

IALE Congress  
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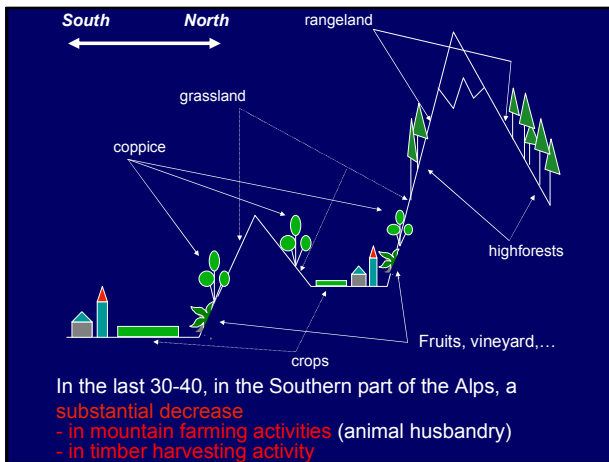
**NATURAL EXPANSION OF FOREST ON ABANDONED FARMLAND: EFFECTS OF CHANGING ECONOMY ON LAND USE**

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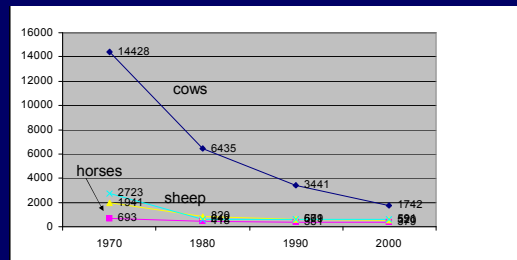


**Outline**

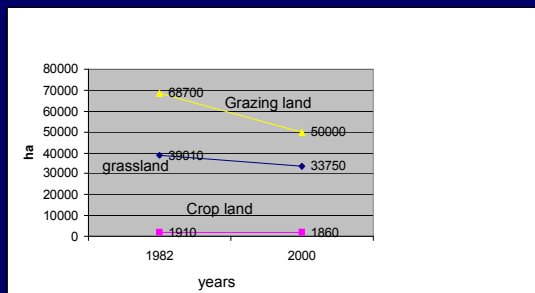
- Background: the economic context
- The need for diversification of income sources
- New marketing strategies:
  - Specialized products
  - Complementary products
- Conclusions



**Mountain farming in Trentino province**



In 1970-2000: no. of mountain farms with cows: from 14,428 to 1,742



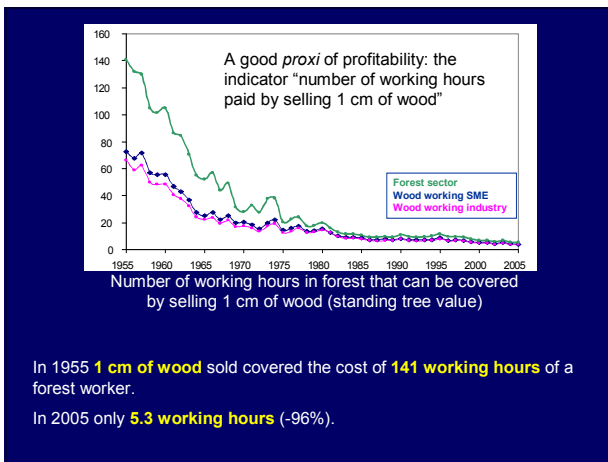
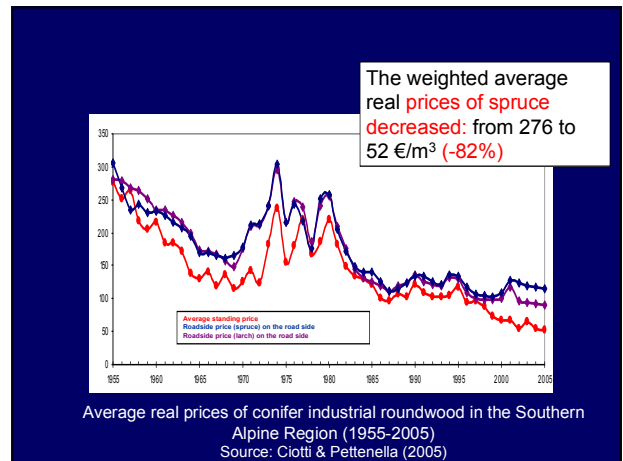
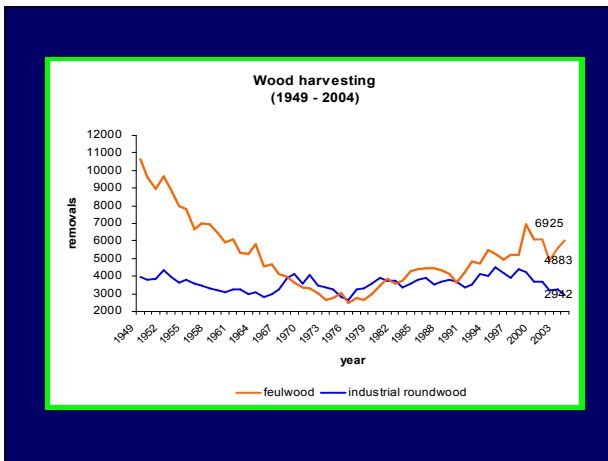
Fonte: PAT

- 30% area of grassland starting from 1980



Alpine forests  
1984: 2.7 M ha (IFNI)  
2004: 3.3 M ha (IFNC)  
(+30,000 ha/year)

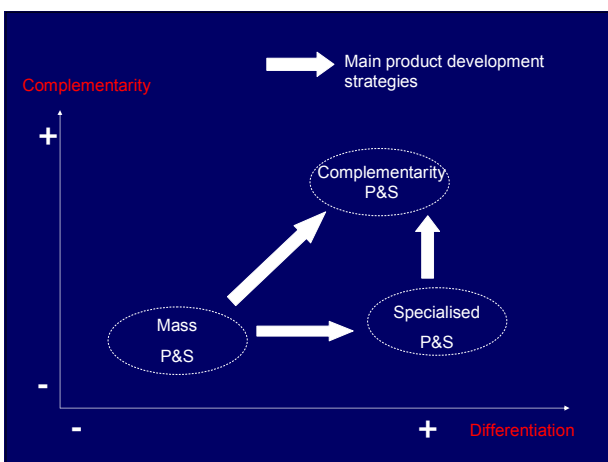
CORINE Land Cover



Two of the pillars of the mountain economy are collapsing

↓

An **increasing role** is played by traditional and new **NWFP&S** linked to tourism, recreation, sport, cultural activities



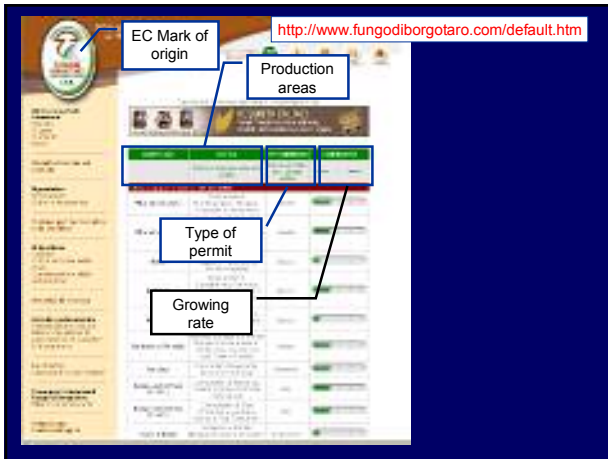
**1. Specialized products and services**

Typically products and services well differentiated, often available in relatively limited quantities (e.g. specialities like truffles).

Important instruments for product/service differentiation:

- quality assurance
- standardisation
- certification

they give the **possibility of premium prices**.



### Example: Chestnuts

marron from Castel del Rio, marron from Mugello, chestnut from Monte Amiata, chestnut from Montella

Certification under EU regulations

- Registration of **Protected Designation of Origin (PDO)** (Reg. 2081/92)
- **Protected Geographical Indication (PGI)**
- **Traditional Speciality Guaranteed (TSG)** (Reg. 2082/92)

**Organic production** (Reg. 2092/91 and IFOAM)

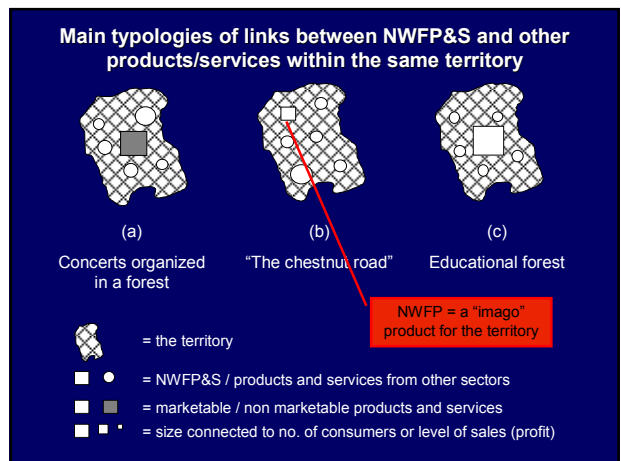
Marron from Mugello-Fano in Garfagnana



## 2. Complementary products and services

= those products that can be sold and used in strict association with other, due to the synergies deriving from their conjoint marketing.

**Different links** among products and services.



**Törggelen holidays:** few days-one week holidays based on

- roasted chestnut +
- walnut +
- new red wine tasting +
- speck and the meat organized in South Tyrol

[http://www.wanderhoteleuropa.com/it/wandern/angebot\\_05.html](http://www.wanderhoteleuropa.com/it/wandern/angebot_05.html)

[http://www.umbriadoc.com/eng/prodotto/tipico/generale/prodotto/tipico/codice\\_tartufo.htm](http://www.umbriadoc.com/eng/prodotto/tipico/generale/prodotto/tipico/codice_tartufo.htm)

Willingness to cooperate among private operators

Private/public partnership in promotion

The basic idea: we sell the product, but also the associated history, monuments, events, farm tourism, ...

**Key-factors:**

- Product and service development
- Quality assurance

➔ **specialised NWFP&S**

- Social capital (i.e. the capacity to cooperate among private and public actors)
- Presence of horizontal integrations and networking in a well characterised territory

➔ **complementary NWFP&S (EU "Leader" approach)**

**Conclusions**

*"Italians hate their forests"* (Stendhal)

Development path: from **multi-functional forest** actively managed on a broad scale to a forest landscape pattern based on two main land use typologies:

- **specialized P&S: spots of intensively used land** with
- **large areas of abandoned forests** ("wilderness") with increasing problems of forest stability

- networks of complementary P&S = **specialized use at site level** but, at least, a **multifunctional use at local level** → **more stable natural and social environment**

The is a strong link between social capital and ecological network and connectivity