



associazione **Alessandro Bartola**
studi e ricerche di economica e di politica agraria



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Co-funded by the
Europe for Citizens Programme
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The Territorial Agri-Environmental Agreement in Marche Region

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**PARTICIPATORY DEMOCRACY IN LOCAL DEVELOPMENT STRATEGIES
RURAL DEVELOPMENT IN THE FUTURE CAP 2021-2027**

EUROPEAN NETWORK FOR THE COHESION AND SOLIDARITY IN RURAL AREAS

4th International Partner Meeting

Villa Caprile, Pesaro - Italy

October 15 - 17, 2018



Outline

- **The territorial agri-environmental agreement**
 - Environmental benefits
- **The Valdaso experience**
 - Main results and key factors of success
 - Environmental benefits and socio-economic benefits
 - Policy implications
- **Pilot project**
 - The role of Associazione Alessandro Bartola

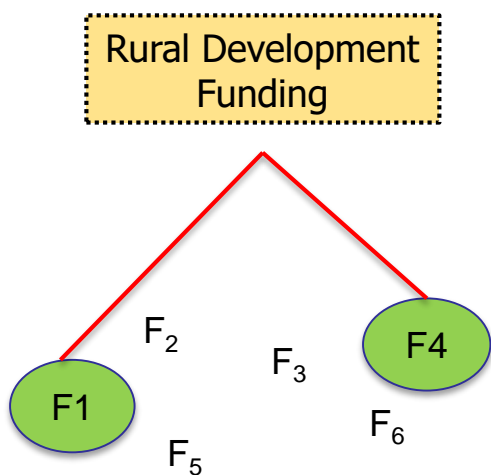




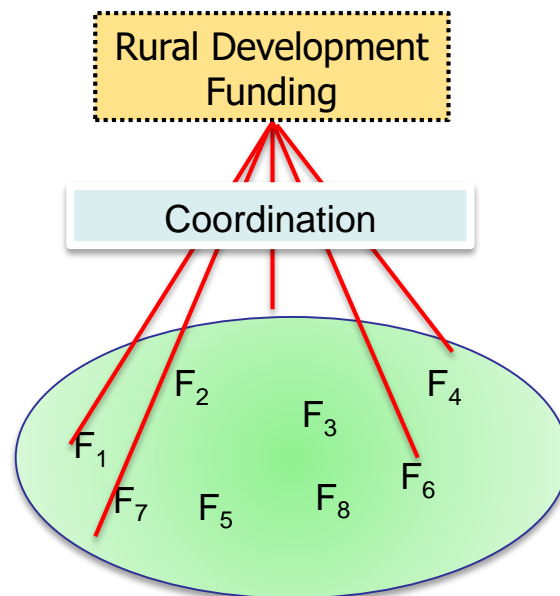
Problems with single measures approach

- ❖ The results obtained from agricultural policies in terms of environmental public goods (PG) and services have been rather unsatisfactory
- ❖ Ineffective actions addressed to individual farms: need to incentivize collective projects with effects on a territorial scale (European Court of Auditors)

Single measure approach



Collective-territorial approach





What is a Territorial Agri-environmental Agreement?

→ An AEA is defined as “a set of commitments for farmers in a limited area, supported through a mix of RDP measures activated to reach specific environmental goals” (RDP Marche Region)

→ Marche Region: The first territorial approach to agri-environmental measures in Italy (RDP 2007-2013) and one of the first in Europe





Valdaso agri-environmental agreement

- The first in Marche Region in 2007-2013 RDP
- Confirms that benefits of collective action are both environmental benefits and socio-economic benefits
- Analysed by ENRD - European Network Rural Development (2012). Factor of success → Advice, Training and Communication; Building trust, knowledge and understanding





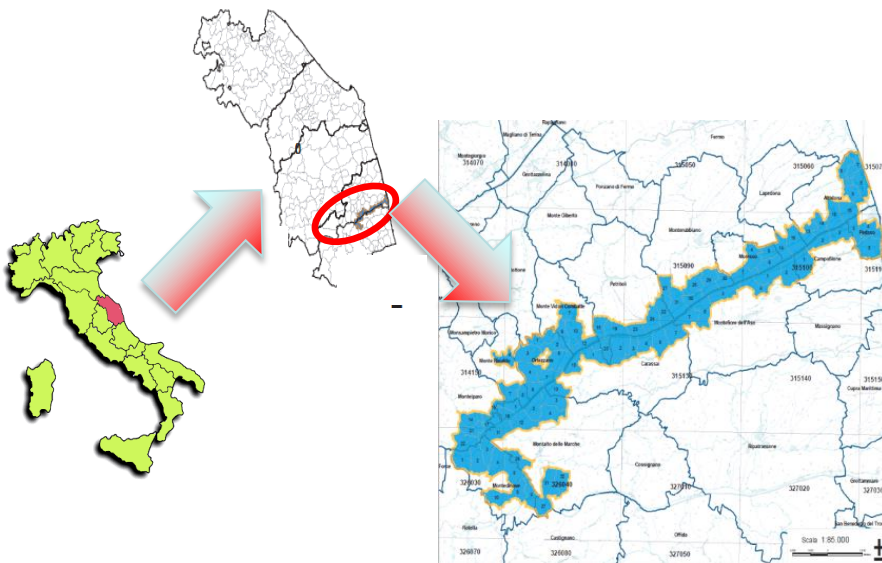
Background

The territory

Valdaso (Aso Valley) is a valley alongside the Aso river, between the Fermo and Ascoli Piceno provinces, in the south of Marche Region

The local farming system

Small farms, highly specialised in fruit production (peach). Intensive farming, high use of fertilisers and pesticides > **Problems of water quality, air quality and soil fertility**



Nuova agricoltura (i.e. new agriculture)

Small (and informal) association of local farmers. Main objectives: adoption of more sustainable practices, development of local markets



The agri-environmental agreement

Grass root initiative

Valdaso AEA → water quality

- **Period:** Five-seven years (launched in 2009)
- **Area:** Unbroken piece of land > 50% to NVZ; > 30% of the UAA with permanent crops
- **Objectives:** -30% N, P, K and substitution of agro-chemical inputs -90%

Integrated delivery

- **Measures:** *214.a Integrated Agriculture (advanced IPM – mating disruption); 214.b Organic agriculture; 214.c green cover*
- **Measure 111.b Training activities and information actions**





The results

Farm level

- Economic results: cost reduction and CAP payments
- Collective marketing strategy (*QM label*)

Territorial level

- Participation of almost 100 farmers
- 560 ha cultivated with IPM techniques (68% of the targeted area)
- Extensification (green cover) in 270 ha
- Networks creation and knowledge effects

Institutional level

- Capacity-building for the development of other AEAs (6 for biodiversity conservation in Natura 2000 areas) in RDP 07-13 and RDP 2014-2020



**Synergies between economic, social and environmental benefits
Long-term shifting in stakeholders' thinking and action**



Key factors of success (1)

Well defined farming system

- Farms size, specialisation in fruit production, intensive agriculture
- Collective approach necessary to make the technique of advanced IPM effective

Social capital

- Trust and reciprocity due to: local leadership (ASSAM technician), small group of motivated farmers (*Nuova Agricoltura*)

Involvement of a public extension service (ASSAM)

- Effective communication and information regarding the new farming practices and on the results of the agreement (residues of pesticides in fruits samples), territorial vision, public interests



Notiziario
AGROMETEOROLOGICO
di PRODUZIONE INTEGRATA
per la provincia di Ascoli Piceno e Fermo

19
15 Maggio
2012

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NOTE AGROMETEOROLOGICHE SETTIMANALI

La settimana appena trascorsa è stata caratterizzata da tempo stabile e temperature superiori alla norma del periodo. Nella giornata di Domenica l'arrivo di una perturbazione ha portato pioggia, vento forte e un repentino abbassamento delle temperature.

DIFESA DEI FRUTTIFERI E VITE

VITE, fase fenologica: Bottoni fiorali separati (BBCH 57). I trattamenti anticrittogamici consigliati nel precedente notiziario hanno protetto la coltura dalle possibili infezioni primarie di peronospora. In considerazione della fase vegetativa di pre fioritura, è consigliabile intervenire con formulati antiperonosporici ad azione endoterapica quali: Fluopicolide* o Iprovalicarb* o Fosetyl Al* o Metaxil* o Metaxil M* o Banalaxil M* o Banalaxil M* o Dimetomorf*, in miscela con principi attivi di copertura. Per il contemporaneo controllo dell'oidio è opportuno aggiungere Metrafenone* o Spiroxamina* o IBE* (Ciproconazolo, Fenbuconazolo, Miclobutanil, Penconazolo, Propiconazolo, Tetraconazolo, Triadimenol, Tebuconazolo) in totale max 3 trattamenti). Nelle Aziende ad indirizzo Biologico è indispensabile, appena possibile, rinnovare la copertura con sali Rame** in associazione a Zolfo bagnabile**
E' ormai terminato il volo della prima generazione di tignoletta.



Key factors of success (2)

Coordination and governance

- Local network: **involvement of several stakeholders** (farmers, Region, Provinces, Municipalities, technicians, Local Action Groups, input producers, etc..)

Policy innovation

- Integrated suites of measures, focus on farmers' attitudes and motivations (i.e. through the early involvement of farmers in the policy design process), adoption of measures targeted to local needs





The drivers of farmers' participation

❖ Individual - economic reasons

- CAP payments
- Effectiveness of IPM methods if applied at territorial scale
- Costs reduction (labour, crop protection products, fuel)
- Positive health effects
- Collective marketing strategy

❖ Social and environmental reasons

- Reducing water and air pollution
- Increasing the touristic attractiveness of the area
- **Involvement in a local network of farmers: learning opportunities and lobbying power**

Strong involvement of local actors, joint learning and pro-active engagement of famers



The Benefits of a collective approach

Environmental benefits



SOCIAL CAPITAL



**INSTITUTIONAL
CAPITAL**

TRUST, RECIPROCITY

Socio-economic benefits



Policy implications

There is not *one size fits all* solutions!!!

Case study related to specific social, economic and environmental dimensions

But ... Transferable lessons from Valdaso AEA

- **Importance of bottom-up initiative:** collaborate with local existing groups/networks (the combination with voluntary basis leads to higher motivation)
 - **Project promoter/facilitator:** reliable local actor who builds bridges among actors
 - **Flexibility, targeting** (no fixed menu of measures) and adequate level of payments.
- **RDP 2014-202: weaknesses** to some extent addressed
- Marche Region building on the **past experience** has developed several TAEA



Pilot project Valdaso Agriculture Eco-friendly management

- ❖ **RDP 14-20:** Measure 16.2.A «Pilot project for the development of new products, processes, practices»
- ❖ **Partners:** Altidona Municipality; **AAB**; 4 farms; H.O.R.T.- Horticulture Oriented to Recreation and Technique
- ❖ **Objectives:**
 - natural management of weeds
 - natural system to confront with second-generation insects
 - energy and carbon efficient colture management systems
 - economic analysis (cost/benefits) of new practices
 - dissemination of results
- ❖ **Duration:** 3 years
- ❖ **Associazione Alessandro Bartola's role:** Economic monitoring; dissemination of results



*Thanks for your
attention!*

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