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EU program Erasmus +, project KA 2 n ° 609944-EPP-1-2019-1-LT-EPPKA2-CBHE-JP

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



**DISTRETTO DEL CIBO
SUD EST BARESE**

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Member of GAL SEB Management Committee
Member of South East Bari Food District Scientific Committee



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

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

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



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

December 2019 – February 2020

- The South East Barese Food District was born on the initiative of the **South East Barese LAG** following a planning and animation work started in December 2019 .
- **map of entrepreneurial needs** is structured .



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

March 2020

- Signing of the **Memorandum of Understanding** for the Constitution of the District. The promoting unit is promoted by the LAG Sud Est Bari with 71 agri-food companies and various stakeholders.
- Drafting and approval of a three-year **Development Program** with 6 supply chain actions and 7 District interventions.



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

April 21, 2020

- **First Recognition** of the South East Barese Food District by the Puglia Region (Regional Council Resolution No. 559).

04 June 2020

- **Definitive recognition** of the South East Barese Food District by the Puglia Region (Regional Council Resolution No. 843).



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The current Corporate Base of the District

It is made up of 109 members of which:

- no. 1 Local Development Agency (Promoter): **Gal Sud Est Barese**
- no. 99 Agricultural / Agri-food companies and OPs.
- no. 7 Trade Associations.
- no. 1 Research Institution.
- no. 1 Promotional Association.



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Operation of the District: the Board of Directors

The District is administered by a 6-member **Board of Directors** .

The BoD favors the broadest collegiality with regard to the decisions to be taken, carries out all the activities useful for supporting the growth of the economy of the agricultural and agri-food sector of the South East of Bari, promoting and enhancing sustainable development processes.



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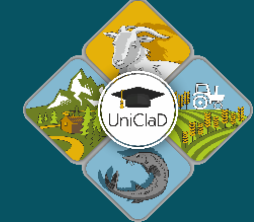
Functioning of the District: the Technical-Scientific Committee

Scientific Technical Committee has been set up to support the BoD, made up of members from the University of Bari, the Polytechnic of Bari, the Chamber of Commerce and the Viticulture and Oenology Research Centre.

The Committee is given the tasks of analysis, study and support of the District's activities.



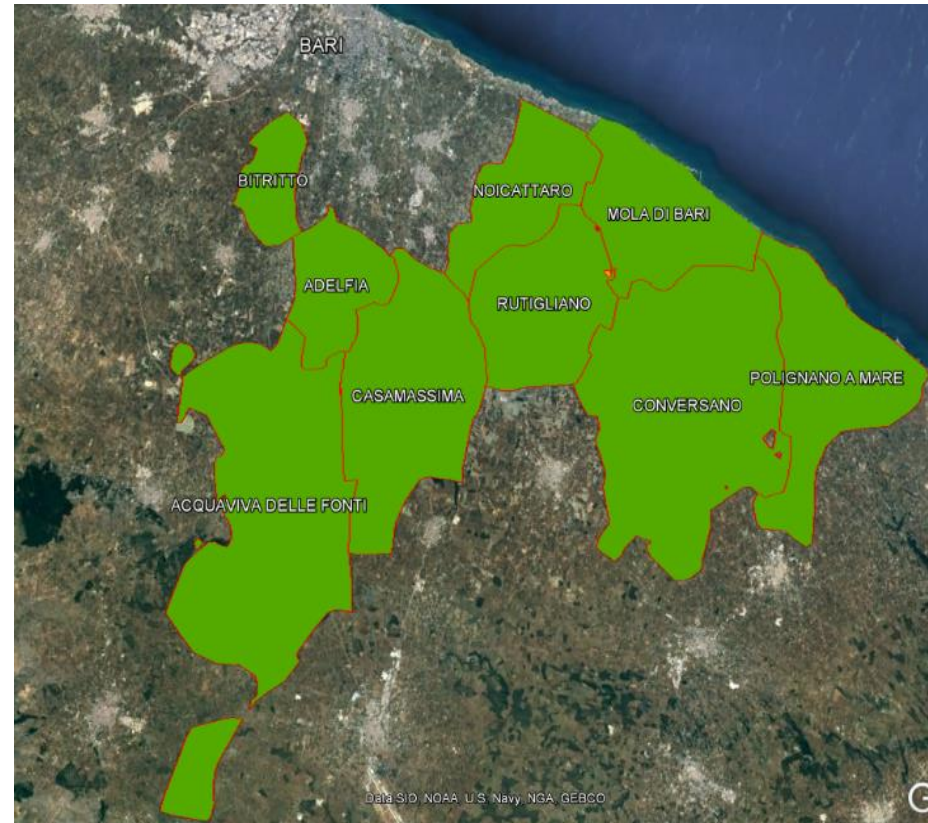
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The current territorial distribution of agricultural businesses in the District



| Common | no. businesses |
|-----------------------|----------------|
| Rutigliano | 27 |
| Noicattaro | 24 |
| Mola di Bari | 9 |
| Polignano a mare | 8 |
| Acquaviva delle Fonti | 8 |
| They converse | 6 |
| Bitritto | 6 |
| Adelfia | 3 |
| Casamassima | 1 |
| Other Municipalities | 7 |
| Total | 99 |



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The new District enlargement process

January - February 2021

- After a phase of institutional concertation, the area under the jurisdiction of the District **expands from 9 to 30 Municipalities** .
- **100 new members** from the agri-food world have been collected .
- Two new LAGs take over (**Valle D'Itria and Trulli and Barsento**) .
- The three-year development program is updated with **new business needs** .



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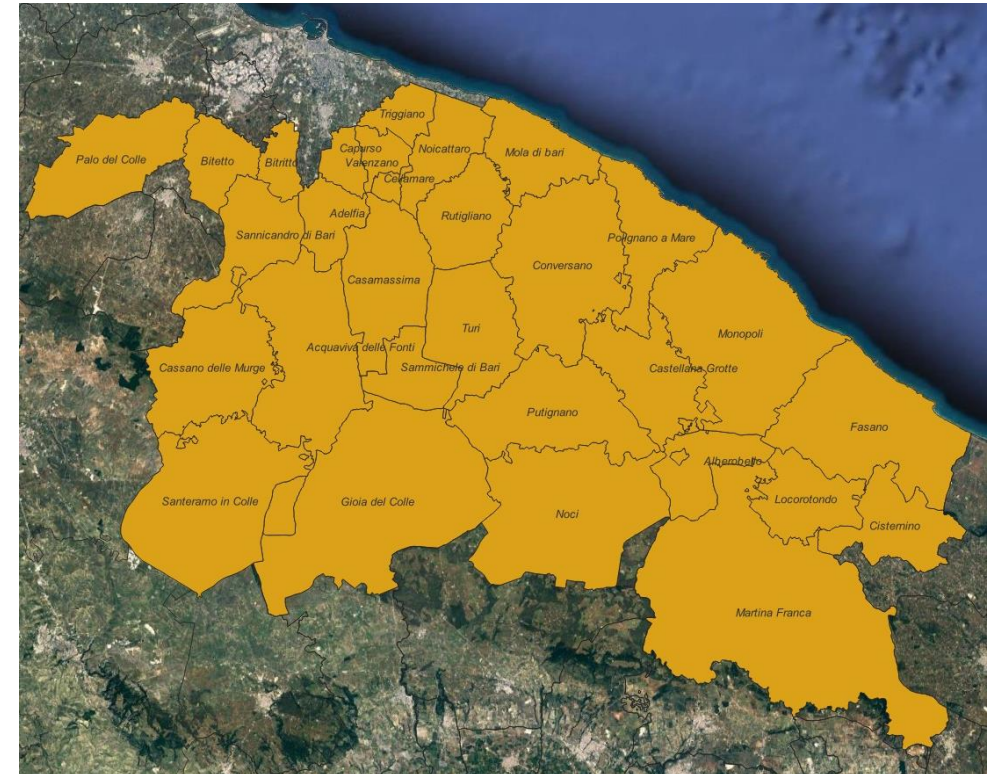
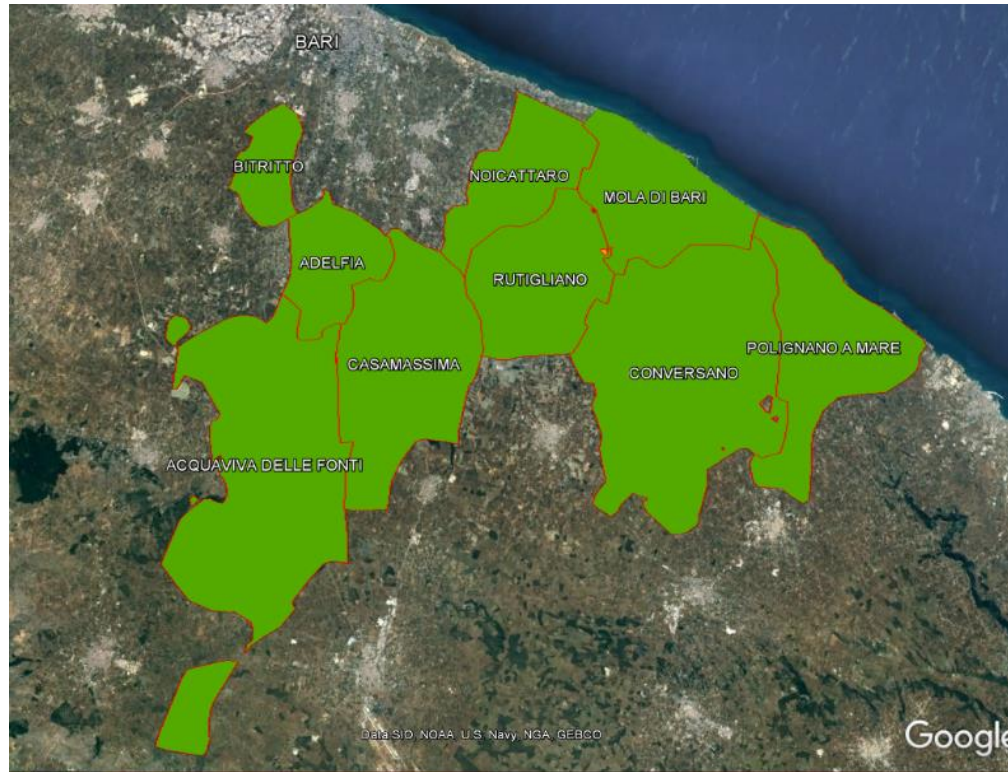


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Territorial evolution of the South East Barese Food District

2020

2021





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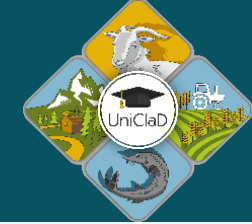
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The new territorial distribution of the District

| Common | no. businesses | Common | no. businesses |
|-----------------------|-------------------|---------------------|-------------------|
| Rutigliano | 29 | Sammichele of Bari | 4 |
| Noicattaro | 24 | Monopoly | 3 |
| Fasano | 18 | Alberobello | 3 |
| Putignano | 13 | Martina Franca | 3 |
| Joy of the Hill | 9 | Adelfia | 3 |
| Mola di Bari | 9 | Bitetto | 3 |
| Polignano a mare | 8 | Casamassima | 2 |
| Locorotondo | 8 | Triggiano | 2 |
| Acquaviva delle Fonti | 8 | Call | 2 |
| They converse | 7 | Hill Pole | 2 |
| Cassano delle Murge | 6 | Capurso | 1 |
| Bitritto | 6 | Santeramo in Colle | 1 |
| Castellana Caves | 5 | Sannicandro of Bari | 1 |
| Turi | 5 | Valencian | 0 |
| Cisternino | 4 | Bari | 10 |
| Nuts | 4 | Total | 203 |



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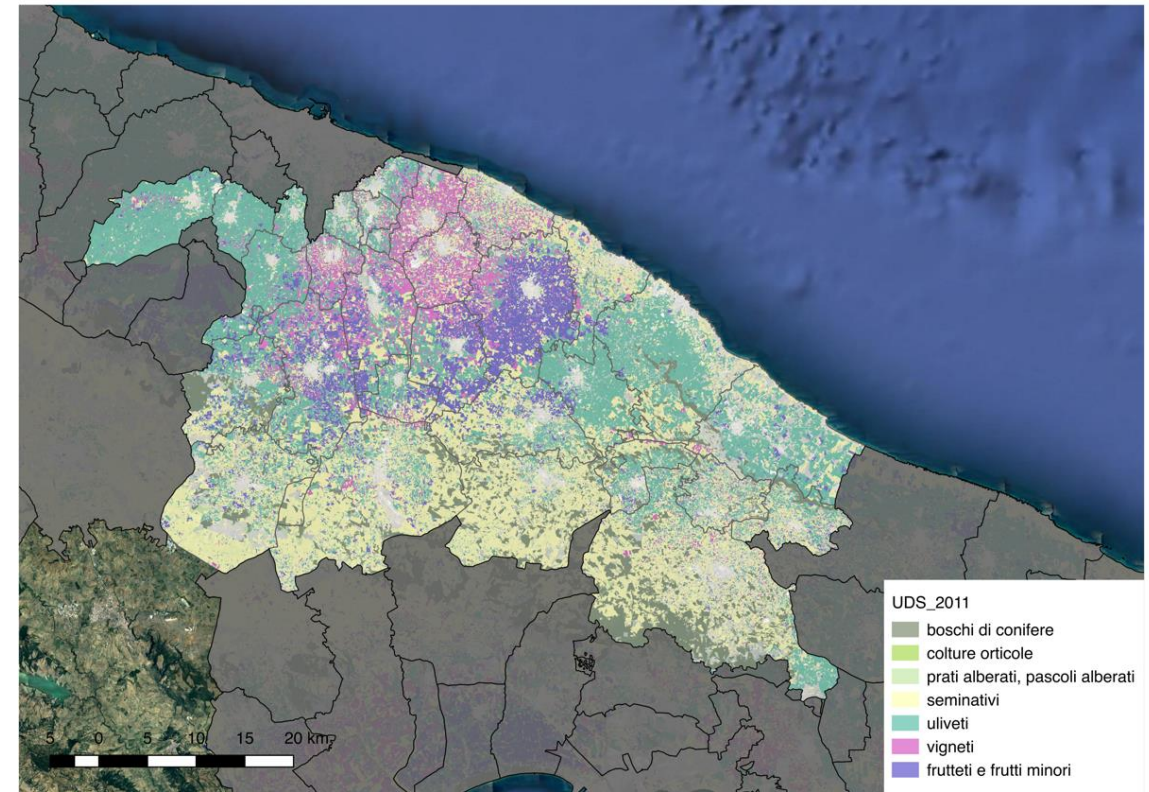


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The productive specificities of the South East Barese Food District

Agri-food Productive Specializations

- Table grapes
- Wine grapes
- Extra virgin olive oil
- Cherries





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The productive specificities of the South East Barese Food District

DOC, IGT, DOP, IGP

Slow Food

- Polignano carrot
- Acquaviva Red Onion
- Tomato Queen of Torre Canne
- Black chickpea from the Karst Murgia
- Smooth chickpeas from Cassano delle Murge
- Capocollo of Martina Franca

Wine

- Joy of the Colle DOC
- Locorotondo DOC
- Puglia IGT
- Murgia IGT
- Itria Valley IGT

Olive oil

- Apulian DOP oil
- Land of Bari DOP

Fruit

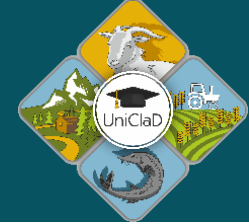
- Grapes of Puglia IGP

Dairy products

- Mozzarella di Gioia del Colle DOP



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THE STRATEGY OF THE DISTRICT



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The 9 entrepreneurial needs highlighted in the District Development Strategy

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



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The 4 thematic areas of intervention of the District Strategy

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



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The general objective of the District Strategy

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



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CHAIN INTERVENTIONS



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The interventions of the Strategy on Agri-food Chains

| No | INTERVENTION |
|----|---|
| 1 | Improvement of the agricultural production system |
| 2 | Development of quality agri-food productions |
| 3 | Agricultural diversification and fish farms |
| 4 | Tourism development |
| 5 | Development of agro-industry |
| 6 | Development of the fish sector |



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1) Improvement of the agricultural production system

Types of investment envisaged

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

Beneficiaries

Farms, young farmers, start-ups





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2) Development of quality agri-food productions

Types of investment envisaged

- Financial support to cover the costs of the certifications and analyzes performed in order to adhere to the production qualification regimes set forth in art. 16, paragraph 1 of the proposal for a Regulation of the European Parliament and of the Council of 1 June 2018 (market research, product conception and design, preparation of applications for recognition).
- Participation in fairs, events, information campaigns, promotional activities with national and foreign large-scale distribution, incoming with buyers.

Beneficiaries

- Agricultural and agri-food companies and in the fishing sector





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3) Diversification of agricultural activities

Types of investment envisaged

- Implementation of interventions to qualify and increase the agritourism offer;
- Implementation of interventions for the offer of educational, recreational and teaching services to the rural population;
- Creation of company spaces equipped for the transformation, display and sale of products not included in Annex I of the Treaty;
- Implementation of interventions aimed at qualifying and increasing the supply of social and health services, in particular for the benefit of the weakest sections of the population
- Promote the production and sale of renewable energy

Beneficiaries

Farms and agribusinesses





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4) Development of Rural Tourism

Types of investment envisaged

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

Beneficiaries

Farms





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5) Development of Agro-industry

Types of investment envisaged

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

Beneficiaries

Non-agricultural SMEs





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6) Development of the fish sector

Types of investment envisaged

- 6.1 Innovation of the Fish Sector .

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

- 6.2 Operator Safety .

Actions aimed at determining better hygiene, safety and working conditions for fishermen.

- 6.3 Improvement of Landing Sites, Fishing Shelters and Fish Markets .

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



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6) Development of the fish sector

Types of investment envisaged

- 6.4 Increase and qualification of fish production .

Construction or modernization of aquaculture plants to promote environmental sustainability and interventions to promote the transformation and marketing of fishery and aquaculture products

Beneficiaries

- Fishing companies, trade organizations, research institutions, public administrations



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DISTRICT INTERVENTIONS



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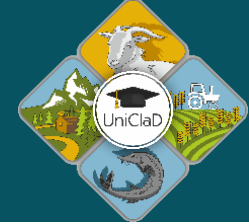
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Transversal interventions of the Strategy on the District

| No | INTERVENTION |
|----|---|
| TO | Innovation HUB of the South-East District of Bari |
| b | Development of a traceability system with Blockchains |
| c | Coordination Center on Precision Agriculture |
| d | Promotion of quality schemes and agro-food typicality |
| AN | Online marketing of District products |
| D | |
| f | Internationalization of agri-food companies |
| g | Promotion and strengthening of training actions |



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a) Innovation HUB of the South-East District of Bari

Description of the type of intervention

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

Types of investment envisaged

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





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b) Development of a traceability system for supply chains through Blockchain

Description of the type of intervention

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





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c) Coordination Center on Precision Agriculture

Description of the type of intervention

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





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d) Promotion of quality schemes and agro-food typicality

Description of the type of intervention

- Creation of trade fair campaigns and initiatives aimed at promoting the agri-food sector (e.g. roadshows , events in the square, etc.)
- Development of information campaigns in the press on paper, radio-television and online mastheads
- Creation of promotional campaigns at retail outlets, to get in touch with proximity consumers (e.g. product corner at large-scale distribution, port, airport, etc...);





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e) Promotion of the quality regimes and of the agri-food typicalities of the District

Description of the type of intervention

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





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f) Online marketing of the District

Description of the type of intervention

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





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g) Internationalization of agri-food companies

Description of the type of intervention

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





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h) Promotion and enhancement of training

Description of the type of intervention

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

- Increased productivity and profitability
- Enhancement of typical local products and communication
- Innovation at the service of competitiveness and environmental sustainability
- Diversification





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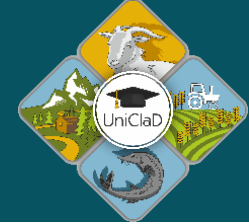
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