

Chapter 7

The Metapontum Agro– Food District of Quality: An Innovative Model of Governance for Local Development through Informatics

Francesco Contò
University of Foggia, Italy

Piermichele La Sala
University of Basilicata, Italy

Paolo Papapietro
University of Bari, Italy

ABSTRACT

The aim of this work is to illustrate an innovative pattern of local governance based on the approach of the District at the Rural Development. The territorial context of this model is the Metapontum Agro-Food District of Quality. In line with the needs expressed by area businesses, through the establishment of a Service Centre, able to being as ATM Development and Training Workshop, DID's project start (Desk for Innovation in the district) in order to transform the district into an innovative tool of governance that can guide the agricultural system and horizontally integrated production food chains. This will mean encouraging, in line with the Rural Development Programme (RDP) 2007 - 2013 of the Basilicata Region financed by the European Agricultural Rural Development Fund (EAFRD), sector development through the integration of relations between firms, investment in infrastructure, training, research, food safety promotion, and enhancement of agricultural production in the framework of internationalization of markets and innovation of quality-oriented process and products.

INTRODUCTION

The Metapontum Agro - Food District of Quality Metapontino established by the Basilicata Region with No DCR 855 of 12.10.2004 pursuant to Law

R. 1 / 2001, comprises the area of 12 municipalities: Bernalda, Colobraro Ionic Montalbano, Montescaaglioso, Nova Siri, Policoro Pisticci Rotondella, San Giorgio Lucano, Scanzano Jonico, Tursi, Valsinni. The area of the district is characterized

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by some 21,000 hectares of arable land which contribute 80% of vegetable production region.

The “Metapontum Agro-Food District of Quality” is born with the attempt to value an area, than during the last few years, it has made to record an increase of just the economic weight: growing, from the productive and tourist point of view.

The productive woven one is characterized from companies of small dimension, with an elevated concentration and productive specialization of enterprises in the vegetables and fruit production and one realization of typical traditional productions (orange “staccia of Tursi” and “percoco of Tursi”) and quality. In fact, it is in phase of preliminary investigation the request of certification and protection, according to the enforced communitarian norm of brand IGP for strawberries, peaches, nectarines, clementine, apricots. Moreover, it is consolidating the presence of a vegetables and fruits sector, able to emphasize the interaction between production, work, commercialization and distribution of the local farm produce. To this vegetables and fruits chain are connected a lot of other activities and, in the same area, are been consolidated search centres and Agencies (A.A.S.D. “Pantanello” of ALSIA, University of the Basilicata, Metapontum Agrobios, ENEA, etc) in order to support the agricultural and food activities. The vegetables and fruit enterprises involved in the district are 5 thousand, for one SAU of approximately 24 thousand hectares.

The working persons in the area are 8 thousand and they approximately work for 2,2 millions annual days. The P.L.V. is 224 millions of euro. In the territory act 9 enterprises of transformation and beyond 150 operators. It is good also the supply’s concentration of vegetables and fruit, with the presence in the territory of 10 of the local 14 O.P. (organizations of producers). Beyond to fresh vegetables and fruits, the area is characterized from other agricultural and food- productions of excellent quality, with transformed products connected to the vegetables and fruit sector (alimentary

conserves), wine’s sector (Matera DOC wines), oil’s sector, cereal’s sector (Matera IGP bread), animal husbandry’s sector (milk’s products).

In the last few years an agricultural tourism is become very popular and it’s obtaining a very high level, with a good integration in the local productive system, in order to improve the agricultural and food- system in the territory.

As stated by the SWOT’s analysis, the strong points and the weak ones are shown in Table 1.

In this context, the District has the role of organizing and directing the local food industry looking to interact with the various socio-economic interests of the whole community, maximizing the multifunctional role of farming system - rural.

The district are recognized functions:

- coordination of production, sales and service of agricultural and food production sectors of air quality,
- the place of the meeting for socio-economic area.

The opportunities offered by the district are important and are linked mainly to strengthen the bargaining positions of the producers (to the market, to institutions, to the credit system), the completion of the main sectors of the area, and the increase of VA ‘s employment in sectors as well as communications between individuals inside and outside of it. The expected effects are reflected as well in developing the area and the area of agricultural production and increasing capacity to catalyze effectively the resources available for consultation between the different actors - institutional, economic and social - present.

The district stands as an instrument of local governance can analyze the strengths and weaknesses of the sector and territory in order to channel resources on projects and lines of development planned. Thus represents an economic entity which, formed by entrepreneurs, to ensure the governance of the territory to promote the develop-

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