



NR.5

**Master project in the Danish-Swedish Horticultural program (DSH)
Fakulteten för landskapsplanering, trädgårds- och
jordbruksvetenskap, SLU-Alnarp
2003-08, 45 ECTS**

A study of the use of agricultural practice as an instrument for
development of Protected Areas in the Adriatic Ionian Basin

Writer: Azra Alikadić

Supervisor: Matteo Vittuari

Examinator: Lena Eklund

Table of Contents

List of Abbreviations	04
1. Summary	05
2. Introduction	06
2.1 Background	06
2.2 Objectives	07
3. Methodology	08
4. Literature review	10
4.1 Protected Areas	10
4.1.1 Sustainable Financing of Protected Areas	12
4.1.2 Protected Areas and the local communities	13
4.1.3 Ecotourism	15
4.2 Agriculture and environment	16
4.2.1 Agriculture production	16
4.2.2 Common agricultural policy in EU (CAP)	16
4.2.3 Biodiversity	17
4.2.4 Ecoagriculture	19
4.3 Local products	21
4.3.1 Agricultural product designation in European Union	21
4.3.2 Local food	25
4.3.3 Relocalization	28
4.3.4 Typical food as a multidimensional indicator	30
4.4 Cooperation initiatives in the Adriatic Ionian Basin	31
4.4.1 The Adriatic-Ionian Initiative	32
4.4.2 Wider Europe – New Neighbourhood initiative	33
4.4.3 The Adriatic Euroregion	34
4.4.4 European funds	35
4.4.5 Network of Adriatic Parks (N.A.P.)	36
4.5 Protected Areas in Italy, Serbia and Bosnia and Herzegovina	38
4.5.1 Protected Areas in Italy	38

4.5.2 Protected Areas in Serbia	39
4.5.6 Protected Areas in Bosnia and Herzegovina	40
4.6 Rural areas in Western Balkan and Italy	41
4.6.1 Western Balkans	41
4.6.2 Italy	44
5. Case Study	46
5.1 Parks investigated - the Network of Adriatic Parks	46
5.2 Parco delta Po Consortium - Quality products of Park Delta del Po	46
5.2.1 The regulation for the Label	47
5.2.2 Regulation for the field of application	47
5.2.3 Procedure for the concession of use of the Label	48
5.3 Description of the parks	48
5.3.1 Parco del Delta del Po – Regione Emilia-Romagna	48
5.3.2 Parco del Delta del Po – Regione Veneto	49
5.3.3 Kozara National Park	50
5.3.4 Natural Park Hutovo blato	52
5.3.5 Cacak Natural Reserve	53
5.4 Comparison of the parks	55
6. Conclusion/ Discussion	58
7. Reference list	60
8. Appendix	64

List of Abbreviations

AE	Adriatic Euroregion
AII	Adriatic-Ionian Initiative
B&H	Bosnia and Herzegovina
CAP	Common Agricultural Policy
EAC	Eastern Adriatic Countries
E.M.	Emilia Romagna
EU	European Union
GDP	Gross Domestic Product
IAR	Italian Adriatic Regions
IUCN	International Union for Conservation of Nature
LFA	Less Favoured Areas
N.A.P.	Network of Adriatic Parks
NEF	New Economics Foundation
NGO	Non Governmental Organization
NNI	New Neighbouring Instrument
OECD	Organisation for Economic Co-operation and Development
PA	Protected Areas
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
SCI	Sites of Community Importance
SPA	Special Protection Areas
TSG	Traditional Speciality Guaranteed
UK	United Kingdom
UN	United Nation
USA	United States of America
WB	Western Balkan
WDPA	World Database on Protected Areas
WTO	World Trade Organization

1. Summary

In the last decade the amount of Protected Areas have increased and are still increasing. With the problems of loss of biodiversity and climate changes Protected Areas can be used as a tool to save and protect the nature and biodiversity. Protected Areas are used for different purposes, as protecting the nature, education and tourism. The Adriatic Ionian Basin connects today the European Union and the Western Balkans and there are different initiatives that are taking place in the area. The Network of Adriatic parks (N.A.P.) is a project that has the goal to create a network of Protected Areas in the Adriatic Ionian Basin countries. The project Network of Adriatic Parks is a cross cooperation project in tourism and culture. The countries in the project are Italy, Albania, Croatia, Bosnia and Herzegovina and Serbia. The Project aims at promoting, enhancing and conserving the natural resources of the Parks and natural oases of the Adriatic region.

Today there is demand from consumers for a different way of food than the industrialized production. One example of that is the recognized value of local food products that have kept the tradition and culture of the specific area. This could be used as a tool, by means of involving the local inhabitants living in the area of the park for social, economical and environmental sustainability of the park and for the rural people living there. The tradition and knowledge in the countries rural area where the parks in the N.A.P. project are situated are not yet familiar with the concept of local products as the parks from the Italy in the project. Because of this, the N.A.P. project could work as a tool for collaboration in this subject and promotion of local products in the Western Balkan countries Protected Areas.

2. Introduction

2.1 Background

The Adriatic Ionian Basin connects today the European Union and the Western Balkans with a long history of exchange in these areas through different aims. Today there are different collaboration initiatives in the area. One of them is the project Network of Adriatic Parks (N.A.P.) that had a goal to develop a network between different Parks in the Adriatic Ionian Basin.

In the last decade the amount of Protected Areas have increased and are still increasing. With the problems of loss of biodiversity and climate changes Protected Areas can be used as a tool to save and protect the nature. Protected Areas are also important for conserving culture and in same time they have an educational purpose. Often in Protected Areas and around them there is a presence of local inhabitants that practice agriculture. In this case it is important to protect the culture and the presence of these people and not isolate them from the areas, as has been the reality in many cases. Protected Areas could be a part of the rural development. One possible way to do that is to use the knowledge that people have living in the area and integrate it in the management of the park, using their knowledge and e.g. their local food products.

Today there have been various attempts to bring new meaning for food quality and value. One of them is Slow Food that started with the idea to change the attitude from fast food to stand for a pleasure of enjoying food at the table and consequently the responsibility to protect the heritage of food, tradition and culture that make this pleasure possible. The European Union has also a regulation to protect the names of products with specific characters determined by their geographical origin. The way of bringing forward local food and the traditional practices could be a useful tool for development of the Protected Areas with the people living there.

2.2 Objectives

The main objective of the thesis is to show if agriculture can give a significant contribution for social, economical and environmental sustainability in Protected Areas. The aim is to investigate if there is the potential for local products to be used like a tool in the Protected Areas in the N.A.P. project for development of the parks and the cooperation between the parks. Also to show specific benefits that could be gained from agriculture and which role could it take in Protected Areas.

3. Methodology

For the thesis, the method used to reach the objectives and the aim is case study methodology. To understand the complexity of a the case study research two books were reviewed: *The art of Case study research* by Robert E. Stake and *Case study research, Design and Methods*, by Robert K. Yin.

A questionnaire to all the parks involved in the Network of Adriatic Parks (N.A.P.) project was made for the research purpose to see the different situation in the parks from tourism, agriculture and legislation and to have a good base to compare the parks with each other. It is not possible to find specific information about the parks in another way than contact with the parks directly and for this purpose a questionnaire survey was carried out.

Following meetings of the N.A.P. project one in the park of Butrint, Albania and one in Italy, Parco delta del Po, gave a chains to meet the different representatives from the parks and interview them personally to collect additional data. Field research gave a chance to observe the parks in person, as mentioned, visit to parks Butrint, Albania and Parco delta del Po, Italy was made, from that also the parks in Bosnia and Herzegovina were visited and observed, parks Kozara and Hutovo Blato.

To fulfil the aim of the thesis the literature review research about the three main themes Protected Areas, Agriculture and local products and the Adriatic Ionian Basin was conducted. Desk research was made to gain background knowledge to the main subjects needed. For the desk research different sources was used: scientific articles, different WebPages from the organisations e.g. IUCN, databases and relevant books. For the protected areas the World Database on Protected Areas and IUCN, the International Union for Conservation of Nature have sources to different publications that can be found on their WebPages. For the local products secondary data was received from scientific articles of different authors as Gianluca Brunori and an ESF workshop about local food in Europe presented in *Anthropology of Food*. Different initiatives in the Adriatic Ionian Basin were reviewed to find a correlation to the

N.A.P. project. Also, the agricultural and protected areas situation in Serbia, Italy and Bosnia and Herzegovina were reviewed to better understand the differences between the countries.

Following the summer course International Cooperation and Sustainable Development organized by the Department of Economics and Agricultural Engineering gave a chance to understand the complicity of typical products, presented by the professor Gianluca Brunori.

4. Literature review

4.1 Protected Areas

Protected Areas perform many functions. They are essential for conserving biodiversity, and for delivering vital ecosystem services. They represent important cultural values; some of them reflect sustainable land use practices. They are important also for research and education, and contribute significantly to local and regional economies, mostly from tourism. ¹

The 2003 United Nations (UN) List of Protected Areas presents data on 102 102 Protected Areas covering 18.8 million km². Within this total figure, there are 68 066 Protected Areas with the International Union for Conservation of Nature (IUCN). In addition, there are 4 633 internationally designated sites. Although there has been an increase in the range of data presented in the 2003 UN List, compared to previous editions, it is clear that there has been a substantial increase in the extent of the world's terrestrial conservation estate in the past seven years. ²

¹ IUCN – World Commission on Protected Areas

² Chape et al., 2003

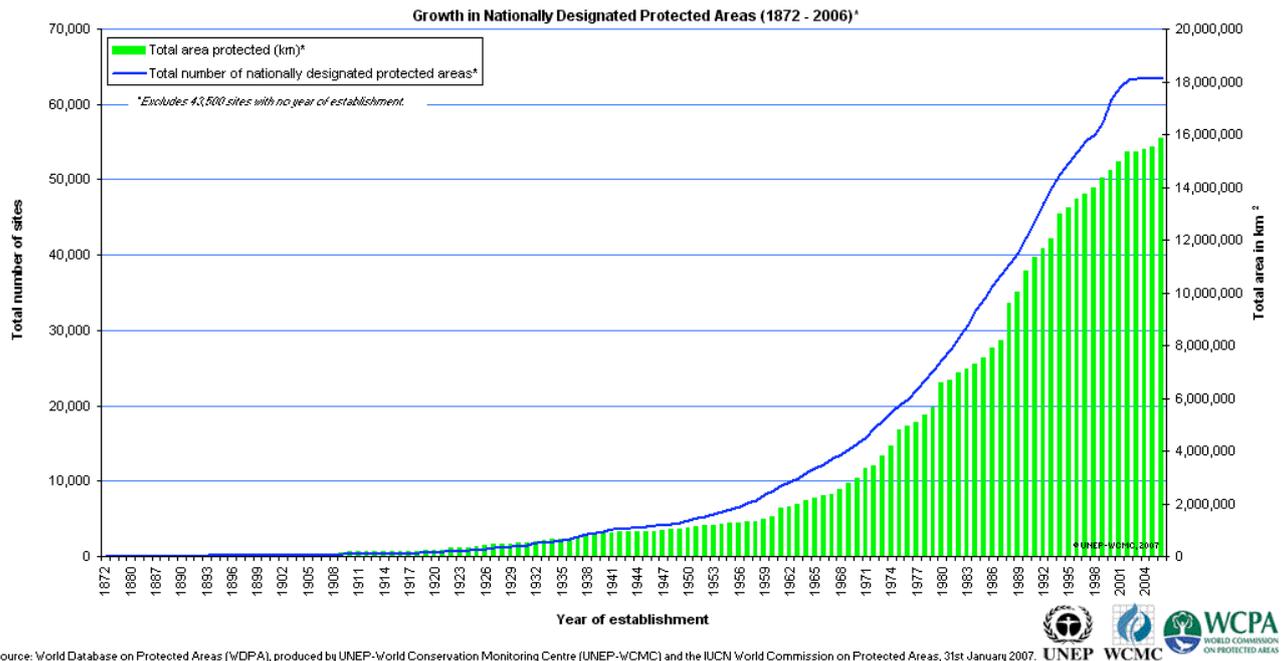


Figure 1. Is showing growth in Nationally Designated Protected Areas (1872-2006). Not all Protected Areas in the WDPA have a known year of establishment; therefore approximately 43 500 sites have been excluded from the growth chart of nationally designated Protected Areas³

At the IVth World Congress on National Parks and Protected Areas a definition for Protected Areas was adopted and today IUCN defines Protected Areas as: *An area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.*⁴

IUCN divides Protected Areas into six categories, depending on their objectives:

Category I – Protected area managed mainly for science or wilderness protection (Strict Nature Reserve/Wilderness Area);

Category II – Protected area managed mainly for ecosystem protection and recreation (National Park);

Category III – Protected area managed mainly for conservation of specific natural features (Natural Monument);

³ World Database on Protected Areas (WDPA)

⁴ IUCN, 1994

Category IV – Protected area managed mainly for conservation through management intervention (Habitat/Species Management Area);

Category V – Protected area managed mainly for landscape/seascape conservation and recreation (Protected Landscape/Seascape);

Category VI – Protected area managed mainly for the sustainable use of natural ecosystems (Managed Resource Protected Area).⁵

The categories reflect a gradient of management intervention. In Categories I–III, strict protection is the rule and natural processes are dominant, in the areas of Category II and III it is also combined with facilities for visitors. In Category IV, in effect the managed nature reserve, the manager intervenes to conserve or if necessary restore species or habitats. Category V is about protecting cultural, lived-in landscapes, with farms and other forms of land-use. The newest Category VI, the sustainable use reserve, is a protected area deliberately set up to allow use of natural resources, mainly for the benefit of local people.⁶

The categories system has been widely applied in many parts of the world, and has been used as the basis for national legislation. At the same time in countries where the IUCN categorization has not been applied an e.g. national park can have various meanings and different management intervention depending on the country.

4.1.1 Sustainable Financing of Protected Areas

Of the 12% of global land surface that is defined as Protected Areas (PAs), there is also an unknown area of land that is set aside from private owners and local communities for different kinds of reasons as recreation, speculation or simple preservation. Protected Areas also include agriculture, timber and other productive lands that are managed in ways that conserve biodiversity or particular landscape features through limited use of pesticides, native vegetations and other measures.⁷

⁵ IUCN, 1994

⁶ Syngde, 2000

⁷ Emerton et al., 2006

The largest source of financing Protected Areas is domestic government budgets, even if these sums are relatively small. In developing world many Protected Areas rely on funding from international agencies and other foreign donors. There is also significant part of funding that comes from private and community funds.⁸

Relying on one or a small number of funding is risky; supplementing the budget from earnings from tourism and other resources use charges can be unreliable. There are not many PAs that can rely on that source only. Combining different sources of funding is significant for a long-term sustainability.

Many protected area goods and services are under priced or not priced at all. Charging for PA goods and services can help create or strengthen financial incentives for producers and consumers to support biodiversity conservation and sustainable use, as well raising new funds for PAs.

In Eastern Africa, for example, a long history of subsidies to crop production has had major impacts on land use in and around PAs, and on the profitability of agriculture relative to the financial returns from biodiversity conservation. Within the Serengeti-Maasai Mara ecosystem, Maasai landowners can potentially gain between three (on land with poor agricultural potential) and 23 (on land with good agricultural potential) times as much from farming as they can from combined wildlife and ranching. Alternatively, fiscal instruments can be used to encourage producers to adopt biodiversity-friendly technologies or activities (examples include tax relief or direct subsidies for “clean” technologies or “green” products). Such instruments can create incentives for producers and consumers to conserve PAs.⁹

4.1.2 Protected Areas and the local communities

Improving the effectiveness of management of Protected Areas will require a significant increase in human and financial resources for Protected Areas and also strengthening the capacity of people and agencies involved. The managers of Protected Areas and other primary stakeholders often do not have sufficient

⁸ Emerton et al., 2006

⁹ Ibid.

knowledge, skills, capabilities and tools to ensure that Protected Areas can more effectively respond to the challenges posed by global change. Skills and competencies need to be more specialised than in the past requiring a range of innovative and adaptive approaches to protected area management.¹⁰ More inclusive values and ethical frameworks are being incorporated into conservation. There is recognition of the link between nature and culture, and an understanding that landscapes are shaped by human culture as well as the forces of nature, and that rich biological diversity often coincides with cultural diversity.¹¹

The involvement of local inhabitants and local communities in protected area management has increased during the past decade. This is particularly important as many local inhabitants and local communities live in areas of exceptionally high biodiversity. The international community has acknowledged the vital role of local inhabitants in the achievement of sustainable development and has also recognised the value and importance of their traditional knowledge in managing natural and modified landscapes and resources; specific sites; species; sacred areas and burial grounds.¹²

If rural people would become more active participants of the Protected Areas in the surroundings and not passive recipients meaning that Protected Areas have to become more integrated into wider landscape planning and not as now is the case being mostly isolated the link between people and Protected Areas could improved. The conservation authorities should focus not just on Protected Areas, but they should focus also on the livelihood needs of rural people existing on the periphery of such areas.¹³

Participatory conservation has become a crucial element in conservation planning because of the negative impacts that Protected Areas have had on many local communities (for example when they have had to be relocated, losing access to resources and sites of cultural value, and through human rights violations), leading to hostility and loss of public support. Local people often have long-standing traditions

¹⁰ Sheppard, 2004

¹¹ Mitchell, et al., 2002

¹² Sheppard, 2004

¹³ Barrow and Fabricius, 2002

of conservation and restrained resource use, which traditional models of Protected Areas tend to ignore, thus losing the opportunity to use this knowledge and to convert conservation into a truly mass movement. Evidence from around the world suggests that these issues can be tackled effectively by involving local inhabitants and local communities in the conceptualization and management of Protected Areas.¹⁴

4.1.3 Ecotourism

Ecotourism and fair tourism in natural sites mean to visit natural areas without damaging them whose result is the improvement of the well being of the local population. Ecotourism improved considerably the tourism flows in natural Parks¹⁵. Ecotourism is a particular type of tourism based on nature, defined by the International Ecotourism Society as “responsible travel to natural areas, which conserves the environment and improves the well-being of local people”¹⁶. In recent years, ecotourism registered a strong increase in the flow of visitors to natural Parks. Ecotourism is considered a segment of the wider market of environmental tourism, which amount to 7% of international expenses in the tourist sector. Tourism in general registers an annual growth rate of 4%, whereas the annual growth rate of nature-oriented travels ranges from 10 to 30%.¹⁷

Ecotourism, often occurring in regional, rural and remote areas where alternative sources of livelihood are scarce and levels of poverty are frequently high, can provide a much needed addition to local income from an activity that values and supports conservation in both developed and emerging economies. Attention could be paid to sound business practices and market access if it is to be economically sustainable. To stimulate sustainable farming and livestock practices that support mutual economic advantage by encouraging creative links between ecotourism and other forms of innovative land use, such as sustainable agriculture and agroforestry.¹⁸

¹⁴ Mulongoy and Chape, 2004

¹⁵ DELTA 2000a

¹⁶ The International Ecotourism Society, 2007

¹⁷ Mulongoy and Chape, 2004

¹⁸ DELTA 2000a

The less predefined the working goals were, the more evident concrete experiences with tourism became: especially in Protected Areas, as useful as they may be for the conservation of species, ecosystems and genetic diversity, the traditional resource rights and knowledge and innovation systems of local inhabitants and local communities are often undermined.¹⁹

4.2 Agriculture and environment

4.2.1 Agriculture production

The last decades the agricultural production has been specialized and intensified leading to it to be one of the threats for biodiversity conservation and the environment. Some of the many issues related to agriculture are pollution of water by nitrates coming from agriculture sources, the pesticide which can for example pollute soil and water via spray drift or run offs if not used properly. The soil degradation meaning that the soil becomes less healthy or vigorous occurs from inappropriate farming practice or from abandonment of certain farming practices like crop rotation that contribute to the restoration of soil organic matter. Agriculture accounts for 30% of the water use in Europe used for irrigation making it also an environmental concern because of it's influence for example on erosion and soil salinization.²⁰

The changes in agriculture in the last decades, manly the intensification of production and the underutilization of land have led to directly or indirectly to significant declines and losses in biodiversity features.²¹

4.2.2 Common agricultural policy in EU

The emphasis of the early common agricultural policy (CAP) in EU was on encouraging better productivity in the food chain, so that consumers had a stable

¹⁹ The International Ecotourism Society, 2007

²⁰ Leguen de Lacroix, 2003

²¹ Commission of the European Communities, 2001

supply of affordable food, but also to ensure that the EU had a viable agricultural sector. The CAP offered subsidies and guaranteed prices to farmers, providing encouragement for them to produce. Financial assistance was provided for the restructuring of farming, for example by aiding farm investment, aiming to ensure that farms developed in size and in management and technology.²²

Improvements in farm efficiency and the incentives offered by the CAP led to a major increase in food production from the 1960s onwards. There were dramatic improvements in production and self-sufficiency levels. At the same time farm incomes rose, helped in many cases by growth in the size of farms, as some farmers left the industry and farms merged. Half of the EU's land is farmed. This fact alone highlights the importance of farming for the EU's natural environment. Farming and nature exercise a profound influence over each other. Farming has contributed over the centuries to creating and maintaining a variety of valuable semi-natural habitats. Today this shapes the many landscapes throughout the EU and they are home to a rich variety of wildlife.²³ The continuing searches for efficiency lower costs and increased scale of production is resulting in substantial pressures on the environment, landscape and biodiversity. Farming systems with high nature values are found mostly in areas with low input and more traditional agriculture.²⁴

From 1992 CAP has applied agri-environmental measures that supports agriculture practice which uses environmental friendly farming techniques and in return they are compensated for additional costs and loss of income.²⁵

4.2.3 Biodiversity

The agricultural ecosystem consists of biological diversity of plants, animals and microorganisms and can have a positive impact on conservation of biodiversity and at

²² Leguen de Lacroix, 2004

²³ Ibid.

²⁴ European Environment Agency, 2003

²⁵ Leguen de Lacroix, 2003

the same time a positive social and economic influence for rural areas.²⁶

Biodiversity has a huge benefit for agriculture while it makes it possible to use new variation and breeds for achievements of economic, health, technical and ecological objectives. The use of biological biodiversity contributes also for changes in certain practices, by reducing the use of insecticides through the action of beneficial insect, reducing ploughing by increasing soil's biological activity and preserving yields by increasing pollination. The agriculture it self has shown to contribute to biodiversity because it creates and maintains special ecosystems and habitats, as the mosaic of cultivated fields and field boundaries demarcated by hedges and ditches providing refuge and sources of food for certain flora and fauna and micro-fauna. Non-intensive agriculture maintains both wild and domesticated plant and animal species, varieties and breeds as well as ecosystems at time under threat of extinction. It also preserves in some cases specific ecosystems that would disappear if farming activities were abandoned.²⁷

The disappearance and loss of species and ecosystems has increased in the last decades. A biodiversity action plan for agriculture launched by EU in 2002 was adopted for the purpose of maintaining the biodiversity, which is an essential element for a long-term sustainable agriculture. This action plan concerns for example: supporting extensive methods of production, sustainable management of natural resources and action to conserve local or threatened livestock breeds or plant varieties, promoting coherent production systems like organic farming. Certain species have sometimes re-establish themselves in particular in connection with the continuation of extensive agriculture practices and the introduction of organic cropping systems.²⁸

²⁶ Leguen de Lacroix, 2003

²⁷ Commission of the European Communities, 2001

²⁸ Leguen de Lacroix, 2003

4.2.4. Ecoagriculture

The ecoagriculture concept was first documented by Jeffrey McNeely and Sara Scherr in their 2003 book *Ecoagriculture*. The management of landscape for both the production of food and the conservation of ecosystem services in particular wild biodiversity is referred to as ecoagriculture. Worldwide challenge is to conserve global biodiversity while at the same time produce sufficient food and livelihoods to support the increasing human population. Their book proposed that ecoagriculture be accepted and expanded as a set of inclusive resource management strategies for landscape that can both produce more food and preserve ecosystem services with a special concern for wild biodiversity.²⁹ Ecoagriculture advances the idea that wildlife conservation, agriculture production and enhancement of rural livelihoods can be complementary activities, especially if they are undertaken at a landscape scale.³⁰

The values and/or principles of ecoagriculture have much in common with existing concepts, such as sustainable agriculture, permaculture, agroecology, integrated natural resource management, organic agriculture, agroforestry, conservation agriculture, protected area management, and many others. Ecoagriculture landscapes often feature many of these approaches. There are four important characteristics in the landscapes of ecoagriculture. Large scale, meaning that individual farms are not significant instead the focus is in a landscape scale. Emphasis on synergies, the need and opportunity to encourage synergies among conservation, agriculture production and rural livelihoods. Emphasis on stakeholder collaboration, the management of ecoagriculture landscapes needs a variety of land managers. The fourth characteristic is importance of both conservation and agricultural production, ecoagriculture identifies the conservation of native biodiversity and ecosystems as an equally important goal in its own right. It also supports conservationists to more effectively conserve nature within and outside Protected Areas by working with the agricultural community and developing conservation-friendly livelihood strategies for rural land users.³¹

Current proposals for expanding Protected Areas often continue to be made without

²⁹ McNeely and Scherr, (2003)

³⁰ Ecoagriculturepartners, FAQs

³¹ Ibid.

appreciation of impacts on local people or consideration of alternatives. Protected Areas could be involved in providing livelihood opportunities for the people living in and around them. If designed and managed properly, these opportunities can be compatible with goals of environmental services protection and biodiversity conservation.³² The Millennium Ecosystem Assessment calculated that more than 45% of the world's 100 000 Protected Areas had more than 30% of their land area under crops. From a landscapes planning and agricultural production perspective, ecoagriculture requires an appreciation for local knowledge and sustainable agricultural practices. Implicit in the design of ecoagriculture landscapes in Protected Areas is the consideration of equity and access for the people who live there. While there are, real trade-offs between conservation and development as the Global Environmental Agenda meets Local Agents, a well-functioning ecoagriculture system can provide livelihood opportunities for people in Protected Areas that are compatible with conservation goals.³³ Many local inhabitants and rural communities have developed, maintained and adapted different types of ecoagriculture systems for centuries. Their knowledge, traditions, land use practices and resource-management institutions are essential to the development of viable ecoagriculture systems for their landscapes.

The World Conservation Union (IUCN) and the Future Harvest Foundation have found that ecoagriculture innovators want and need to connect much more closely with others around the world, to inform and build on their work. To do so, Ecoagriculture Partners was formally established during the Implementation Conference at the World Summit for Sustainable Development in Johannesburg, South Africa in 2002. Ecoagriculture Partners strives for a world where current agricultural lands are increasingly managed as ecoagriculture landscapes to achieve three complementary goals: to enhance rural livelihoods; conserve biodiversity; and sustainable produce crops, livestock, fish, and forest products.³⁴

³² Redford, and Fearn, 2007

³³ Ibid.

³⁴ Ecoagriculture Partners

4.3 Local products

4.3.1 Agricultural product designation in European Union

In the early 1990's, a new quality concept was established in the European Union (EU). The basic regulations of the EU agricultural quality policy are as follows:

- Council regulation (EEC) No 2092/91 on organic production of agricultural products and indications referring thereto on agricultural products and foodstuffs.
- Council regulation (EEC) No 2081/92 on the protection of geographical indications (PGI) and designation of origin (PDO) on agricultural products and foodstuffs.
- Council regulation (EEC) No 2082/92 on certificates of specific character for agricultural products and foodstuffs.³⁵

These regulations contribute to the diversification of agricultural production, which is also an objective of rural development policy. They bring benefits to farmers and retain the population in rural areas. From 1993 on, EU member-states and nowadays also other countries can register their product denominations at the EU level to the Common European Register. In the EU three categories of denomination exists:

- Protected Designation of Origin – PDO
- Protected Geographical Indication – PGI
- Traditional Speciality Guaranteed – TSG

Each of these denominations has a specific Community symbol, a logo.³⁶

The regulation to protect the names of products whose specific character is determined by their geographical origin (PDOs and PGI) was designed so that

³⁵ Holt and Amilien, 2007a

³⁶ Ibid.

products of this kind may live up to the expectations of consumers in two ways. Firstly, because many such products possess exceptional qualities of taste, flavour, etc. and, secondly, because the local methods used to produce them create a bond of trust between the consumer, the product, the place where it originates and the people living there who develop it.³⁷

PDO (Protected Designation of Origin) stands for an agricultural product or a foodstuff: originating in that region, specific place or country, and possessing quality or characteristics which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and the production, processing and preparation of which take place in the defined geographical area. Products bearing the PDO logo have proven characteristics resulting solely from the terrain and abilities of producers in the region of production with which they are associated. PDO products thus require all stages of the food production process to be carried out in the area concerned. There must be an objective and close link between the product's features and its geographical origin.³⁸



Figure 2. The logo for PDO products.³⁹

PGI (Protected Geographical Indication) stands for an agricultural product or a foodstuff originating in that region, specific place or country, and which possesses a specific quality or reputation or other characteristics attributable to that geographical origin, and the production and/or processing and/or preparation of which take place in the defined geographical area. Products carrying the PGI logo have a specific characteristic or reputation associating them with a given area, and at least one stage

³⁷ European Commission, 2007

³⁸ Ibid.

³⁹ Agriculture and Rural Development, European Commission

in the production process must be carried out in that area, while the raw materials used in production may come from another region.⁴⁰

The two types indicate different levels of connection with a geographical area in which geographic link is deeper for PDOs than for PGIs.



Figure 3. The logo for PGI products.⁴¹

TSG (Traditional Speciality Guaranteed) to obtain the TSG designation a product must possess features that distinguish it from other products, and it must be traditional. Traditional names ‘Traditional’ means proven usage on the EU market for a time period showing transmission between generations; this usually means a minimum of 25 years. The main aim of the TSG designation is to allow high quality products that are not necessarily linked to a geographical area to be differentiated from other products and thus to obtain a market price premium. The system also helps to maintain authentic products that are a part of the EU’s cultural heritage.⁴²



Figure 4. The logo for TSG products.⁴³

⁴⁰ European Commission, 2007

⁴¹ Agriculture and Rural Development, European Commission

⁴² European Commission, 2007

⁴³ Agriculture and Rural Development, European Commission

The PDO/PGI device is not a quality mark, and registration does not involve any explicit or comparative quality assessment (other than the standards defined by producers in their application). However, the system implicitly posits that these products are somehow defined by their quality attributes.⁴⁴

There is a significant cultural difference between the south and the north of Europe. In much of southern Europe the association between tradition and quality is taken as self evident. In northern Europe, however, such associations are much weaker two contrasting European food cultures: a 'southern' culture, with its wealth of local and regional food specialities, and a functional, commodity-driven, 'northern' European culture. These two contrasting gastronomic cultures in turn support equally contrasting agricultures and food processing sectors. In the 'south', agriculture is characterized by large numbers of small family farms, which are labour intensive, often using traditional methods and producing a diverse range of crops. In the 'north', agriculture can be characterized by larger, more capital-intensive and 'economically efficient' farms specializing in a narrow range of produce. The identification of these two food cultures allows can be seen as that two main hierarchies of conventions will be spatially distributed across the European food sector. In the 'north' we would expect to find a hierarchy that has at its apex conventions of market performance and industrial efficiency.⁴⁵

Figures for registered designations show how big the market for these products has become. The EU now has over 700 geographical indications and designations of origin (not including those for wines and spirits). Moreover, in excess of 290 applications are being processed and may receive protection. Italy and France have the largest number of geographical indications, ahead of Spain, Portugal and Greece. The number of applications from the remaining countries has been rising over the last few years, showing their growing interest in the system. For Traditional Specialities Guaranteed the number of names that have been registered is appreciably smaller. However, some products of considerable economic importance have acquired them.⁴⁶

⁴⁴ Parrott et al., 2002

⁴⁵ Ibid.

⁴⁶ European Commission, 2007

As we might expect the vast majority of PDO/PGI products are from rural areas. Of particular interest is the link between these products and Less Favoured Areas (LFAs) (i.e. agriculturally disadvantaged regions). More than 70 percent of PDO/PGI products originate from these areas. Historically, agriculture and food-processing activities have held distinct local identities based around, and derived from, locally available resources and the constraints inherent within an area. LFAs face greater constraints than other areas and have been less able to adopt the intensive and mechanistic approach to agro-food development. This has inhibited the widespread adoption of productivity agriculture in these regions and, as other regions have increased their productivity, has left them increasingly marginal to the productivity regime. As LFAs have maintained their small-scale farming structures, engage in more traditional farming methods and often depend upon natural and local inputs to a far greater extent than more favoured, productive, regions, they are arguably better placed to exploit niche markets which depend upon quality and, sometimes, rarity value. In particular, by packaging these features under the PDO/PGI legislation, LFAs and small producers within them hope to differentiate their products and valorise them against more intensively grown or reared.⁴⁷

The existence of well-known regional products, such as for example, Parma Ham, Camembert de Normandie or Provençal lavender, may act as a ‘flagship’ for a region, creating positive associations between product and place, associations, which may in turn, create other synergies in terms of tourism and regional development. In this context, the logic of regional branding may stretch beyond the food economy and embrace a broader valorisation of place through asserting traditional cultural identities.⁴⁸

4.3.2 Local food

A product’s place of origin may be entirely undistinguished and no special relationship with the product itself or a place can claim a historical depth that has no bearing whatsoever on the present day situation. There are then products whose

⁴⁷ Parrott et al., 2002

⁴⁸ Ibid.

relationship with a place is both rooted in time and in shared local knowledge. Local products have a collective dimension that makes them a part of local culture. Local products span the entire spectrum of agricultural products, from plant or animal based foods to processed foods. Local, terroir-, typical-, regional- and traditional products are one of the many terms used for these products.⁴⁹

Local food is a broad term containing several different complementary and dynamic dimensions and concluded by emphasizing differences between place and space, with a “place aspect that often underlines the historical, cultural and social features, while physical space obviously focuses on the typicality of the products from this special place”. What is considered local covers a variety of scenarios, which reflect diverse academic starting points including rural development, systems management, social networks and ethnographic routines and livelihoods. The idea of short food chains has been central to the formulation of a new geography of food, as well as to rural development studies. Within economic disciplines, localisation of food continues a ‘tradition’ of analysing the decentralisation of power and bureaucracies. From the consumer perspective the emergence of the local food concept has rekindled interest in the folklorist approach, particularly in the USA.⁵⁰

Slow food is an alternative food networks that has challenged the conventional attitudes to food quality and changed the production and distribution of food.⁵¹ Slow foods name comes from their difference to fast food and refers to living unhurried life, in this case beginning at the table. They stand for a fundamental right to pleasure and consequently the responsibility to protect the heritage of food, tradition and culture that make this pleasure possible.⁵² They accused modernisation of having marginalised traditional food and want to show now that different food exists and that local food is really quite unlike industrially made food.⁵³ From the year they started in Italy 1986, Slow Food has grown and become an international member-supported organization that has developed many structural entities. Today they have 80 000

⁴⁹ Berard and Marchenay, 2007

⁵⁰ Holt and Amilien, 2007a

⁵¹ Brunori, 2007

⁵² Slow Food Foundation for Biodiversity, 2006

⁵³ Brunori, 2007

members worldwide.⁵⁴ Slow Food provides local networks with symbolic capital and helps them to establish a reputation with external consumers, one of tactics is the Salone del Gusto where the products are exhibited and shown to the 140 000 visitors in 2006.⁵⁵ The movement helps to save local values and traditions (e.g. Biodiversity foundation).⁵⁶

A product's place within a territory is determined by various factors, some more important than others depending on the country's economic and social history, culture, local balances of power and natural environment. Industrial societies have gradually lost notion of place in relation to local agriculture products and foodstuffs and the cultural criteria that links a place with a particular history and social group.⁵⁷

Regional food is seen as a resource for development. How such assets are valorised may vary. Two different approaches could be adopted. The first is the supply chain strategy that involves the building of a strong network of actors in the production and processing of the regional products, managing production levels, improving physical product quality and implementing effective marketing. Under this approach, the regional product contributes to socioeconomic well-being through the existence of a strong producer network, increased employment opportunities within that network, and increased revenues from the effective management of the supply chain and marketing of the product. The second approach involves a different conceptualisation of regional food as rural development assets. In this case the products have a wide interlinked recourses including physical environmental (e.g. local animals breeds), culture (e.g. techniques) and economic (e.g. skilled employment). This approach to the use of regional products by local actors has been described as a territorial quality or extended territorial strategy. Under this strategy, it is the territorial identity and associations of the product that are the bases of value generation, rather than the physical outputs of a single production network and supply chain. The identities and

⁵⁴ Slow Food Foundation for Biodiversity, 2006

⁵⁵ Brunori, 2007

⁵⁶ Holt and Amilien, 2007a

⁵⁷ Berard and Marchenay, 2007

associations are seen to be utilisable by a broad range of actors resulting in a wide distribution of economic rent.⁵⁸

From the UK New Economics Foundation (NEF) calculation showed that locally produced food generates almost twice as much income for the local economy as the same amount spent in a typical supermarket.⁵⁹

Although in 2001, research suggested that whilst there were evident economic and social benefits of local food to farmers, micro-businesses and community, environmental benefits including 'food miles' (the distance food travels from the time of its production until it reaches the consumer) were not proven. Six years on from this, the body of evidence relating to the environmental benefits of local food have amassed and there is a need to identify environmental issues as well as socio-economic. Local food is now seen as greener than organic. At local level, less visible practices at a distance also contributed to the limited impact that local group knowledge and expertise appeared to have on the construction of farming identities. Many local food producers also supply conventional markets and little is as yet known about whether the local food sector can become a significant alternative to conventional food supply chains.⁶⁰

4.3.3 Relocalization

Local food conveys strong meanings with the potential to move consumers from conventional food networks to alternative food networks. The Table 1. shows different meanings that may be attributed to local food;

⁵⁸ Tregear et al., 2007

⁵⁹ Holt and Amilien, 2007b

⁶⁰ Ibid.

Table 1. Different meaning that can be attributed to local food.:

Functional;	a) Health b) Taste
Ecological;	a) Food miles b) Biodiversity and landscape
Aesthetic;	a) Diversity vs. standardisation b) Distinction
Ethical;	a) Authenticity b) Identity and solidarity
Political;	a) To change the balance of power in the food chain b) To orient production and consumption patterns

Source: Brunori, 2007

Local food can be the key to a strategy aimed at shifting the balance of power in the food system through ‘relocalization’. Relocalization strategies are based on building production consumption networks around specific meanings and objectives.⁶¹

There are three forms of relocalization: a) symbolic b) physical and c) relational. Symbolic relocalization relies on providing an opportunity for consumers to become aware of the origin of the products or its main ingredient. Another aspect is the development of symbolic capital around a food product, the name of the product, its place of origin, brand and even its material signifiers and narratives contribute to the product reputation and trustworthiness, strengthening consumers attachment to local food networks. Most local food strategies are based on when properly managed the cultural traditions and natural characteristics of the place of origin, impart particular qualities to a product. Physical relocalization implies a reconfiguring of sourcing patterns and the localization of processing plants. The growth of consumer demand of origin-linked products is encouraging producers to locate or relocate segments of the production process within delimited production areas. Symbolic and physical relocalization imply a reconfiguring of sourcing / production / consumption and therefore qualification process. Relational relocalization is supported by a variety of marketing initiatives such as direct selling, farmers markets, box schemes and consumers groups. Other initiatives, like wine routes stimulate both direct selling through coordinated farmer selling activities and tourism.⁶²

For small farmers and rural communities relocalization is mainly seen as a strategy to

⁶¹ Brunori, 2007

⁶² Ibid.

gain a better position in the globalisation of food system. From the consumers perspective relocalization is a response to emerging needs in consumers' attitudes and behaviour. On the public policies perspective it has been seen as a pragmatic solution to an increasing need for sustainability. In recent years in the agri-food industry it has happened a change in consumers attitude demanding quality food. Along this a process of diversification and relocalization of food production and consumption has taken place. To respond on this the big food processors with global brands countered the trend to standardization and delocalization. In several European countries initiatives have been taken to build repertoires of traditional food and recipes, and many links have been established with biodiversity conservation initiatives.⁶³

4.3.4 Typical food as a multidimensional indicator

Within the European framework rural development has been defined as an appendix of the agricultural policies and the rural areas has been often analyzed using the territorial approach. Then, in an ideal evolution, rural development, also within the European academic and administrative world, has left its agricultural character to discover its multifunctional vocation and its deep connection with local and territorial development.

The terms "rurality" and "rural" are apparently obvious. They recall a physical, social and cultural concept, which is the counterpart of "urban". But in reality, an objective or unequivocal definition of rurality appears to be an impossible task due to the fact that "rural" embraces different meanings.

Defining rural development means to overcome the concept that the agriculture is the only non urban element of a territory. It is essential to look the whole economies that are within a territory that is based not only on agriculture, but also on handcraft, small industrial laboratories, rural tourism, extracting activities, and recreational spaces.

The shift from agriculture to rural is the new vision of the rural space as area of socioeconomic interest in which the modernization of agriculture is based on the development of other economies downstream and upstream of agricultural activities, and sometimes with no link with the agriculture itself.⁶⁴

⁶³ Brunori, 2006

⁶⁴ Matteo Vittuari, 2008

Apart for their economic and cultural role typical product could represent a relevant tool to investigate the rural change and to analyze the modernization and transformation process that characterize the countryside.⁶⁵

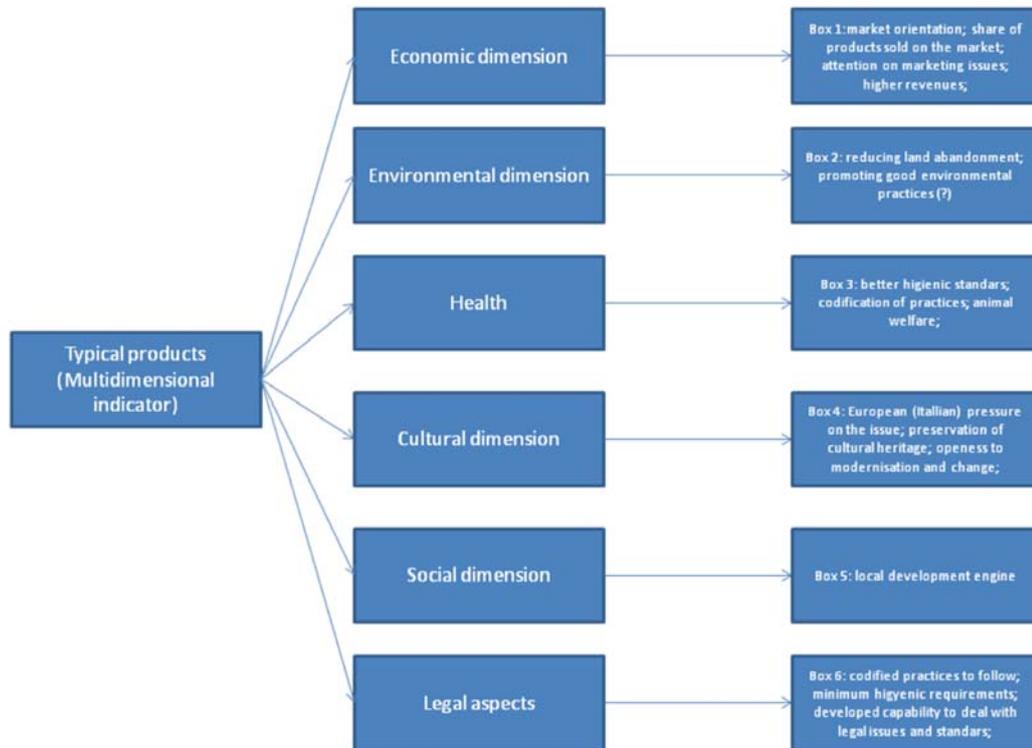


Figure 5. Typical products as a complex indicator⁶⁶

4.4 Cooperation initiatives in the Adriatic Ionian Basin

In the last year there have been different initiatives in the Adriatic region to collaborate with each other. The Adriatic and the Ionian Sea area is one of the most important maritime regions of the European continent, characterized by a geographical continuity and by the shape of an almost “closed” basin, which opens fanwise towards the central Mediterranean Sea. Since the prehistoric age, the Region has been an important cultural crossroad for different people, who sometimes confronted each other through peaceful “exchanges” and some other through warlike engagements. They often sailed across this sea in search of better fortune in new lands. The two Adriatic coasts have profoundly different demographic and economic characteristics, but these

⁶⁵ Matteo Vittuari, 2008

⁶⁶ Ibid.

differences might in the future represent interesting corresponding features. Today Italy and Slovenia are members of the European Union, and the rest of ex Yugoslavia countries and Albania are in a preparation stage for membership.

4.4.1 The Adriatic-Ionian Initiative

The Adriatic-Ionian Initiative (AII) was formally established as a political initiative at a conference held in Ancona, Italy in May 2000. Seven Countries cooperate within the framework of AII: Albania, Bosnia & Herzegovina, Croatia, Greece, Italy, Slovenia and Serbia & Montenegro⁶⁷. The aim of AII was to link the coastal Countries of the two seas for the purpose of cooperating in the development and safety of the whole area.⁶⁸ The main interests concerned: security, economics, trade, scientific and technological research and development, environment conservation, and, finally, preservation of cultural heritage and values. Since the prehistoric age, the Region has been an important cultural crossroads for different people but today the coasts of former Yugoslavia and Albania are still underdeveloped and almost inactive, partially as a consequence of the political instability.⁶⁹

⁶⁷ From 2006 Montenegro is an independent country.

⁶⁸ Bricelj and Orhini

⁶⁹ Stremmenos

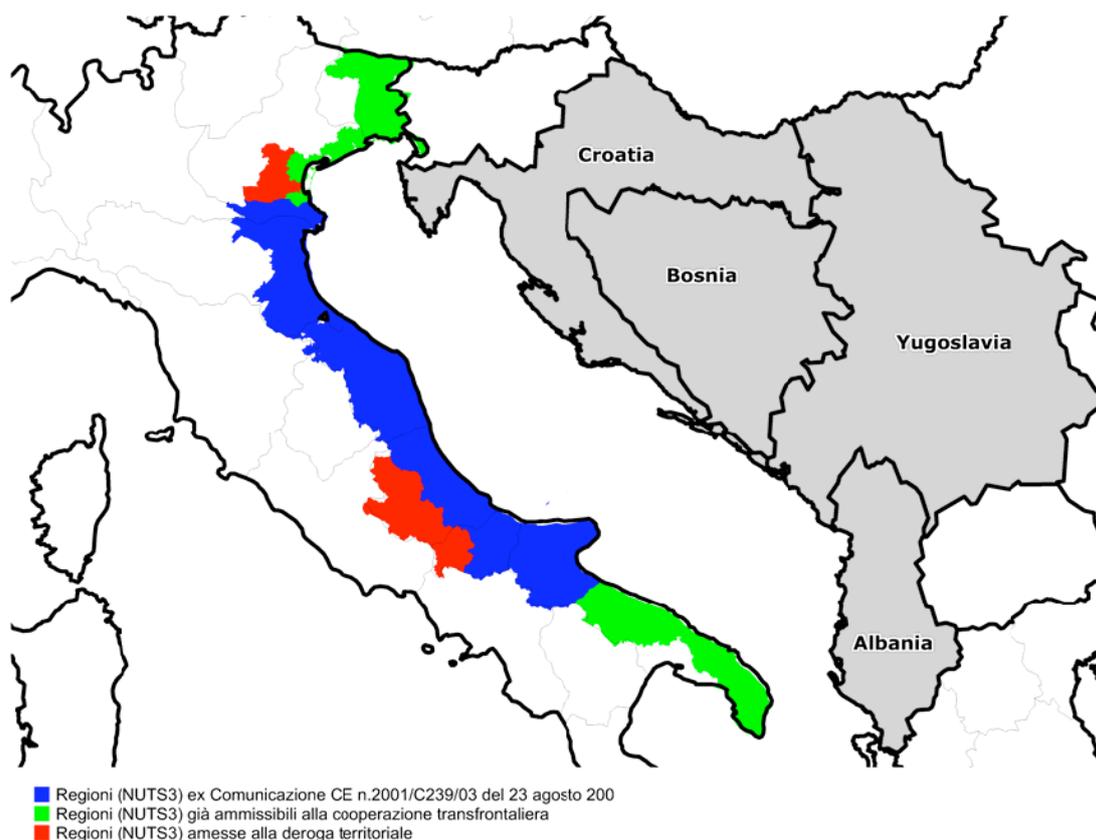


Figure 6: Areas eligible under the Programme AII⁷⁰

4.4.2 Wider Europe – New Neighbourhood initiative

In 2003 the European Union started its Wider Europe – New Neighbourhood initiative, which is aimed at working with neighbouring countries towards improving conditions for the free movement of goods, services, capital and persons as well as developing a zone of prosperity and friendly neighbourhood. As a part of this policy New Neighbouring Instrument (NNI) was adopted to deal with support for cross-border and regional or trans-regional cooperation. The priority objectives:

- Promoting sustainable economic and social development in the border areas;
- Working together to address common challenges, in the fields such as environment, public health and the prevention of and fight against organised crime;
- Ensuring efficient and secure borders;
- Promoting local, “people-to-people’ actions.⁷¹

⁷⁰ INTERREG IIIC

⁷¹ The European Commission’s Delegation

4.4.3 The Adriatic Euroregion

The Adriatic Euroregion (AE) was founded in June 2006 and it is an outcome of The Adriatic-Ionian Initiative. It is a model of co-operation that includes trans-national and inter-regional co-operation between regions of the Adriatic coastline. It consists of 23 members: regional and local governments from Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Albania.⁷²



Figure 7: Areas eligible under in the Adriatic Euroregion⁷³

⁷² Jadranska euro-regija – Adriatic Euroregions

⁷³ Ibid.

The aims of the AE are the following:

- Forming an area of peace, stability and co-operation
- Protection of the cultural heritage
- Protection of the environment
- Sustainable economic development in particular of tourism, fishery and agriculture
- Solution of transport and other infrastructure issues

The strongest economic sectors in the region are the manufacturing industry, tourism, commerce, the service industry, construction, transportation and roads as well as agriculture. Considering the available potential, agriculture and fishing are not being exploited to the most of their ability, and as a result their contribution to the region will increase and become stronger in the future.⁷⁴

4.4.4 European funds

The INTERREGII, a financial instrument within the framework of the European Union's Structural Funds, supports cross-border and transnational co-operation among Member States and neighbouring countries.⁷⁵

With INTERREG IIIC, interregional co-operation was promoted between regional and other public authorities across the entire EU territory and neighbouring countries. It allowed regions without joint borders to work together in common projects and develop networks of co-operation.⁷⁶

Although INTERREG programs involve neighbouring countries directly, Structural Funds can only be used inside the Union. INTERREG programs at the European Union's external border therefore require a source of finance for activities taking place within the neighbouring country. In the Western Balkans countries, CARDS, EU financial grant assistance to the Western Balkans, is a key instrument of the Stabilization and Association process and supports a range of activities in this regard. The CARDS regulation identifies the goal of fostering regional, transnational, cross-

⁷⁴ Jadranska euro-regija – Adriatic Euroregions

⁷⁵ Commission of the European Communities, 2003

⁷⁶ INTERREG IIIC

border and interregional co-operation among the recipient countries, between them and the European Union and between the recipient countries and other countries of the region.⁷⁷

4.4.5 Network of Adriatic Parks (N.A.P)

The project Network of Adriatic Parks (N.A.P.) is a cross cooperation project in tourism and culture. It is a part of the Adriatic New Neighbourhood Programme and INTERREG/CARDS-PHARE. The countries in the project are Italy, Albania, Croatia, Bosnia and Herzegovina and Serbia.⁷⁸

Table 2. The parks involved in the N.A.P. project.

Country	Region/City	Park
Italy	Veneto	Po Delta Regional Park
	Emilia-Romagna	Po Delta Park
	Fiuli Venezia Giulia	Isonzo Delta Park
	Abruzzo	National Park of Abruzzo
	Puglia	National Park of Gargano
Albania	Saranda	National Park of Butrint
Croatia	Dubrovnik	JU Natural Reserve Lokrum
B&H	Krajina	Kozara National Park
	Mostar	Hutovo blato National Park
Serbia	Sumadija Cacak	Ovcar-Kablar gorge

Source: DELTA 2000, 2005

Europe and the world in general, are showing increasing interest in nature-oriented tourist structures, while environment and nature are becoming the key factors in attracting tourists. Natural Parks are key elements in the development of environment-friendly tourism as motor of social and economic growth. The Italian Adriatic Regions (IAR) and the Eastern Adriatic Countries (EAC) host Protected Areas (national parks, regional parks, natural reserves), whose importance is acknowledged at European level – Sites of Common Interest and Special Areas of Protection. The

⁷⁷ Commission of the European Communities, 2003

⁷⁸ DELTA 2000, 2005

network created by the NAP project, from virtual (through the intranet connection) it comes through the structuring of an international model of enterprise on the transport for sustainable tourism. The Visitor Centers of Natural Parks play a pivotal role in attracting tourists to natural areas that need to be protected, respected and used as an active workshop for different activities, tourist itineraries, environmental and cultural animation.⁷⁹

This project aims at the valorization and promotion of the system of natural oases of the Adriatic through:

- a) The structural and technological improvement of Visitor Centers in partner Parks,
- b) The qualification of the Parks' system of tourist reception,
- c) The creation of an intranet connecting regions and natural parks far from each other,
- d) The creation of a nautical interconnection through maritime ways, to get the "Adriatic Parks" closer to each other.
- e) The enhancement of tourists' knowledge of the natural heritage of the Adriatic region,
- f) The promotion of the system of Adriatic Parks in schools;
- g) The promotion of Adriatic Parks as tourist destinations for far away markets through integrated tourist packages and commercial offers.⁸⁰

The Project aims at promoting, enhancing and conserving the natural resources of the Parks and natural oases of the Adriatic region by using computer science to network the services they offer. It will provide eco- tourists with information currently difficult to obtain and encourage cross-border scientific, cultural and educational dialogue by restructuring existing Visitor Centers. The transfer of good practices, the creation and start up of enterprises operating in the field of responsible tourism; the sharing of information and the participation of local operators, as well as joint and mutual promotion and marketing are also part of the general objectives of the project.⁸¹

⁷⁹ DELTA 2000, 2005

⁸⁰ Ibid.

⁸¹ Ibid.

The specific objectives of the project are:

- Networking the Parks of the IAR area and of the EAC countries to define common intervention strategies and actions aimed at the creation of environment-friendly tourist products, the realization of joint promotional activities through the support of informatics and the strengthening of the nautical product.
- Diversifying the tourist offer of the Adriatic Basin and partners countries from an environment- friendly perspective to diversify the tourist season
- Creating a system of tourist information and reception in the Parks of the partner regions
- Widening the opportunities to use natural areas through new technologies and yachting and promote those areas of the Balkans that are currently less known
- Creating new job opportunities, new expertise and new economic activities in connection with environmental tourism
- Raise young people's awareness of the richness and biodiversity of natural parks and of their integration in the system of Adriatic Parks
- Place the Adriatic area on international markets with integrated tourist packages.⁸²

4.5 Protected Areas in Italy, Serbia and Bosnia and Herzegovina

4.5.1 Protected Areas in Italy

Italy is one of the richest countries in Europe and in the Mediterranean basin in terms of species biodiversity, including over 57 000 species in its fauna and over 6 700 species in its higher plant flora. Within European countries, it has the highest number of plants, as well as terrestrial and freshwater animals. As a whole, Italian terrestrial and inland water animals represent more than one third of the European fauna (35%). Regarding higher plant flora, the value is approximately 13.5%. Considering terrestrial and inland waters invertebrates, 35% of them should be considered endemics. Italy, with over 10 000 km of coastlines, is very rich in marine fauna and flora as well.⁸³

⁸² DELTA 2000, 2005

⁸³ Convention on Biological Diversity

In Italy, there are 774 Protected Areas: 23 national parks, 22 marine natural reserves, 146 state natural reserves, 2 archaeological submerged museums, 1 international marine sanctuary for cetaceans protection, 105 regional parks, 335 regional natural reserves, 141 other Protected Areas.⁸⁴

The total land surface of Protected Areas amounts to 2 979 885 hectares or 9.7 per cent of the total national land surface. Moreover, there are 2280 SCIs (Sites of Community Importance) designated by Italy under the Directive 92/43/EEC and 590 SPAs (Special Protection Areas) classified by Italy pursuant to the Directive 79/409/EEC. In total, the Italian territory protected by different types of Protected Areas covers around 20% of the country.⁸⁵

4.5.2 Protected Areas in Serbia

The biological diversity of Serbia, both in terms of ecosystems and species is extremely high. The Balkan and Pannonian regions of Europe were an area of refuge for numerous species during the period of glaciation—offering numerous habitats due to geomorphology (mountains, canyons, caves) as well as climatic transition. Hence, ancient “relic” and “endemic” species exist which are found only in Serbia or the Balkans. The number of total known species in Serbia is 4 082 600 plant species and 270 animal species are under various categories of threat in Serbia Major threats to biodiversity in Serbia include Habitat Degradation, Illegal extraction or poaching, Species due to illegal construction, unregulated tourism, expanding transportation networks and water infrastructure (dams); Alien Invasive Species and Pollution.⁸⁶

Serbia has established 178 Protected Areas, 2 of which are marine Protected Areas. Serbia has also 2 Biosphere Reserves and 4 Ramsar sites.

⁸⁴ Convention on Biological Diversity

⁸⁵ Ibid.

⁸⁶ Ibid.

4.5.3 Protected Areas in Bosnia and Herzegovina

The Bosnia and Herzegovina (B&H) territory is divided into 42% mountains, 29% karst area, 24% hills and 5% lowlands. Protected Areas cover only 0.65% of the territory, distributed between 155 sites, while forests cover about 50% of the territory. Although no complete inventory has yet been completed, species diversity is one of the highest of the European countries due to the presence of heterogeneous habitats developed under the conditions of Mediterranean, mountainous sub-Mediterranean, and continental climates. It is estimated that 30% of the total endemic flora of the Balkans is contained within the flora of B&H. According to the World Resource Institute, most taxonomic groups have few threatened species, with the exception of fishes, for which 25 of the 77 species are threatened. The major threats to biodiversity include damages caused by war and minefields, water drainage of habitats and introduction of new species.⁸⁷

In recent years, B&H has undertaken activities aimed at establishing new Protected Areas. The National Environmental Action Plan for B&H goals is to rise the percentage of covered areas to 15-20%⁸⁸. Feasibility studies for the Una National Park, which includes the Una River basin, and two other Areas of Significant Importance are under way. There is also the integrated river basin management project for the Sava River, which is currently undergoing the implementation phase. This project is aimed at identifying wetlands in Posavina to be introduced in a network of Protected Areas. Finally, B&H is currently in the accession phase into the Pan-European ecological network for the establishment of the Emerald network in the country. One of the major obstacles to the creation of new and management of existing Protected Areas is that financial means have not yet been systematically ensured.⁸⁹

⁸⁷ Convention on Biological Diversity

⁸⁸ Avidbegovic and Srndovic, 2006

⁸⁹ Convention on Biological Diversity

Protected areas within the region

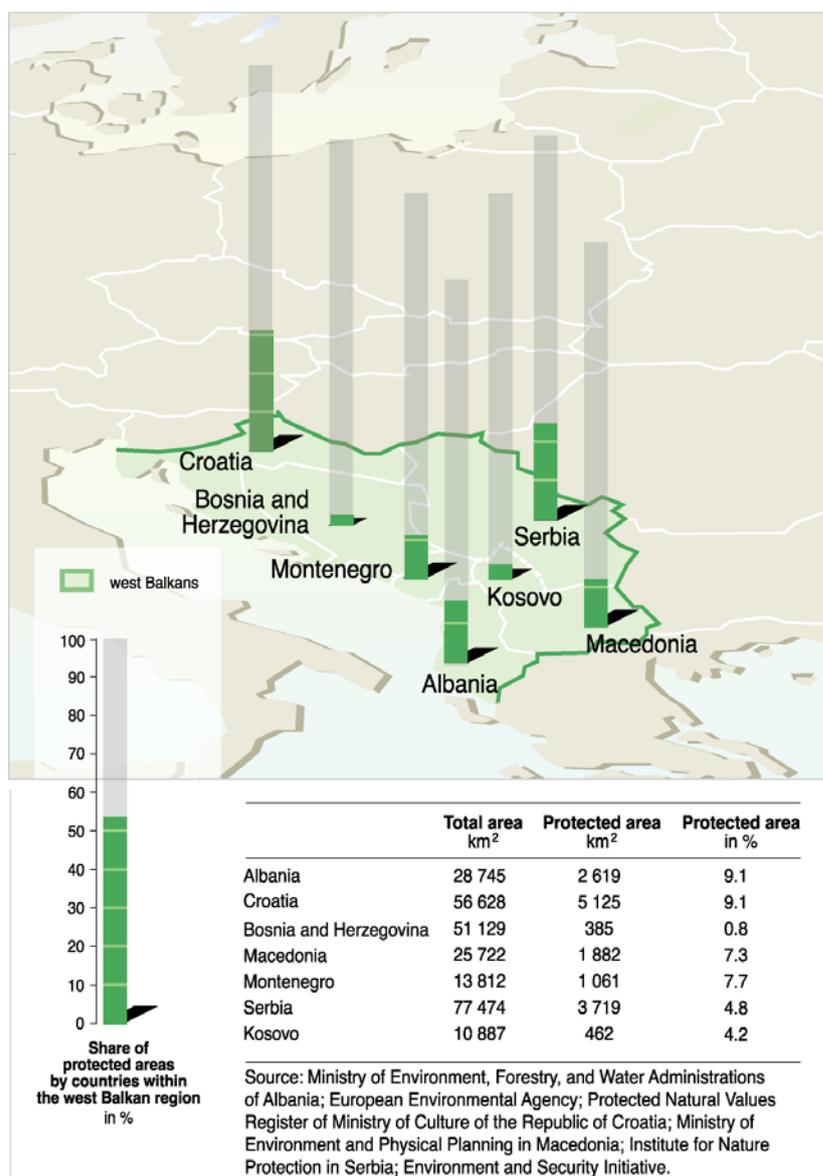


Figure 8. The share of Protected Areas by countries within the west Balkan region.⁹⁰

4.6 Rural areas in Western Balkan and Italy

4.6.1 Western Balkan

The new countries/entities (emerging from former Yugoslavia) and Albania faced dramatic changes and turmoil during the last 15 years of transition. The whole region was affected by political and economic crises as well as by armed conflicts. At the

⁹⁰ United Nations Environment Programme/GRID-Arendal

outset of the economic and political transition process in the early 1990's the Western Balkan Countries' Gross Domestic Product (GDP) faced a significant decline. This decline was the effect of the dramatic conflicts and the breakdown of old market relations and structures inside the region. The political and economic instability in the region confronted agriculture with a fundamental change of the marketing channels, institutional framework, ownership and farm structure. Especially in Bosnia and Herzegovina and Kosovo the war left behind significant damages on agricultural equipment, buildings and orchards.⁹¹

Almost 16 Million hectares are considered agricultural land in the Western Balkan (W.B.) countries, which is less than the total agricultural land of Italy. The agricultural area per capita ranges between 0.4 to 0.7 ha in the W.B., which is more than in the old Member States in EU (e.g. UK 0.3 ha, Germany 0.2 ha).⁹²

Traditionally, in Yugoslavia the private sector predominated in both amount of land tilled and production. In the 1980's, 82 percent of farmland was still owned by 2.6 Million peasant families, on farms of about 3.6 ha. The fact that significant part of agricultural land was already privately owned before the breaking up of Yugoslavia allowed the Western Balkan Countries to achieve high degrees of privately owned agricultural land shortly after the separation and the start of transformation in Albania. In former Yugoslavia private agricultural holdings were not permitted to farm more than 10 ha of agricultural land, today small agricultural holding with no or only limited market orientation is a common feature.

In spite of unfavourable natural conditions in most parts of the region, agriculture plays a vital role for the overall economy. Subsistence and semi-subsistence farming provide a minimum level of food security and socio-economic stability in rural areas.⁹³

The share of population living in rural areas is above 40%. Agriculture is often the main generator of rural employment and income. It also provides a social safety net

⁹¹ Boese, et al., 2005

⁹² Ibid.

⁹³ Ibid.

for a large number of poor and elderly people depend on subsistence farming for their livelihoods. On the other hand the sector's contribution to regional tax incomes remains rather low. Due to lacking alternative options for employment and income generation young people are increasingly leaving rural areas as employment opportunities in urban regions or abroad are anticipated as being better. Agriculture in WB countries is often much more important for the overall economy, rural employment and ensuring the livelihood of rural population than in less developed EU regions. Therefore the region is characterized by a significant share of agricultural employment in overall employment. The data is very unreliable about agricultural labour force. There are significant numbers of people involved in agricultural activities as part time workers or as people with no alternative employment which are in some cases counted as being employed in agriculture and in other cases are not counted as such.⁹⁴

In several regions small-scale agriculture in the past was mainly operated by women, as men often were employed outside the sector. With increasing unemployment men often had to return to agriculture or search new employment in surrounding villages or larger towns. For several rural areas an increased trend in depopulating can be expected, if the countries will fail to provide attractive employment and living conditions to the (young) rural population. It is a very high share of subsistence farming and also a big amount food sold from farmers directly to the end consumer in the region.

The food industry within the region comprises a significant number of small undertakings supplying the local markets and very few bigger enterprises. Many local and medium sized processors cover local markets. Generally the Western Balkans region shows a significant deficit in most basic food products (to be covered by imports).⁹⁵

In none of the Western Balkans a clear and implemental agricultural policy exists. The objectives and instruments were (and partly are) changing frequently from year to year, or from government to government. From 2003 certain steps towards policy

⁹⁴ Boese, et al., 2005

⁹⁵ Ibid.

reform and modernisation started due to the context of World Trade Organization (WTO) accession and through the pressure of the EU adjustment process. In most of the countries there are no or very few institutions dealing with the agricultural policy analysis and economics. The region still suffers from wide spread corruption and lacking separation between business and political interests. The overall institutional setting and especially agricultural services are parts of the weakness of the agricultural sector. Agricultural education and research are still insufficiently supported by the state budgets and under-resourced with human capital.⁹⁶

4.6.2 Italy

Italy is one of the largest agricultural producer member states in the European Union. Its major trading partners in food and agricultural products are EU member states, with neighboring France and Germany each accounting for roughly a fifth of Italy's trade. Italy's major exports are wine, olive oil, cheeses, and fruits and vegetables. Italian perception of the place and role of Italian food in the global marketplace ties into the issue of protected designations of origin, or geographic indications, which represent only a small fraction of the value of total food production.⁹⁷

Italy has one of the most dynamic economies in Europe. Southern regions of Italy rely on the economic contributions of agriculture, while the more industrialized North focuses on manufacturing and has a rich hospitality industry.⁹⁸

The Italian agricultural centre resides in the less industrialized south; although they are world renowned for their cuisine, Italy's agriculture sector is not self sufficient. Agriculture accounts for 2.1% of Italy's GDP, followed by industry at 28.8% and services at 69.1%. In fact, Italy has to import the majority of its agricultural products.⁹⁹

Italian agricultural products include fruits, vegetables, grapes, potatoes, sugar beets,

⁹⁶ Boese, et al., 2005

⁹⁷ Biasetti, 2005

⁹⁸ Berry, 2006

⁹⁹ Ibid.

soybeans, grain, olives as well as beef, dairy products and fish. One of Italy's highest agricultural exports is olive oil as well as other products such as wines and pasta.¹⁰⁰

The agriculture industry is dominated by the southern regions of the country while the northern portion of the country is dedicated to the service and manufacturing industries. Because of the production in the south, many agriculture and agri-foods products that are not processed come from this region, including potatoes, soybeans, grains, olive oils and the like. Much of Italy's rich Mediterranean diet is supplied by this region. Italy is also beginning to face tough competition from Eastern European countries as well as Asia who will export goods for lower prices than Italy.¹⁰¹

Italy's agricultural sector is governed by the policies set forth by the European Union. The EU has set quotas on many agricultural and agri-food products such as sugar and dairy production.¹⁰² Italy provides extensive export refunds under the Common Agricultural Policy (CAP), as well as a number of export promotion programs. Grants range from funding of travel for trade fair participation to funding of export consortia and market penetration programs. Many programs are aimed at small to medium size firms. Italy provides some direct assistance to industry and business firms, in accordance with EU rules on support to depressed areas, to improve their international competitiveness. This assistance includes export insurance through the state export credit insurance body, as well as interest rate subsidies under the OECD consensus agreement.¹⁰³

The organic food industry has shown more growth than any other agricultural sector in Italy, 2-3% of all agricultural production in Italy. Of the organic food in Europe 30% are of Italian origin. Consumers are more conscious about taste, genuineness and environmental factors when choosing foods, making organic foods a more attractive choice.¹⁰⁴

¹⁰⁰ Berry, 2006

¹⁰¹ Ibid.

¹⁰² Biasetti, 2005

¹⁰³ Country Reports on Economic Policy and Trade Practices, 2001

¹⁰⁴ Berry, 2006

5. Case study

5.1 Parks investigated - the Network of Adriatic Parks

Parks investigated: Hutovo blato, Kozara, Dubrovnik, Cacak, Parco Delta del Po Emilia Romagna (E.M.), Parco Delta del Po Veneto and Butrint. From the questionnaire results we excluded Dubrovnik, because of lack of agricultural activities on the island and Butrint because of lack of communication.

The five parks finally investigated have different structures and possibilities. Between Italy and parks in Western Balkan it can be found a significant difference in the offer that parks has, mainly from the activities offered for the visitor. In the text that follows “Parco delta Po Consortium” it is explained how that park has conducted the realization of local products.

5.2 Parco delta Po Consortium - Quality products of Park Delta del Po

In the park Delta del Po of Emilia-Romagna there is a Label that recognizes the origin of the products and the guarantee of quality in that territory. The Label is granted only for them who respect special conditions and they can then be identified like “suppliers of environmental quality”. This is done to add value and obtain the local products in respect of the environment and tradition. The Label is intended for companies of agriculture, aquaculture and saliferous in the Regional Park of the delta Po Emilia-Romagna territory. For the employer there is a specific regulation of use and disciplinary business to follow. A commission, that consists of representatives of the Park and producers value the applications. All companies that want to take the advantage of Label have to improve the characteristics of the landscape and create natural areas in the borders of the field.¹⁰⁵

¹⁰⁵ Consortium of the regional park of the delta of the Po



Figure 9. The Label in the Park Delta del Po. ¹⁰⁶

5.2.1 The regulations for the Label

Article 14. “Initiatives for the economic and social promotion” the legislation on Protected Areas

1. In the respect of the purpose of the park, the Community of the park promotes the initiatives to favour the economic and social development of the residents inside of the park and territories nearby.
4. The park agency can grant specific conventions to use of the name of the label to services and local products that introduce quality requirements and satisfy the purpose of the park.

5.2.2 Regulation for the field of application

The Label is to all companies of field agriculture, aquaculture and saliferous which operate in the territory of the park Delta del Po of Emilia Romagna and approved territory from the Region Emilia – Romagna, the Plan of Station. For the companies that produce and process: agricultural- and food products, and marine salt. It applies for the fresh, conserved and processed products of the mentioned fields. The Park guarantees the control of the soil and area, the use of biological or integrated practice. To guarantee correct performance a commission (Commission LABEL) is formed that compose of representatives from the Park, a representative of agricultural production, a representative of possessing and a representative of the aquaculture. This commission is responsible for supervising the application of the regulations of the companies.

¹⁰⁶ Consortium of the regional park of the delta of the Po

5.2.3 Procedure for the concession of use of the Label

After approval for use of Label the company and the commission sign a convention with the rules mentioned. The parks responsibility is to supply technical attendance to the companies, to promote the visibility of Label and to supply the companies with the labels. Annually the company is held to correspond to the Park a contribution expenses for integrated production to not more than 1% of the presumed valued gross production of the products that carry the Label, and not more than 0.5% for the organic production, aquaculture and saliferous.

The products that can take the advantage of the Label in the Park are:

- Asparagus of Mesola
- Carrot
- Radicchio (leaf chicory, *Cichorium intybus* L.)
- Cucumber
- Potato
- Wine from the Bosco Elicco

5.3 Description of the parks

5.3.1 Parco del Delta del Po – Regione Emilia-Romagna

1. Geographical borders

Parco del Delta del Po Emilia-Romagna (Italy), is characterised by unique territorial and ecological features. It covers more than 52.000 hectares of an area which is considered among the most productive and rich in biodiversity.

2. Description of ecosystems

Coastal ecosystems, where land and water join to create an environment with a distinct structure, diversity, and flow of energy. They include salt marshes, mangroves, wetlands, estuaries, and bays and are home to many different types of plants and animals.

3. Main human impact

Parco delta del Po E.M. has a high population density, there are approximately 255 000 residents in the park area. With the huge area and high population density this parks also has a high visitor number. Tourists average value during 2002 – 2006 is 485 750 but the number on foreigner tourists is unknown because the park does not keep that record. There is different kinds of accommodation in the park for tourists visiting the park.

4. Agriculture

The park has already a established typical products production with a label. The agricultural products that are considered typical products in the area and have the right to be sold in the park with the label are: Asparagus, carrot, radicchio, cucumber, potato and Wine from Bosco Eliseo. All of these products are certified and labelled with a label of the park. They are also produced in the park from the farmers living in the park area.

5. Distribution and cooperation

The park has cooperation with different kinds of actors as: union organisations, local, national and international Non Governmental Organizations (NGOs), national universities and centres for research, private sector, international research organisations.

There is legal framework on agricultural and on economic activity within the park area that has been helpfully used in the conduction of label for the park and the typical products in the park.

5.3.2 Parco del Delta del Po – Regione Veneto

1. Geographical borders

The Po of Delta Veneto (Italy), is 786 square kilometres of witch the protected area covers 120 square kilometres and involves 9 municipalities. The river Po is the longest river in Italy. With its 650 km it runs through the Po Plain and flows into the Adriatic Sea, forming a delta and one of the largest wetlands in Europe and in the Mediterranean Sea.

2. Description of ecosystems

Coastal ecosystems, where land and water join to create an environment with a distinct structure, diversity, and flow of energy. They include salt marshes, mangroves, wetlands, estuaries, and bays and are home to many different types of plants and animals.

3. Main human impact

In the Delta Po of Veneto there are 73 000 inhabitants. This park has a tourists average value in the last five years of 24 400. From this the share of foreign tourists is of 5 percent which is around 1 200 individuals per year. There is also accommodation in the park for tourists visiting the park.

4. Agriculture

Agriculture in the park is practiced, with an arable land area of 41 478 ha. There are different products produced in the park but the defined products from the park as typical products are: Riso (rise) del Delta del Po and Pesce marinato (fish). These products are also sold in the park.

5. Distribution and cooperation

The park has cooperation with: Union organisations, Local NGOs, executive agencies, private sector, financial initiative, bilateral projects, international research organisations.

In the park there is legal framework on agricultural and on economic activity.

5.3.3 Kozara National Park

1. Geographical borders

The Park Kozara (Bosnia and Herzegovina), is 3 520 ha, and it was entitled as national park in 1967, in order to protect cultural and historical values of the mountain Kozara. National Park “Kozara”, in geographical and geomorphological sense, spreads over pannonic area of internal Dinaric Alps. The territory of the park is very

heterogeneous and orthographically very expressed, which was particularly manifested with specific vegetation and changes in climate.

2. Description of ecosystems

Mountain area with a forest ecosystem 98 percent This area has moderate-continental climate with a certain impact of Mediterranean and Pannonic climate; and on a smaller part, which falls to higher zone, there is a slight impact of Alps climate.

3. Main human impact

In the area of the park Kozara there is not any residence living. Closer the 2.5 km from the park area, it can be found different villages. This park has a tourists average value in the last five years of 60 806 and a share of foreign tourists of 1.4 percent. There is also accommodation in the park for tourists.

4. Agriculture

The park Kozara is a mountain area with a forest ecosystem of 98 percent and in that case there is not any agricultural practice in the park area because the arable land is only 100 ha with no residents. In the villages surrounding the park it is common with agricultural practice and this farmers have a farmers association. Considered by the employee in the park answering the questionnaire, typical products in the area are: milk, eggs, honey, meat, cheese and aquavit. It was not possible to mention any specific product name, because it has never been defined any typical products for the area.

5. Distribution and cooperation

There is production of organic or integrated agriculture practise, but it is not certified production. The products produced in the villages are commercially distributed in supermarkets and local farmers market, and they are: eggs, honey, cheese and aquavit. The park has cooperation with: Local NGOs, executive agencies, financial initiative and bilateral projects. There is no legal framework on agricultural practice and economic activity within the park area.

5.3.4 Natural Park Hutovo blato

1. Geographical borders

The Park Hutovo blato (Bosnia and Herzegovina), was established in 1995. It is located in southeast Herzegovina, on the left side of river Neretva, covering the territory of two municipalities. This area is located around fifteen kilometres from the Adriatic Sea. The total area covers 7 411 ha that includes a wide wet zone with total water covered area of a 1 580 ha.

2. Description of ecosystems

Hutovo blato is under a strong influence of the Mediterranean climate. Incorporates terrain consisting of swamps, plains and hills, with altitude ranging between 1 and 432 meters above sea level. Thanks to the vicinity and influence of the Adriatic Sea, abundance of water surrounded by karst and hilly terrain, the biological diversity of the Hutovo blato vegetation is exceptionally valuable. Flowing into valleys and depressions, lost rivers and surface water currents form a large number of lakes, gorges, and river Krupa and ensure a high level of underground water. Such a high level of underground water causes the appearance of permanent and periodic wells and springs.

3. Main human impact

In this park there are few residents, but there are villages around the park closer than 2.5 km. This park has a tourists average value in the last five years of 4 140 and a share of foreign tourists of 5.6 percent. There is accommodation in the park and the villages around for tourists visiting the park.

4. Agriculture

In the park area there is agriculture practice with an arable land of 1 000 ha. Considered by the employee in the park answering the questionnaire, typical products in the area are: rosehip, grape, peach, salad, pepper, bread under peke, juice from rosehip, wine, aquavit, liqueur, cheese. In the park there is a “Domaća lozovača parka Hutovo blato” (local aquavit of the park Hutovo Blato) that is probably sold in the

park area also. In the villages around where is the main agriculture practiced there is a farmer association.

5. Distribution and cooperation

The products produced in the park and the villages around are commercially distributed through a wholesaler and in the local farmers market. The products that are distributed are: cheese, kajmak (a product similar to crème cheese), honey, fruits, vegetables, wine, aquavit and more.

The parks has cooperation with: Local NGOs, national and international NGOs, executive agencies, financial initiative, international research organisations, national donors. Within the park there is no legal framework on agricultural practice but there is legal framework on economic activity.

5.3.5 Cacak Natural Reserve

1. Geographical borders

The Park Ovčarsko Kablarska klisura, Čačak (Serbia), is 2 250 ha, between the mountains of Ovčar (985m) and Kablar (889m), and crossed by the river Zapadna Morava shapes and formes the Ovčar-Kablar gorge. This 20 km long gorge, 8km away from Čačak, has been proclaimed protected natural estate by the governmental Act of the Republic of Serbia, as a region of outstanding features.

2. Description of ecosystems

The meanders of the river Zapadna Morava, infinite greenness of the surrounding forests (77%), monasteries, thermal water of Ovcara Spa, flora and fauna, 2 artificial lakes which offer possibilities for recreational tourism.

3. Main human impact

In the park of Cacak there are 350 residents. The park has a tourists average value in the last five years of 45 820 tourists and a share of foreign tourists of 4.1 percent. In this park there is also accommodation in the park area and also in the municipality there are different kinds of accommodations for example for recreation.

4. Agriculture

In the park area there is agriculture practice with arable land of 50 ha. The rest of agricultural production is situated in the villages around closer than 2.5km, in these villages there is also a farmers association. Considered by the employee in the park answering the questionnaire, typical products in the area are: Plum, apple, raspberry, cheese, kajmak, aquavit, dry plum, jam. In the park area there are quality labelled or certified products that are: potato, raspberry, livestock (sheep, cattle). It is not clear which kinds of certification or labelling the products have, but it is not typical products qualification.

5. Distribution and cooperation

The products produced in the park and in the villages are commercially distributed through a wholesaler, in the local farmers market, to the supermarkets and processing company. The commercially distributed products are: plum, apple, raspberry, cheese, kajmak, pear and honey.

The park has cooperation with: Union organisations, Local, national and international NGOs, executive agencies, financial initiative, national donors. In the park area there is no legal framework on agricultural practice but there is legal framework on economic activity within the park.

5.4 Comparison of the parks

Table 3. Comparison of the more significant results gained from the different parks.

Parks	Residents in park	Tourists/ average of 2002-2006	Foreigners tourist /average of 2002-2006	Accommodations	Agricultural practice	Farmer association	Legal Economical Framework
Delta Po E-R	Yes	485 750	-----	Yes	Yes	Yes	Yes
Delta Po Veneto	Yes	24 400	5 %	Yes	Yes	Yes	Yes
Kozara	No	60 806	1.4%	Yes	No, only in the villages	Yes, in villages	No
Hutovo blato	Yes	4 140	5.6%	Yes	Yes	Yes, in villages	Yes
Cacak	Yes	45 820	4.1%	Yes	Yes	Yes, in villages	Yes

Source: These results are taken from the results gained from the questionnaire.

Residents in the park exist almost in the all parks (except Kozara) but the number of them varies from 12 to 255 thousand, hence all the parks have resident in the closest area of 2,5 km. This can have a contribution for the agriculture practice therefore it is the resident in the area that could be practicing agriculture.

Kozara is a historical place for Bosnia and Herzegovina with the monument in honour for the solders that lost their lives in World War II. For this purpose it has been an attraction for the local population (many school trips) and has only 1.4 percent foreigner tourist, now they have the aim to develop other attractions in the parks also. The park Hutovo blato until today, have not kept a record of the tourism flux, the information that has been received through the questionnaire is only representing the schools and other types of organized group travels that have visited the park. This can explain the low number of total tourist if compared to the other parks. In overall through the parks the number of tourist varies, but the percent of foreigner tourist is similar (except for mentioned reasons Kozara) and the potentially interested tourist for local products due to interest of local culture could be a useful attraction for them.

Agriculture is practiced in all the parks except Kozara, which neither had residents in the park. It occurs farmer associations in the areas of the parks or around them in the villages. Hutovo blato has a aquavit that is called Domestic Lozovaca from the Park Hutovo blato. The park Cacak has mentioned as one of the typical products Kajmak, a creamy dairy product, similar to clotted cream. Park Delta del Po – Veneto, has the recognized typical food product Delta del Po rice and Marinated fish from the area. The parks of Western Balkans, have defined many products from the area as Typical products, and it is difficult to distinguish the ones that could be used in the parks as typical products. In the Western Balkans the experience of using typical products is lacking and in the same time the definition is not clear. The Italian parks already knew which typical products they have, hence in Italy it is common to find products with special area indications or local product labels.

The legal framework of the parks contains specific articles on the economic activity (not Kozara) but not on agricultural practice. There is in that case no developed plan or support to handle the agricultural activity. It is only Parco Delta del Po – Emilia Romagna that has the legislation on agricultural practice.

Domestic government budgets are the largest sources of financing Protected Areas, in the case of the parks in Western Balkans probably they rely more on foreign donors because of the economical situation in the countries. All the parks have cooperation with several institutions, NGOs and some with national donors. They rely on more different sources for financing. In the parks in Italy it can be observed that they are more economically supported, hence they have the parks more developed and more attractive with more offers than the Western Balkans one. Using the local products in the area as another financial source does not have to be a direct one, it can also create initiatives from visitor and organizations to conserve Protected Areas.

Improving effectiveness of management of the Protected Areas and creating new tools for a more valuable conservation can be accomplished in various ways, but one way that can contribute can be using the knowledge of the local inhabitants of their traditional knowledge in managing natural and modified landscapes and resources. Involving the rural people from the areas in the sustainable development of the rural

area and the Protected Areas can be effectively tackled if the local communities are involved in the conceptualization of the Protected Areas. Through the N.A.P. project it can be seen that in the project some parks have experience with the involvement of local communities already e.g. Parco delta Del Po E.M. with the local products production, and in this case the share of experience in the network is very important. To stimulate sustainable farming and livestock practice that supports mutual economic advantages, can through ecotourism be created through a link between sustainable agriculture and tourism. It is specially important as for example the Millennium Ecosystem Assessment calculated that more than 45% of the world's 100 000 Protected Areas had more than 30% of their land area under crops.

Local food, which reflects different, starting points as rural development, social networks and livelihoods, also has the idea of short food chains. The different parks already use the local farm market for distribution of their agricultural products, and rely on this for selling of the products. The approach to use the regional products by local actors has been described as territorial quality, meaning that the region it self already gives a identity and association to the product and a quality value.

In the Western Balkan countries agriculture plays a vital role for the overall economy, hence subsistence and semi-subsistence farming provides a minimum level of food security and socio-economic stability in rural areas. Agriculture in Western Balkan countries is often more important for the overall economy, rural employment and ensuring the livelihood of rural population than in less developed EU regions. The problem today is depopulation for several rural areas because of lack of employment and good living conditions in rural area, this is the case specially for young rural population. As shown with the PDO/PGI products in the EU, there is a link between the products of PDO and PGI and Less Favoured Areas (LFAs), agricultural disadvantaged regions. The LFAs have maintained small-scale farming structures, engaged in more traditional farming methods, these areas are better placed to exploit niche markets which depend upon quality and sometimes rarity value. Labelling their products with PDO/PGI the producers from LFAs get a chance to differentiate their products and valorise them against more intensively grown or reared products. In the Western Balkans because of the political and economical crises that have occurred, the majority of the agricultural areas could be classified as Less Favoured Areas.

6. Conclusion/ Discussion

The Protected Areas are used for different purposes, as protecting the nature, education and tourism. Today there is demand from consumers for a different way of food than the industrialized production. With the wish and demand for food with value from the people, Protected Areas could use agriculture as a tool for the development of the park in the purpose of promotional material, but also as education of culture and a source of income for the rural population and the park. One way to do this could be by introducing local products in the local rural agriculture sector that surrounds the parks.

There are many dimensions and benefits from local products used in the local habitat. They can contribute to the environmental benefits in the park areas by keeping the biodiversity and the natural ambient through sustainable agricultural practice as integrated and organic. Local products promote the authenticity of the park and the parks social-cultural elements, which gives a positive promotion of the park. Local products have a collective dimension that makes them a part of local culture. It is showing the familiarity and the awareness of the area and at the same time the park is protecting the culture and knowledge of the area in question, which before have been shaped by local inhabitants that have managed the area through agriculture.

Financing Protected Areas in different countries is combining different sources of findings and the use of different sources is significant combination for sustainability of the park. The local products can contribute to this with the promotional attribute they have for the park. When the product is packed and promoted with a label it gives a new meaning. An label can stand for protecting the environment, the tradition of the park, not only showing that it exists showing that the park takes care of the product, that it knows its territory, it knows the people that live there and work for sustainability. This is also possible, as the local products in this purpose would be used in a short food chain, between the producer, the park and the consumer, staying until the buying of the product only in the local community.

It was not possible to finally identify specific products from the parks of Western

Balkan. The tradition and knowledge in the countries rural area where the parks are situated are not yet familiar with the concept of local products as in Italy. Because of this, the N.A.P. project could work as a tool for collaboration in this subject and promotion of local products in the Western Balkan countries Protected Areas.

Another limit is that the parks do not keep records of “useful” information for this investigation. The question of tourist visiting the park showed that they did not keep record of the entire tourist figure. This is especially in the Western Balkans, where also they did not have necessary legal frameworks that support economical and agricultural activities.

For further research more investigation could be made to identify the strengths of the parks in terms of the cultural heritage in the areas, where it doesn't have to be agricultural products finally that is associated with the specific site, handcraft and other traditions could be utilized also.

7. Reference list

Agriculture and Rural Development, European Commission, *Quality products catch the eye: PDO, PGI and TSG*, [online], Available at the Internet
<URL:http://ec.europa.eu/agriculture/foodqual/quali1_en.htm>

Amilien, V., Holt, G., Montagne, K., Techoueyres. I. (2007), Local food in Europe: ESF exploratory workshop. *Anthropology of Food*, From local food to localised food.

Avidbegovic, M., Srndovic, R. (2006), Zakonska regulative o zasticenim podrucjima u Bosni i Hercegovini, *Scientific conference: Management of forest ecosystems in national parks and other Protected Areas*, p: 533 - 559

Barrow, E., Fabricius, C. (2002), Do rural people really benefit from Protected Areas – rhetoric or reality? *Parks, Protected Areas programme*, vol. 12, no. 2: p.67-79

Berard, L., Marchenay, P. (2007), Localized products in France: definition, protection and value adding. *Anthropology of Food*, From local food to localised food.

Berry, B. (2006), Agri-Food, Past, Present & Future Report Italy, *Agriculture and Agri-Food*, Canada.

Biasetti, D. (2005), Italy, exporter Guide Annual. USDA Foreign Agricultural Service, *GAIN Report*.

Boese, C., Erjavec, E., Rednak, M. (2005), Strategic Study – Support to the Agricultural Sector in the Western Balkans. *Framework Letter of Contract* no 2004/95976 – version 1.

Bricelj, M., Orhini, T., ADRIATIC - IONIAN INITIATIVE Sustainable Development of the Adriatic and Ionian Seas region – environmental aspects

Brunori, G. (2006), Post rural processes in wealthy rural areas: hybrid networks and symbolic capital. *Research in Rural Sociology and Development*, vol. 12, p.125-152

Brunori, G. (2007), Local food and alternative food networks: a communication perspective. *Anthropology of Food*, From local food to localised food.

Chape, S., Blyth, S., Fish, L., Fox, P., Spalding, M. (2003), *United Nations - List of Protected Areas*, IUCN and UNEP, p. 49

CIO INTERREG IIIA (2003), Cross-border Italy-Eastern Adriatic Countries 2000-2006, *MID-TERM EVALUATION*

Commission of the European Communities, (2001), Biodiversity action plan for

agriculture, FROM THE COMMISSION TO THE COUNCIL AND THE EUROPEAN PARLIAMENT, Brussels, 162 final Vol. III, CMO, 52 pp

Commission of the European Communities, (2003), Paving the way for a New Neighbourhood Instrument, *COMMUNICATION FROM THE COMMISSION*, COM(2003) 393 final, p 14

Consortium of the regional park of the delta of the Po, Report of deliberation of the assembly of the consortium, Deliberation N. 31, Sitting of the 24/11/04

Convention on Biological Diversity, National Information, Country Profile, [online], Last modified: 14/04/2008. Available at the Internet <URL: <http://www.cbd.int/countries/>>

Country Reports on Economic Policy and Trade Practices ITALY (2001), Released by the Bureau of Economic and Business Affairs, U.S. Department of State,

DELTA 2000a, Adriatic New Neighbourhood Programme, INTERREG/CARD-PHARE, Cross border cooperation in tourism and culture. *Project NAP – Network of Adriatic Parks*.

DELTA 2000 b(2005), Adriatic New Neighbourhood Programme, *Grant Application Form*.

Ecoagriculturepartners, *FAQs*, [online], Available at the Internet <URL:<http://www.ecoagriculture.org/page.php?id=24&name=FAQs>>

Ecoagriculture Partners, Home page, [online], Last modified: 14/04/2008. Available at the Internet <URL:<http://www.ecoagriculturepartners.org/other/home.htm>>

Emerton, L., Bishop, J. and Thomas, L. (2006) Sustainable Financing of Protected Areas: A global review of challenges and options. *IUCN*, Gland, Switzerland and Cambridge, UK. p.109

European Commission (2007), European Policy for Quality Agricultural Products. *Fact Sheet*.

European Environment Agency (2003), Europe's environment: the third assessment, *Environmental assessment report*, No10, EEA, Copenhagen, 334 pp

Getaway to the European Union, Nature and Biodiversity, *Natura 2000 network*, [online], Last updated: 06/11/2007. Available at the Internet <URL:http://ec.europa.eu/environment/nature/natura2000/index_en.ht>

Holt, G., Amilien, V. a (2007), Introduction: from local food to localised food. *Anthropology of Food*, From local food to localised food.

Holt, G., Amilien, V. b (2007), Conclusion: from local food to localised food.

Anthropology of Food, From local food to localised food.

INTERREG IIIC, *Cooperation area*, [online], Last modified: 14/04/2008.
Available at the Internet <URL:
<http://www.interreg3c.net/sixcms/detail.php?id=308>>

IUCN, (1994), Guidelines for Protected Area Management Categories. *CNPPA with the assistance of WCMC*. IUCN, Gland, Switzerland and Cambridge, UK. 261pp.

IUCN – World Commission on Protected Areas, [online], Last updated: 07/04/2008. Available at the Internet
<URL:<http://cms.iucn.org/about/union/commissions/wcpa/index.cfm>>

Jadranska euro-regija – Adriatic Euroregions ABOUT THE ADRIATIC EUROREGION, [online], Last modified: 14/04/2008. Available at the Internet
<URL:<http://www.adriaticeuroregion.org/en/index.aspx?kid=22>>

Leguen de Lacroix, E., European Commission Directorate-General for Agriculture, (2003) Agriculture and the environment, *European Commission*, Brussels, 12pp

Leguen de Lacroix, E., European Commission Directorate-General for Agriculture, (2004), The common agricultural policy explained, European Communities, 33 pp

McNeely, J.A., Scherr, S.J. (2003) *Ecoagriculture: Strategies to Feed the World and Save Wild Biodiversity*, Island Press; p 196

Mitchell, N., Slaiby, B., Benedict, M. (2002), Local community leadership: building partnerships for conservation in North America. *Parks, Protected Areas programme*, vol. 12, no. 2: p.55-65

Mulongoy, K.J., Chape, S. (2004), Protected Areas and biodiversity, an overview of key issues. *UNEP-WCMC Biodiversity Series*, no 21: p. 16-19

Parrott, N., Wilson, N., Murdoch, J. (2002), SPATIALIZING QUALITY: REGIONAL PROTECTION AND THE ALTERNATIVE GEOGRAPHY OF FOOD. *European Urban and Regional Studies*, vol. 9, no. 3, p. 241–261

Redford, K.H., Fearn, E. (2007), Protected Areas and Human Livelihoods, Wildlife Conservation Society, *Working paper*, no 32

Sheppard, D. (2004), Editorial. *Parks, Protected Areas programme*, vol. 14, no. 2: p.1-5

Slow Food Foundation for Biodiversity (2006), Social Report. *Slow Food*, Staperia Ramolfo, Carru, Italy.

Stremmenos, C. The Adriatic-Ionian Initiative , University of Bologna

UniAdrion, Virtual University of the Adriatic-Ionian Basin

Synge, H. (2000), Protected Areas, benefits beyond boundaries, WCPA in action. *IUCN*, Rue Mauverney 28, CH-1196 Gland, Switzerland, p 19

The European Commission's Delegation, *New Neighbourhood Instrument*, [online], Last updated: June, 2007. Available at the Internet <URL: http://www.delrus.ec.europa.eu/en/p_522.htm>

The International Ecotourism Society (2007), Oslo Statement on Ecotourism, *Global ecotourism conference*. Noeway, p. 8

Tregear, A., Arfini, F., Belletti, G., Marescotti, A. (2007), Regional foods and rural development: The role of product qualification. *Journal of Rural Studies*, no. 23, p. 12-22

United Nations Environment Programme/GRID-Arendal, Maps and Graphics, Ratio of protected areas in Balkans, [online], Available at the Internet<URL: <http://maps.grida.no/go/graphic/ratio-of-protected-areas-in-the-balkans>>

World Database on Protected Areas (WDPA), *Growth in Nationally designated Protected Areas (1872-2006)*, UNEP-World Conservation Monitoring Centre (UNEP-WCMC) and the IUCN World Commission on Protected Areas, [online], 31st January 2007. Available at the Internet <URL: http://www.unep-wcmc.org/wdpa/PA_growth_chart_2007.gif>

Personal communication

Francesca Ravalli, (2008), Personal communication, Contac in Parco delta del Po, C.so Mazzini,200, Comacchio, Italy

Matteo Vittuari, (2008), Personal communication. Doctorate. Dipartment DEIAGRA, Viale G. Fanin 50, Bologna, Italy.

Milos Ivanovic, (2007), Personal communication, Contac in Ovcara banja, Cacak, Serbia

Nataša Pjević, (2007), Personal communication, Contact in Nacionalni park Kozara Vuka Karadžića 43, Prijedor, Bosnia and Herzegovina.

Zeljka Prskalo, (2007), Personal communication, Contac in Hutovo Blato Nature Park Travel Agency, Capljina, Bosnia and Herzegovina

8. Appendix

Questionnaire

I. Park information

01. Your occupation in the Park:

02. Name of the Park:

03. How many employees are there in the Park?

04. What is the size of the Park area?

05. How many are the residents in the Park area?

06. To how many municipalities does the Park belong?

07. Please describe the following characteristics of the Park area;

a) morphology

b) ecosystem

08. How many tourists have visited the Park during these years?

2002: 2003: 2004: 2005: 2006:

09. Could you indicate the share of foreign tourist (on the total number of tourists) visiting the Park during

these years? *(If the exact number is unknown please provide an approximation)*

2002: 2003: 2004: 2005: 2006:

10. With which of the following does the Park have any cooperation with *(check all the correct answers)*:

Union organisation (e.g farmers union)

Local NGOs

National and international NGOs

Executive agencies (e.g. public sector research)

Private sector

Financial initiative

Bilateral projects

International research organisation

National donors

International donors

II. Legislation

11. In the legal framework of the Park does it contain specific articles on:

a) Agricultural practice within the Park area?

b) Economic activity within the Park area?

12. Do you have any involvement on the regulation making?

III. Rural area

13. Approximately, how far from the Park are the closest villages? (*choose from the measure to describe*)

0 - 2,5 km 2,5 - 10 km more than 10 km

14. Does the Park offer accommodation in the Park for tourists?

15. Does the Park offer or has cooperation with accommodation in the villages, for tourist visiting the Park?

22. How would you define a typical product?

23. If you consider any product/s typical for this region, please write them down?

fresh

processed

18. Which products are grown and produced in the area? (*check all the correct answers*)

Animal products: Plant products:

Milk Fruits

Cheese Vegetables

Other milk products Cereals

Meat Olive oil

Fish Wine

Eggs

Honey

Please write down all other products you can think of:

19. Which are the main animal breeds?

20. Which are the main fresh products grown?

21. Which are the main processed products produced?

IV. Agriculture in the Park (production and distribution)

16. Is there any agriculture practice in the Park?

17. What is the size of arable land in the Park?

yes no

24. Which products are commercially distributed?

25. Of the products produced, how are they commercially distributed? (*check all the correct answers*)

Through a wholesaler

Directly to processing company

Directly to the supermarkets

In the local farmers market

They are not sold

Other

26. Is there any farmer association in this areas? (*check all the correct answers*)

yes, in the park yes, in the village no

27. Does any producer practice organic or integrated production?

yes, certified yes, but not certified no

28. Does any product/s produced in the Park or surrounding area has a quality label or is certified?

yes no If yes which?

Comments:

Note: If you are compiling this electronically, when you are finished, please press the submit button below and follow the instructions. The compiled questionnaire will be saved on your computer, so you will be able to send it by email, as an attachment.

Could you please indicate a person that could be contacted for further information?

Name and Surname:

Telephone:

Email:

Thank you for your time.