

The Study tour is supported with funding from:



Grand Duchy of
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Food and Agriculture Organization
of the United Nations



European Bank
for Reconstruction and Development

Study tour on Geographical Indications: Sharing Italian experience to promote traditional Serbian products

Development of Origin-Based Labels in the Horticultural Sector in Serbia

5 – 10 October 2014

Introduction

Consumer demand for food and agricultural products that bear a specific quality label, and its associated guarantees, in relation to specific social expectations is increasing. This is particularly true for labeling in relation to origin, traditions, and local know how.

In Serbia, as in the European Union (EU) and many other countries, a legal and institutional framework has been set up and implemented for the protection and promotion of Geographical Indications (GIs), which are indications that identify a good as originating in the territory where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. A number of GIs have already been registered in Serbia in order to enhance the development of sustainable GIs, the joint project of the Food and Agriculture Organization of the United Nations (FAO) and the European Bank for Reconstruction and Development (EBRD) is supporting development of new GIs – as well as the reinforcement of existing GIs – in the horticultural sector.

With this in mind, a study tour to Italy on GIs in the horticulture sector is being organized. Participants include Serbian fruit and vegetable producers and processors, representatives from relevant associations as well as representatives from the Serbian Department of Agriculture Inspection and the Intellectual Property Office.

From October 5th – 10th, 2014, participants will travel to Rome and subsequently to the Emilia Romagna region of Italy to meet with key stakeholders to learn about four Italian products which have obtained Protected Geographical Indications (PGI) status in Italy and represent a successful illustration of GI implementation, namely: "Ciliege di Vignola PGI; Amarene Brusche di Modena PGI; Pesca e nettarina dell'Emilia Romagna PGI; and Pera dell'Emilia Romagna PGI"¹.

The main purpose of the study tour is to acquaint participants with origin-based labeling, through the above-mentioned

1. Vignola Cherries PGI; Modena Sour Black Cherries PGI; Emilia Romagna Peach and Nectarine PGI; and Emilia Romagna Pear PGI.

examples, facilitated by discussion on potential benefits of GIs with Italian fruit producing, processing, packaging and distribution firms, producers associations, local authorities and supermarket representatives.

The Study tour will address:

- the GI system in Italy and its importance within the agribusiness sector, including reference to the legal and institutional framework, and its functioning;
- practical steps required to develop, produce, market and protect a GI label product;
- characteristics of four successful GI examples and problems encountered in the different phases (set up, adoption, marketing, protection);
- the role of the GI organization in relation to the value chain, cost and benefits for each member, and the governance at territorial level;
- evaluation of GI effects in relation with sustainable development;
- the protection of GIs, “who does what”: internal and external controls and certification safeguard; and
- marketing aspects related to the GI label, adding value and redistribution of benefits along the value chain.

In the EU, GIs have clearly helped to increase rural incomes in certain GI territories and also encouraged producers to focus on quality and join forces to market their products. Similarly, Serbia has already adopted legislation allowing the registration and protection of GIs and the mentioned study tour aims to further develop GI labeling which would be valuable in widening export market opportunities and increasing economic returns.

This capacity building activity is part of a larger project organized under the FAO/EBRD cooperation agreement, financed by Luxembourg and contributes to the achievement of FAO’s Strategic Objective 4: Enable inclusive and efficient agricultural and food systems.

**Studijsko putovanje na temu oznaka geografskog
porekla:
Prenošenje italijanskog iskustva u cilju promocije
tradicionalnih kvaliteta srpskih proizvoda**

5-10. Oktobar 2014.

Uvod

U skladu sa specifičnim zahtevima društva, u porastu je potražnja potrošača za hranom i poljoprivrednim proizvodima sa određenom oznakom kvaliteta i garancijama koje ona nosi. Ovo je posebno slučaj kada je reč o oznakama vezanim za poreklo, tradiciju i lokalna znanja.

U Srbiji, kao i u Evropskoj uniji (EU) i mnogim drugim zemljama, uspostavljen je i implementiran pravni i institucionalni okvir za zaštitu i promociju geografskih oznaka, kao oznaka koje ukazuju na poreklo proizvoda sa teritorije na kojoj se kvalitet, reputacija ili druge karakteristike suštinski mogu pripisati njegovom geografskom poreklu. Izvestan broj oznaka o geografskom poreklu (u daljem tekstu GO) već je registrovan u Srbiji, a zahvaljujući zajedničkom projektu Organizacije za hranu i poljoprivredu Ujedinjenih nacija (FAO) i Evropske banke za obnovu i razvoj (EBRD), podržano je sticanje novih GO, kao i jačanje postojećih, sve u cilju unapređenja razvoja održivih GO na polju hortikulture.

S tim u vezi, organizovano je studijsko putovanje u Italiju na temu GO u sektoru hortikulture. Među učesnicima se nalaze srpski proizvođači voća i povrća, prerađivači i predstavnici odgovarajućih udruženja, kao i predstavnici Poljoprivredne inspekcije Srbije i Zavoda za zaštitu intelektualne svojine.

Od 5. do 10. oktobra 2014, učesnici će se, najpre u Rimu, a potom u italijanskoj regiji Emilija Romanja, sastati sa ključnim akterima od kojih će moći da nauče više o četiri italijanska proizvoda koja su dobila status ZGO, redom: „Ciliege di Vignola PGI” (ZGO Trešnja iz Vinjole), „Amarene Brusche di Modena PGI” (ZGO Višnja Bruska iz Modene); „Pesca e nettarina dell’Emilia Romagna PGI” (ZGO Breskva i nektarina iz Emilije Romanje) i „Pera dell’Emilia Romana PGI” (ZGO Kruška iz Emilije Romanje).

Osnovna svrha ovog studijskog putovanja je upoznavanje učesnika sa sticanjem oznaka o geografskom poreklu kroz gore navedene primere, uz diskusiju o potencijalnim koristima GO sa italijanskim proizvođačima voća, sa prerađivačima i distributerima, kao i udruženjima proizvođača i predstavnicima lokalne samouprave i maloprodaje.

Teme ovog studijskog putovanja biće:

- Sistem GO u Italiji i njegov značaj za agrobiznis, uz osvrt na pravni i institucionalni okvir i njihovo funkcionisanje;
- Praktični koraci u razvoju, proizvodnji, plasiranju i zaštiti proizvoda sa GO;
- Karakteristike četiri uspešna primera GO i problemi sa kojima su se suočili tokom različitih faza (identifikacija, kvalifikacija, marketing, zaštita);
- Uloga organizacije GO u smislu lanca vrednosti, troškova i koristi za svakog člana i upravljanja na teritorijalnom nivou;
- Procena efekata GO na održivi razvoj;
- Zaštita GO, «ko radi šta»: interne i eksterne kontrole, sertifikacija i s tim u vezi; i
- Marketinški aspekti vezani za GO, dodatu vrednost i prerasodelu koristi duž lanca vrednosti.

U EU, GO su znatno pomogle povećanje prihoda na nekim GO teritorijama i uz to podstakle proizvođače da se fokusiraju na kvalitet i udruže snage u plasiranju svojih proizvoda. Slično tome, Srbija je već usvojila zakon o registraciji i zaštiti GO, dok pomenuto studijsko putovanje ima za cilj dalji razvoj geografskih oznaka, koji bi doprineo uvećanju izvoznih mogućnosti i povećanju ekonomskih prihoda.

Ova inicijativa deo je većeg projekta organizovanog prema FAO/EBRD sporazumu o saradnji i finansiranom od strane Luksemburga, i doprinosi postizanju 4. strateškog cilja FAO: Izgradnji inkluzivnog i efikasnog poljoprivrednog i prehrambenog sistema.

Daily Schedule Overview

Sunday, 5 October

- 16:30 *Meeting at Belgrade Airport*
- 18:10 *Departure from Belgrade Airport*
- 19:40 *Arrival at Fiumicino Airport in Rome*
- 20:30 *Transfer to EUROSTARS SAINT JOHN HOTEL
Via Matteo Boiardo 30, Rome*
- 21:30 *Dinner with FAO staff and free time in Rome*
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Monday, 6 October

- 7:30 *Breakfast at the Hotel and check-out*
- 8:00 *Transfer to the Food and Agriculture Organization (FAO)
Viale delle Terme di Caracalla*
- 8:30 *Meeting at FAO visitors' entrance*
- 9:00 *Seminar at FAO – Mexico room D213*
- With the participation of the representatives of the Italian Ministry of Agriculture and Forestry Policies, the Serbian Delegation, and FAO staff, the following points will be discussed:
- the cooperation between FAO and the EBRD on projects related to the promotion of Geographical Indications knowledge in transition countries;
 - the Geographical Indications (GI) system in Italy: the role of the Government in assessing, protecting and promoting GIs and the importance of GIs within the agribusiness sector; and
 - the presentation of the Study tour's objectives and agenda.
- 12:30 *Lunch at the FAO cafeteria*
- 14:30 *Departure by bus for Vignola, Modena province*
- 19:00 *Arrival at the HOTEL LA CARTIERA
Via Segà 2, Vignola (MO)*
- 20:30 *Dinner at the Hotel*

Tuesday, 7 October

Case: Vignola Cherries PGI & Modena Sour Black Cherries PGI

8:00 *Breakfast at the Hotel*

8:40 *Transfer to the **Consorzio Ciliegia di Vignola IGP**
Via dell'Agricoltura 1 – Vignola*

9:00 Visit to the **Consorzio Ciliegia di Vignola IGP²**
Meeting with Walter MONARI (Director) and Chiara ETIOPI (Assistant)

With focus on:

- why opt for GI: rationale for the establishment of the PGI in relation with the territory and value chain characteristics;
- development process of the specifications, and reasons for its amendments;
- the management of the collective geographical label “Ciliegie e susine tipiche di Vignola”³;
- the role of the Consorzio organization: its participation, functions, activities, membership structure and fees;
- role of the supervisory body, inspection plan, inspection costs and certification;
- possible problems encountered by the farming businesses in adopting and implementing the PGI;
- evaluation of PGI effects: costs and benefits for the farming businesses and for the production system; and
- marketing aspects: importance (PGI products share) and role of the GI label, market segments and partners, and promotion activities.

10:30 *Transfer to the **Azienda Agricola Quartieri Nino e Marisa**
Via Leonardo Vecchiati 1335, Savignano sul Panaro – Modena*

2. Vignola Cherry PGI Consortium.

3. Typical Vignola Cherries and Plums.

11:00 Visit to the farm **Azienda Agricola Quartieri Nino e Marisa**⁴
Meeting with Nino QUARTIERI (Farmer)

With focus on:

- how the GI specification influences the production techniques (irrigation, fertilization, pruning, treatments and processing), throughout fruit picking and selection;
- what is inspected, how, and how often? Discussion of the costs involved;
- main characteristics of GI production: production share, quality level;
- importance of the GI for marketing: market share, value added, benefits and costs;
- role of the farm in marketing and promoting the GI products and labels; and
- interaction with other farmers and value chain actors.

12:30 *Transfer to La Rotonda del Mercato, Self-Service*
Via della Agricoltura, 239 – Vignola

13:00 *Lunch at La Rotonda del Mercato*

14:30 *Transfer to **Cooperativa Essiccazione Frutta Montere***
Stradello Agazzotti 90 – Modena

15:00 Visit to the processing, packaging, and distribution business **Cooperativa Essiccazione Frutta Montere**⁵

Meeting with Alberto Mario LEVI (President) and Andrea BERNARDI (Director)

With focus on:

- how the GI specifications are implemented through the visit of the infrastructure and facilities of the cooperative, processing lines, and how they are inspected;
- rationale for using the GI label - PGI production or production with PGI raw materials;
- relations between GI specifications and other quality standards in terms of implementation and inspection;
- market relations and marketing aspects related to GI products;

4. Quartieri Nino and Marisa Farming Business.

5. Drying Cooperative Company Frutta Montere.

- 15:00 ● the role of the **Amarene Brusche di Modena IGP** label in marketing the product, market share; and
- relationship with the **Consorzio Amarene brusche di Modena IGP**⁶.
- 16:45 *Transfer to "La strada dei vini e dei sapori: città, castelli, ciliegi" Municipio di Vignola, Via Bellucci 1 – Vignola*
- 17:30 Visit to "**La strada dei vini e dei sapori: città, castelli, ciliegi**", a regional food and wine network.
- Meeting with Francesco ISEPPI (Responsible)
- With focus on:
- history of the regional network, rationale for its establishment and its role today;
 - who are the members, and what are their various roles;
 - functioning of the network;
 - funding of the network's different activities; and
 - Interaction and coordination with other local partners: consorzio, public authorities, tourism bodies.
- 19:30 *Transfer to the agriturismo La Civetta Via Lamizze, Montebombraro di Zocca, Modena*
- 20:15 Dinner at the agriturismo La Civetta and discussion with Walter MONARI, Director of the **Consorzio Ciliegia di Vignola IGP**

Wednesday, 8 October

Case: Vignola Cherries PGI & Modena Sour Black Cherries PGI

- 8:00 *Breakfast at the Hotel and check-out*
- 8:40 *Transfer to the Castle of Vignola Piazza dei Contrari 4, Vignola Modena*
- 9:00 Visit to the Castle of Vignola
- 10:10 *Transfer to **APOFRUIT Italia** Via Garofolana 636 – Vignola*

6. Modena Sour Black Cherries PGI Consortium.

10:30 Visit to the packaging and distribution business **APOFRUIT Italia**
Meeting with Claudio BIONDI (Vice-President)

With focus on:

- how the GI specifications are implemented through a visit of the infrastructure and facilities of the cooperative, processing lines, and how they are inspected;
- rationale for using the GI label - PGI production or production with PGI raw materials;
- relations between GI specifications and other quality standards in terms of implementation and inspection; and
- market relations and marketing aspects related to GI products.

Case: Emilia Romagna Peach and Nectarine PGI & Emilia Romagna Pear PGI

12:00 *Departure for Cesena, Forlì-Cesena province*

13:30 *Lunch*

14:30 *Transfer to **OROGEL**
Via Dismano 2830 – Cesena (FC)*

15:00 Visit to the **OROGEL** processing firm
Meeting with Matteo POLLINI (Responsible for Product Quality and Innovation)

Presentation of the firm, visit to the jam production line, with focus on:

- how the GI specifications are implemented through the visit of infrastructure and facilities of the firm's, processing lines, and how they are inspected;
- rationale for using the GI label - PGI production or production of jam with PGI raw materials;
- relations between GI specification and other quality standards in terms of implementation and inspection; and
- market relations and marketing aspects related to GI products.

17:30 *Departure for Bologna*

19:00 *Arrival at ZANHOTEL REGINA and free time in Bologna
Via Dell'Indipendenza 51 – Bologna*

Thursday, 9 October

Case: Emilia Romagna Peach and Nectarine PGI & Emilia Romagna Pear PGI

- 9:00 *Breakfast at the Hotel and check out*
- 9:40 *Transfer to the **Regione Emilia-Romagna** Assessorato Agricoltura, terza torre, piano 19. Viale della Fiera 8 – Fiera District area – Bologna*
- 10:00 Visit to the **Regione Emilia-Romagna**
Meeting with Carlo MALAVOLTA (Responsible for Quality Labels and Food Certification) and Alberto VENTURA (Representative for Quality Labels and Food Certification).
With focus on: the role of Regional Administration in support of the PDO-PGI Products
- 10:45 *Coffee Break*
- 11:00 Discussion with the **Consorzio di tutela Pesca e nettarina dell'Emilia Romagna IGP e Pera dell'Emilia Romagna IGP**
Meeting with Alessandra RAVAIOLI (Responsible for Marketing and Communication for both Peach and Nectarine and Pear PGI Consortia).
With focus on:
- why opt for GI: rationale for the establishment of the PGI in relation with the territory and value chain characteristics;
 - development process of the specifications, and reasons for its amendments;
 - the role of the Consorzio organization: its participation, functions, activities, membership structure and fees;
 - role of the supervisory body, inspection plan, inspection costs and certification;
 - possible problems encountered by the farming businesses in adopting and implementing the PGI;
 - evaluation of PGI effects: costs and benefits for the farming businesses and for the production system; and
 - marketing aspects: importance (GI products share) and role of the GI label, market segments and partners, promotion activities.

7. Consortia for the Protection of the Emilia Romagna Peach and Nectarine PGI and of the Emilia Romagna Pear PGI.

Discussion with the **Consorzio di Tutela Asparago verde di Altedo IGP**⁸

Meeting with Luciano TRENTINI (Consorzio Responsible)

11:50 *Coffee Break*

12:00 Discussion with **Checkfruit** (inspection body of Pesca e nettarina dell'Emilia Romagna IGP e Pera dell'Emilia Romagna IGP) and the **Ufficio Repressioni Frodi**⁹

Meeting with Eugenio GOVONI (Director) and Valeria BERTONE (Responsible)

With focus on:

- role of the inspection body and coordination with the Consorzio and public authorities in ensuring the certification;
- establishment of the inspection plan in relation with the specification;
- certification procedures (types of assessments/inspections and analysis, registers, inspection costs);
- possible problems encountered by the farming businesses in being certified the PGI from an inspection/technical point of view;
- inspection activity;
- sanctions: grid of sanctions, modalities to apply them; and
- modalities to manage multiple certifications.

13:00 *Lunch at a bar near the Regione Emilia-Romagna*

14:10 *Transfer to **AgriBologna, Senso Fresco***

Senso Fresco shop, via Viti 5 – Bologna

14:30 Visit to the **AgriBologna, Senso Fresco** business which deals with the commercialization of fresh fruits and vegetables

Meeting with Lauro GUIDI (General Director); Paolo CANDINI (Marketing Manager) and with Luciano TRENTINI (Centro Servizi Ortofrutticolo Responsible)

With focus on:

- visit to the plants and warehouses/shops (IV gamma);
- presentation of fresh packed fruit project;
- relations between GI specification and other quality standards in terms of implementation and inspection;

8. Consortium for the Protection of the Altedo green Asparagus IGP.

9. Fraud Repression Office.

- role of the supervisory body, inspection plan, inspection costs and certification;
- innovative features;
- product labeling for fresh fruits, importance of labelling;
- marketing aspects: importance (GI products share) and role of the GI label, market segments and partners, promotion activities.

16:00 *Departure for Rome*

20:00 *Arrival at the EUROSTARS SAINT JOHN HOTEL and free time in Rome Via Matteo Boiardo, 30*

Friday, 10 October

8:30 *Breakfast at the Hotel and check out*

9:15 *Transfer to the **Eataly** store
Piazzale XII Ottobre 1492 – Roma*

10:00 Wrap up session of the Study tour at **Eataly**, a food shop chain combining the sale of Italian high food quality products and a variety of different typical Italian restaurants using these products

10:30 Meeting with Lisa SARDI (Commercial Officer responsible for Eataly) and Paolo STAZZI (Responsible for the Fruit and Vegetable Department for Eataly Rome)

With focus on:

- history and launching process of the Italian highest quality agricultural products;
- visit of the store, in particular the Fruit and Vegetable Department; and
- marketing aspects.

11:30 Free time in the **Eataly** store

12:15 *Transfer to the Fiumicino Airport*

14:50 *Departure from Rome*

16:25 *Arrival in Belgrade*

Contacts

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Hotels

EUROSTARS SAINT JOHN HOTEL

Via Matteo Boiardo 30, 00185 ROMA

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HOTEL LA CARTIERA

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ZANHOTEL REGINA

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Mr Zoran Dragojević

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Ms Milinka Jovanovic

Kopiko Company, Owner

Mr Nenad Kostic

Foodland Company, Food technologist, Quality Control

Mr Vaso Lekic

Foodland Company, Owner

Mr Dušan Miladinović

Cooperative Oblačinska Višnja, Director

Ms Mirjana Milutinović

Association of Entrepreneurs of Arilje

Mr Toplica Nikolić

Cooperative Oblačinska Višnja, Producer and Deputy chairman of the Board

Mr Slobodan Obradovic

Drenovac Company, Owner

Ms Tatjana Savic Gavrilovic

Agrozem, Associate

Mr Desimir Stevanovic

Individual Producer

Mr Nenad Vujović

Head of the Department of Inspection of Agriculture Products of the Department of Agriculture Inspection

Mr Emmanuel Hidier

FAO, Senior Economist

Ms Emilie Vandecandelaere

FAO, Agribusiness Economist

Mr Andrea Marescotti

Associate Professor of Agri-Food and Rural economics, University of Florence

Mr Pascal Bernardoni

REDD

Ms Jelena Djukic

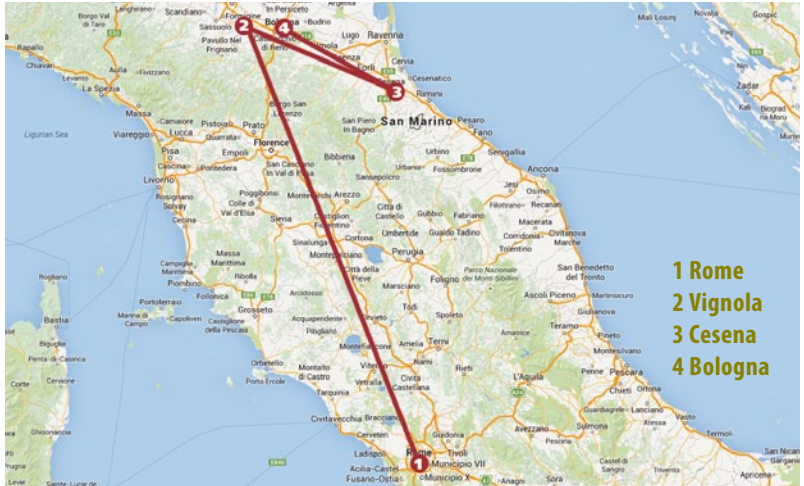
Translator

Ms Francesca Marrocco

FAO, Event focal point

Journey

General travel itinerary

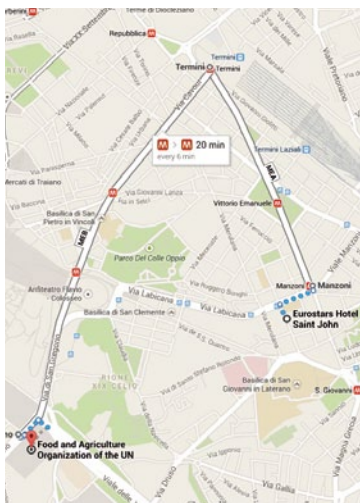


- 1 Rome
- 2 Vignola
- 3 Cesena
- 4 Bologna

General travel itinerary in Emilia Romagna



- 1 Vignola
- 2 Cesena
- 3 Bologna



How to get to FAO from the Eurostars Saint John Hotel

● Eurostars Saint John Hotel

Via Matteo Boiardo 30, Rome

Walk to Manzoni (Metro A)

About 4 min, 290 m

● Manzoni (Metro A)

Take Metro towards Battistini

3 min (2 stops)

Change Metro line at Termini (Metro B)

● Termini (Metro B)

Take Metro towards Laurentina

5 min (3 stops)

● Circo Massimo (Metro B)

Walk to the visitors' entrance of the Food and

Agriculture Organization of the UN

About 1 min, 100 m

● Food and Agriculture Organization of the UN

