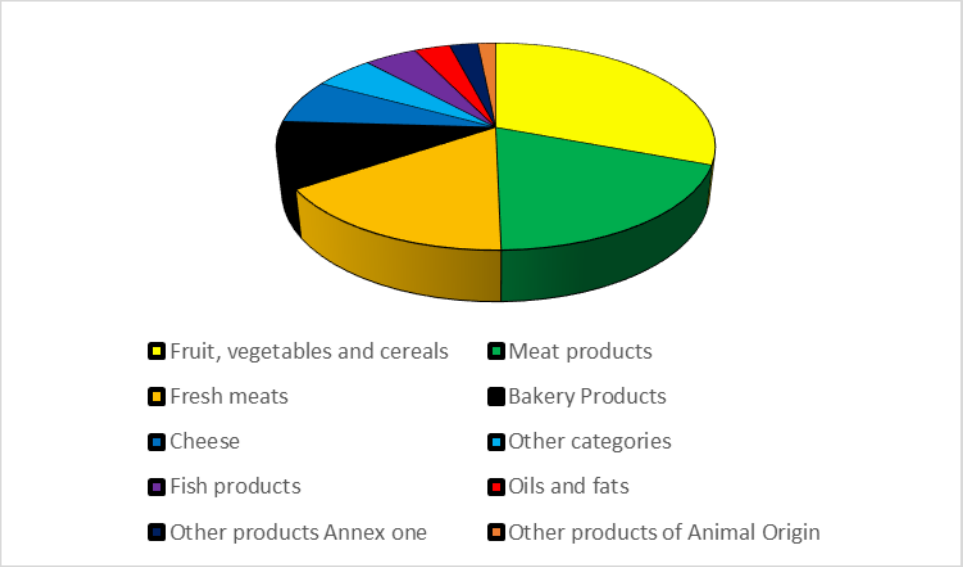

Figure 3-4: Analysis of PGI products, divided in food categories (Source: eAmbrosia, 2020)

Thanks to Figure 3-5, we have an even wider overview of the European situation with regard to quality products. In fact, the contribution of the top 10 states to the number of PDOs and PGIs has been calculated. The results confirm what was already known on the subject, with Italy and France firmly leaders of this special ranking. More generally, the countries bordering the Mediterranean Sea have the most important weight on all products. This confirms the fact that the gastronomic culture present in these regions and the implementation of the Mediterranean diet are one of the strengths of the European community at world level when we speak about food and beverage.

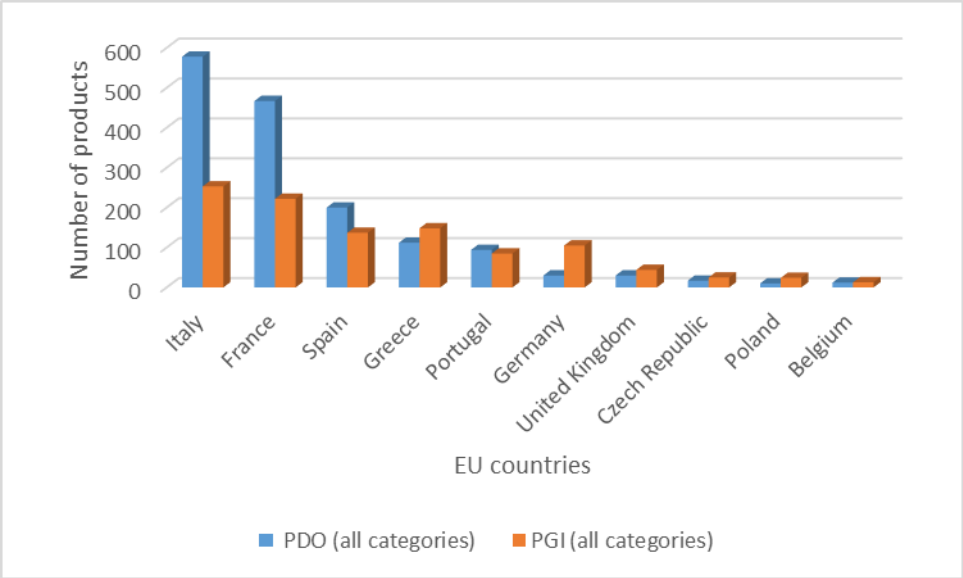

Figure 3-5: Contribution of the main 10 states to the number of PDOs and PGIs, year 2020 (Source eAmbrosia, 2020)

3.3 Market of Traditional and Regional products in Italy

Italy is the European country with the largest number of agri-food products with a designation of origin and a geographical indication recognised and protected by the European Union, as evidence of the undoubted vocation to the quality of Italian production and the link between excellence and the territory from which they come. Below, some aspects will be analysed in order to emphasize even more the strength of Italy in the field of quality products. According to the eAmbrosia database, to October 2020 the number of awarded food products is 309. Of these 309 products, 171 are branded PDO, with the latest additions concerning the "Colatura di Alici di Cetara" a fish based sauce and "Provola dei Nebrodi" a Sicilian cheese. While for PGIs, there are currently 135 products, thanks to the recent additions of the "Pampepato di Terni" which were awarded with the mark at the end of October 2020 and the "Olio Lucano", the typical oil of the homonymous region registered always in October 2020. Lastly, there are the TSGs, which currently are three: the Neapolitan pizza, the Mozzarella and the traditional Amatriciana.

In Figure 3-6 we can evaluate the progress of the PDO and PGI registrations made every year from 1996 (the first registration of a product belonging to the food category) to 2020. It is clear that for what concern PDOs there was a boom in recordings in 1996 (50 registrations) while in the last 4 years only five products were registered. For PGIs the situation is more

levelled, it is always 1996 the year that presents more recordings (16) but good results were achieved in 2009 (10), 2010 (11) and 2016 (11).

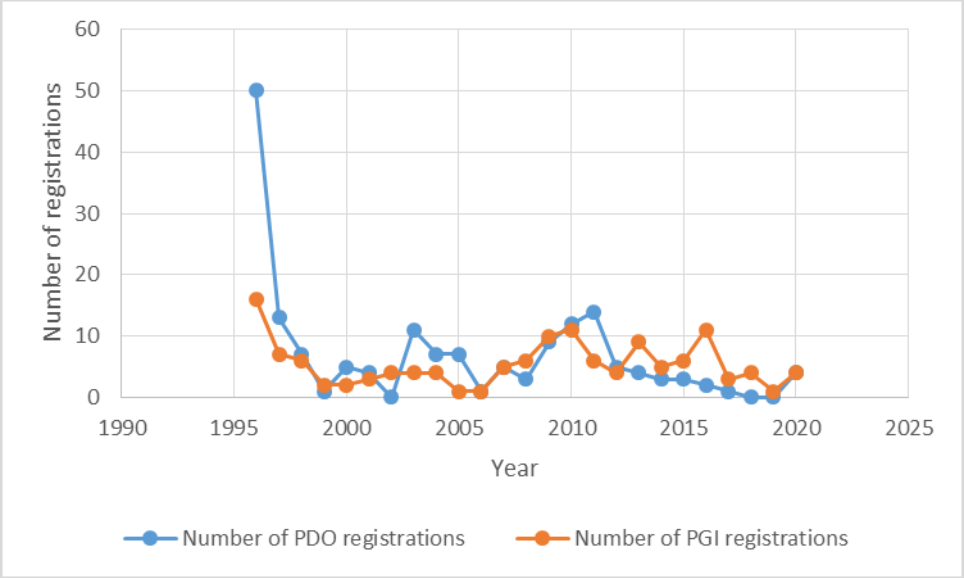

Figure 3-6: Trend in registrations of food products for PDOs and PGIs (Italy, 2020).

(Source: eAmbrosia, 2020)

In calculating, it is necessary to add also wines, spirits and aromatized wines with certifications that, as previously affirmed, have a legislative scheme comparable to that of the food products. To October 2020, the total number of awarded products are 869, where 34 are spirits and only one product (Vermouth of Turin) belongs to aromatized wine category. Interesting the data on the number of "Consortia of Protection" in 2020 is 285 (161 food, 124 wine), while the sector operators are about 200,000 (Ismea-Qualivita report, 2020)

In Figure 3-7, the weight of the food and wine categories was assessed on the total of quality products in Italy. It appears that the contribution for the food category is 20 % for PDOs, 16 % for PGIs and 0.4 % TSGs. While for the wine category it is 48 % (PDOs), 14% (PGIs). What catches the eye at first is the percentage of PDOs wines present, they account for 70% of PDO branded products. While the food category defends itself more in PGIs, where it represents 53% of the total PGIs.

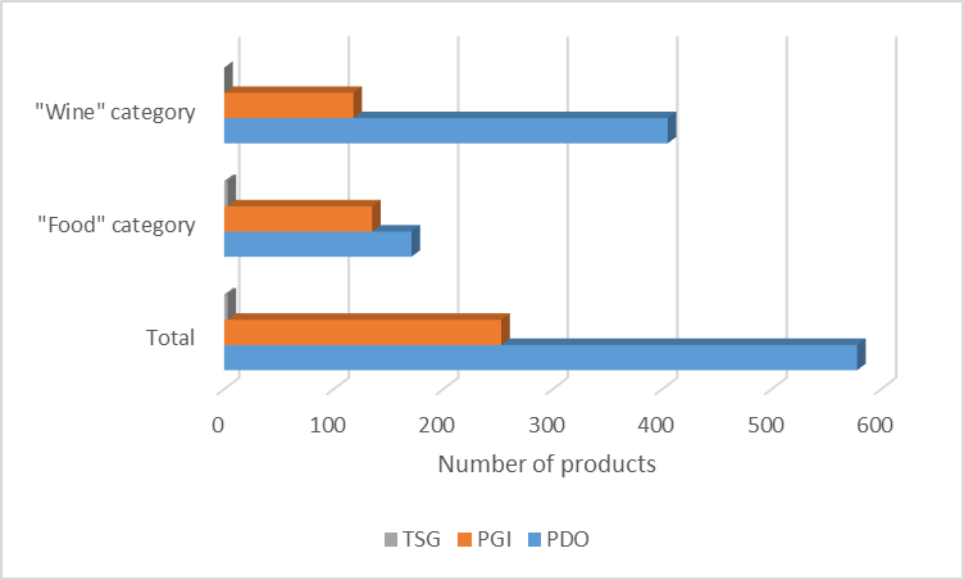

Figure 3-7: Contribution of the food and wine categories on the total number of quality products (Source eAmbrosia, 2020)

Then, like the European scenario, there was an internal analysis of the food categories, both for PDOs and PGIs. In Figure 3-8, we can evaluate the situation for PDOs, which sees an uncontested domain of “cheeses” (30%), followed by “oils and fats” (25%), “fruits, vegetables and cereals” (22%) and “meat products” (12%). A result that in some way we expected given the amount of typical cheeses present on our territory. The same consideration can be made for the other three categories, which are the basis of the Italian culinary tradition. The remaining 11% covers the other six product categories.

The situation with regarding PGIs, however, is particularly different, as it is clear from the graph (Figure 3-9) the category “fruit, vegetables and cereals” covers 57% of total products (77 out of 135), a number certainly important. The meat products (22 in total) are confirmed as one of the pillars of the Italian gastronomic heritage with 16.2%. Bakery products (8.9%), which had been almost absent in the PGIs, regained their share in PGIs. Cheeses, that were predominant in PDOs, are only two in PGIs. While the category of "Other products of animal origin" is absent.

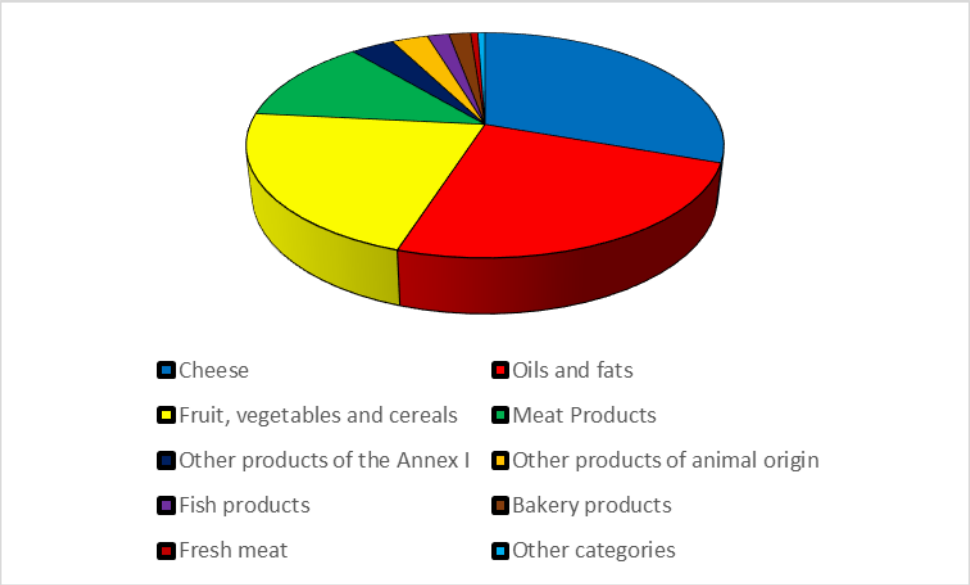

Figure 3-8: Analysis of PDO products in Italy, divided in food categories (2020)

(Source: eAmbrosia, 2020)

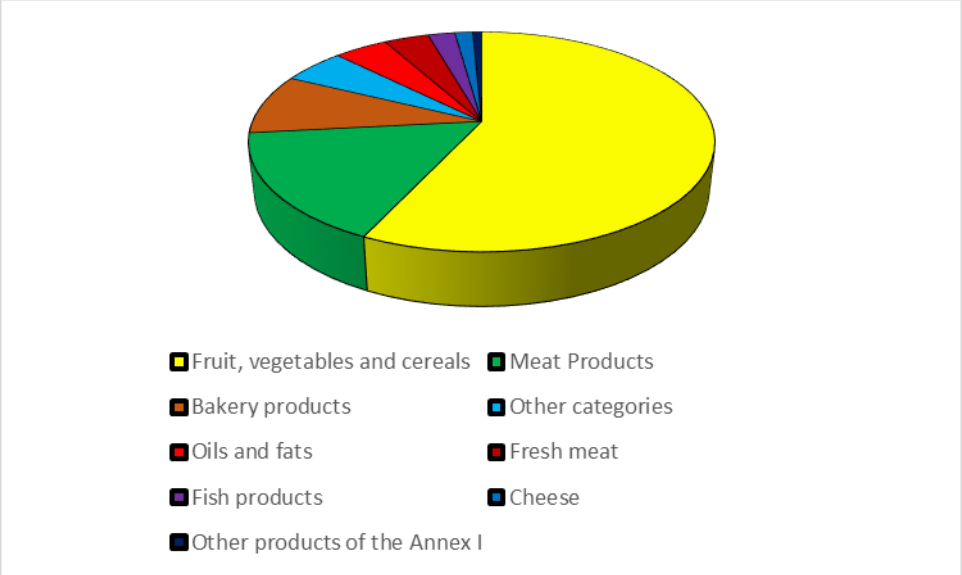

Figure 3-9: Analysis of PGI products in Italy, divided in food categories (2020)

(Source: eAmbrosia, 2020)

Going deeper and deeper in the analysis of the Italian scenario, the contribution of each Italian region for PDO and PGI foods was evaluated. The results, in figure 3-10, tell us that the regions that contribute most to the calculation of quality products are:

- Emilia-Romagna: 44 products (19 PDOs, 25 PGIs)
- Veneto: 36 products (18 PDOs, 18 PGIs)
- Lombardy: 34 products (20 PDOs, 14 PGIs)
- Sicily: 32 products (18 PDOs, 14 PGIs)

- Tuscany: 31 products (16 PDOs, 15 PGIs)

While among the regions with fewer certified products, we find Valle d'Aosta (4), Liguria (5), Molise (6), Friuli-Venezia Giulia (7) and Sardinia (8).

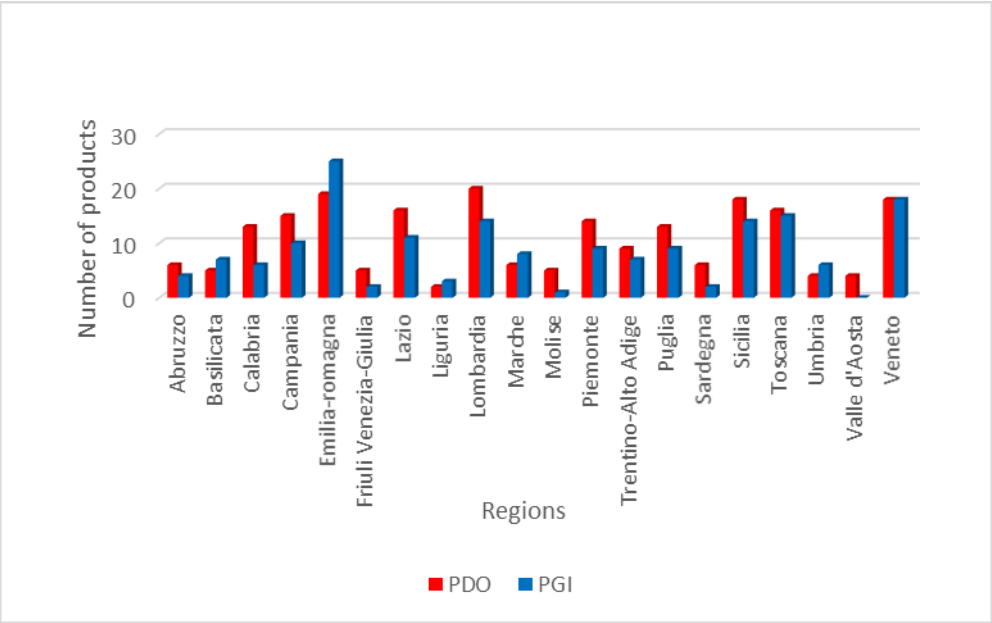

Figure 3-10: Contribution of each Italian region for PDO and PGI products.

(Source: Mipaaf)

These are essentially generic data, which, however, give an idea of how much the certified products sector has power over the Italian economy. At this regard, the Ministry of Agricultural Policy has recently created a new online portal "PDO and PGI quality in territories", with direct and comprehensive information on all products.

As for the sector numbers, the most recent data have been obtained with the Ismea-Qualivita report (2020) that give us a better overview of Italian food and wine quality production. First, it is necessary to explain the business volumes that the sector generates, with over 16 billion € of value to production, representing almost 20% of the total value of the Italian agri-food sector with a growth of 6% compared to the previous year. Interesting are the data of the export that sees a growth of +2.5% compared with the year 2017, reaching 9 billion € and keeping stable the share of 21% in Italian agri-food exports. The biggest contribution to this result is provided by wines with a value of more than 5.4 billion €, while more stable the value of agri-food PDO and PGI attested on a +1% compared to 2017. The report as a whole confirms the positive signs of a growth that, in over ten years, has consolidated the rule of leader abroad, reinforcing the "made in Italy" concept and on the internal market, with an increase in sales of products with a geographical indication.

At territorial level, all the provinces in Italy have an economic return due to the supply chains with protected geographical indication: a system that characterizes the whole country even if the concentration of value is greater in some realities. It is the north of Italy the area with the most developed realities; Veneto, Emilia Romagna and Lombardy among the regions that contribute most while between the provinces we find Treviso, Parma and Verona.

Some data relating to the year 2018 will be given below for what concerns exclusively the food sector, with the main aim of confirming what has been done by Italy on the market of products with geographical indication.

With regard to food operators (PDO, PGI), Ismea estimates an increase of + 34% since 2008, which are distributed throughout the national country for 80,255 producers and 7,796 processors respectively for the year 2018. The sectors most affected are those of cheese (29 thousand operators), olive oils (22 thousand) and fruit and vegetable (20 thousand). While the regions with more operators are respectively Sardinia (13,484), Tuscany (12,368) and Trentino Alto Adige (11,430).

Also interesting are the values to production and consumption for what concerns the agri-food (therefore excluding wines). In 2018, the value to production reached 7.26 billion € (+3.8% on 2017) while the value to consumption does not increase compared to 2017 (-0.1%) and is confirmed at 14.39 billion €. The categories with the highest value are those of cheeses and meat products.

Of great importance is certainly the export chapter. The latter presents a value of 3.6 billion €, in increase regarding 2017 (+1.2%). Where one third of exports are directed to non-EU countries (33%), the main markets are confirmed in Germany (20%), USA (18%) and France (15%). The most prominent export categories are cheese (50% of exports), balsamic vinegar (24%) and meat products (16%).

The Ismea-Qualivita report turns out to be very detailed and specific, treating it in its entirety, focusing on each category could be misleading for the work of thesis. For this reason, I decided to include in Table 3-1 the data relating to the most commercially important categories and then briefly describe the impact of certain products belonging to other minor categories. As can be clearly seen from Table 3-1, the category of “cheeses” presents important statistics as regards the production value and exports. Products such as Parmigiano Reggiano PDO and Grana Padano PDO contribute greatly to the excellent performance of the sector, which count 28,801 operators is, along with the fruit and vegetables (20,060) and olive oils (21,698), the one with a greater number of employees. It is certainly important to underline the contribution of the “meat products” sector both for the value of production (28%) and for

exports (16%), thanks to products such as Parma Ham PDO and San Daniele Ham PDO, widely spread in Italy and abroad. The "Fruit and vegetable" sector, with the high number of awarded products and operators, has a production value of 4% and an export value of 6%. While for "balsamic vinegars", despite the production is limited to only two Italian provinces (Modena, Reggio Emilia), the sector has 681 operators and a value to production of 369 million € with a total export weight of 24%.

Among the other categories, not present in the table, the most prominent is that of fresh pasta, where Pasta di Gragnano PGI is established as the eleventh Italian product with GI for value. Worthy of note are also some bakery and pastry products such as Piadina Romagnola PGI and Cantucci Toscani PGI.

Product Category	**Production value % (on Total)**	**Export value % (on total)**	**N° Operators**	**1st region (production value)**	**Main Product**
Cheese	57%	50%	28,801	Emilia-Romagna	Parmigiano Reggiano PDO
Meat products	28%	16%	4,018	Emilia-Romagna	Parma Ham PDO
Fruit and Vegetables	4%	6%	20,060	Trentino Alto Adige	Mela Alto Adige PGI
Balsamic Vinegar	5%	24%	681	Emilia-Romagna	Balsamic Vinegar of Modena PGI
Olive Oils	1%	2%	21,698	Apulia	Toscano PGI-EVO
Fresh meat	1%	2,20%	10,370	Sardinia	Vitellone Bianco dell' Appennino centrale PGI

Table 3-1: Economic and geographical overview of the major food categories (Italy)

(Source: Ismea-Qualivita report, 2020)

3.3.1 The market of "Prodotti Tradizionali Agroalimentari" (PAT – Italian acronym)

The national TFPs list is published and updated annually by the Mipaaf. It is essentially the only reference point for an analysis of these products and better understand how they have been incorporated into the national framework. The list can be considered as a business card for traditional products of Italian agriculture, for the production of which are used raw materials of particular value, with a strong link with the local production tradition, to which has been added the man's work, intervened directly in the production process, going to confer conditions and unique qualities.

The TFPs are generally the result of the work of a very small chain, where the attention to details and the history of the production process are considered unique elements. However, this was not enough to succeed in bringing producers together in real "consortia", which would certainly have given more visibility to the movement, nor to adopt uniform policies on the

subject. A real pity that these tables are the only tool for the analysis of TFPs, because inside these rough lists, repelling even in appearance, there are the unique and distinctive contents of the gastronomic heritage of our country.

3.3.2 Analysis of TFPs list

Nevertheless, we can state that by comparing the first national list (dated 2000) and the last revision (February 2020), the TFP's movement has surely grown (Figure 3-11). First, we can say that the overall number of TFP over this period is more than doubled (+163%), with the highest increases for Emilia Romagna (397%), Campania (364%) and Sardinia (364%), more than double for Lazio, Sicily, Apulia, Liguria, Basilicata, Calabria, Friuli-Venezia Giulia, Valle d'Aosta, Piedmont and Abruzzo. Curious the data on Lombardy region, thriving region and engine of the Italian economy, which has increased only the 27%. The Autonomous Province of Bolzano is the only one that has reduced the total number of its TFPs (-29%), probably because in these twenty years, some of its products have obtained recognition as certified typical products.

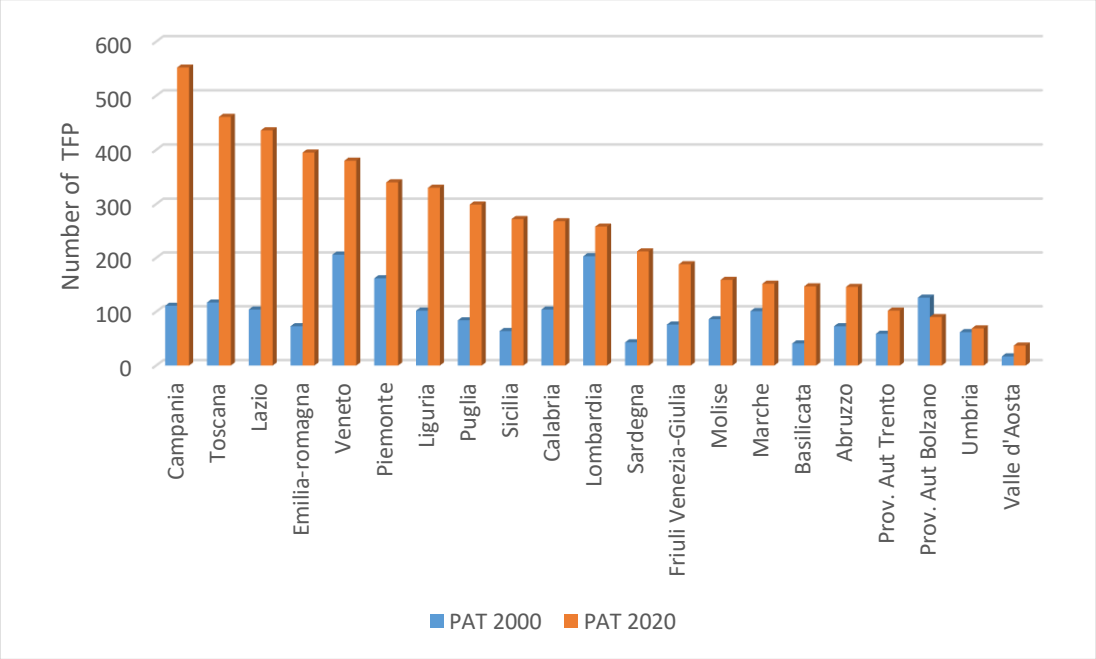

Figure 3-11: Number of Traditional Food Products (TFP) divided by Region/Autonomous Province and by year (Source Mipaaf)

In addition, a careful analysis was carried out on the different categories represented in the list of TFP 2020 in the Annex I, which shows that the most represented category is that of "Fresh pastries and bakers' wares, biscuits, pastries and confectionery" (representing the 30%

of the total), followed by that of “Plant products in the natural state or processed” (28%), “Fresh meat (and offal) and their preparation” (15%), “Cheese” (9%) and “Gastronomic Products” (6%) while the other categories do not exceed 5%.

Between the regions with more TFP, we find the Campania to the first place (552 products, 10 % of the national total), followed by Toscana (461 products, 8%) and Lazio (436 products, 8%). Worthy of note are also Veneto (7%) and Emilia Romagna (7%).

It is important to state that these numbers are not the result of an organic census carried out in a homogeneous manner on the national territory; therefore, they should not be understood as an exhaustive picture of the actual presence of products with requirements such as to be defined as TFP. As already mentioned in the chapter on legislation, the process leading to the inclusion in the list of national is not managed in the same way (and with the same commitment) by all regions. Some regions provide financial and human resources ad hoc for the different phases leading to the registration: from historical-bibliographical research of information and documentation necessary to demonstrate the consolidation of the product on the territory for at least 25 years, until the end of the bureaucratic procedures with the transfer of the request for inclusion in the list. As a result, the greater the commitment of the regions to TFP, the more likely it will be to increase the number of products on the list at each review. On the other hand, regions which devote less effort to TFPs and which have a significantly lower number of registrations could in fact conceal a large number of potentially registrable products. As we have seen before, since the establishment of the TFP in the year 2000, some regions have considerably increased the number of products because of a great effort to integrate something new each year. All this thanks to the action of local authorities, companies, associations, local action groups (LAGs) and other entities operating in the area, propose to the Regions the inclusion of “own” products in the national list of TFP in order to take an image advantage, as well as to protect the specificity of production or foodstuffs. The relative simplicity of the submission of application (usually at no cost) and the specific interest of the local authorities (Municipality, Province and Region) facilitate the application for registration. However, the products included in the national list of TFPs, cannot qualify as “traditional”, but may contain on the label references to the list: “Product included in the national list of traditional food products”. For their own characteristics, as well as for the definition provided for by the Ministerial Decree (D.M) n. 350/1999, TFPs can be assimilated to Local Products and, at the municipal level, to Municipal Denominations (De. Co).The latter, like TFP, are two concepts aimed at promoting short supply chains, specific food production and biodiversity.

CHAPTER IV
ANALYSIS OF TRADITIONAL FOOD PRODUCTS IN LITERATURE AND RESEARCH

4.1 Introduction to the Literature Review

Traditional food products have been present in the world's gastronomic culture for almost all time. They reflect the cultural identity of the different populations besides leaving their footprints in contemporary dietary patterns. Looking at the current conditions of the market, however, they seem to be still lying in their niche, but they have good perspectives for growth in the future if some challenges are accomplished. These challenges, which had already been introduced by (Jordana, 2000), are still relevant. They refer to four key points:

- Communication
- Legal protection
- Quality assurance
- Innovation

Currently, not all consumers have a clear idea of what traditional foods are, or know them marginally. For this reason, it is important to understand how the consumer approaches the concept of traditional, and try to define the profile of the consumer who buys typical products. On the other hand, it is important for the producer to understand how to communicate the value of these products.

At the same time it is not yet clear what legislative framework they follow; consequently, all those methodologies to ensure the quality of these products are missing or fragmentary.

What about innovations? Are sustainable or not in the context of traditional foods? Definitely, it was written, discussed and published about traditional foods but there is still a lack of clarity on the role that they play in the market.

4.2 Objective and methodology of the Literature Review

According to a Eurobarometer survey (2017), most European citizens give importance to the quality of food produced in Europe so much that they consider it a key factor in deciding what to buy (Eurobarometer, 2017). A large majority of them (77%) say that respect for local

tradition and “know-how” is an important factor in their decision to buy European food products. This percentage is essentially the starting point for this literature review, emphasizing how is important the “traditional” component for the consumer and how much potential it has for further exploration.

This review aims to examine everything that has been published in the literature about traditional foods following four conductive strands:

1. The attributes of a traditional product
2. The consumer perception of a traditional product
3. The sustainability of traditional productions
4. The relationship between the concept of tradition and innovation

The analysis of these four components will allow us to answer some questions, for example:

- What are the attributes that distinguish a traditional product?
- How does the consumer perceive traditional products? Who buys them?
- What value do traditional productions have? Is it worth supporting them?
- Tradition and innovation, can they coexist?

Of the many studies carried out over the years, certainly the TRUEFOOD (Traditional United Food) project is the one that deals most with traditional foods. This four year-program (2006-2010), supported by the European Commission, was involved in improving quality, safety and introduce innovation into Traditional European Food production systems through research, demonstration, dissemination and training activities. It focused on increasing value to both consumers and producers and on supporting the development of realistic business plans for all components of the food chain, using a farm-to-fork approach.

The TRUEFOOD program gives us a myriad of studies, encompassing all the previously highlighted aspects. However, they were not our only resource available in the analysis of traditional foods. Using the search engines Science Direct, Google Scholar and the platform Scopus, have been identified all the resources related to the world of traditional products.

The results that the three search engines give us, are very different, but allow us, after a careful selection of the material available, to have a comprehensive and complete view of traditional products, which reflects the objectives specified above.

4.2.1 Science Direct analysis

The analysis with Science Direct has simply seen the use of some keywords, thanks to which the search engine processes how many publications have been carried out in this regard. Initially, it was used as a keyword “traditional food product” from which it was obtained a

database of 332 results (limiting the research to “review articles” and “research articles” and excluding “Encyclopedia” and “Book chapters”).

As can be seen from Figure 4-1, interest in traditional products has clearly increased in the period 1996 to 2020. In particular, since 2007 (coinciding with the birth of the TRUEFOOD project) the increase has been more evident. The number of publications reaches the highest peak (35) in the current year (2020), testifying to fact that the interest for TFPs is a current theme.

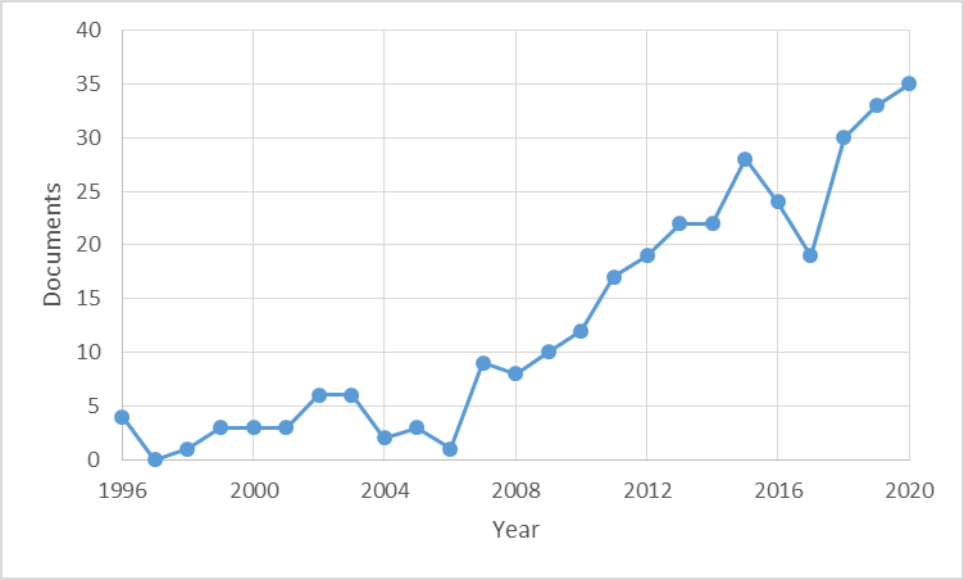

Figure 4-1: Number of documents obtained using the keyword “Traditional food product” (Source: ScienceDirect)

The analysis can be refined, working on the four conductive strands listed above. The following keyword has been added individually to the search:

- “Traditional food product” and “Attributes”
- “Traditional food product” and “Consumer” and “perception”
- “Traditional food product” and “Willing to pay”
- “Traditional food product” and “Innovation”

The results present a number of 206 articles per obtained with the association between TFP and “Attributes”, 104 with “Consumer” and “Perception”, 38 with “Willing to pay” and 75 with “innovation”. Science Direct further enables us to limit the research into certain areas of interest. Based on the purposes of my research, I choose:

- Agricultural and biological sciences
- Social sciences
- Economics, econometric and finance

The results of the new filtered search allow us to obtain 178 results with the keyword "attributes", 96 with "Consumer" and "perception", 35 with "Willing to pay" and 67 with "Innovation".

The research can be filtered "mechanically" up to this point. For this reason, each of the associations carried out was further "internally discriminated". Based on the content of each source (from the title or abstract), I was able to identify the articles that could be useful for my research.

The content of the articles will be discussed in paragraph (4.3.1, 4.3.2, 4.3.3, 4.3.4)

4.2.2 Scopus analysis

The analysis with the search engine Scopus has been carried out in line with the one of Science Direct, using as keyword "traditional food products". Totally, 222 results were obtained. From this point, the research can be refined focusing exclusively on sources such as articles and reviews and, as for Science Direct it is possible to select some areas of interest. Similar to what was done in the previous research were chosen "Agricultural and Biological sciences", "Social sciences" and "Business, management and accounting". This filtered research give us 137 results.

The Scopus platform presents some very interesting functions, which allow us to analyse the results of our research in a direct way through graphs. These graphs give us information that would have been difficult to obtain, or at least would have required a lot of research work. Figure 4-2 confirms what had already been verified by the analysis with Science Direct; it clearly emerges that traditional products have been increasingly present in scientific literature since 2007, with the highest peak in 2018 (16 documents).

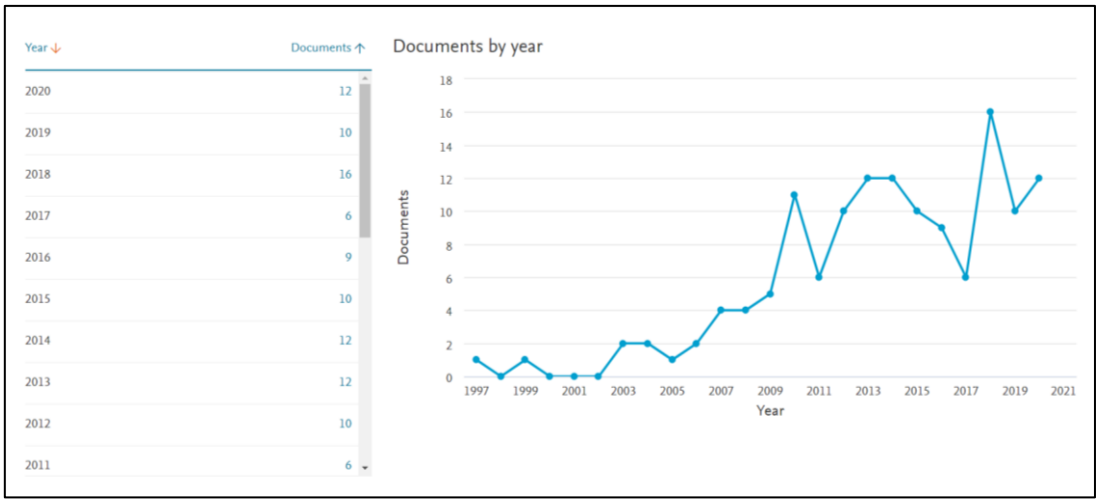

Figure 4-2: Number of scientific documents obtained using the keyword "Traditional food products", (Source: Scopus)

Figure 4-3 shows the main countries of origin of the authors of the publications. Italy, with 23 publications, excels not surprisingly, as it has always paid special attention to traditional products. While Belgium and Spain go hand in hand with 15, followed by Norway (10), France (9) and Poland (8). Among the non-EU countries, we find China with 7 documents.

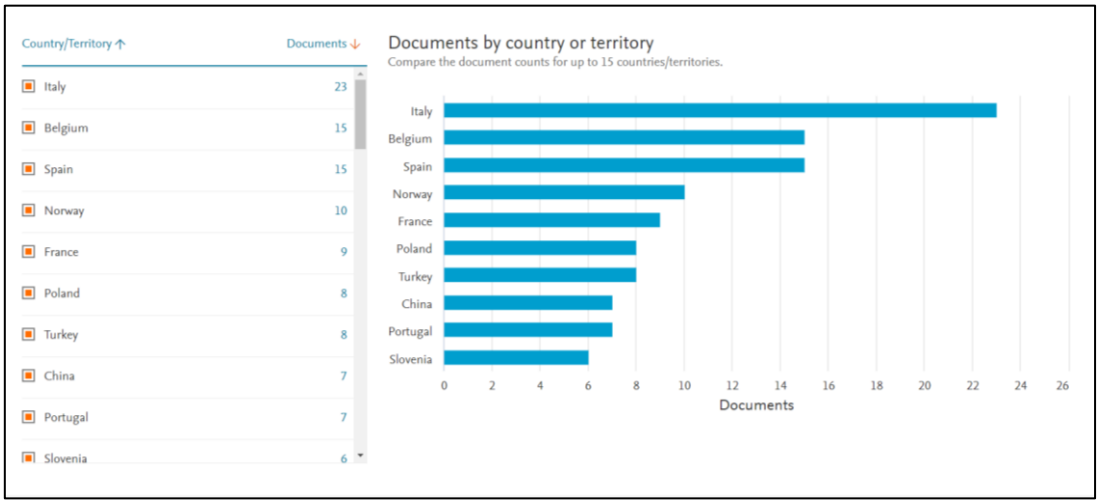

Figure 4-3: Number of scientific documents obtained using the keyword "Traditional food products", by country (Source: Scopus)

From the Figure 4-4 instead, it is clear as on the base of the carried out searches, that the aspects regarding Agriculture and biological sciences (40.3%), social sciences (11.4%) and those relative to the Business, accounting and management (9.9%) clearly prevail.

Figures 4-5 and 4-6 list the authors and research institutes that have published the largest number of scientific articles among the 137 selected.

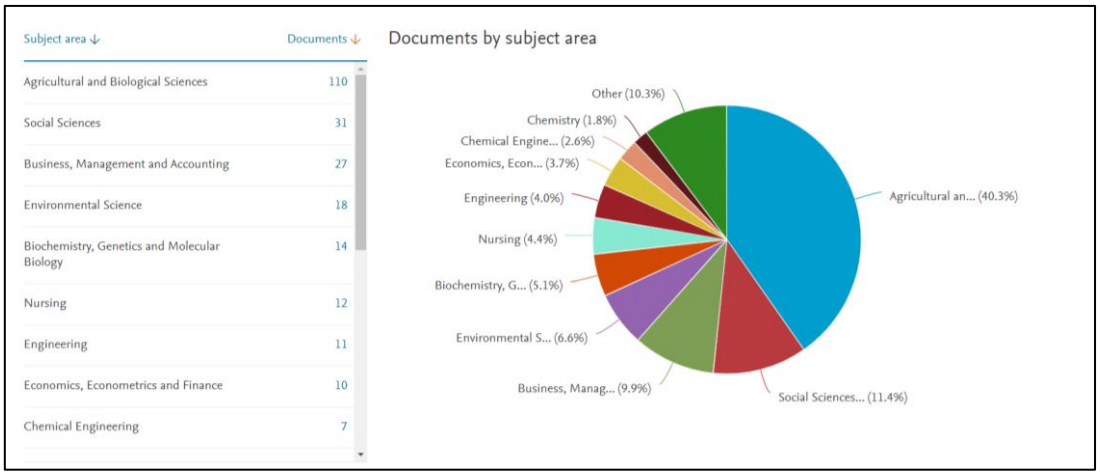

Figure 4-4: Number of scientific publications by research area (Source: Scopus)

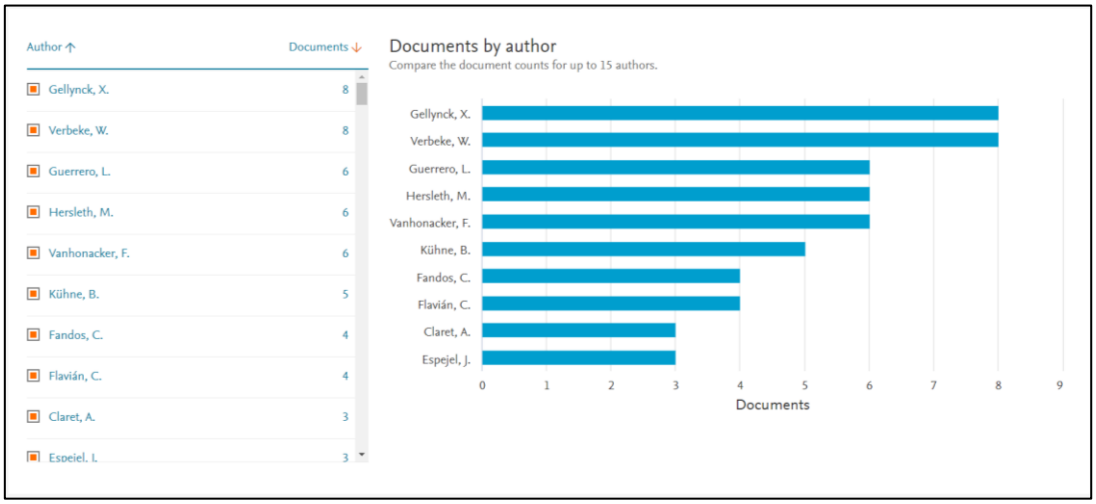

Figure 4-5: Number of scientific publications by author (Source: Scopus)

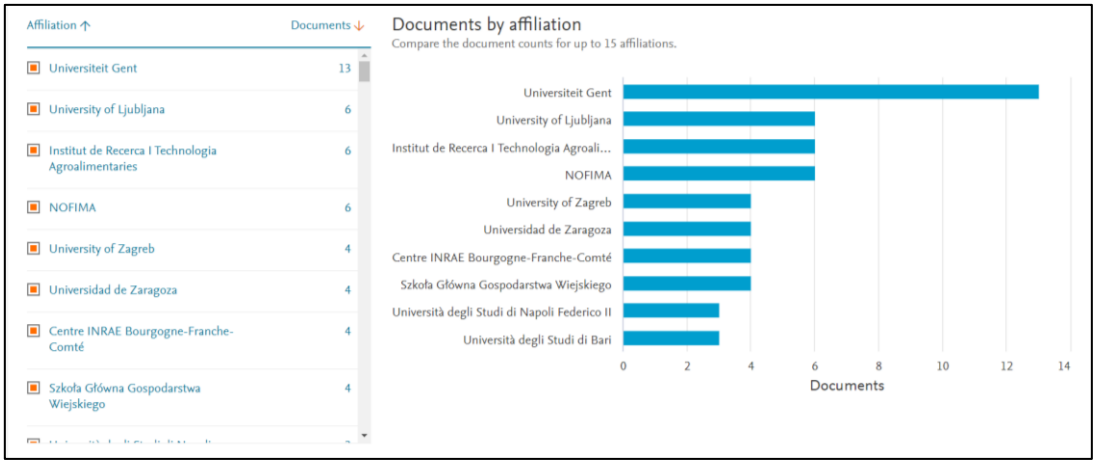

Figure 4-6: Number of scientific publications by affiliation (Source: Scopus)

Finally, in Figure 4-7 the number of documents per funding sponsor is expressed. It is not surprising to find the European Commission in the lead, as it was the promoter of the TRUEFOOD project.

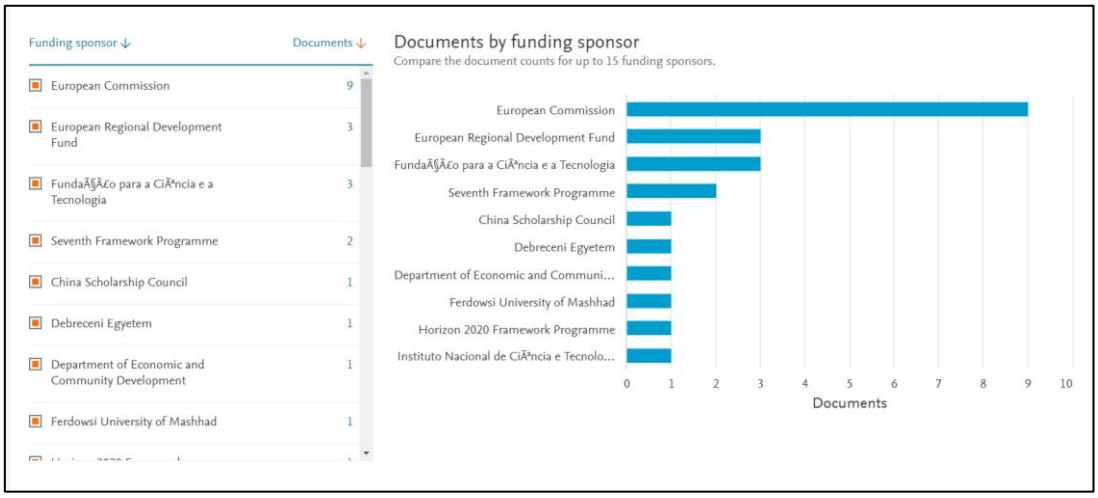

Figure 4-7: Number of scientific publications by funding sponsor (Source: Scopus)

As for the analysis carried out with Science Direct, the 137 results obtained have been examined individually, always with reference to the title and the abstract. The selected articles will be examined in paragraphs (4.3.1, 4.3.2, 4.3.3, 4.3.4).

4.2.3 Google Scholar analysis

The analysis with Google Scholar is definitely the one that allows us to obtain less refined results. In fact, it is not possible to apply a number of filters similar to what was done in the two previous investigations. The aim of this analysis is to analyse the results in Italian, since both Science Direct and Scopus do not give us the opportunity to evaluate written documents in the Italian language. Using the keyword “Prodotti Tradizionali Agroalimentari”, 404 results were obtained over a period ranging from 1998 to 2020. The year 1998 was chosen because it coincides with Legislative Decree 173/1998, which first introduced the concept of traditional product. The search engine gives us the results by order of relevance, taking into account first the articles that contain the keyword in the title and then those that contain it in the abstract and internally to the document. Not being able to filter the search further is an obvious limit of Google Scholar; but looking at the main results obtained, it is clear how important is the theme of traditional products in Italy. In particular, the most relevant results refer to the inclusion of the PAT (Italian acronym) in a context of territorial enhancement.

The content of the most relevant articles will be discussed in paragraphs (4.3.1, 4.3.2, 4.3.3, 4.3.4).

4.3 Traditional food products: the context in literature and research

The main aim of this paragraph is to analyse some selected articles that better fit with the four conductive strands. It is necessary to say that the number of articles found with search engines is certainly greater than those analysed, but a good part of them, after a careful selection has been neglected as often not sufficiently inherent to the objectives of the review.

4.3.1 Attributes of traditional food products

The aim of this analysis is to define the characteristics that distinguish a traditional food product. It is important to know the attributes that distinguish this type of product and to define them in the current context of the market, in order to correctly analyse traditional products globally.

The articles in Table 4-1 are the ones that had better allow us to go deeper into this topic.

Author	Year	Title	Aim of the study	Main findings
V.L. Almli et al.,	2011	"General image and attribute perceptions of traditional food in six European countries"	A consumer survey concerning personal general opinion and feelings on TFP with a characterization according to 15 intrinsic and extrinsic product attributes.	The results show that European consumers trade-off the relative expensiveness and time-consuming preparation of traditional food for the specific taste, quality, appearance, nutritional value, healthiness and safety they find in TFP. Further, the general image of TFP relates to attributes typical of a festive consumption of traditional foods rather than a consumption of daily character.
Guerrero et al.,	2010	"Perception of traditional food products in six European regions using free word association"	What comes to your mind when you heard the word "Traditional"?	Frequencies of occurrence of associations were obtained and analysed by means of simple correspondence analysis. Southern European regions associate the concept of Traditional with broad concepts such as heritage, culture or history. Central and Nordic European regions focus mainly on practical issues such as convenience, health or appropriateness.

Pieniak et al.,	2009	"Association between traditional food consumption and motives for food choice in six European countries"	Traditional food consumption and motives for food choice, which association?	Familiarity and food naturalness emerged as drivers for traditional food consumption. Convenience and health appear as direct barriers to traditional food consumption, whereas of weight control emerged as an indirect barrier for choose of traditional foods.

Table 4-1: Articles related to "Attributes of traditional products"

The study of (V.L Amili et al., 2011) allows us to define, through a consumer survey, the attributes that better represent traditional products in six European countries. The author to define TFPs has identified three main attribute categories:

- Sensory; composed of intrinsic attributes (taste, appearance) and experience attributes (taste specialty, quality, and quality consistency);
- Health & Ethics; including intrinsic product attributes (nutritional value, safety), and credence attributes related to health (healthy) and ethics (environmental friendliness, support of local economy);
- Purchase & Convenience; consisting of extrinsic experience attributes characterising commercial (availability, assortment, and price) and convenience aspects (ease of preparation, preparation time).

The survey's results reveal us that traditional food products benefit from a positive general image in all countries. Further, TFP present satisfying sensory, health and ethical properties, but less positive purchase and convenience attributes. Common to all countries, the positive general image of TFP is significantly correlated to "high quality", "time-consuming to prepare" and "expensive". The results of the study give evidence that European consumers accept as a compromise some degree of inconvenience in the purchase and preparation of TFP in order to enjoy their specific taste, quality, appearance, nutritional value, healthiness and safety. Finally, results suggest the festive consumption of traditional foods, rather than daily consumptions, is the one that most strongly shapes the general image of TFP in the European consumers' minds.

The study by (Guerrero et al., 2010), also using a consumer survey in six EU countries, questions consumers inviting them to affirm the first words that come to their mind when the word "Traditional" is presented verbally. Frequencies of occurrence of associations were obtained and analysed by means of simple correspondence analysis. Some of the most frequently obtained words are Family (63), Old (49), Habit (45), Christmas (43) and

Grandmother (31). As a result, consumers associate tradition with family or family moments, habits and special occasions (such as Christmas). It is well known that certain concepts such as family and tradition are closely linked, and that the family can be a means of transmitting values and customs in order to build a cultural identity (Abad & Sheldon, 2008). The term Old, on the other hand, may have a positive but also a negative meaning. Positive because it refers to something authentic, to be preserved; negative because it can be associated with something dated, not much used nowadays. The analysis shows that Europe cannot necessarily be characterised by a single food culture, since there are many differences at both national and regional/local level. The study also gives us some territorial differences, where traditional products are more associated with the countries of southern Europe, which have more experience, knowledge and culture in this regard. Consequently, in countries such as France, Italy and Spain, the most emphasized aspects refer to culture, heritage, laboriousness and history. These differences are, however, quantitative (based on the frequency of the elicitate words), but not qualitative, since all the countries examined have a similar perception of the TFPs. To facilitate the understanding of the data, (Guerrero et al., 2010) defined 10 dimensions to characterize traditional products: Sensory, Health, Elaboration, Heritage, Variety, Habit, Special occasions, Origin, Marketing, and Basic/simple. The authors found that there are seven factors that better shape the concept of traditional and, therefore, characterize a traditional product: habit, consumption on special occasions, inheritance, its specific preparation, sensory properties, simplicity and the link with the origins. While health, marketing and variety are considered to be accessory attributes.

The study of (Pieniak et al., 2009) investigates the association between the consumption of traditional food and the reasons for food choices. The analysis, carried out through a consumer survey in six EU countries, allows us to identify some attributes that characterize traditional products. Despite the cultural differences between the countries under consideration, there are marked similarities, where the naturalness and familiarity of the product are the cornerstones of a purchase. While aspects like health and convenience appear as limitations. In particular, the consumption of traditional foods is associated purely with special occasions/holidays, where food is considered more “sophisticated” and provides, first, to give pleasure than to benefit health. Health, in fact, is a contrasting theme for traditional foods. They may have potentially positive characteristics on it, associated for example with the Mediterranean diet (Trichopoulou et al., 2007), but also negative as stated in the study of (Pieniak et al., 2009), where some unhealthy aspects emerge, such as the high fat content, the low shelf life (and consequently a high exposure to microbiological risk), despite their naturalness.

The naturalness of the product has been associated with the consumption of traditional products. As proof of this, the theme of naturalness has been, over the years, repeatedly tied to terms such as traditional and homemade (Bender, 1989) and authentic (Kuznesof et al., 1997). Another concept associated with the consumption of traditional products is familiarity, as previously stated by (Guerrero et al., 2009). While it is the sensorial performances (smell, taste and appearance), they are not (except in France and Belgium) considered a key point in the choice of traditional products.

4.3.2 Consumer perception of traditional food products

There are several ways in which the term quality, both in food and otherwise, has been defined, but depends on the different perspective from which it is evaluated. In this context, it is becoming increasingly important, before understanding how traditional products are perceived, understand how the consumer perceives quality, and how this perception affects individual choices. There is general agreement that quality has an *objective* and a *subjective* dimension (Grunert KG, 2005) *Objective* quality refers to the physical characteristics built into the product and is typically dealt with by engineers and food technologists. *Subjective* quality is the quality as perceived by consumers. The relationship between these two dimensions is at the core of the economic importance of quality: only when producers can translate consumer wishes into physical product characteristics, and only when consumers can understand the desired qualities from the way the product has been built, quality will be a competitive parameter for food producers.

There are many studies on food quality perception and a variety of different approaches. Most notably the means–end approach, expectancy value approaches, economics of information approaches, and satisfaction/dissatisfaction approaches. (Grunert et al., 1996) summarizes these approaches in a single scheme: the Total Food Quality Model (Figure 4-8).

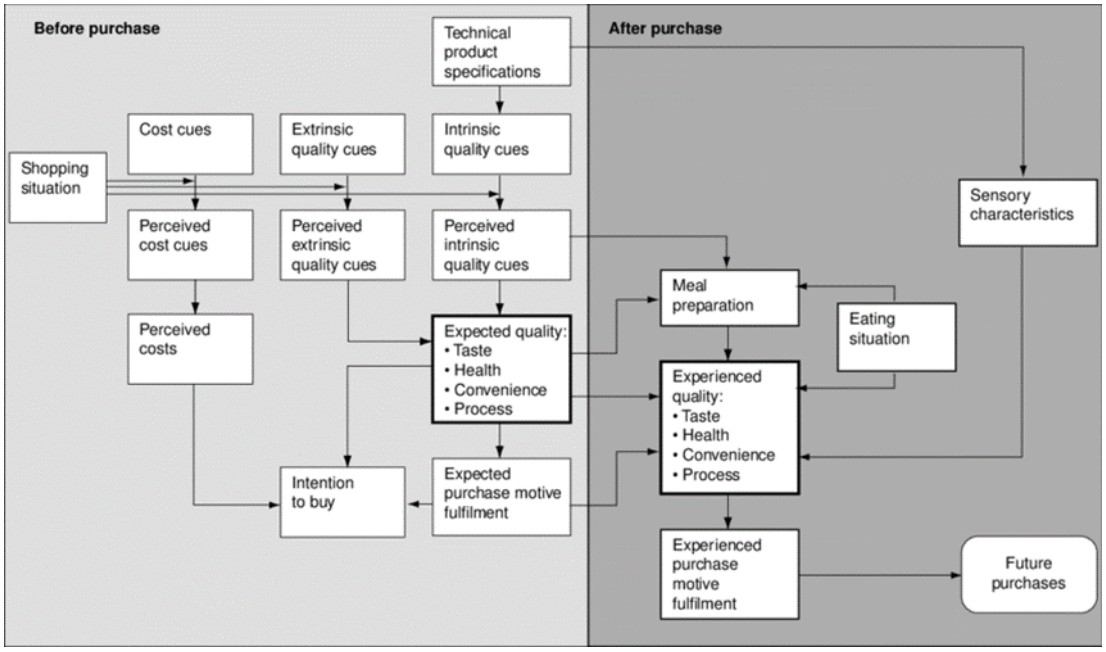

Figure 4-8: Total Food Quality Model (Grunert et al., 1996)

This diagram analyses the quality in two main dimensions: horizontal and vertical. The horizontal dimension is linked to time, it allows us to distinguish the perception of quality before and after the purchase taking into account also the aspects regarding the satisfaction and dissatisfaction of the consumer. While vertical one, deals with the inference-making. It aims to understand how consumers deduce quality from a set of signals or cues, focusing on those properties of food that are considered desirable by linking them to basic human needs. The horizontal dimension in Figure 4-8 refers to how quality perception changes over time. The major distinction to be made here is quality perception before and after purchase. The experience, therefore the period after the purchase, allows us to evaluate the quality of a product and understand whether the expectations on it will be confirmed or denied, then going to determine a buy back or not (Oliver, 1997) An obvious example is the purchase of a new product, for which no previous experience has been gained. Confirmation or not of the expectations is a key element in determining whether that product will be a success or not. It is also interesting to go deeper into the analysis of the vertical dimension of perceived quality. It allows us to understand what really drives a consumer to buy one product rather than another. In this regard, we are helped by the means-end approach of (Reynolds and Olson, 2001), often used in the analysis of food choices. This approach states that consumers are not interested in the product itself, but in what the product does for them, and what role it has in achieving their values in life. It is therefore assumed that a consumer finds a product attractive from the extent to which it can link its perception of characteristics to authoritative consequences and values.

These links are called means-end chains; subjective associations where the product is a means to achieve ends as defined by the consumer.

Therefore, the process of deducting the quality of a product is very articulate and must be analysed from many points of view. In particular, in marketing studies and adjacent areas, the so-called "quality cues" are often analysed. Quality cues that may be intrinsic and extrinsic, where the intrinsic ones refer to physical properties of the product and the extrinsic to everything else (Olson and Jacoby, 1972).

For the purposes of my study, it is interesting to understand how consumers perceive products with indications of origin. Within the vertical dimension of quality, such information is becoming increasingly important in terms of consumer behaviour, so much so that it is defined as a country-of-origin cue. At this regard, several researches in this area (Van der Lans et al., 2001; van Ittersum et al., 2003), demonstrated that information on the origins of a product can be defined as a quality cue. According to (Johansson, 1989), there are two mechanisms to better understand this concept. First, consumers may use this cue to link the product to an already known region of origin, which may be relevant for a quality evaluation (for example on the beliefs and the artisanal ways of producing ham in the Parma region). Second, consumers may use this cue during repeated purchases of the product to re-identify a product, of which they perceive a satisfactory quality. This fact can be relevant when the product does not have a strong brand.

A bit complicated is the question of quality labels, a fuzzy environment that covers many different things. Assigned by manufacturers, groups of manufacturers, retailers, government bodies and independent organisations, the criteria for awarding the labels can be very strict or almost non-existent. Some labels refer to very specific qualities, such as the ones indicating organic production, whereas others are intended as general quality labels. Some of the better-known examples are the French "Label Rouge", the German CMA "Gutesiegel", and the Norwegian "Godt Norsk".

Therefore, since not all quality labels are considered reliable, consumers prefer to entrust the perception of quality with other *cues* (von Alvensleben and Gertken, 1993).

Ultimately, the use of cues is crucial for the functioning of markets with differentiated quality. Products with these different qualities must communicate these qualities to consumers, who must then give deductions on perceived quality.

So, how important is it to give information to consumers for a better evaluation of quality? Recent findings according to (Grunert GK, 2005) tell us that consumers want the best quality at the lowest prices; definitely a difficult task. Providing consumers with more information

may not solve the problem, as the information may be ignored or misinterpreted. Public policy is often based on the assumption that more information is better, both to improve daily decision-making and in situations of crisis, but (Grunert GK, 2005) implies that more information may not only be without effect, but may in some cases increase confusion and consumer concerns.

However, the problem is not only on the demand side, but also for producers. They have to perceive and interpret the signals that come from consumers. In fact, put on the market differentiated products and wait for consumer reactions is a costly and not very efficient method of introducing new products, as the high failure rates of new products in the food sector demonstrate.

After completing this focus, which is necessary for a better understanding of the concept of "consumer perception", we enter into the analysis of the perception of traditional products. In Table 4-2, are present the articles, which, in my opinion, better frame the subject.

Author	Year	Title	Aim of the study	Main Findings
Bryla. P	2015	"The role of appeals to tradition in origin food marketing. A survey among Polish consumers"	Examine consumer attitudes, preferences and behaviours regarding origin food in Poland.	Tradition, taste, price and healthiness are the value that differentiate an origin food from a conventional one. Poland consumers attribute to traditional foods characteristics such as traditionality, territoriality, and high quality
Renko et al.,	2014	"What motivates consumers to buy traditional food products? Evidence from Croatia and Austria using word association and laddering interviews"	Explore the differences between consumer motives regarding purchase of traditional food in two different European countries	Among the concepts emphasized for both countries, we have the health and support of local farmers. The meaning of traditional food is positive for both countries. In particular, Austrians connect traditional food with environmental friendly while the Croatians see traditional food as a mean to connect themselves with the childhood.

Malevolti. I	2011	"Senso e creazione di senso nel consumo di prodotti tradizionali-locali"	Two objectives: 1) How much Tuscan consumers know and consume four traditional Tuscan products? 2) how deeply they regard these products as basic, meaningful elements of their tradition?	Their use seems to be common and frequent and the importance that consumers attach to these products is high. The building up of this significance starting from their families of origin up to their growth through the practice of social exchange. Definitely, origins, past and memory are closely associated with traditional products.
Molnàr et al.,	2011	"Do chain goals match consumer perceptions? The case of the traditional food sector in selected European Union countries"	What are the the chain goals of the Traditional food sector?	Five key chain goals regarding traditionalism, efficiency, responsiveness, quality and chain balance are identified. Traditionalism and quality goals are relevant and important to consumers, whereas efficiency, responsiveness, and chain balance goals were not directly recognized by or apparent.
Vanhonaker et al.,	2010	"Profiling European traditional food consumers"	Provide a picture of the profile of the European Traditional Food Consumers (TFC) in terms of their socio-demographics, attitudes, lifestyle and behaviour	Traditional food consumption patterns are stronger in the south than in the north of Europe. TFC across Europe are typically middle-aged to elderly, health-conscious, ethnocentric, food connoisseurs, who are attached to familiarity in their food choices and who very much enjoy cooking.

Vanhonaker et al.,	2010	"How European consumers define the concept of traditional food: Evidence from a survey in six countries"	Provide an all-embracing Consumer definition of the concept of TFP, comfortable for the largest majority of the European consumers	The study, in addition to giving an overall definition of TFP, elaborates on country-specific peculiarities and identifies consumer segments that differ in the emphasis they place in the conceptualization of TFP.

Table 4-2: Articles related to "Consumer perception of Traditional products"

The analysed documents reveal the profile of the consumers who consumes traditional products.

In particular, the study of (Vanhonaker et al., 2010), through a consumer survey, gives us a complete picture of the TFP consumer. They are middle age/ old age consumers, interested in reading about food and especially to prepare it (generally with the aim of taking care of their family), who typically spends a portion of their income on food and often buys it in local markets. In addition, they are looking for organic foods and products with labels that certify their authenticity. It also emerges the figure of strongly ethnocentric consumers, who wants to protect and support local traditions and producers, even paying a higher price to enjoy something unique. They are curious consumers, interested in their roots and in those of local history, always updated on what happens in the place where they live. In addition, they are open to innovations, such as innovative packaging that preserves the product by improving its characteristics. Innovations, however, must not affect the traditional nature of the product. The study also confirms what (Guerrero et al., 2009) have already stated, in reference to the fact that the movement of traditional products is more developed in the southern part of Europe. While, do not buy them are young consumers, generally from northern Europe, highly educated, sporty and often looking for food reduced in calories or otherwise, healthy; they are not looking for foods that require a high preparation, but simple foods to prepare, often ready-to-eat; they associate innovation with new tastes, shapes and textures (Vanhonaker et al., 2010).

Another study by Vanhonaker et al., 2010, belonging to the TRUEFOOD project, focused on conceptualizing a homogeneous definition of traditional product, from the consumer point of view, in six European countries as well as identifying four consumer segments with reference to TFPs.The results, through a consumer survey, give us this definition of traditional product emerges:

> "A traditional food product is a product frequently consumed or associated to specific celebrations and/or seasons, transmitted from one generation to another, made in a specific way according to gastronomic heritage, naturally processed, and distinguished and known because of its sensory properties and associated to a certain local area, region or country"

In the study of (Vanhonaker et al., 2010), it is asked to consumers to combine a traditional product with 13 selected elements. Consumers agreed mainly on two elements: "grandparents already ate it" and "well-known food". The analysis in its entirety, gives us a very broad concept of traditional product. These are regularly consumed foods, consumed according to seasonality, with a strong national link, in Belgium; they are existed for a long time, consumed daily, in Spain and France, while in Italy the values of speciality and authenticity emerge. In Poland and Norway, the connection with lasting existence is clear, while the link with frequent consumption is less; this underlines an evolution in the conception of these products, which from a frequent consumption in the past find space in an occasional consumption linked to special occasions. This article, as previously stated, also deals with segmenting the market of "traditional consumers". Four segments are identified:

- Multiconcept (41% of the sample): traditional products can mean different things to consumers; no element is explicitly linked to this range;
- Usual/familiar (23%): high association with the usual and daily character, seasonality of food;
- Authentic/typical (19%): the authentic component of the product prevails, which may contain a story;
- Inherited (16%): the focus is on the hereditary character of TFP, on their long existence.

An interesting study by (Molnàr et al 2011), examines the traditional food chain goals comparing them with the perception and preferences of the consumer. The chain goals, identified by focus groups formed by components of the chain (suppliers, food Manufactures, consumers), are seven:

- Realize growth
- Maintain traditionalism
- Increase efficacy
- Increase flexibility
- Improve responsiveness
- Improve quality
- Create chain balance

Each goal is important for consumers; in fact, growth can be achieved for example by applying innovations that give added value to the product, or using organic raw materials. As far as traditionalism is concerned, consumers express an interest in being informed about the traditional character of the product. They also associate a TFP with a high quality product, of which the recipe must be kept authentic. The increase in efficacy and flexibility in the traditional food chains can be achieved instead with the adoption of a premium price and increasing the availability of products, making them easily traceable. From this analysis emerges the figure of a consumer who wants to be informed about traditional foods, who perceive their value and quality and who knows how some innovations can improve the value of the product.

The studies of (Bryla, 2015; Renko et al., 2014 and Malevolti, 2011) confirm what previously stated. Analysing the motivation of the consumer for the purchase of traditional products, emerge the distinctive features in the perception of traditional products: heritage (food of generations), laboriousness (traditional recipe) and the high quality.

4.3.3 Traditional food products and sustainability

The issue of sustainability is certainly a current theme in relation to traditional food products. Is it worth supporting them? Which future for this category? Answering these questions is certainly very complicated. The articles selected in table 4-3 help us to understand more.

Author	Year	Title	Aim of the study	Main Findings
Cafiero et al.,	2019	"Traditional agri-food products as a leverage to motivate tourists"	Investigate if TFP can be a leverage to motivate tourists to visit Calabria region	The TFPs can be an excellent tool to encourage tourists to visit the region; stressing that they are not yet sufficiently exploited, despite their potential.

Giovannetti & Agnolucci	2018	"Valorizzazione dei prodotti alimentari del territorio attraverso la loro caratterizzazione salutistica"	Enhance local products through their health/ nutraceutical component	The health/ neutraceutical properties of a local product can be an efficient way to promote local products
Renna et al.,	2018	"Traditional agrifood products: an expression of Italian cultural heritage."	TFP and gastronomic heritage - useful tool for the promotion of the Italian territory and agriculture	The article proposes TFP as a useful lever for the promotion of "Made in Italy". Calling for the formulation of a model of enhancement, including a simple labelling regime and the creation of a national atlas of TFP.
Contò et al.,	2016	"Consumers perception of traditional sustainable food: an exploratory study on pasta made from native ancient durum wheat varieties"	How can the particular characteristics of a traditional product (Pasta produced with ancient varieties of durum wheat) influence the consumer's perception?	The study reveal that consumers associate tradition to native varieties of durum wheat and recognize traditional pasta made from native varieties worth of higher economic value.
Balogh et al.,	2016	"Consumer willingness to pay for traditional food products"	Assessment of willingness to pay for a traditional food product	A traditional food product can command a substantial premium, albeit contingent on effective quality certification, authentic product composition and effective choice of retail outlet.

Cerutti AK et al.,	2013	"Environmental sustainability of traditional foods: the case of ancient apple cultivars in Northern Italy assessed by multifunctional LCA"	Examine the environmental sustainability of a traditional product with a multifunctional LCA.	Despite conventional cultivars have better performance respect traditional one in terms of quantity. But the traditional one has better environmental performances. For this reason, considering a return to traditional can be sustainable.
Trichoupoulou et al.,	2006	"Traditional foods: Why and how to sustain them"	Why buy and sustain Traditional Foods?	The article offers us a number of reasons why buying traditional products can be a good choice. It also focuses on the need to create a standardised system for product registration, as well as the lack of a European database.
Jordana J.	2000	"Traditional foods: challenges facing the European food industry"	Examine all the challenges that Traditional foods have to face in order to grow in the future.	Despite they are confined in a niche, traditional food have good possibility to grow in the future if some challenges are accomplished. Communication, legal protection, quality and innovation are identified as the key points.

Table 4-3: Articles related to "Traditional food products and sustainability"

In the early 2000s, the importance of traditional productions was already emphasized. (Jordana, 2000) focused on the identification of four important objectives to enhance traditional products. The author states that the valorisation of traditional products passes through appropriate communication, which gives a simple, easily recognizable, direct message; legal protection, with well-defined quality schemes, to reassure and convince the consumer that the purchase carried out may contain more than a simple consumer good; research, with innovations that improve these products without altering their traditional character. Over the years, many authors have been interested in analysing the value of traditional productions, assessing their sustainability. (Trichoupoulou et al., 2006) focused on the organoleptic/nutritional properties of traditional products, stating how they are key elements in the diet; in addition, the "healthy and palatable" combination can be an important tool for the food industry that can effectively export and sell quality products and create jobs by enhancing the local economy. The concept of enhancement through health properties was again addressed by (Giovannetti & Agnolucci, 2018) which state that the characterization at nutritional and nutraceutical level can be used both for the purpose of diversification (with other similar products) but also for marketing purposes.

It is certainly the theme of the valorisation of the territory, however, to be frequently associated with traditional products. Recent studies by (Cafiero et al., 2019; Renna et al., 2018) state how effectively the TFPs , may have a fundamental role in the enhancement of the territory, but also how they are not yet well exploited. (Renna et al., 2018) in particular, tell us about the limits of traditional productions, such as the quantity of production reduced, the location in rural areas and sometimes the non-compliance with sanitary regulations, due to ancient formulation processes. The authors, therefore, exhort the government authorities to protect TFPs, for example with a simple labelling regime and a review of the legislation. (Cafiero et al., 2019), however, conclude that it would be appropriate to use efficient web strategies to communicate and promote tourism based on traditional products, emphasizing, however, that they are still struggling to be implemented. The high value of traditional production is, confirmed, and public and private authorities are urged to create synergies for better exploitation.

The themes of economic and environmental sustainability were explored by (Balogh et al., 2016 and by Cerutti AK et al., 2013). As stated by (Cerutti AK., 2013), through a study on the environmental sustainability of a traditional product compared to a conventional one (two different Varieties of apples in Piedmont region), the traditional variety has a performance of environmental sustainability better than the conventional variety, impacting less on the

environment, but producing less fruit. This study (Cerutti AK, 2013) is essentially a starting point for new investigations on traditional products, which can somehow have better environmental performance than other conventional products, and why not better quantitative and qualitative yields. An example can be represented by the study of (Contò et al., 2016) that clearly found a positive acceptance by consumers in the consumption of an ancient variety of wheat. The issue of environmental sustainability and biodiversity is therefore topical when in reference to traditional products. While the study of (Balogh et al., 2016), states that a traditional product (Hungarian Mangaliza salami) can claim a premium price. Essentially, a price subordinated to an effective certification of quality, a genuine composition and an effective choice of stores. Therefore, it is the global farm-to-fork approach of the all parties involved in chain to determine the price of a traditional food product. The article of (Balogh et al., 2016) stresses again how they can be an opportunity for growth for local producers. Ultimately, despite the numerous shortcomings in the world of traditional products, the articles examined show a sector still confined to its niche, but with wide margins of growth, potentially exploitable on the market due to its multifaceted nature.

4.3.4 Traditional food products and innovation

The theme of innovation is certainly one of the most examined, especially in recent years, with reference to traditional products. The combination of tradition and innovation, in fact, has always been a topical issue and many authors have evaluated the coexistence of these two terms. The articles analysed in Table 4-4 will focus on the possibility of innovating a traditional product, on how the innovations applied can change the perception of the consumer and more generally on the coexistence of the terms innovation and tradition.

Author	Year	Title	Aim of the study	Main Findings
Cavallo et al.,	2020	"Innovation in traditional foods: A laboratory experiment on consumers' acceptance of extra-virgin olive oil extracted through ultrasounds"	Evaluation of the consumer acceptance for an innovative product	Consumers generally appreciate an innovation (extraction of the oil with ultrasounds) although it is not often used yet.

Crucean et al.,	2019	"Vitamin B4 as a salt substitute in bread: A challenging and successful new strategy. Sensory perception and acceptability by French consumers"	Replacing salt with vitamin B4 in traditional French bread for health purposes. What does the consumer think?	Consumers with a pleasure and taste-oriented profile were more skeptical of the new bread formula because of greater attachment to traditional, salty French bread.
Oliveira et al.,	2019	"Exploring innovation in a traditional sweet pastry: Pastel de Nata"	Exploring innovation in a Portuguese traditional pastry product	Through the application of hydrocolloids the authors wanted to create a new texture to a traditional product, the result sees a satisfactory acceptability of the new product that does not lose, however, its traditional character.
Nur Fibri & Bom Frost	2019	"Consumer perception of original and modernised traditional foods of Indonesia"	Evaluate the consumer perception of original and modernised traditional foods of Indonesia	The study shows the effect of modernisation on consumer perception of traditional foods and correlates it to overall liking.
Roselli et al.,	2018	"Consumers' willingness to buy innovative traditional food products: The case of extra-virgin olive oil extracted by ultrasound"	Evaluation of the willing to pay for an innovative traditional product	Consumers who have positively perceived the key features of the new product are those who intend to buy it, and therefore willing to pay a premium price.
Vanhonaker et al.,	2013	" Innovations in traditional foods: Impact on perceived traditional character and consumer acceptance"	Overview on the innovations and consumer acceptance about Traditional foods	There is a general openness of European consumers to innovations in traditional products, while fewer new consumers can be attracted by innovations in Tfps.

Stolzenbach et al.,	2013	"Consumer concepts in new product development of local foods: Traditional versus novel honeys"	Comparison between a traditional honey and a novel one: consumer thinking	The two products give different emotional responses, the link of traditional honey with the family is strong, while the novel honey is considered "too novel" arousing negative emotions
Guerrero et al.,	2012	"Cross-cultural conceptualization of the words Traditional and Innovation in a food context by means of sorting task and hedonic evaluation"	Conceptualize the words Traditional and Innovation from a consumer perspective	There is incompatibility between the two concepts, Traditional and Innovation. Worthy of note is the relative unhealthy character of some traditional food products. The obtained information can help producers to improve the image of TFP, also implementing potential successful innovations for the TFP sector.
V.L Amili et al .,	2011	"Consumers' acceptance of innovations in traditional cheese. A comparative study in France and Norway"	Evaluation of the consumer acceptance in two countries for innovations in traditional cheese	The results indicate that well-accepted innovations in traditional cheese are those that reinforce the traditional and authentic character of the product.
Kunhe et al.,	2010	"Innovation in traditional food products in Europe: Do sector innovation activiti es match consumers' acceptance?"	Do innovations in traditional products match consumer expectations?	Both the industry and consumers are generally open to innovations in traditional products. The innovations in the sector reflect the innovations desired by the consumer. it is necessary, however, to maintain the traditional character if we want to innovate.

Guerrero et al.,	2009	"Consumer-driven definition of traditional food products and innovation in traditional foods. A qualitative cross-cultural study"	Give a Consumer-driven definition of Traditional and innovation in TFP	Identification of four dimensions to explain he concept of TFP, and five dimensions for the innovation one. TFPs are defined in the same way in all the analysed countries while differences are detected for innovation. According to the consumers' point of view the application of innovations may damage the traditional character of TFP.

Table 4-4: Articles related to "Traditional food products and Innovation"

The theme of innovation for traditional products has always been a source of controversy between scientists. From the analysis of the material present in the literature, this affirmation is amply confirmed. Consumer acceptability can be used as a valuable tool to assess the possibility of incorporating innovations into the context of traditional products. (Vanhonaker et al., 2013), through a survey, have proved that consumers are open to innovations in traditional food products and their acceptance is closely linked to the type of innovation applied. It is positive when it reinforces the status of a traditional product (for example by applying a label that guarantees the origins of raw materials), or when it limits some negative attributes associated with a traditional food (such as fat content). While more scepticism was recorded for innovations related to sales channels (such as vending machines). The study of (Vanhonaker et al., 2013) also highlights how innovations in traditional foods would hardly attract new consumers. For this reason, sectors operators should focus on consumer segments that have already expressed an interest in traditional products and which would certainly appreciate effective innovations.

While (Kuhne et al., 2010), stress that a traditional product, according to the consumer, should not change its authentic recipe, raw materials and the production process; it is important, however, to know how to innovate the product, by introducing small innovations to improve consumer acceptability. For example, innovations involving packaging with the objective to improve shelf-life and preserve sensory characteristics are welcome; the use of selected raw materials and ingredients to ensure quality and safety; marketing, with the inclusion of labels that attest and strengthen the quality of the product. Based on these

statements, the study of (Kuhne et al., 2010), through a consumer survey, has led to the identification of three consumer segments:

- Quality oriented (44.1%)
- Innovation adverse (31.5 %)
- Innovation open (24.4%)

Where the consumers quality oriented well appreciate the innovations regarding packaging and quality that are closely related. While the innovation adverse segment accepts, in a limited way, innovations in terms of quality and packaging.

The thought of (Guerrero et al., 2009) reflects that of the two articles previously treated; it is the type of innovation applied to determine the degree of acceptability of the consumer. In this document, through a consumer survey, it was concluded that those innovations that bring benefits to the product without changing its traditional nature are well accepted by the consumer (packaging, nutrition, convenience-oriented); however, it is stressed that such innovations can sometimes damage the traditional nature of the product.

(Guerrero et al., 2012) who also tried to conceptualize the words traditional and innovation, in a cross-cultural context (four different nations) through the consumer point of view. Using a sorting task, the authors found that there is incompatibility between the words tradition and innovation. The information obtained from this study allows us to identify all the features that distinguish traditional products and to link them to effective innovations that can improve their image. In particular, it emphasizes the unhealthy character of traditional products, which can be modified by applying innovations that improve the nutritional profile (such as the reduction of salt, fat and sugar content).

Many studies (V.L Amili et al., 2011; Stolzenbach et al., 2013; Roselli et al., 2018; Nur Fibri & Bom Frost, 2018; Oliveira et al., 2019; Crucean et al., 2019; Cavallo et al., 2020), have worked on the evaluation of consumer's perception of certain traditional products, on which innovations have been applied, with contrasting results:

(V.L Amili et al., 2011) examined how and to what extent innovations in two traditional cheeses (one French and one Norwegian) would affect consumer acceptability. The result confirms what (Guerrero et al., 2009) stated, with consumers being open to innovations as long as they do not undermine the traditional image of it. The importance of organic raw materials prevails, but they are combined with an industrial process (pasteurization), which guarantees their safety.

Positivity to innovations was also found in the studies of (Roselli et al., 2018; Cavallo et al., 2019) where an innovative ultrasonic extraction technique is applied to a traditional product (extra virgin olive oil).

(Oliveira et al., 2019) on a traditional pastry product, where hydrocolloids are used to change the texture without altering its traditional character.

While (Nur fibri & Bom Frost, 2019) conclude instead that yes, the traditional versions are more appreciated than the “modernized” ones, but innovations can be introduced, carefully, in the market of traditional products.

Different opinions emerge from the studies of (Stolzenbach et al., 2013; Crucean et al., 2019). Innovative products are perceived with scepticism both from an emotional point of view (Stolzenbach et al., 2013) arousing negativity as the innovative product is considered "too much novel", both in the context of sensory properties (Crucean et al., 2019) where the innovative product loses its acceptability by the consumer as its taste has been modified through innovation.

Except for a few sporadic cases, studies mentioned above give us an overview of what is the concept of innovation for traditional food products, outlining a rather coherent picture: “Yes to some innovations, but without altering the traditional characteristics of the product”.

CHAPTER V
CASE STUDY

5.1 Introduction

Traditional food products (PAT – Italian acronym), despite the high number of registrations (5293) (Mipaaf), remain an unknown on the Italian food market. Undoubtedly they represent the gastronomic heritage of our nation (Cafiero et al., 2019; Renna et al., 2019), but it is also true that their protection, as highlighted in the previous chapters, is little and fragmentary.
In this scenario, wide and highly differentiated, emerges what is the aim of this study, namely to understand how the consumer relates and perceives traditional food products, also identifying the figure of a "typical consumer".

To achieve this and to collect data, a survey has been created. Through the analysis of the answers, it is possible to compare the results obtained with the material present in the literature, checking if there are similarities or if there are new traits belonging to the "typical consumer" of traditional products.

5.2 Method of analysis

The research was carried out by means of a survey relating to consumer perception and knowledge of traditional food products. The survey is available in Annex II of this thesis.

The data collected through the survey have been processed anonymously and will be shown in graphs only in aggregate form. Using an online survey brings numerous advantages such as the speed of diffusion, the ease of creating the database with the answers and the ease of processing, but on the other hand it makes it impossible to reach people who cannot afford this technology. In addition to this risk, it is possible that the sample is not very representative of the reference population, but through a wide survey (open for six months), we were able to collect the main characteristics of the population and to have a well differentiated representative sample on all the socio-demographic plan (Wright, K. B, 2005).

5.2.1 Description of the questionnaire

The survey aims to explore consumer consumption, perception and purchasing motives for traditional food products (PAT). Personal features of interviewees were also collected. People were asked to participate and instructions on how to compile the questionnaires were provided online; no incentives have been offered whatsoever for participating in the survey. The survey is characterized by 35 questions including 28 close-ended, 4 multiple-choice and 3 open-ended. It consists of six main sections:

1. Socio-demographics characteristics of the participants;
2. Introduction to the survey (general questions about food purchasing and choices);
3. Knowledge of traditional food products (PAT – Italian acronym);
4. Purchase and consumption of traditional food products;
5. Attributes of traditional food products;
6. Socio-economic related to traditional food products (Trust, social sharing, domestic-use, enhancement and willing to pay)

In the first section, some personal and socio-economic information was requested from the interviewee, in particular he/she is asked to indicate: age, gender, educational level, employment, marital status, family size, family's annual income class, region of residence and place of residence (urban or peri-urban areas).

The second section presents two questions: one relating to the role of the interviewee in purchasing, then whether or not he deals with them; the second one takes into account the answers relating to the degree of importance of certain values (such as taste, safety etc.) that a food product may have.

The third section concerns the knowledge of PATs. At the interviewees are asked to answer questions of general knowledge of the PATs (YES or NO); more detailed where interviewees are asked to o give his own definition (only to those who claimed to know the PAT) of traditional product; and to identify through a "logo quiz" their symbol. The respondents who replied that they do not know the PATs, are redirect to a descriptive page, which contains the official definition given by reg. 350/1999 and some examples of traditional products for some Italian regions.

The fourth section takes into account all aspects relating to the purchase and consumption of traditional products. It investigates the frequency of purchase, the place and the type of products purchased and consequently, consumed. In addition, respondents who replied that they have never purchased traditional products are redirected to the "Not purchase" section

where they are asked about the reasons why they have never purchased traditional products and their interest in buying them in the future.

The fifth section takes into account the characteristics attributable to traditional products, assessing the degree of agreement/disagreement of the interviewee about them and the identification of three main attributes. Based on these peculiarities, motivations for the purchase were formulated, to which the interviewee replied expressing his/her degree of agreement/disagreement.

The sixth and last section allows us to enrich the subject of consumer perception through targeted questions on different socio-economics issues such as the trust for traditional productions, their role within society (embracing social sharing theme), their association with home preparation and their enhancement, are evaluated. In addition, there are two general questions dedicated to the willingness to pay for a traditional product, with the main aim to understand what, paying a premium price, the interviewee wants to get.

It is important to say that for the analysis of the attributes taken into account in the questionnaire, both the degree of importance and the degree of agreement with these attributes, were evaluated by means of a Likert scale from 1 to 5 (where 1 in our corresponds to “not at all important” or “completely disagree” and 5 to “very important” and “completely agree”. The Likert scale is a technique elaborated by the American psychometric Rensis Likert in 1932, applied today as one of the most fundamental and frequently used psychometric tools in scientific research [Joshi et al., 2015]. The most used Likert scales are generally composed of factors weighed on 5 or 7 points that express the (dis)agreement to a given proposition. According to several studies, the subjects analysed in a questionnaire with questions of this type, discriminate well between only two categories of disagreement (one moderate, 2; and one extreme, 1), while they tend to overlap if there are more than two (in the case of a 7-point scale). For this reason, in agreement with the creator of the aforementioned scale, we decided to prefer scales at 5 instead of 7 points [Marradi and Macrì, 2012].

5.3 Results

In this section, the main results obtained from the survey are analysed. Data were collected from May 2020 to November 2020. The survey was conducted via web with the Google survey platform “Moduli”. People were reached and invited via different social networks (mostly Facebook and WhatsApp) starting with a small group of friends and progressively enlarging the number of contacts. The sample used for the purpose of the present analysis is composed from 312 people.

5.3.1 Socio-demographic aspects

Most respondents of the questionnaire (61%) are women and the remaining (39%) are men. The age group most affected by respondents to the questionnaire is 20-29 years (56%), followed by 30-39 (15%), 50-59 (14%), 40-49 (9%), >60 (4%) and <20 (2%)

Regarding the qualifications obtained, 34% of respondents have a bachelor's degree, 32% of a high school diploma, 23% of a master's degree, 6% have completed a post-graduate formation, 5% have a secondary school diploma and 1% have an elementary license.

The respondents are mainly students (30%), employees (28%), workers (10%), freelancers (7%), teachers (4%), housewives (3%), entrepreneurs (3%), managers (1%) and traders (1%). 2% are pensioners while the 6% are unemployed. The questionnaire gives the respondents the possibility to specify their profession if not present among those indicated. Those who have specified their profession represent 6% of the sample.

Most of the people who participated to the questionnaire are unmarried (59%), while the 28 % are married and 13% are "live-in".

The number of individuals present in the households of the interviewees is mainly 4 (34%), followed by 3 (30%), 2 (19%), 1 (8%), 5 (5%) and 6 (4%).

32% of the sample has an annual household income between € 21.000 and € 35.000, 27% between € 11.000 and € 20.000, 24% between € 36.000 and € 50.000, 10% between € 51.000 and € 75.000, 5% less than € 10.000 and 2% greater than € 75.000.

The main area of residence is urban (59%), while 26% is suburban and 15% is rural.

The questionnaire was launched throughout the country, for this reason, the sample has at least an interaction with most of the Italian regions. Not surprisingly, the largest number of respondents came from the Marche region (63%), where the questionnaire was launched. Worthy of note is the participation of regions such as Veneto (7%), Lazio (5%), Lombardia and Abruzzo (5%) and Emilia Romagna (5%).

In figure 5-1, a summary of the socio-demographics data obtained from the survey.

DATA	DESCRIPTION	PERCENTAGE
Age	<20	2%
	20-29	56%
	30-39	15%
	40-49	9%
	50-59	14%
	>60	4%
Gender	M	39%
	F	61%
Educational qualification	No formal education	0%
	Primary school	1%
	Middle school	5%
	High school	32%
	Bachelor's degree	34%
	Master's degree	23%
	Postgraduate training	6%
Occupation	Worker	10%
	Employee	27%
	Manager	1%
	Housewife	3%
	Trader	1%
	Entrepreneur	3%
	Teacher	4%
	Student	30%
	Freelancer	7%
	Pensioner	2%
	Unemployed	6%
	Other...	6%
Marital status	Unmarried	59%
	Married	27%
	Live-in	13%
Family size	1	8%
	2	19%
	3	30%
	4	34%
	5	5%
	6	4%
Annual household income class	<10.000 €	5%
	11.000€ - 20.000€	27%
	21.000€ -35.000€	32%
	36.000€ - 50.000€	24%
	51.000€ - 75.000€	10%
	>75.000€	2%
Residence	Urban	59%
	Suburban	26%
	Rural	15%

Figure 5-1: Summary of socio-demographic data

5.3.2 Introduction to the questionnaire

In the introduction section, two general questions are asked. In the first one, at the interviewee is asked to indicate whether he/she personally takes care of food purchases in the family. The results (Figure 5-2) tell us that 47% of respondents are directly responsible for food purchases in their household. The remaining 53% are not.

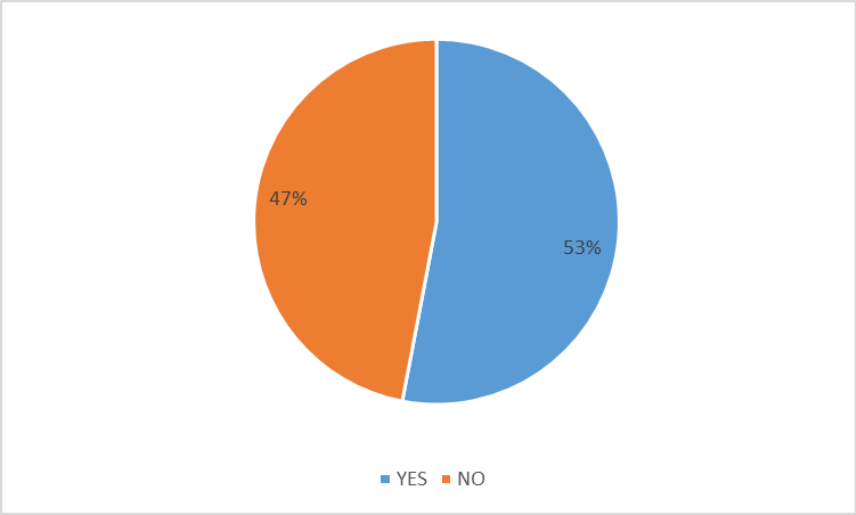

Figure 5-2: Responsibility for food purchases in Households

In the second one is asked to assign to each value a score on Likert scale ranging from 1 to 5, (Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important) with the aim of going to probe what respondents consider important when talking about food. The results (Figure 5-3) tell us that it is the attribute "freshness" to be considered the most important in a food (59%) by the sample and important by 33%. Among the most important, there is also "safety", considered very important by 56% of the sample, and important by 32%. Important numbers also for the "taste"; considered very important for 48% of the sample and important for 46%. Important, from a large part of the sample are the "price" and the "naturalness" respectively with 53% and 52%, and very important for 30% and 34%. Certainly interesting for our research are the values "Tradition" and "Origin"; the first is important for 37% of the sample, very important for 17% and, very interesting, indifferent for 32%. The second is important for 41%, very important for 39%, indifferent for 12%. The user-friendliness has fairly balanced percentages for importance (37%) and indifference (38%), as well as packaging that is important for 30% and indifferent for 33%; interesting, again for packaging, the high percentage of unimportance (20%) and not at all importance (7%). The nutritional value is important for a good part of the sample (44%), while indifference (23%) and high importance (24%) go hand in hand. Another main topic of this research are the quality

certifications, which are defined as important by 43% of the sample, very important by 21% and indifferent by 22%. The answers show that the attribute "Brand" is the one to which they give the least value; it is important only for 28% of the sample, indifferent for 40%, unimportant for 18% and not at all important for 8%.

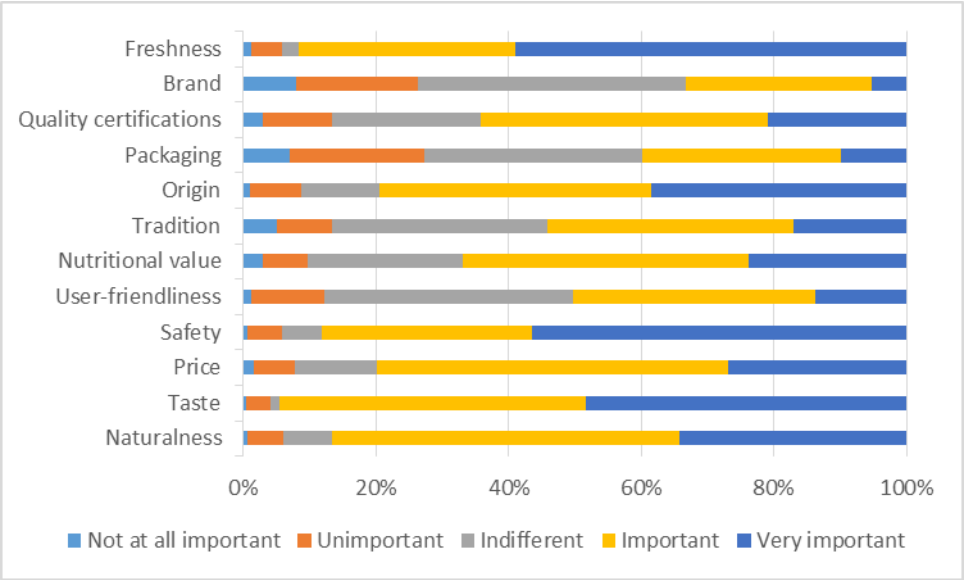

Figure 5-3: importance value attributed to each attribute (in percentage)

5.3.3 Knowledge of Traditional food products (PAT – Italian acronym)

This section allows us to explore the degree of knowledge of the interviewee about PATs.

The first question, of the simple type YES/NO, shows us if the interviewees know the traditional food products (PAT). A large part of the sample stated that they do not know traditional products (64%). Results are shown in Figure 5-4.

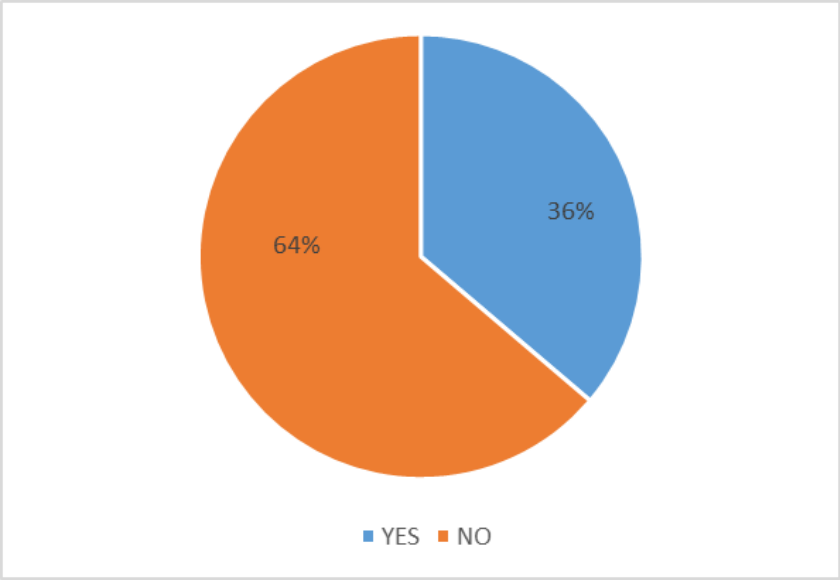

Figure 5-4: Percentage of respondents to the question "Do you know PAT?"

The affirmative answer to the question automatically leads the interviewee to a later question where he will be asked to give his own definition of traditional product. While those who answered "no" are redirected to a descriptive page, complete with definitions and examples in order to make the questionnaire as understandable as possible. From those who claimed to be familiar with traditional products we obtained 113 responses. Some distinctive features of traditional products can be identified. The results have been analysed and schematized in the word cloud (Figure 5-5).

The responses were analysed individually and some recurrent themes were identified. It was then verified how much each theme affected the totality of the answers. Above all, the aspect of “Local origin/bond with the territory prevailed” (41%), followed by “Consolidate overtime/historical origin” (20%) and by obtaining it through a traditional production process (18%). Next, the aspects related to typicality (16%), genuineness, naturalness and uniqueness (10%). The other answers take into account some aspects such as certifications; 8 % of the answers refer to PATs as certified products, 5 % do not. Interesting are also the aspects that refer to their frequent use (4%), their Italian character (7%) and the link with their region of origin (6%). A small part (2%) sees them as part of the Mediterranean diet, as well as safe (2%). 10% of the answers were not taken into account, as we were not able to understand them.

Figure 5-5: Main aspects revealed from the definition of PAT, by the interviewees

The next question is a quiz, where the respondents' knowledge of the logo of traditional products, but also of European quality schemes, is probed. The logos are arranged as follows:

1. Protected Geographical Indication (PGI)
2. Protected Designation of origin (PDO)
3. Prodotti tradizionali agroalimentari (PAT)
4. Organic "European leaf"
5. Traditional specialty guaranteed (TSG)

In Figure 5-6, the results tell us that 36% of respondents correctly identified the PAT Logo.

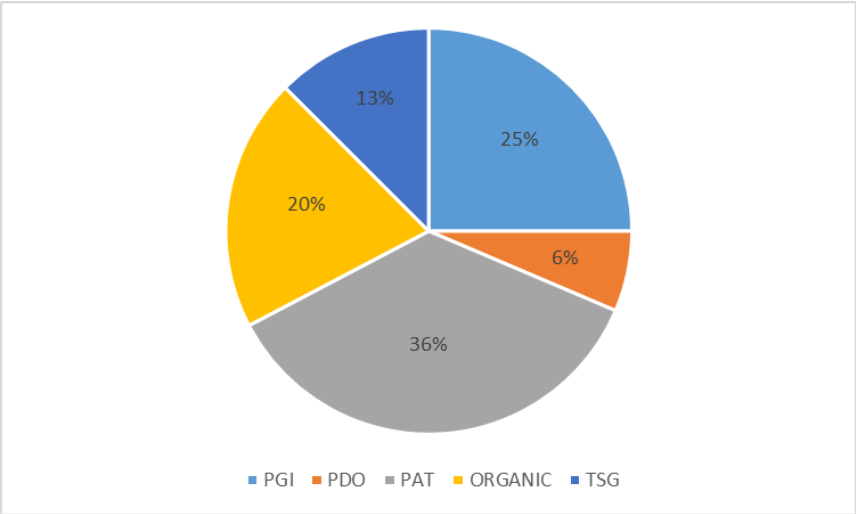

Figure 5-6: Logo quiz, identification of PAT logo

5.3.4 Purchase and consumption of traditional food products

First, we asked the interviewees if they have ever bought traditional products. The answer to this question is very important because if it is negative; the system will redirect the respondents in the “not purchase” section. If affirmative, the questionnaire will continue regularly. As can be clearly seen from the graph (Figure 5-7), 74% of respondents said they had purchased traditional food products.

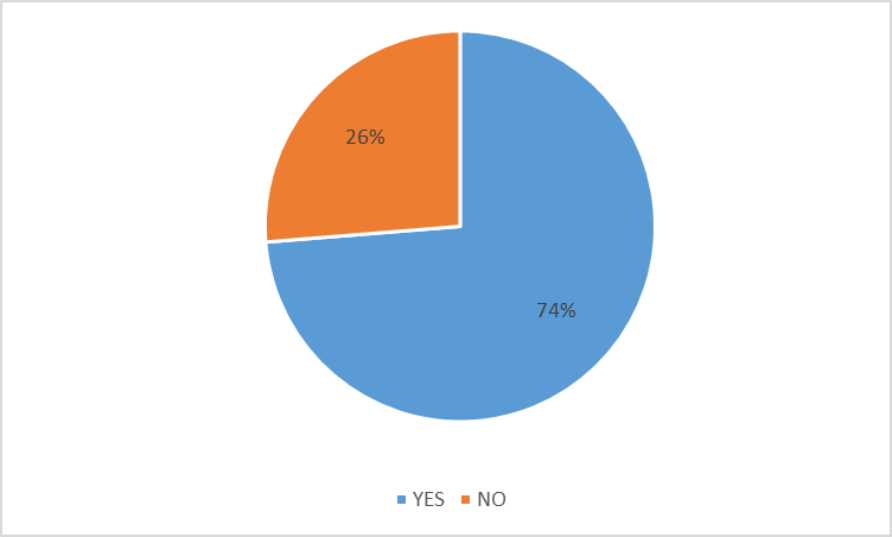

Figure 5-7: Percentage of respondents who bought traditional food products.

The “not purchase” section allows us to investigate all those reasons that led the respondents, in our case 26%, to claim that they have never purchased traditional products. Using some targeted statements, the degree of agreement of the respondents was assessed (using a Likert scale that goes from “completely disagree” to “completely agree”). We also asked the respondents if they think they want to buy traditional products in the future. After answering these two questions, the questionnaire, for this part of respondents, ends here, because, having claimed not to buy traditional products, they are not able to provide other information useful for our research.

The results, summarised in Figure 5-8, show us how the main reasons why PAT are not bought relate to the lack of knowledge of them by respondents (44%), the difficulty they have in finding them in places where they shop (13% “strongly agree” and 24% “partially agree”) and for their high cost 11%. From this analysis we can also say that PAT are not considered unhealthy by a good part of respondents (47% strongly disagree), as well as different from conventional products (% of disagreement higher than 50%). We can also point out the degree of disagreement with the statement "I don’t care" which between the completely and partially

in disagreement, exceeds 50%. Indecision (neither in agreement nor in disagreement), except for the statement "I don't know them" ranges between 20 and 30%.

The next question, related to a possible future purchase of a traditional product, was positively welcomed by the respondents, who opened to a future purchase for 80% (Figure 5-9)

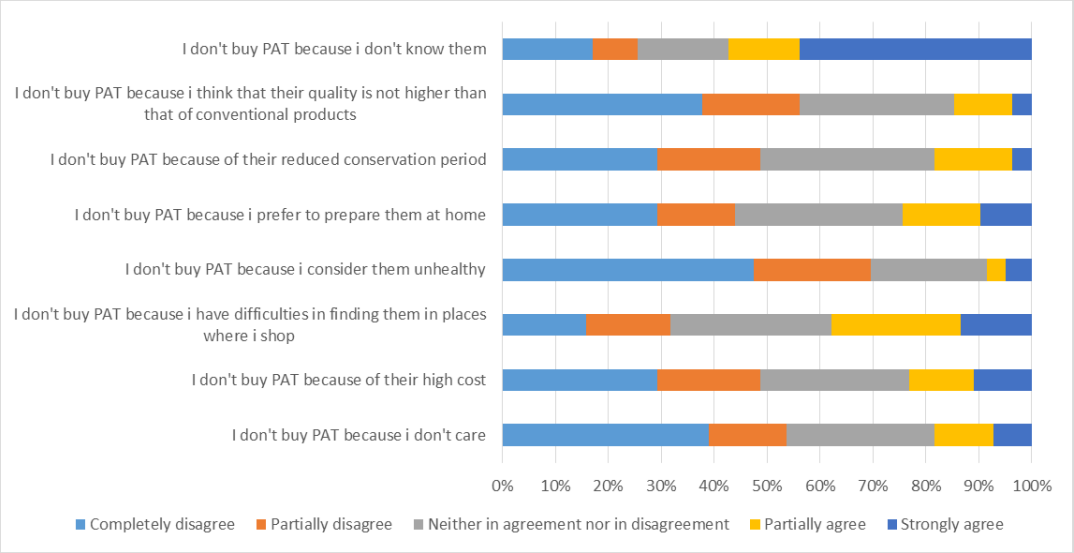

Figure 5-8: Reasons for "not purchase"

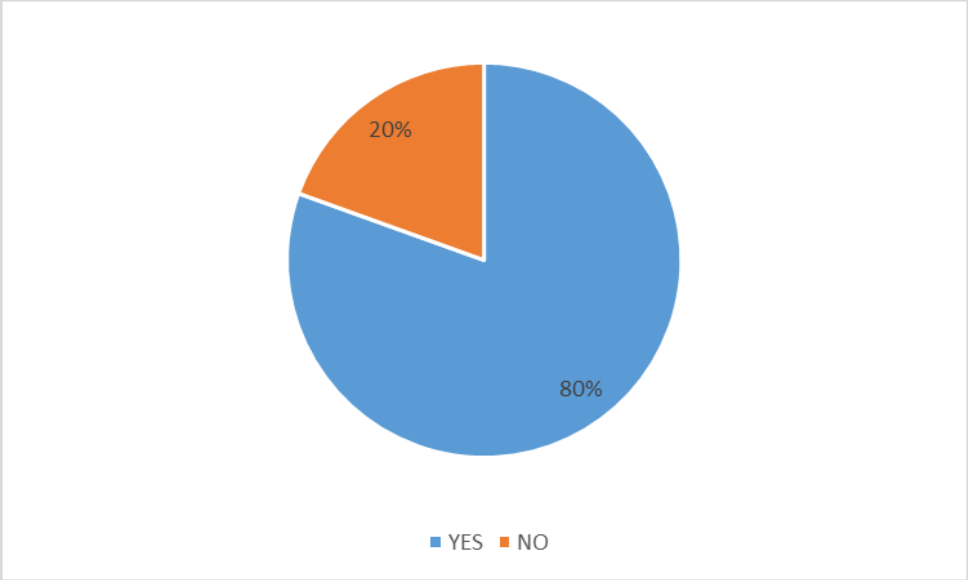

Figure 5-9: Percentage of those who plan to purchase PAT in future

After noting that a good part (74%) of the respondents bought traditional products at least once, we were interested in the frequency they are purchased. It follows that (Figure 5-10):

45% of respondents occasionally consume them (about once a month), 26% frequently (about once a week), 20% rarely (less than five times per year) and 8% habitually consume them.

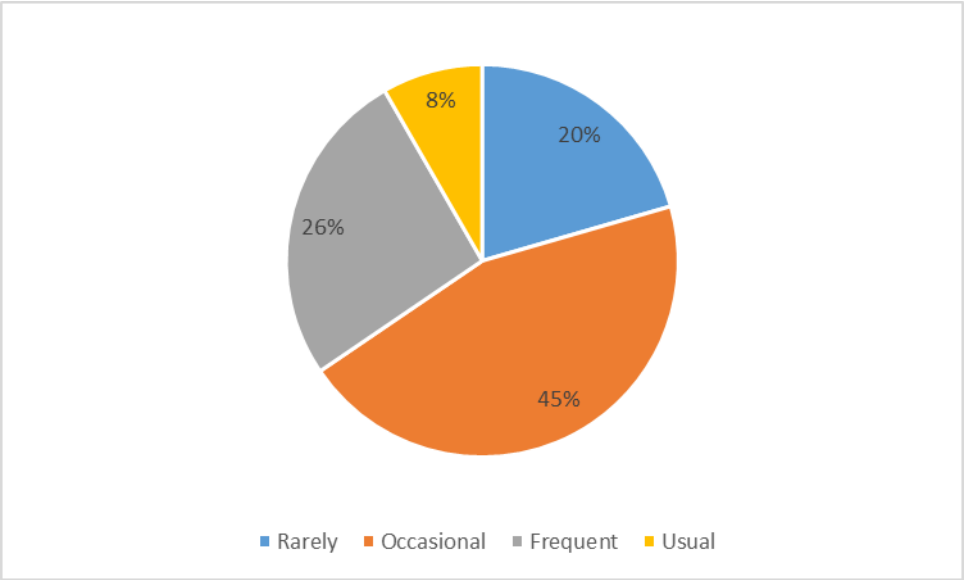

Figure 5-10: Frequency of PAT consumption

We then worked to identify where our respondents buy traditional products. The interviewees had the possibility to choose at most two options among those proposed. The analysis, (in Figure 5-11), shows how the supermarket is the most chosen place for the purchase of traditional products (53%), followed by local producers (44%), grocery stores (30%) and the city market (26%). Specialized fairs have been selected 8% of the time. The Fair Trade and On-line Trade have been chosen respectively for 2% and 1% of the times

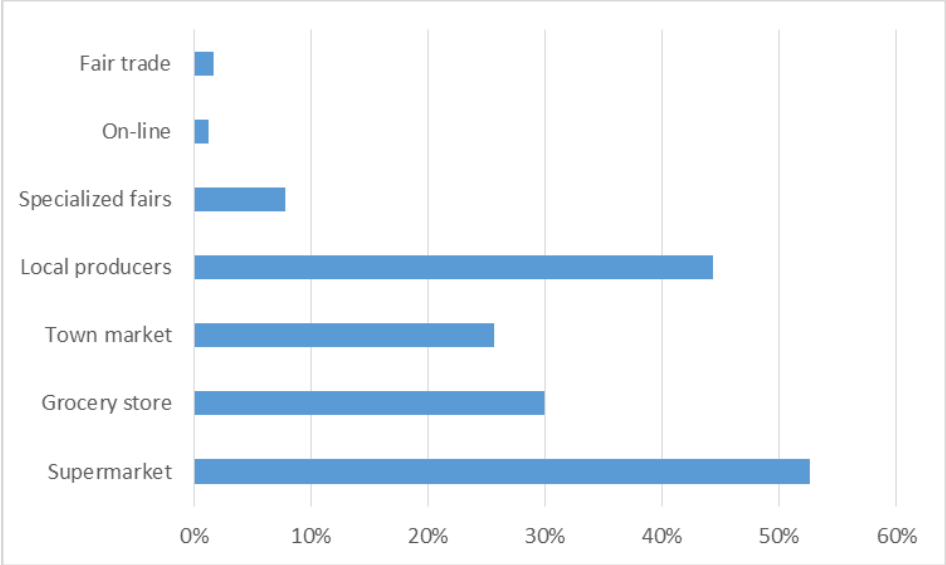

Figure 5-11: Places of purchase

Respondents were also asked to indicate the type of traditional product purchased (The categories listed refer to the Mipaaf list). The results (Figure 5-12) indicate that bakery and pastry products are the ones most chosen by the respondents (45%). Among the most popular are also cheeses (37%), meats (36%). Also noteworthy are the gastronomy products (25%), and other animal products (such as honey, other dairy products). Alcoholic beverages, spirits and liqueurs were selected by 16% of the respondents. The other categories do not reach 10%.

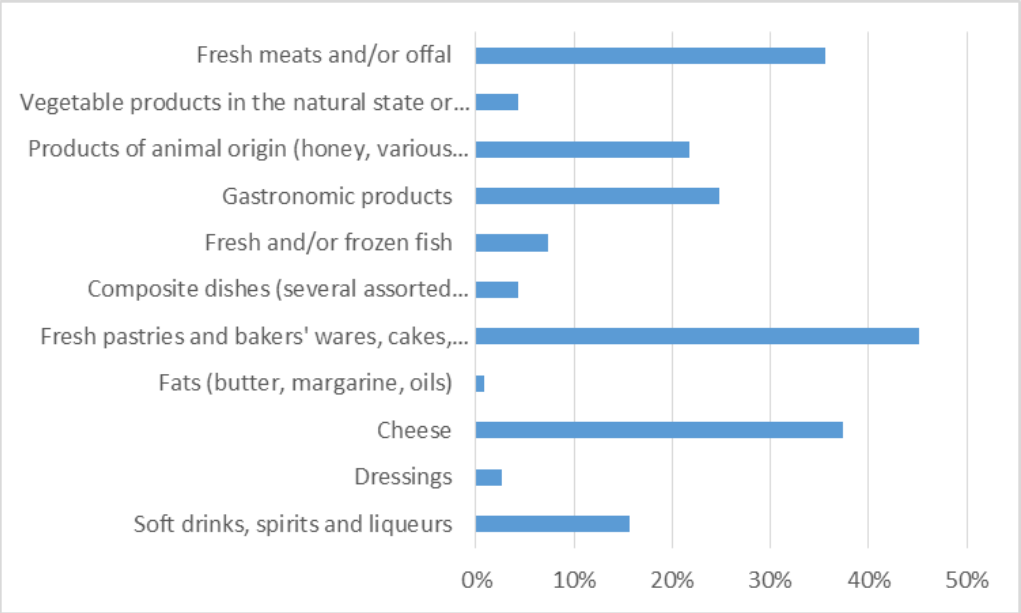

Figure 5-12: Type of product chosen by the interviewees

The last question of this section wants to go even deeper into the knowledge of traditional products. Respondents are asked to name a traditional product they buy or consume. The answers obtained were examined individually, but given the large number of products nominated, it was not possible to group the results in any way. The analysis showed that the most mentioned products were "Arrosticini Abruzzesi" (31 times) and "Funghetti di Offida" (16). 35 responses were not accepted as incomprehensible.

5.3.5 PAT attributes

This section is dedicated to the attributes of the PATs, its main purpose is to investigate what are the emotions, feelings that traditional foods arouse to the interviewees and more generally, what they represent.

The first question takes into account a number of attributes (14) potentially associated with PATs; the interviewee had to indicate exactly three, which, according to his/her point of view, best represent traditional products. The results, shown in the graph in Figure 5-13, clearly show

how the respondents selected, and then attributed, to the PATs a strong link with the territory (72%). Also important is the percentage for the attributes “Artisanal” (46%), “Traditional” (35%), “Typical” (33%) and “Italian” (30%). Worthy of note are the safety aspects of the product (20%), and its genuineness (27%). All other parameters are in percentage lower or equal, as in the case of the attribute “Natural”, to 10%

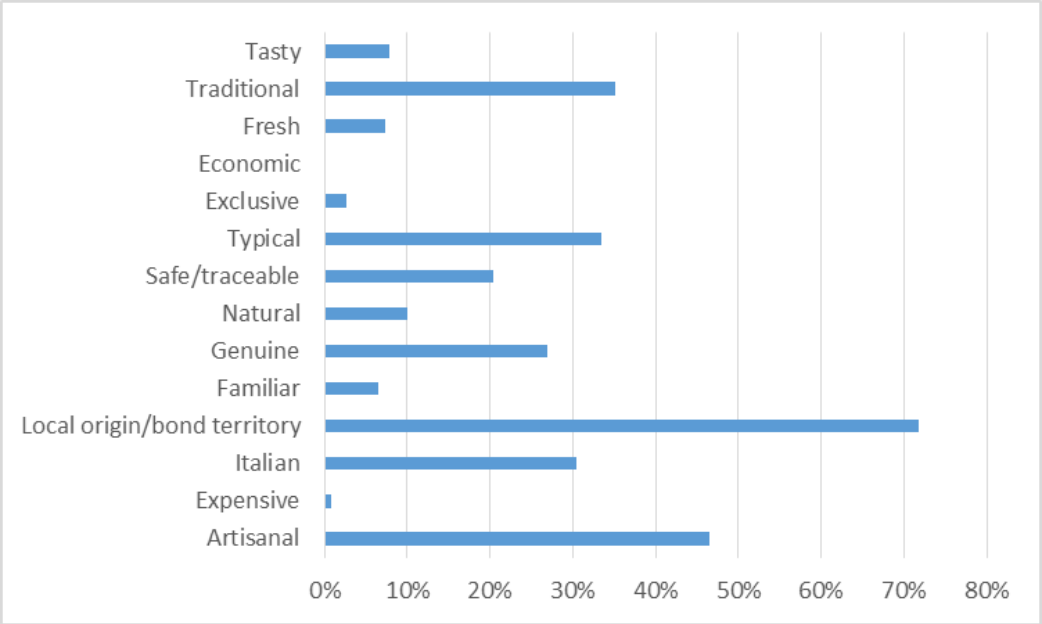

Figure 5-13: Main attributes chosen by the interviewees

The next question takes into account the same 14 attributes used in the previous one. Respondents are asked to express their degree of agreement with respect to each attribute (in Likert scale from “Completely disagree” to “strongly disagree”), with the main aim of further assessing the attributes that describe PATs.

The results show (Figure 5-14) a strong degree of agreement of the respondents with some attributes (“Local origin” 83%, “Italian” 80%, “Typical” 71% and “Traditional” 71%), confirming in some way what obtained from the previous question. A good number of attributes (“Artisanal”, “Genuine”, “Natural”, “Safe/Traceable”, “Tasty”), exceeds 70% (between completely and partially agreed) for the respondents. While the attributes “Economic” (20% of “Partially disagree” and 5% of “strongly disagree”) and “Expensive” (10% of “partially disagree” and 6% of “strongly disagree”) are those with which the interviewees are less in agreement, and for which a strong percentage of “neither in agreement nor in disagreement” has been recorded, 44% and 38% respectively.

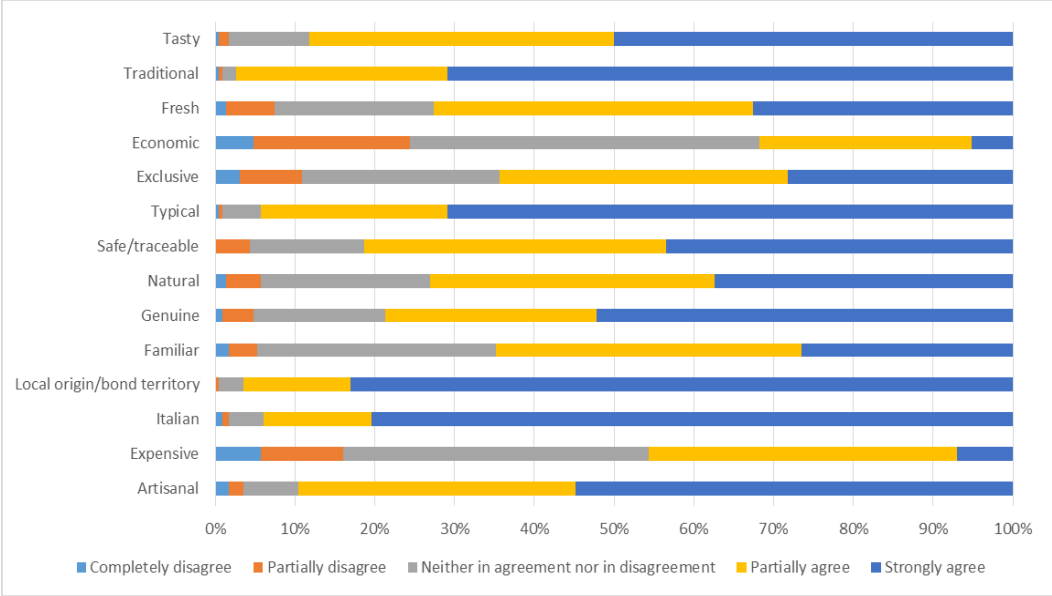

Figure 5-14: Degree of agreement for 14 attributes related to PATs

Using attributes as a basis, potential motivations for the purchase of traditional products have been formulated. In this case, the degree of agreement of the respondents was evaluated (always using a Likert scale from "Completely disagree" to "Strongly agree". The main objective of this question is to verify how certain attributes, potentially attributable to PATs, can influence the purchases of respondents.

The analysis shows (Figure 5-15) that respondents buy traditional products mainly because they want to support local producers (54%, strongly agree; 29% partially agree), because they are produced in their area of origin, embracing the concept of KM 0 (50% strongly agree; 32% partially agree) and for their traditional production process, which ensures a quality product (42% strongly agree, 32% partially agree). Important are also the aspects related to the preservation of the national gastronomic heritage (41% strongly agree; 27% partially agree) and their sensory organoleptic characteristics (41% strongly agree; 33% partially agree). A reduced shelf–life in comparison to a conventional product is for detachment the aspect that goes to affect less on the purchases of the interviewed (11% "completely disagree"; 19% "partially disagree"), besides presenting a percentage of undecided equal to 31%. Curiosity does not affect much: 13% of respondents are strongly disagree, 9% partially disagree and 23% disagree neither agree nor disagree. The other statements are mainly oriented to a percentage of agreement (usually around 50%), and uncertainty between 20% and 30%

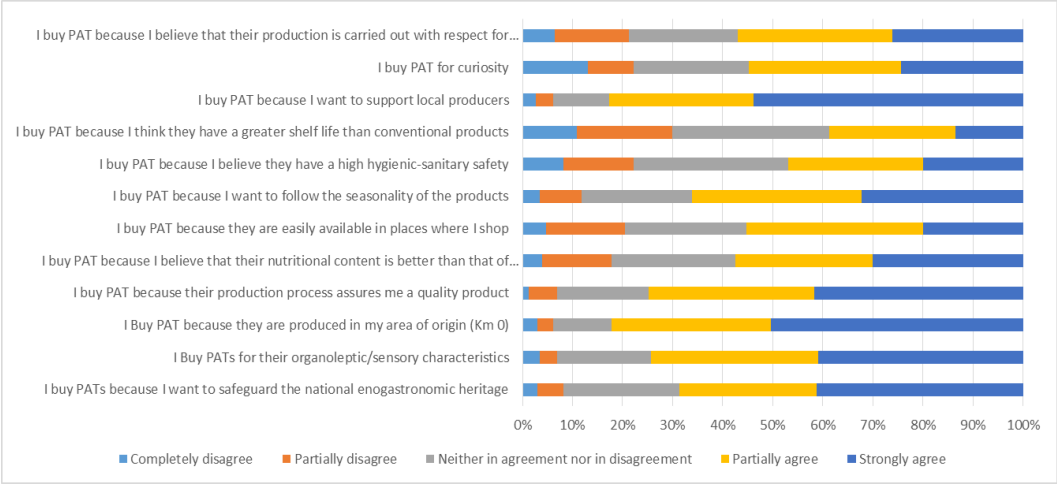

Figure 5-15: Degree of agreement for 12 statements referring to the reasons of purchase

5.3.6 Socio-economic aspects

First, the trust for traditional productions was assessed by asking the respondents whether they trust the fact that traditional products are actually produced through a process consolidated over time, therefore, traditional.

A significant number of respondents, 92% responded in the affirmative by being redirected to a question related to the reasons why they have confidence. While 8.3% was redirected to a question where respondents must indicate the reasons for their lack of confidence. Results are shown in Figure 5-16.

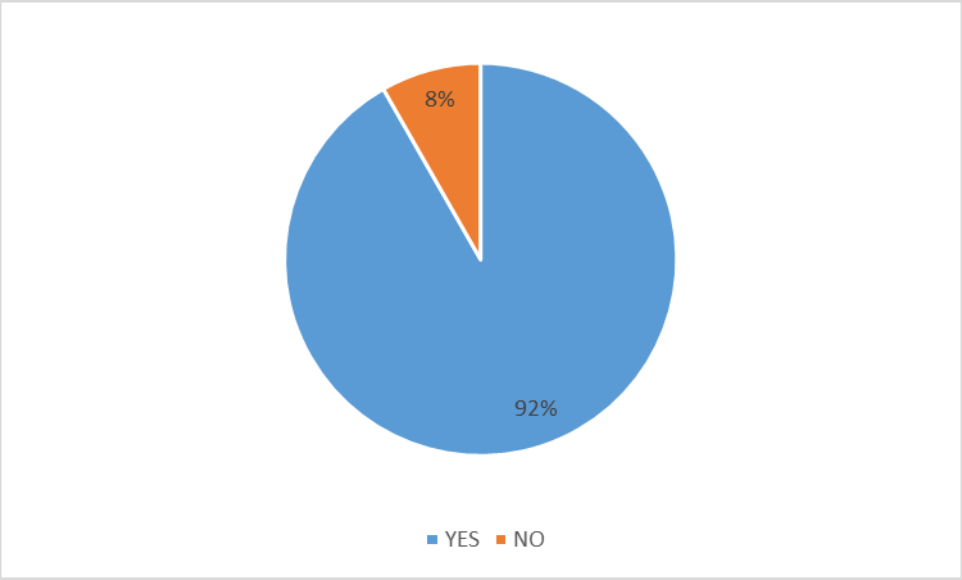

Figure 5-16: Trust in traditional production processes

Who responded NO, were invited to select the motivations for which they do not trust. They also had the possibility to specify a particular reason (Other..) for which they do not have confidence that traditional products are actually produced using traditional methods.

In this case, the interviewee could select all possible choices provided. It follows (Figure 5-17) that "the lack of information present on the package" is the element most chosen by respondents (47% of selections), followed by the lack of confidence in the manufacturer/ brand (32% of selections) and the lack of a real pattern of recognition (21% of selections). Four other reasons have also been specified (referring to 22% of the selections). These reasons take into account again the regulatory aspect, revealing scepticism. In addition, the possible difficulties of small producers in meeting safety standards and high industrialization in developed countries are emphasized as limits.

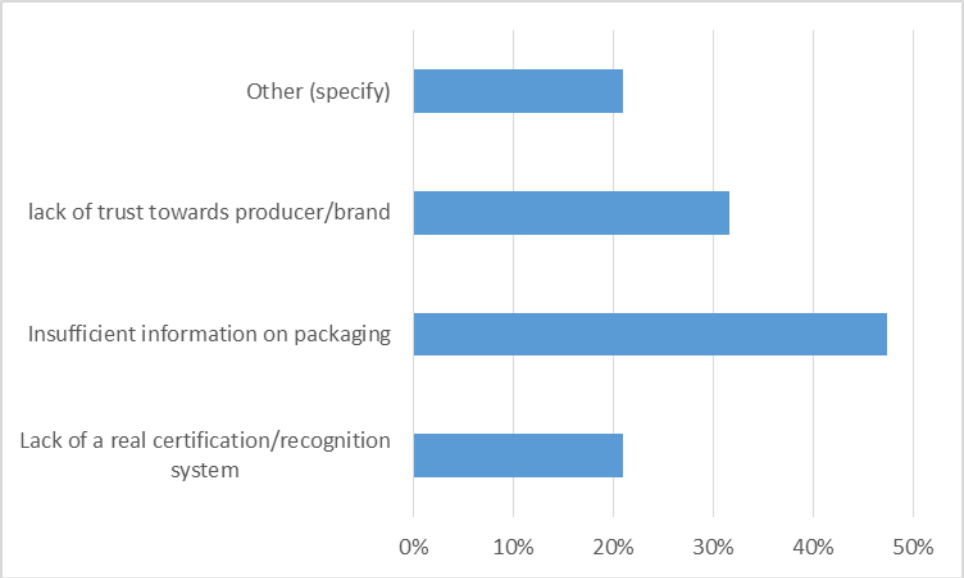

Figure 5-17: Reasons to say NO to the confidence in traditional productions

Those who, among the respondents, answered YES, were likewise invited to indicate the reasons for which they trust. Again, the respondents were able to select all possible choices provided. The results (in Figure 5-18) show how the confidence towards the manufacturer/brand is the most chosen reason (58% of selections), followed by the indication of origin of the raw materials on the label (45% of selections) and direct knowledge of the manufacturer (33% of selections). The confidence in the point of sale stops at 21% of the selections. The respondents had the opportunity to express other reasons; we collected two: "chain controls" and "Third-part controls"

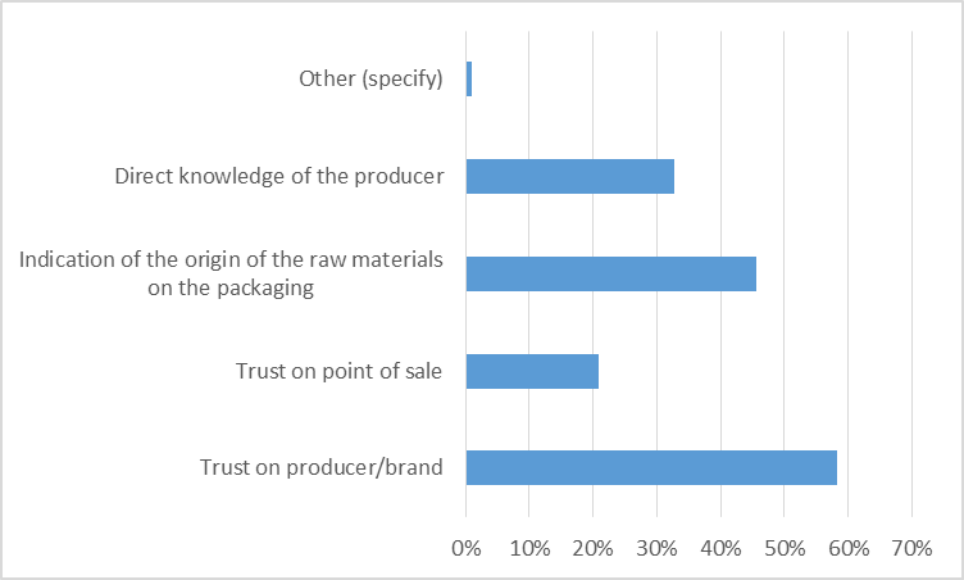

Figure 5-18: reasons to say YES to the confidence in traditional productions

We also focused on the themes of social sharing associated with traditional products and their home preparation. The results show that most of the sample (92%) associate traditional products with conviviality (Figure 5-19). While for domestic preparation 83% of respondents said they ate, at least once, a traditional product prepared at home (Figure 5-20); 53% said they have never personally prepared/cooked (Figure 5-21). 73% of respondents believe that the consumption of traditional products is not associated purely with home preparation (Figure 5-22).

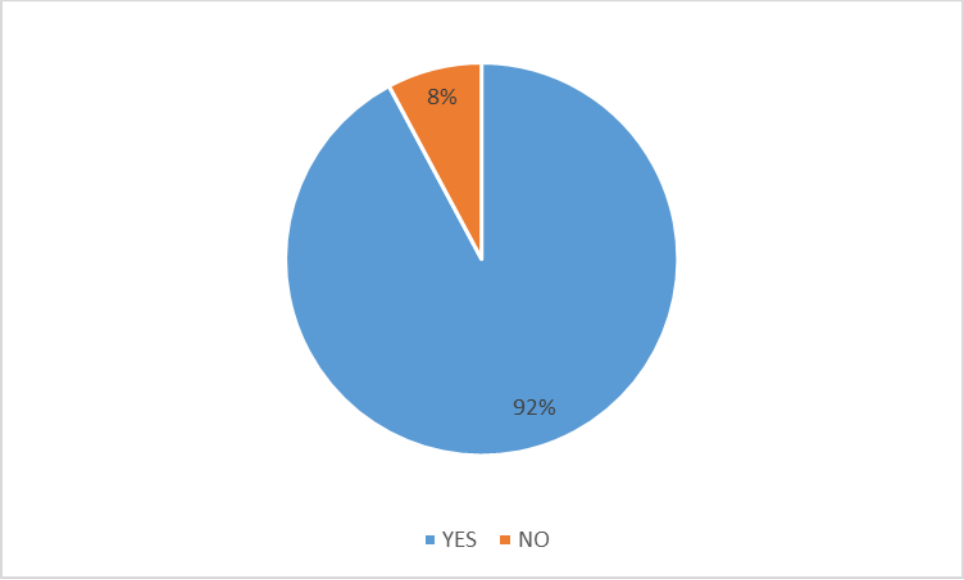

Figure 5-19: Traditional food and social sharing

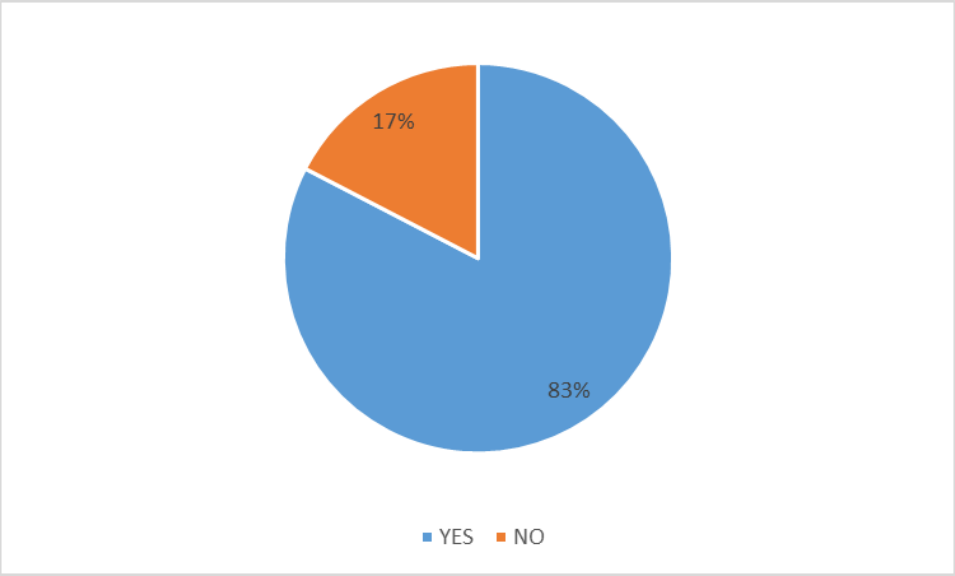

Figure 5-20: Have you ever eaten a homemade PAT?

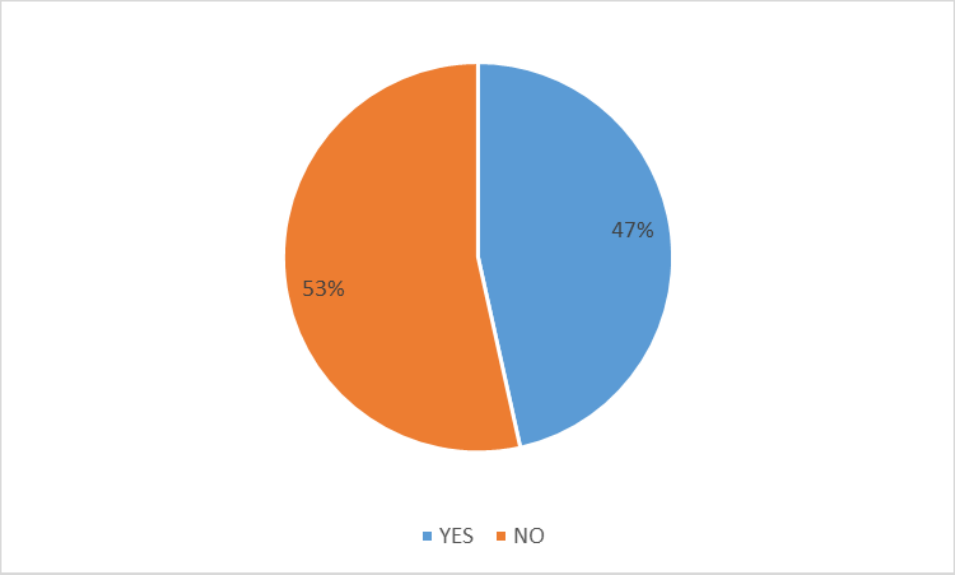

Figure 5-21: Have you ever cooked a PAT?

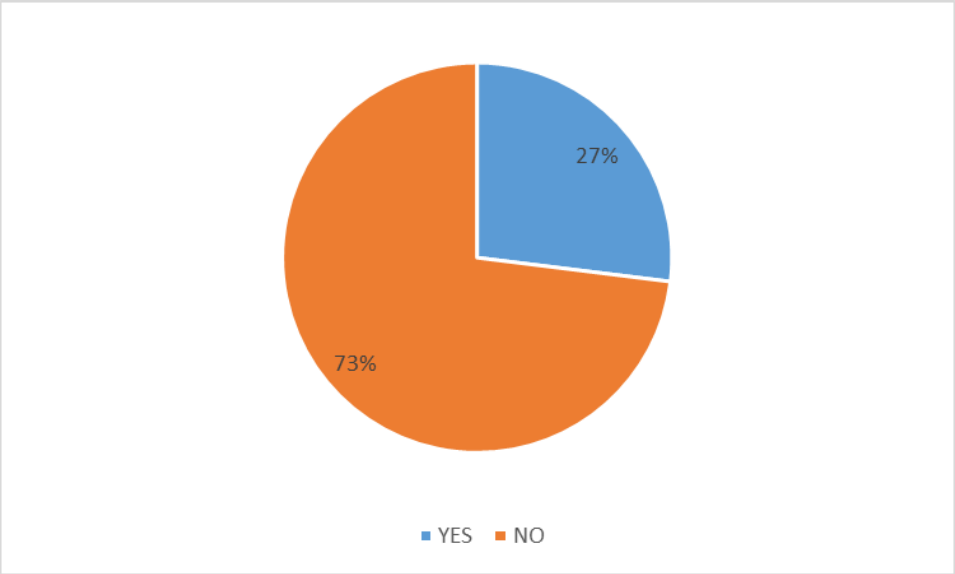

Figure 5-22: Consumption of PATs and home preparation, which relationship?

We also embraced the issue of enhancement of traditional products, asking the respondents if they are sufficiently valued in their region of origin. In addition, respondents were freely invited to indicate possible ways for the exploitation of PATs.

Figure 5-23 shows that a large part of the sample (63%) believes that traditional products are sufficiently valued in their region of origin.

There have been several responses to the possibility of further enhancing traditional products. The high number of them and their considerable diversification did not allow us to schematize them on a graph. However, it has been possible to identify the main issues related to the responses. On all, the implementation of advertising in an effective way, even through the most modern technologies, is the topic most cited by the respondents. Many also spoke of the use of educational laboratories in schools to introduce and raise awareness, even for youngest, to traditional products. Many have stated that greater visibility can be given to local producers, especially in the GDO, with dedicated corners. In addition, some respondents propose a revision of the legislative framework, which will provide greater protection for PATs and thereby enhance their value.

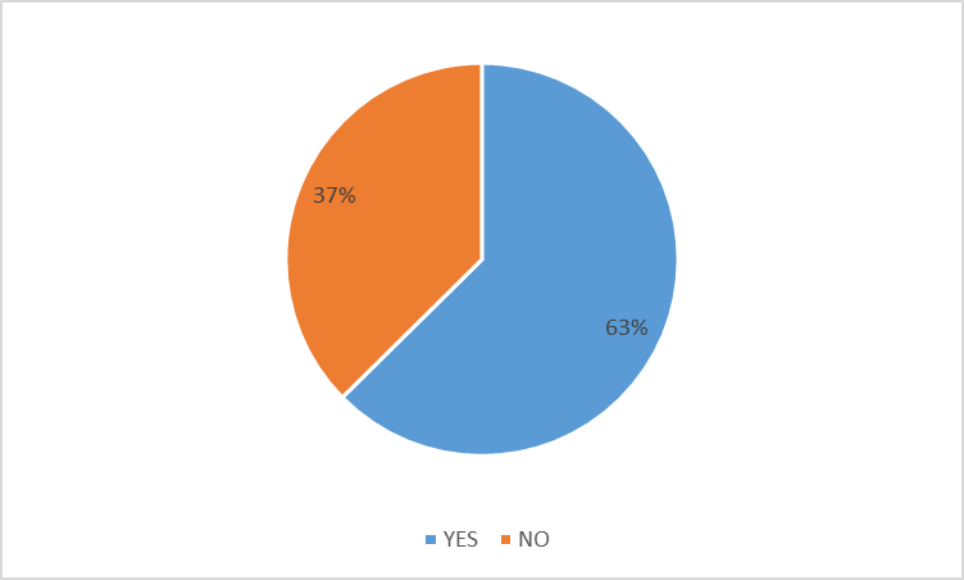

Figure 5-23: Do you think that PATs are sufficiently enhanced in your region?

Finally, a general willingness to pay of respondents for a traditional product respect a conventional one was assessed. In addition, interviewees are asked to choose between a maximum of three answers, what they want to ensure by paying a premium price for a PAT. The results, in Figure 5-24, show us that 33% of respondents are willing to pay up to 10% more for a traditional product, 26% up to 20% more, 20% more than 20% and 18% up to 5% more. While 3% of respondents say that they would never pay a premium price for a PAT.

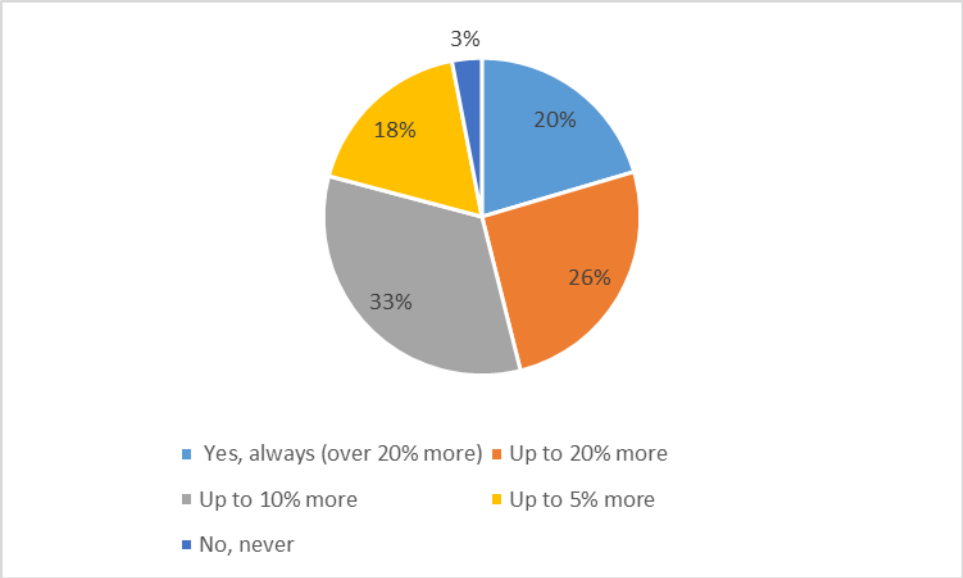

Figure 5-24: Willing to pay for a traditional product

While for what concerns the second question, concerning what respondents want to secure from the product by paying a premium price, the results (Figure 5-25) tell us that it is the "quality" that is the most selected answer (81% of selections). "The uniqueness of tastes and flavour" (43% of selections), the "safe source" (43% of selections) and the "genuineness" (40% of selections) are the other aspects most emphasized by the interviewees. Also noteworthy are the "contribution to local development" (25% of selections) and the "artisan production" (21% of selections). Aspects relating to the "shopping experience", "direct contact with the producer" and "originality" are the least popular among respondents (<20% of selections).

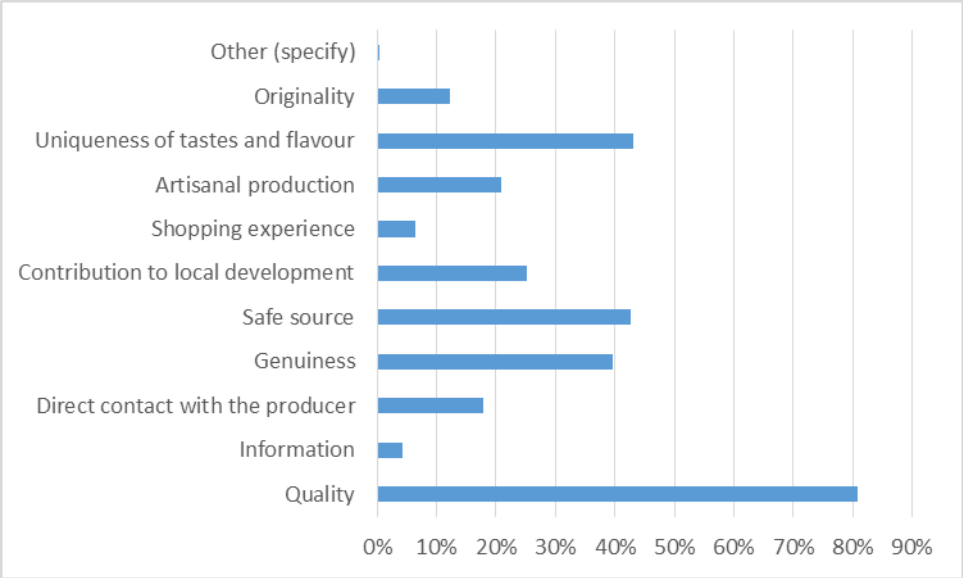

Figure 5-25: Reasons why respondents would pay a premium price for a PAT.

5.4 Consumer profile

From the analysis of socio-demographic data and from a qualitative and quantitative analysis of consumption, attributes and socio-economic aspects a certain profile of the consumer buying traditional food products is revealed.

Socio-demographic analysis shows us that our consumer is predominantly a woman, under the age of 40, with a high level of education (equal to or above the high school diploma) and an income class of between 21,000 - 35,000€. She lives in the city and buys mainly traditional products at the supermarket, not disdaining local producers, with a monthly/weekly frequency. Among the traditional products, she buys mainly fresh meat, cheese and fresh pastries/baked goods. In a food product, she is mainly interested in aspects related to freshness, safety,

naturalness and taste, with an eye to the price. While for traditional products, the local or Italian origin and the close link with the territory must be essential prerogatives, as well as the proven traditionality/ typicality of the products. The purchase is motivated when she has the awareness that it will go to support a local producer, in which she places her trust. She is also willing to pay a higher price for a traditional product that guarantees higher quality, unique taste and flavours and a safe origin. She believes that the consumption of traditional products is associated with moments of social conviviality, not necessarily at home.

In figure 5-26 a resume of the identified consumer profile.

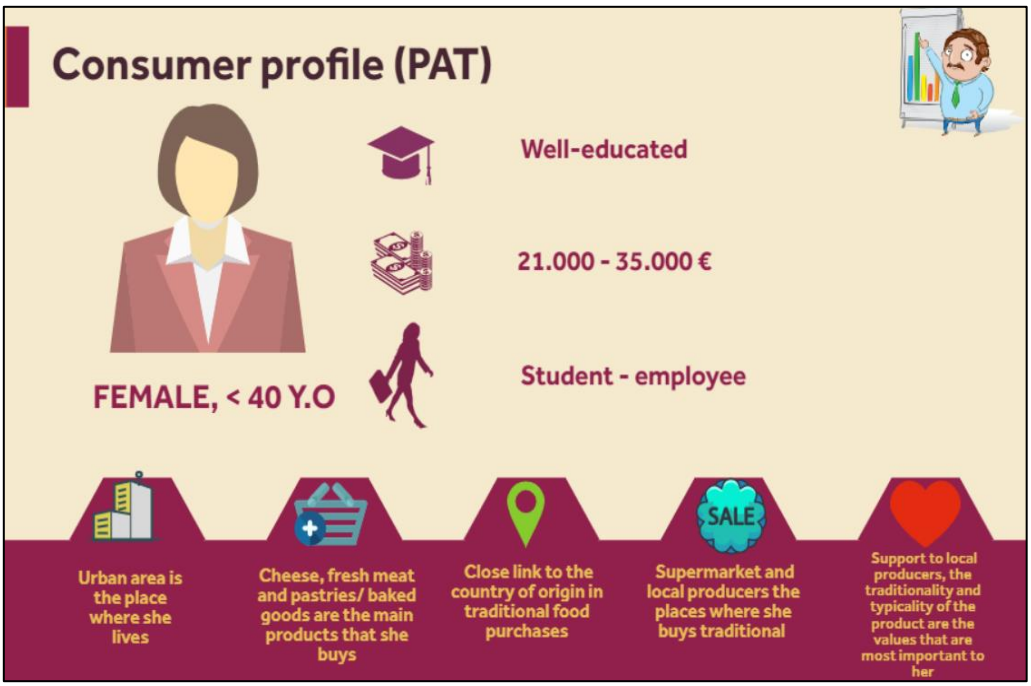

Figure 5-26: Infographic on Consumer profile

5.5 Discussion

The analysis of the questionnaire, after the definition of the profile of the consumer who buys traditional products, goes on to analyse all those aspects related to the traditional products sector outlining some strengths and some weaknesses. First, we can start from the knowledge of traditional Italian food products. 64%, a very high percentage, said they did not know traditional food products. Those who said that they knew them, gave us some interesting answers emphasizing how the origin, the history and the production process are key themes in the definition of a traditional product as already stated in the literature by (Vanhonacker et al.,2010; Guerrero et al.,2009). Moreover, through a simple logo quiz, it has been further proven not only the lack of knowledge of the respondents related to PATs, but also that of

European quality schemes and organic certification. In order to increase understanding, a descriptive page on traditional products was provided to respondents, with numerous examples of products registered in the national Mipaaf register, since we thought that many respondents might not know the PAT acronym, but rather many of the products ascribed to the register. In fact, when asked to indicate a product that usually consume/purchase the answers were in many cases, relevant.

In the next section, the one relating to the purchase of the PAT, the respondents expressed a broad consent to the purchase (74%), but less than what, honestly, we expected. 26% of respondents said they had never bought traditional products. Our analysis has therefore taken care to understand the reasons why they have never acquired them, and it turned out that a lack of knowledge of them is the main reason why they have never done it. In addition, interesting information has emerged from those who have never bought: traditional products are not considered unhealthy, do not have a high cost and are not considered to be of lower quality than a conventional complementary product. In addition, the respondents made it clear that there is no lack of interest in the PATs, but rather, as previously stated a lack of knowledge of them. As a result, 80% said they wanted to buy some in the future.

Returning instead to those who buy traditional products, we can state that the consumption of these products is purely monthly/weekly (>70%), confirming how much they are present on our tables. While 20% said that they consume PATs less than five times a year. Regarding the place of purchase, we can state that it occurs purely at the supermarket, thus denoting a proven presence of PATs in the GDO. Local producers, however, appear to be in second place among the choices of respondents, synonym, that many products are available exclusively in small niches, highly tipicized. The contribution of city markets and traditional retailers seems significant in this special ranking (respectively chosen by 26% and 30% of respondents). On the basis that the Italian gastronomic tradition is founded on dairy, meat and bakery products, the choices of the respondents regarding the type of traditional products they consume, clearly reflect expectations. In fact, the most chosen categories are “Fresh pastry and bakery wares”, “fresh meats” and “cheeses”. The results of the request to indicate a name of a known PAT gave results that, looking at the socio-demographic data, we expected. The sample is in fact located for 62% in the Marche region. The products indicated are closely linked to the tradition of the territory mentioned above. The answers given were evaluated individually and showed a good knowledge by the respondents of traditional products, sometimes enhanced by the appointment of very special products and unknown to many.

Continuing the discussion of the questionnaire, we have moved on to define what, in the opinion of the respondents, are the main attributes in a traditional product. The results obtained confirmed the literature expressed by (Almili et al., 2011; Guerrero et al., 2010; Pieniak et al., 2009), with the origin (local or national) and its typicality/craftsmanship as main attributes. Less emphasized, compared to the authors mentioned above, the concept of familiarity, which received only 6% of preferences. As well as authenticity (27%) and naturalness (10%). On the other hand, the attributes associated with the economic aspect were not found essential in the definition of traditional products, unlike from what is stated by (Pieniak et al., 2009; Bryla, 2015) who considered them sensitive in differentiating a traditional product from a conventional one. With the aim of identifying the "type consumer" of traditional products, we asked the respondents to verify their degree of agreement with some reasons for buying traditional products, which confirmed what was said earlier. The concept of KM0, therefore which of a product closely linked to the territory, as stated by (Renko et al., 2014), the preservation of the national gastronomic heritage, a traditional production process ensuring a quality product, and the support for local producers were the main reasons for purchasing a PAT. We expected something more from the nutritional component given the studies of (Giovannetti & Agnolucci, 2018; Trichoupoulou et al., 2016) that emphasized how traditional foods could have an important health value, but it did not go this way. Probably, the association of respondents (taking into account the previous answers, especially the one where we ask to name a product) goes to some very good and tasty foods, but not properly healthy.

The theme of trust was certainly among those who aroused more curiosity. In fact, in a society increasingly geared to industrialization, in which it seems increasingly difficult for niche sectors to carve out, even a small space, respondents expressed great confidence (92%) in the fact that products defined as traditional, have been produced following those production techniques active on the territory for at least 25 years. Based on the assumptions made before, relating to industrialization, we expected a lower consensus and a greater criticality of the respondents. It was interesting to know, from that 8% remaining the why of this scepticism. The lack of information on the label is undoubtedly the main reason, and often reliable, given that traditional product labels (if any) are often incomplete and the wording "product included in the list of traditional Italian food products" is, in most of the times, absent. We also expected, because of what was stated in chapter one, scepticism about the legislative aspects, unknown to the most and honestly unclear. Among the reasons that lead the interviewees to trust, are relevant the aspects related to the confidence towards the producer and his direct knowledge, synonymous that the interviewees firmly believe in the goodness and seriousness of the

producers they know. Equally important are the aspects relating to the origin of raw materials, which, if indicated, represent an additional reason for credibility by respondents.

As for the aspects related to conviviality, the result obtained is without a doubt what we expected (92% of interviewees associate them to social sharing). This result can be somehow refer to the studies of (Almili et al., 2011; Malevolti et al., 2011) that have affirmed the close link between traditional products and special occasions, or in any case, moments of conviviality.

Instead, we expected that the consumption of traditional products be associated purely with domestic preparation; we were denied by the 73% of respondents who do not associate it with it. Probably, the complex preparations to which traditional products are often subjected represent a limit for the respondents, who prefer, buy a traditional food rather than prepare it at home.

The theme of the enhancement of traditional products is certainly one of those that invites greater reflection. The results tell us that for 63% of respondents the PATs are already sufficiently valued in their region of belonging. This finding goes contrary to what (Cafiero et al., 2019; Renna et al., 2018) said, who see them as an immense value to encourage tourism but little exploited as well as little protected by Italian legislation. To learn more, we asked the respondents what could give even more visibility to these products, and many responded that targeted advertising, also taking advantage of new technologies (such as social media), and the use of educational laboratories in schools can be effective ways to elevate PATs from the saturation level they appear to be in.

The last two questions referred to the willingness to pay for a traditional product. The analysis, carried out in a general way, saw a general trend towards the payment of a premium price of 97%; confirming what was found in the section on attributes and what is stated by (Balogh et al., 2016) in reference to the fact that a food, defined as traditional, can claim a premium price. The respondents are willing to pay more, but in return they rightly want to grab a high quality product, unique and with a certain origin.

CONCLUSIONS

The results obtained allow us to say that the objectives set at the beginning of the research have been achieved. We have worked on two fronts, identifying the figure of the "typical consumer" who buys traditional products, and better framing the sector of traditional products, assessing its strengths and weaknesses, trying to understand what the future might be for these products. The bibliographic research has been of great help, allowing us to create a targeted questionnaire, and as a tool for comparison for the results obtained. The research presented numerous challenges including that relating to the obtaining of a homogeneous sample, representing the entire Italian population, and the research for data relating to the PATs on the Italian territory (consumption, market, legislation). Research that, however, shows a positive image of traditional products, reflecting what we expected. The close link with the territory to which they belong, the highly characterized production process and their historicity are the traits that best represent, according to the respondents, this category of products. Even the emotional component is not exempt from these products, which evoke memories and a sense of belonging. Ultimately, for respondents, they certainly play a very important role in our gastronomic heritage.

In contrast to a positive image, the analysis shows clearly the numerous limitations that traditional products present. Respondents to the questionnaire showed difficulties and lack of knowledge with both European quality schemes and the PAT designation. This makes us think that, revision of the legislation on PATs is necessary and that a recognition is important, but likewise we can state that, another quality scheme on the label, another certification, may cause more confusion to the consumer. In our opinion, stricter criteria should be adopted in the selection of products to be included in the list drawn up by Mipaaf. Criteria, in which the highly traditional nature of the product must be emphasized, should be created with the aim to point out a clear distinction from a conventional product. As previously stated, recognition is important, but it must also have an end, a purpose. In the case of PATs, actually, this is essentially represented by a product name on a list. We can firmly state that it is not enough, for those who are considered as the gastronomic heritage of our country. The knowledge of PATs, as we were able to verify from the questionnaire, is mainly related to individual products

rather than to a recognition scheme. Therefore, for claiming their membership in a group, the presence in a list of products is important, but for the purposes of a process of valorisation and recognition may be useless, especially in a sector that seems to present a tendency to saturation. We can say that, a solution for the implementation of the PATs, making them an exploitable resource, could be an integrated system approach, in which all the operators in the supply chain follow a methodological process suitable for a process of enhancement. An approach that, in addition to producers and local authorities, involves professionals in each sector (such as economists, food technologists, experts in sensory sciences, communication experts). An example is represented by the recent project "Percepire la Tradizione", developed by the Council for Agricultural Research and Analysis of the Agricultural Economy (Crea, 2019), in which the possible enhancement of a traditional product has been studied using this type of approach. Of course, the high number of PATs and the expenditure of sensitive economic resources do not allow this approach to be applied to all products, but it can be seen as a starting point for the future.

As we have seen from the bibliographical research, and from the value that the respondents have attributed to the traditional products, the premises are all there, in order to exit from a niche market and from that semblance of saturation that the traditional foods present. It is therefore necessary, with targeted interventions, to try not to die in lists without character, products that arouse emotions, memories and especially stands for quality.

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ANNEX I
LIST OF ITALIAN TRADITIONAL FOODS, BY CATEGORY (2020)

Region/ Autonomus Province	Soft drinks, spirits and liqueurs	Beers	Fresh meat (and offal) and their preparation	Dressings	Cheese	Fats (butter, margarine, oils)	Plant products in the natural state or processed	Fresh pastries and bakers' wares, biscuits, pastries and confectionery	Gastronomic products	Preparations of fish, molluscs and crustaceans and special fish farming techniques	Products of animal origin (honey, various dairy products, excluding butter)	TOT YEAR 2020
Abruzzo	7	0	25	0	14	2	29	48	16	1	4	146
Basilicata	2	0	16	0	13	0	44	51	14	3	4	147
Calabria	11	0	28	1	23	3	72	86	12	21	11	268
Campania	21	0	59	0	57	5	235	116	28	9	22	552
Emilia-romagna	12	0	47	3	12	0	56	173	79	7	6	395
Friuli Venezia-Giulia	7	0	44	3	15	3	47	20	18	13	18	188
Lazio	9	0	63	4	41	9	106	175	10	10	9	436
Liguria	7	1	27	10	17	3	105	97	42	17	4	330
Lombardia	7	1	69	0	62	0	30	76	5	4	4	258
Marche	7	0	30	4	10	7	42	46	1	1	4	152
Molise	5	0	32	0	12	0	30	69	0	10	1	159
Piemonte	8	0	67	5	50	1	93	102	0	3	11	340
Prov. Aut Bolzano	5	0	16	0	14	1	18	35	0	0	1	90
Prov. Aut Trento	8	1	35	0	15	1	16	21	0	1	4	102
Puglia	12	0	24	1	17	1	114	78	39	9	4	299
Sardegna	7	0	17	1	21	1	54	77	1	13	20	212
Sicilia	4	0	6	1	26	1	78	91	41	11	13	272
Toscana	8	0	80	2	34	3	192	121	0	10	11	461
Umbria	0	0	13	2	4	0	12	31	0	6	1	69
Valle d'Aosta	2	0	7	0	9	5	2	6	1	0	5	37
Veneto	11	0	101	0	33	1	118	75	3	23	15	380
TOT	160	3	806	37	499	47	1493	1594	310	172	172	**5293**

ANNEX II
CONSUMER SURVEY

Welcome to the online questionnaire to learn about CONSUMER PERCEPTION for PATs (Prodotti Tradizionali Agroalimentari)

We kindly ask you to answer a few questions. The compilation will take away only a few minutes and will be of great help for the development of a research within a master's thesis in Food and Beverage Innovation and Management of the department of Agricultural, Food and Environmental sciences (D3A) of Polytechnic University of Marche (UNIVPM)

Please note that the questionnaire is anonymous and the data collected will be processed in aggregate form in compliance with the privacy law*.

We thank you in advance for your cooperation and availability.

Good compilation!

Matteo Ballatori (MD-Food and beverage innovation and management thesis)

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* PRIVACY OF DATA PROVIDED WITH THIS QUESTIONNAIRE

Pursuant to the law 675/1996 and the following Legislative Decree 196/2003, all the information collected with the questionnaires will be used exclusively for scientific research purposes (art.12, c. 1, point d). Furthermore, the data collected as part of this investigation are protected by statistical confidentiality and therefore cannot be communicated or outsourced except in aggregate form, so that no individual reference can be made to them, and can only be used for statistics purposes (art. 9 of Legislative Decree 6 September 1989, No. 322). Finally, the collected data will be made anonymous, during the computer processing, pursuant to art. 1, c. 2, point i) of law 675/1996.

*mandatory field

1- Age*

- < 20
- 20-29
- 30-39
- 40-49
- 50-59
- >60

2 - Gender*

- M
- F

3 - Educational qualification*

- No formal education
- Primary school
- Middle school

- High school
- Bachelor’s degree
- Master’s degree
- Postgraduate training

4 - Occupation*

- Worker
- Employee
- Manager
- Housewife
- Trader
- Entrepreneur
- Teacher
- Student
- Freelancer
- Pensioner
- Unemployed
- Other...

5 - Marital status*

- Unmarried
- Married
- Live-in

6 - Family size (indicate the number of people in the family) *

7 - Annual household income class *

- Less than € 10.000
- Between € 11.000 and € 20.000
- Between € 21.000 and € 35.000
- Between € 36.000 and € 50.000
- Between € 51.000 and € 75.000
- More than € 75.000

8 - Region of residence *

a) Abruzzo
b) Basilicata
c) Calabria
d) Campania
e) Emilia-Romagna
f) Friuli-Venezia Giulia
g) Lazio
h) Liguria
i) Lombardia
j) Marche
k) Molise
l) Piemonte
m) Puglia
n) Sardegna
o) Sicilia
p) Toscana
q) Trentino-Alto Adige
r) Umbria
s) Valle d'Aosta
t) Veneto

9 - Residence *

- Urban
- Suburban
- Rural

10 - Are you responsible for the purchases of food consumed in your household?*

- Yes
- No

11 - How important are the following values for you in reference to food? Express your judgment on a scale of 1 to 5. *

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

- Indicate which value to attribute to the NATURALNESS *

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the TASTE*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the PRICE*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the SAFETY*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the USER-FRIENDLINESS*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the NUTRITIONAL VALUE *

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the TRADITION*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the ORIGIN*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the PACKAGING*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the QUALITY CERTIFICATIONS (PDO, Organic etc.)*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the BRAND*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

- Indicate which value to attribute to the FRESHNESS*

(Where 1: Not at all important; 2: Unimportant; 3: Indifferent; 4: Important; 5: Very important)

Not at all important ○ ○ ○ ○ ○ Very important

12 - Are you familiar with Traditional Food Products (PAT Italian acronym)?*

- ○ Yes →Go to question 13
- ○ No →Go to point 14

13 - What do you mean by Traditional food Product (PAT)? (Please give a definition)*

_____

14 - Definition of PATs

Traditional products are defined as "agri-food products whose processing, preservation and maturation methods are consolidated over time according to uniformity and constant local use" (Decreto legislativo 30 aprile 1998, n.173; Decreto Ministero Agricoltura 8 Settembre 1999, n.350).

Unlike the PDO (Protected Designation of Origin), IGT (Typical Geographical Indication) and STG (Traditional Speciality Guaranteed) which are attributed by the European Union, the title of Traditional Agri-Food Product (PAT) is assigned by the Ministry of Agricultural Policies and by the individual regions to which it belongs. Therefore, it is an ITALIAN quality system. Currently the number of Italian PAT is > 5,000, and they encompass all the food and wine heritage of our country!

Some examples:

ABRUZZO: Arrosticini, Ratafià, "Coglioni di mulo", confetto di Sulmona, zeppole di San Giuseppe

BASILICATA: Sanguinaccio, Rosacatarra, peperoni cruschi

CALABRIA: 'Nduja, pomodoro di Belmonte, Cuzzupa, pitta, tartufo di Pizzo

CAMPANIA: Babà, crocchè, calzone, Casatiello, Chiacchiere, Scialatiello, Sfogliatella, Struffoli

EMILIA-ROMAGNA: Tortellini di Bologna, Erbazzone di Reggio Emilia, Gnocco fritto, Maltagliati

FRIULI VENEZIA GIULIA: Tiramisù, Frico, rosa di Gorizia (radicchio), Gubana

LAZIO: Guanciale amatriciano, porchetta, Ciriola romana

LIGURIA: Pesto alla genovese, pasta d'acciughe

LOMBARDIA: Luganega, Casoncelli, panettone di Milano, bresaola affumicata

MARCHE: Crescia di Pasqua, vino di Visciole, fristingo, Galantina, Salame di Fabriano, funghetti di Offida

PIEMONTE: Gianduiotto, bagna cauda, bicerin, tomino, agnolotti, biscotti Krumiri

PUGLIA: Orecchiette, cartellate, cavatelli, pasticciotto, friselle, taralli

SARDEGNA: Pane Carasau

SICILIA: Cannolo siciliano, cassata siciliana, pasta di mandorle, arancini di riso

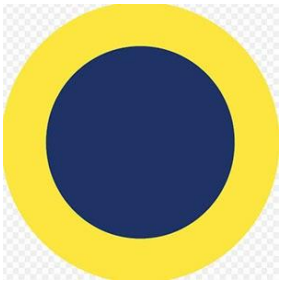
TOSCANA: Lampredotto, finocchiona toscana, fagiolo zolfino, tartufo nero pregiato della Toscana

VENETO: Bigoi, baccalà alla Vicentina, pandoro di Verona, Schia della laguna di Venezia

If you wish to know more, all PATs are available at the following link:

https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/15132

15 - Logo quiz: Looking at these five logos can you point me to the one belonging to the PAT?*

1.  2.  3. 

4.  5. 

16 - Have you and/or members of your household ever purchased PAT?*

- ○ Yes →Go to question 19
- ○ No →Go to question 17

17 - Why have you never consumed PATs? Express your degree of agreement on a scale ranging from "completely disagree" to "Strongly agree" to these statements:

Where progressively: (○ completely disagree, ○ partially disagree, ○ neither in agreement nor in disagreement, ○ partially agree, ○ strongly agree)

- I don't buy PAT because I don't care

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don't buy PAT because of their high cost

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don’t buy PAT because I have difficulty in finding them in places where I shop

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don’t buy PAT because I consider them unhealthy

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don’t buy PAT because I prefer to prepare them at home

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don’t buy PAT because of their reduced conservation period

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don’t buy PAT because I think that their quality is not higher than that of conventional products

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I don’t buy PAT because I don’t know them

Completely disagree ○ ○ ○ ○ ○ Strongly agree

18 - Do you think to buy any in future?

- ○ Yes → Finish
- ○ No → Finish

19 - How many times do you buy PATs?

- ○ Once in my life
- ○ Rarely (<5 times a year)
- ○ Occasional consumption (≈ once a month)
- ○ Frequent consumption (≈ once a week)
- ○ Usual consumption (several times a week)

20 - Where do you usually buy PATs? (Choose max two answers)*

- ▪ Supermarket
- ▪ Grocery store

- Town market
- Local producers
- Specialized fairs
- On-line
- Fair trade

21 - Which type of PAT buy/consume predominantly? (Choose max two answers)*

- Soft drinks, spirits and liqueurs
- Fresh meat and /or offal
- Dressings
- Cheese
- Fats (butter, margarine, oils)
- Fresh pastries and bakers' wares, cakes, biscuits and confectionery
- Composite dishes (several assorted preparations)
- Fresh and/or frozen fish
- Gastronomic products
- Products of animal origin (honey, various dairy products excluding butter)
- Vegetable products in the natural state or processed

22 - Can you give me the name of a PAT you buy/consume?*

_____

23 - What are the THREE main attributes you assign to “PAT” compared to any other product?*

- Artisanal
- Expensive
- Italian
- Local origin/ Bond with territory
- Familiar
- Genuine
- Natural
- Safe/ Traceable
- Typical
- Exclusive

- Economic
- Fresh
- Traditional
- Tasty

24 - What is your level of agreement for these attributes related to PAT? *
(Scale ranging from “Completely disagree” to “Strongly agree”)
Where progressively: (○ completely disagree, ○ partially disagree, ○ neither in agreement nor in disagreement, ○ partially agree, ○ strongly agree)

- Artisanal

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Expensive

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Italian

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Local origin/ Bond with territory

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Familiar

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Genuine

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Natural

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Safe/ Traceable

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Typical

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Exclusive

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Economic

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Fresh

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Traditional

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- Tasty

Completely disagree ○ ○ ○ ○ ○ Strongly agree

25 - Please state your agreement with the following reasons for purchasing PATs.*
(Use a scale ranging from “Completely disagree” to “Strongly agree”)
Where progressively: (○ completely disagree, ○ partially disagree, ○ neither in agreement nor in disagreement, ○ partially agree, ○ strongly agree)

- I buy PATs because I want to safeguard the national enogastronomic heritage

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I Buy PATs for their organoleptic/sensory characteristics

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I Buy PAT because they are produced in my area of origin (Km 0)

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because their production process assures me a quality product

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because I believe that their nutritional content is better than that of many conventional products

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because they are easily available in places where I shop

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because I want to follow the seasonality of the products

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because I believe they have a high hygienic-sanitary safety

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because I think they have a greater shelf life than conventional products

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because I want to support local producers

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT for curiosity

Completely disagree ○ ○ ○ ○ ○ Strongly agree

- I buy PAT because I believe that their production is carried out with respect for the environment and animal welfare

Completely disagree ○ ○ ○ ○ ○ Strongly agree

26 - Do you have trust that the products defined as PAT were actually produced in a traditional way?*

- ○ Yes → Go to question 28
- ○ No → Go to question 27

27 - If NO, what are the elements that lead you not to trust?*

- Lack of a real certification/recognition system
- Insufficient information on packaging
- Lack of trust towards producer/brand
- Other (specify)

28 – If YES, what are the elements that lead you to trust?*

- Trust on producer/brand
- Trust on point of sale
- Indication of the origin of the raw materials on the packaging
- Direct knowledge of the producer
- Other (specify)

29 - Do you associate the consumption of Traditional Food Products with moments of social sharing/conviviality?*

- Yes
- No

30 - Have you ever eaten a homemade PAT?*

- Yes
- No

31 - Have you ever cooked a PAT?*

- Yes
- No

32 - Do you think the consumption of PAT is strictly related to home preparation?*

- Yes
- No

33 - Do you think that PATs are sufficiently enhanced in your region?*

- Yes
- No

34 - How do you think they can be further enhanced?*

_____

35 - Would you be willing to pay more for a PAT than a conventional product?

- Yes, always (over 20% more)
- Up to 20% more
- Up to 10% more
- Up to 5% more
- No, never

36 - You are willing to pay a higher price for a PAT with the aim of achieving: (Choose max. 3 answers)

- Quality
- Information
- Direct contact with producer
- Genuineness
- Safe source
- Contribution to local development
- Shopping experience
- Artisan production
- Uniqueness of tastes and flavour
- Originality
- Other...

THE SURVEY IS FINISHED

PLEASE PRESS THE "SEND" BUTTON IN ORDER TO REGISTER AND CONFIRM THE ANSWERS.