



**COLDIRETTI**  
PUGLIA

# A modern vision of agriculture within the food chain

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# COLDIRETTI IN ITALY

Coldiretti is the biggest association in agriculture, farming and fishing sectors in Italy.

- Represents 1,5 million farmers
- Performs union-trade activities
- Provides business opportunities for agricultural development in a context of full integration of agriculture with the economic and social interests of the Country.



Coldiretti Puglia represents more than 40,000 farmers

# COLDIRETTI: focus on

- New Common Agricultural Policy 2014-2020
- Protection of Italian denominations (IGP/DOP) against “identity theft”
- Labelling of food product: clear origin statements
- Burocracy reduction to increase competition



# PUGLIA: agricultural main production

Gross saleable production 2013: 3.1 billion euro (+0,5% vs 2012)



	Production (tons)	GSP ( €million)
Olives	1,300,000	576,000
Horticultural crops	2,810,000	538,000
Grape (wine)	1,010,000	354,000
Cereals	1,290,000	320,000
Grape (table)	648,000	311,000
Meet	645.000	226,000
Fruit	198,000	187,000
Tomatoes	1,500,000	110,000
Fish (fisheries+aquaculture)	25,000	148,500

Source: Coldiretti Puglia

# MULTIFUNCTIONAL FARMING: a milestone in agriculture

Legge Orientamento D.L. 228/2001

A national law recognise the multifunctional role of farmers in Italy  
From food producer only, to key player as:

Landscape leading actor

Protection and maintainance of environment and territory

Biodiversity preserving

Sustainable managing of natural resources

Contribution to rural areas conservation (socially and economically)



# CAMPAGNA AMICA: the “main project”

On 2008, Coldiretti invested money and resources to start a foundation, a virtual place where interest of farmers and consumer meet each other, open to everyone who believes in the great value of our landscape, good and healthy food culture, short supply chain (km 0), direct sales, typical local production and biodiversity, sustainable energy production, etc

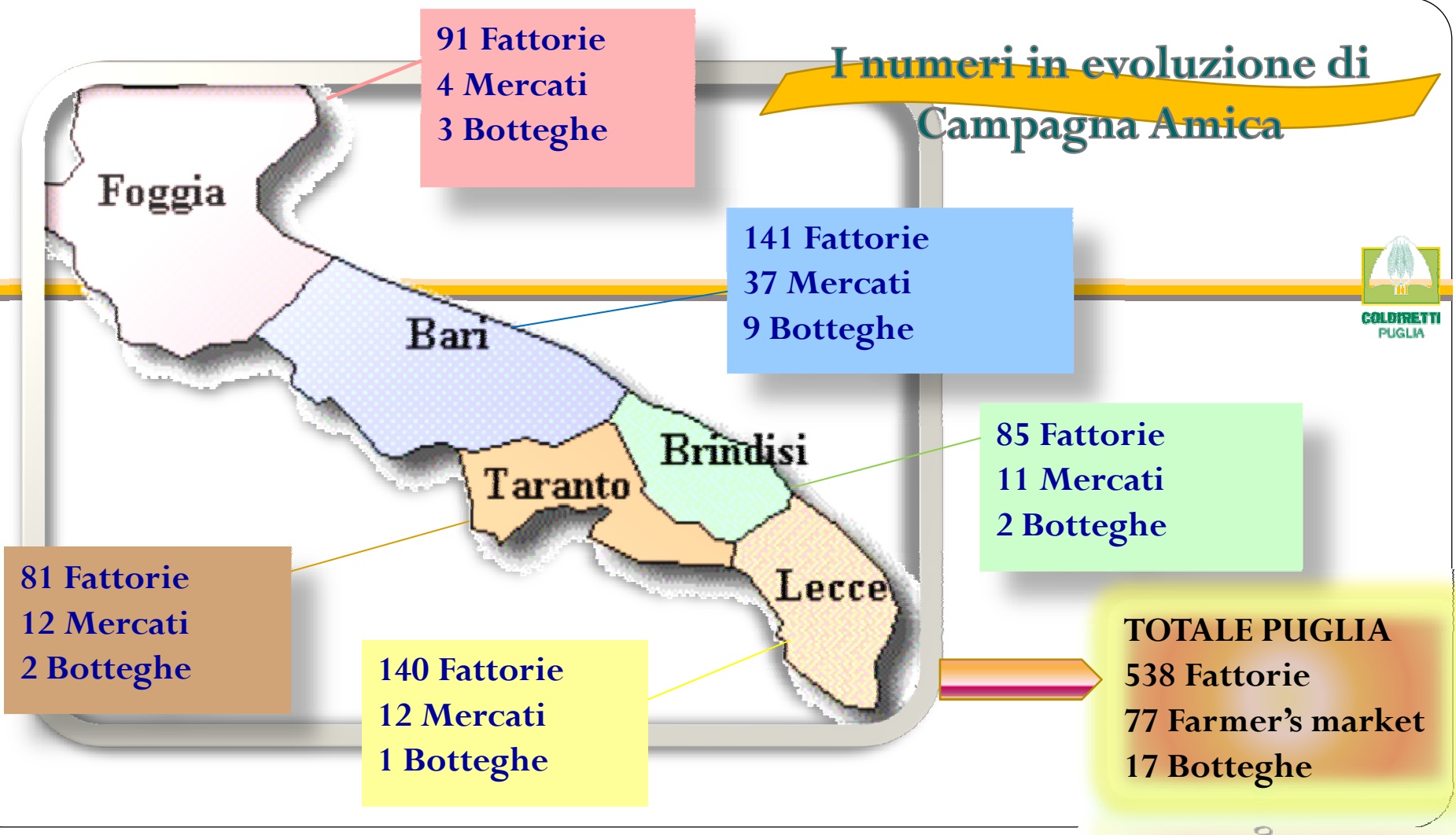
Campagna Amica is a powerful tool on farmer's hands to recover the dignity that agriculture lost after many years of industrial driven politics in Italy.



# CAMPAGNA AMICA: the brands

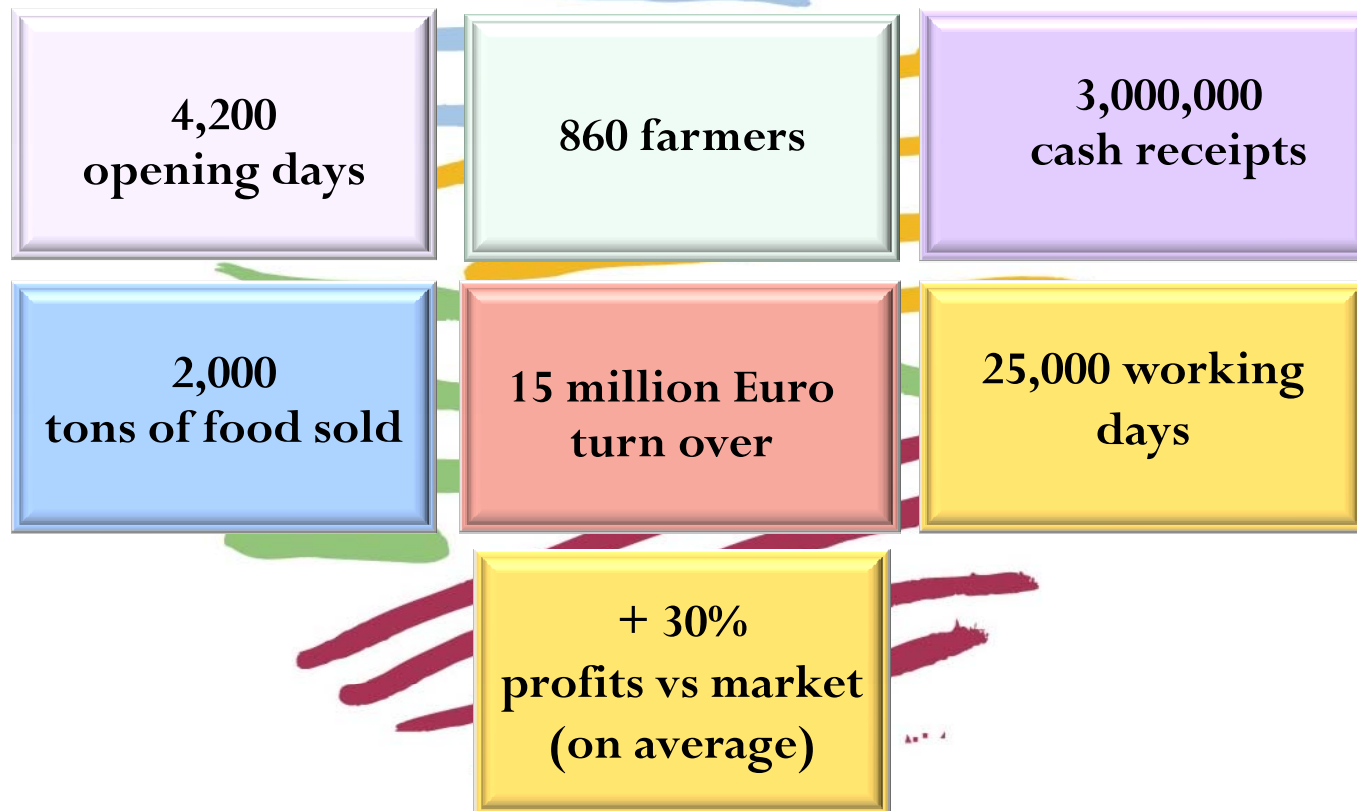


## I numeri in evoluzione di Campagna Amica





# THE 77 FARMER'S MARKETS IN PUGLIA



## CAMPAGNA AMICA DISTRIBUTION SUPPLIES:



70 Agriturismi di  
Campagna Amica  
Joined to Terranostra

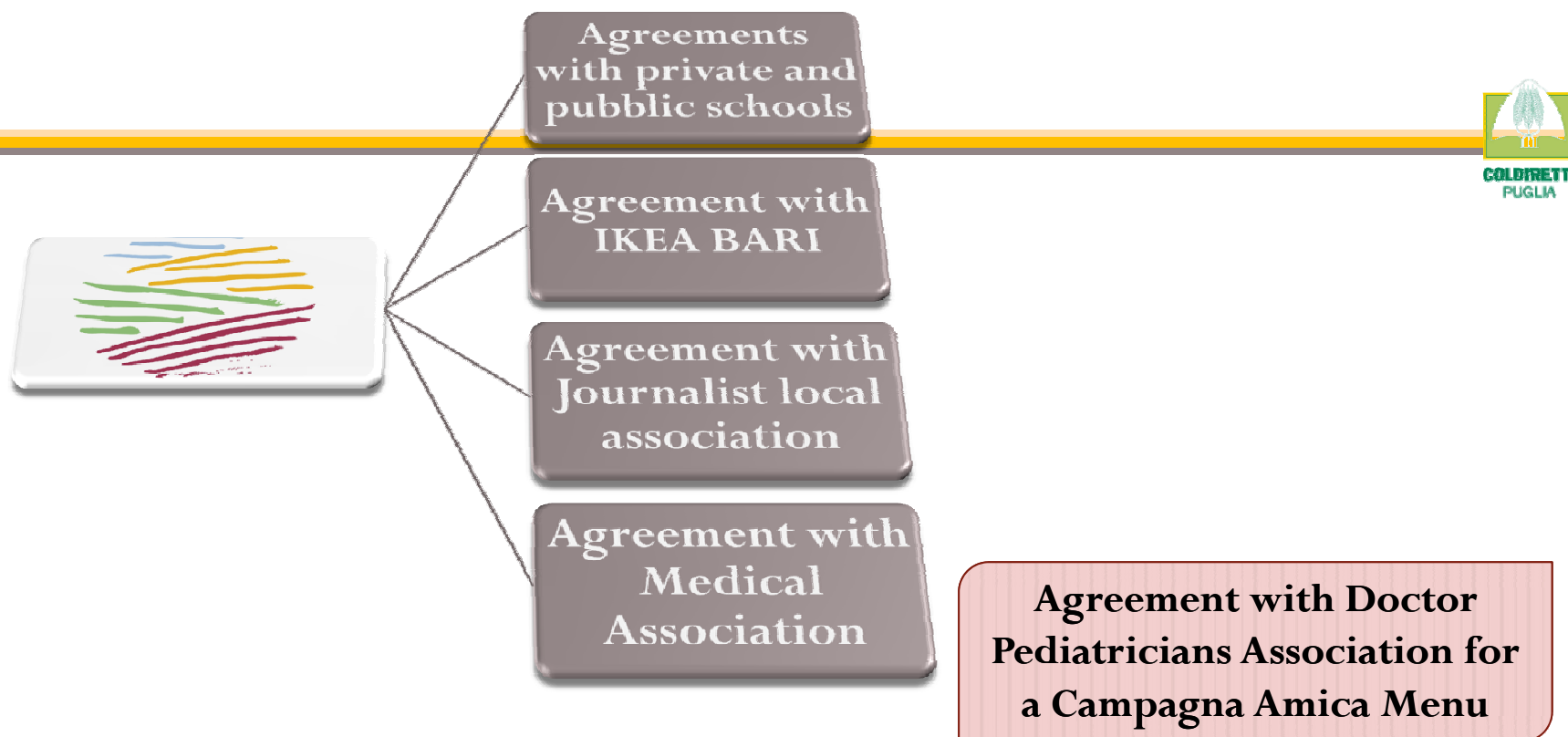


39 Restaurants  
Accredited by Campagna  
Amica nel piatto



14  
Campagna Amica  
Gardens

## CAMPAGNA AMICA DISTRIBUTION CHAIN:



# All Italian agricultural food chain: FAI

The “Filiere Agricola Italiana” (FAI) represents the strategic economic project of Coldiretti, launched for a new model of Italian agriculture development.

Key points:

1. ethical behaviour of both producers and retailers
2. fair prices
3. fair and right return to producer
4. high quality production
5. Ensure transparency in the production
6. Full and true informations for consumers



# All Italian agricultural food chain: FAI

Shorter distribution chain: farmers lead the process and control the chain, which is more efficient

100% Italian origin: Italian food, great value

A story behind food: consumers want to know who produce his food



# COLDIRETTI: the common sense of legality

Because of its great value, Italian food is often under attack of organized crime.

Coldiretti wants to make its part to help who fight against this problem.

Osservatorio sulla criminalità nell'agricoltura e nel sistema agroalimentare is a foundation promoted by Coldiretti, led by ex Public Prosecutor Giancarlo Caselli





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Thanks for your attention