



The role of Italian “Terroir Products” in confronting emerging crises - The Covid-19 crisis as a model –

IMAD CHERMAT* (1)

Chermat.imad@gmail.com

Setif1 University, (Algeria)

AICHA KHELOUFI (2)

sachawifi@gmail.com

Setif1 University, (Algeria)

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Abstract

This study aims to know the role of Italian «Terroir products» in confronting various emerging crises such as the Covid-19 crisis, as the purpose of this study is to identify the strategy followed by the actors in overcoming this health crisis that struck the economies of the major countries of the world, and this is from During an analytical study of the reality of Italian «Terroir products» during the epidemic period.

The study concluded that despite the closure policy that the world experienced during the Covid-19 crisis, however, Italian «Terroir products» have gained popularity among consumers inside and outside Italy, through the significant increase in the value of exports.

Keywords. Terroir products. Geographical indication; Covid-19; Crisis; Italy;

* Corresponding author: Imad CHERMAT , Email : chermat.imad@gmail.com

1. INTRODUCTION

The search for regional development strategies based on enhancing local resources requires tools to identify and value these products and evaluate their potential in terms of creating economic value, as well as in terms of preserving them and enhancing their cultural and environmental heritage. «Terroir products» are high-quality products linked to their geographical origin, and differ from similar products through their local identity due to their connection to their region.

Therefore, it has become necessary to adopt a system for labeling these products with qualitative indicators through distinguishing marks of quality. These marks - the place of labeling - are: the geographical indication (IG) and the appellation of origin (AO) as the two most important marks granted at the international level to «Terroir products». In addition to other marks such as Traditional Specialization Guaranteed (TSG), Biological Agriculture (BIO) ...

2.1 Research Problem

In light of the changes that have occurred in the agriculture and agri-food sector, such as climate change, the impact of geopolitical crises, and health crises such as the **Covid-19 pandemic**; The issue and promotion of **Terroir products** has become important, and the public and private sectors are increasingly obliged to promote these products on the basis of their regional specificities and local knowledge, and to push the value of exports to positive levels.

From this introduction, the following question is addressed:

What is the role of the Italian «Terroir Products» in facing the Covid-19 crisis?

Including the following subproblems:

- What is the reality of Italian « Terroir Products »?
- What strategies has Italy put in place to confront the changes that have occurred in the recent period?
- How has the Covid-19 crisis affected Italian « Terroir Products » exports?

2.2 Research hypotheses

In order to answer the main problem, and as a preliminary answer to the sub-questions, the study adopted the formulation of the following hypotheses:

- First hypothesis: The Italian “Terroir Products” contributes to confronting emerging and urgent changes.

- Second hypothesis : Italian “Terroir Products” exports declined due to the Covid crisis and the closure of trade.

- Third hypothesis: Italian “Terroir Products” is considered an alternative strategy to confront new crises.

2.3 Research importance

The importance of the research is evident in highlighting the “Terroir Products” branding system as a modern economic concept through which several economic strategies can be adopted that will address various crises, whether geopolitical, economic, or even health.

This is through learning about the Italian “Terroir Products” and how it has overcome the Covid-19 crisis, which requires academic treatment of such new field developments in international trade.

2.4 Research Methodology

For the purpose of becoming familiar with aspects of research, answering the problem, and testing the validity of hypotheses, and given the nature of the topic, We relied on the descriptive and analytical approach, by collecting information and statistics related to international trade in Italian regional products “Terroir Products” and studying and analyzing various theoretical concepts related to the subject.

We were also keen to obtain data from various international sources, such as the World Intellectual Property Organization (WIPO) and others, in addition to institutions and actors in Italy, such as the Italian Ministry of Agriculture website.

3. Theoretical background of regional products « Terroir products »

The labeling system for «Terroir products» is based on distinctive distinguishing marks of quality, and the most prominent of these distinguishing marks are geographical indications and appellations of origin. Special provisions for trade in products bearing geographical indications or appellations of origin have also been included - long ago - in bilateral international trade agreements. Regional and multilateral.

3.1 Definition of « Terroir products »

The term «Terroir products» also has not been agreed upon on a unified translation or nomenclature at the global level, as it varies depending on the context in which it is mentioned. For example, in the Anglo-Saxons it is limited to calling it “Local products”, that is, local products. In 2001, the Italian Ministry of Agricultural

Policy and Forestry called them "Prodotti Agroalimentari Tradizionali," meaning traditional food products. The Food and Agriculture Organization of the United Nations (FAO) also describes these products as "quality products linked to origin or origin." Based on the approved translation of the term "origin-linked products." In Morocco, they are called "area or earth products." In Algeria, the Ministry of Agriculture and Rural Development has translated them as "local products," and usually links them to local agricultural products or of agricultural origin.

In our study, the term «Terroir products» was used, based on the translation of Terroir.

"Terroir products" are essentially the result of an encounter between nature and culture, the result of the exchange and harmony between human activity and the natural resources that surround the production process. It is considered a heritage resulting from a combination of tangible (natural) resources and intangible resources (human knowledge and culture). Regional products "today represent a prototype of postmodern products that play the role of nostalgia, authenticity and attachment to a particular tribe." (CHERIET, 2018)

The link between the product and its geographical area also provides a specific quality such that this product cannot be reproduced in another natural environment, due to the difference in climate, soil nature and physical and biological characteristics of this area. (FAO, 2009).

3.2 Advantages of labeling regional products "Terroir products"

Regional product labeling ensures that the product benefiting from this label has specific characteristics related to its geographical origin. Accordingly; Labeling regional products brings many advantages; Among them:

- **For producers:** Original quality marks allow the product to be sold at a higher price than the price of a standard or typical product. This superior market value and commercial success of the product can protect producers from all counterfeiting and fraud within or outside the production area (ABDELAOUI, 2016), and therefore authentic quality labels allow the creation of geographical indications for protected products to maintain the price differential compared to unspecified products. Its origin.
- **Preventing rural-urban migration:** The process of labeling regional products stimulates the creation of production areas within their "Terroir" and reduces rural migration, which encourages economic development in rural areas.

- Quality and origin labels are a way or tools for small producers to access markets by competing on quality, so that simple food producers can become exporters of major food and artisanal products. (ABDELAOUI , 2016).
- **Regarding production:** It not only increases the income of producers, but also provides job opportunities for many people, thus helping in the fight against poverty.
- **Encouraging tourism:** «Terroir products» work to increase the attractiveness of areas by attracting tourists.

It should be noted that the benefits of marketing Terroir products go beyond the simple economic advantage; there is also a social and environmental benefit including the protection of landscapes and natural resources, as well as the preservation of valuable knowledge, culture, heritage and traditions.

3.3 Labeling marks for Terroir products

The "Terroir products" labeling system can include many labels, including the following:

3.3.1 Geographical indications

There are many "Terroir products" that carry the geographical indication. Who among us does not know the Swiss "Gruyère" cheese, the French "Camembert de Normandie" cheese, the Italian "Mozzarella", the Moroccan "Argan Oil", and the Algerian "Deglet Nour" dates. And even Indian "Basmati" rice, and other internationally known «Terroir products», whose name is directly linked to the geographical region or geographical origin that distinguishes them from other products.

Article 22 of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) (which is one of the most prominent agreements that gave geographical indications more attention than in other systems such as the Lisbon System, the Madrid Agreement, or even the Paris Agreement) defined a geographical indication as: « indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. » (The World Trade Organization, 2022)

The geographical indication name may cover a larger area than the actual production area. For example, a geographical indication product can be associated with the name of a country, even if the production area covers only part of it. Example: The label "Coffee from Colombia" contains the name of the country, but corresponds to

different production areas (Terroirs) within the national territory. When choosing an IG name, it is recommended to carefully consider the reputation associated with it. (BOURAS, 2015)

3.3.2 Designation of origin

The concept of appellations of origin has been built gradually, since the beginning of the twentieth century, where it originally appeared historically to combat fraud and counterfeiting. A French decree was issued in 1935 relating to the defense of the wine market, according to which the “Appellation of controlled origin” mark was created, which applies to wines and spirits, and the organization responsible for defining, protecting and monitoring them. The field was then opened for all agricultural products. and food in 1990. (CHERIET , 2018)

Later, the French policy of valorization of agricultural products inspired the development of European regulations, and the European Commission approved and awarded products bearing the quality mark and the ACO label “Protected designation of origin” established in 1992, which is considered the European equivalent of the “Protected designation of origin” label. ACO », for products other than wine, and expanded to wine in 2009. (HADJOU, 2014).

According to the Lisbon Convention for the Protection of Appellations of Origin and Their International Registrations, adopted in 1958, an appellation of origin is « the geographical designation of a country, area or local area used to designate a product of its origin and whose quality or characteristics are due exclusively or primarily to the geographical environment, including factors natural and human factors. »

An example of appellations of origin is «**Camembert de Normandie**»: legend credits «Marie Harel» with developing the cheese that became the most famous French cheese, in the small village of **Camembert** in **Orne**, during the French Revolution. Made from raw, partially skimmed milk. « Camembert de Normandie » is a soft cheese with a flowery, white rind that is sometimes tinged with red.

3.3.3 Traditional Guaranteed specialization

Traditional Guaranteed Specialization (TSG) are product names registered and protected across the European Union to protect traditional methods of production and recipes.

The TSG was created in 1993, in order to protect a way of traditional knowledge without a connection to a geographical area (Bérard & Marchenay, 2007). In fact, the

TSG is intended for products that do not have a specific production area, meaning that it does not indicate a geographical origin but is intended to protect traditional recipes, local knowledge and traditional practices.

The peculiarity of the TSG lies in particular in the fact that it is defined by two distinct but very related elements: specificity and traditional aspect;

- **Specificity:** such as distinctive production characteristics that allow the product to be clearly distinguished from other similar products in the same category.

- **The traditional aspect:** It has been proven that use in the local market for a period allows transmission between generations; This period must not be less than 30 years.

The TSG defines the traditional configuration or style of production, without linking its development to a geographical area, which allows it to be clearly distinguished from PDO and PGI.

For example: **Napoletana pizza** is the name of a traditional culinary specialty of the Italian city of **Naples**, specifically the **Scampia** region. Napoletana pizza consists of only two different types: Napoletana Marina pizza and Napoletana Margherita pizza. Since 14 February 2008, the name Pizza Napoletana has been protected at the European level through the Traditional Guaranteed Specialization label (TSG). (Fondazione Qualivita, 2023)

3.3.4 Organic Agriculture

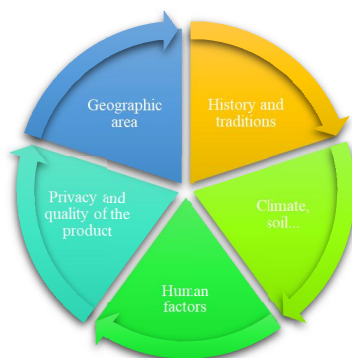
It is a label for quality in organic agriculture. This label originated in Germany at the beginning of the twentieth century with the biodynamic theories of Rudolf Steiner. It developed in the 1920s and appeared in France in the 1950s and 1960s. (Blanchemanche & Bonnet, 2003).

Organic agriculture has been defined since the 1920s, has been organized worldwide since 1972 (International Federation of Organic Farming Movements - IFOAM) and has been recognized since 1999 in the Codex Alimentarius. It is a joint program between the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization.

According to the IFOAM definition « Organic agriculture is a production system that maintains the health of soil, ecosystems and people, and is based on ecological processes, biodiversity and stages that adapt to local conditions, rather than using inputs with harmful effects. Organic agriculture combines tradition, innovation and

science for the benefit of common environment ». (IFOAM - Organics International, 2008). Organic agriculture is a specific type of agricultural production, and it ensures that a set of agricultural practices respect the environmental balance and the autonomy of farmers, (Bérard L. , 2005) and aims to preserve the soil, natural resources and the environment to sustain farmers.

Fig.1.Common elements between different quality labels



Source: Elaborated by the searchers.

4. «Terroir Products» in European Union countries

As of 30.11.2023 there are a total of 3,151 PDO PGI TSG products in EU countries, of which 1,531 agri-food and 1,620 wine-related. Added to these are another 222 PDO PGI STG productions registered in non-EU countries.

The following table shows a set of figures for the distribution of «Terroir products» in European Union countries.

In Europe, agri-food products are divided into 657 PDOs, 813 PGIs and 61 TSGs, while wines are divided into 1,178 PDOs and 442 PGIs.

There are many new names registered during the first 11 months of 2023, with a total of 72 new products in 15 European countries : France (+15), Spain, Portugal and Sweden (+8), Italy and Croatia (+7), Bulgaria (+4) , Romania (+3), Germany, Hungary, Poland, the Netherlands, Ireland (+2), Austria and Finland (+1), in addition to the registration of 10 other products in countries outside the European Union , Turkey (+7), the United Kingdom and India (+1) and the first product registered in Iceland (+1).

With 853 products, Italy is the country with the largest number of PDO PGI TSG supply chains in the world, a record that puts it ahead of France (713), Spain (357), Greece (262), Portugal (193) and Germany (142).

Table.1 DOP IGP TSG products by EU country

country	FOOD				WINE			TOTAL		
	DOP	IGP	TSG	TOTAL	DOP	IGP	TOTAL	DOP	IGP	TSG
Italy	174	148	4	326	409	118	527			853
France	112	158	2	272	365	76	441			713
Spain	109	102	2	213	101	43	144			357
Greece	79	36	0	115	33	114	147			262
Portugal	67	81	2	150	30	13	43			193
Germany	12	84	0	96	19	27	46			142
Hungary	9	24	2	35	33	5	38			73
Bulgaria	3	2	7	12	52	2	54			66
Croatia	20	26	0	46	18	0	18			64
Romania	1	11	1	13	33	12	45			58
Czech Republic	6	24	5	35	11	2	13			48
Austria	11	6	3	20	25	3	28			48
Poland	10	25	11	46	0	0	0			46
Slovenia	11	13	4	28	14	3	17			45
Netherlands	6	5	4	15	9	12	21			36
Slovakia	3	12	7	22	8	1	9			31
Belgium	4	12	2	18	8	2	10			28
Cyprus	2	8	0	10	7	4	11			21
Sweden	9	9	1	19	0	0	0			19
Denmark	0	8	0	8	1	4	5			13
Finland	5	4	3	12	0	0	0			12
Lithuania	1	7	2	10	0	0	0			10
Ireland	4	6	0	10	0	0	0			10
Latvia	1	3	3	7	0	0	0			7
Luxembourg	2	0	0	2	1	0	1			3
Malta	0	0	0	0	2	1	3			3
Estonia	0	1	0	1	0	0	0			1
Europe	657	813	61	1.531	1.178	442	1.620			3.151

Source : eambrosia database, Data as of 30.11.2023

5. Reality of Italian «Terroir Products»

During 2023; Italy registered 7 new products: 2 PDOs and 5 PGIs.

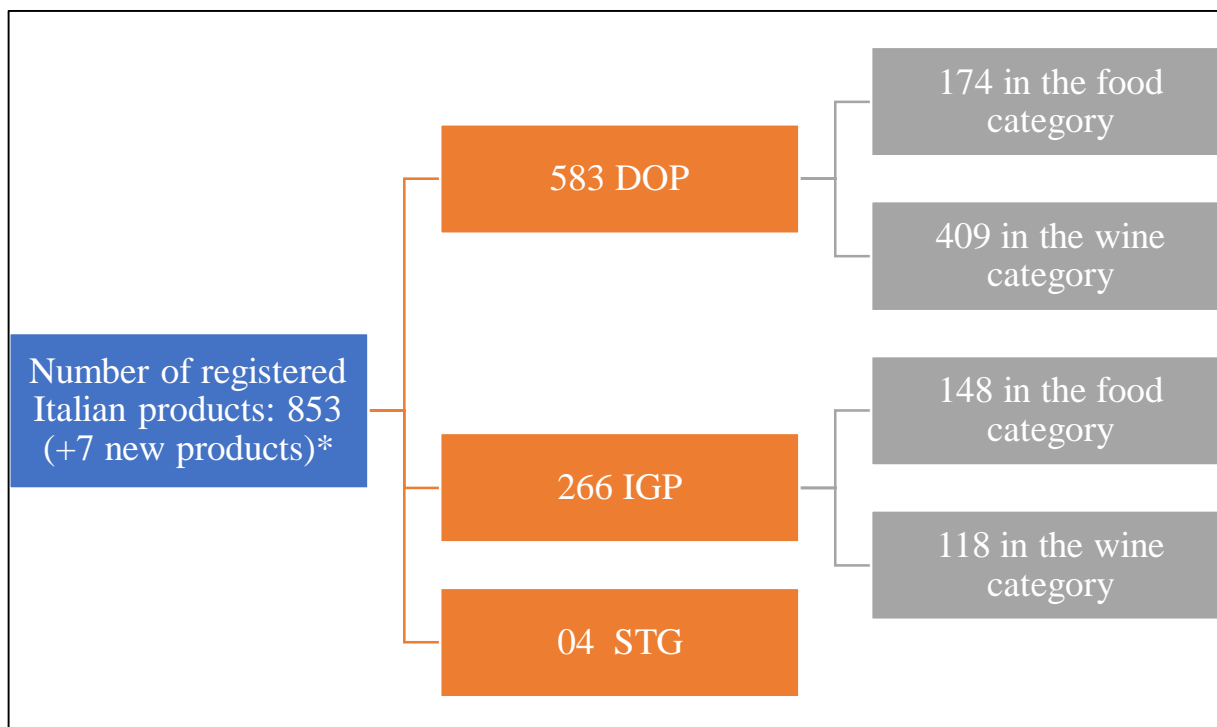
For agri-food, Italy boasts 326 products and the 6 new registrations for 2023 are:

- ♦ Campania **PGI** Oil and Ciliegia di Bracigliano **PGI (Campania)** ;
- ♦ Cedro di Santa Maria del Cedro **PDO (Calabria)** ;
- ♦ Sebasdas di Sardegna **PGI (Sardinia)** ;
- ♦ The Cherry of Lari **PGI (Tuscany)** ;
- ♦ The Green Asparagus of Canino **PGI (Lazio)**.
- ♦ For the wine sector: there are 527 denominations, considering the denomination authorized at national level for transitional labeling (pursuant to Art. 72 of Reg.

607/2009) Pignoletto **DOP** (Emilia-Romagna) and the cancellation at Italian level of the Denomination Valtènesi **DOP** (Lombardy), while the new registration for 2023 is Canelli **DOP** (Piedmont). (RAPPORTO ISMEA - QUALIVITA, 2023)

5.1 DOP IGP TSG products by Italian region

Fig.2 Common elements between different quality labels



Source: Elaborated by the searchers.

The following table shows the location of these products according to Italian regions:

Table.2 DOP IGP TSG products by by Italian region

Region	Food			wine			TOTAL
	DOP	IGP	TOTAL	DOP	IGP	TOTAL	
Toscana	16	16	32	52	6	58	90
Veneto	18	18	36	43	10	53	89
Piemonte	14	10	24	60	0	60	84
Lombardia	20	14	34	26	15	41	75
Emilia-Romagna	19	25	44	21	9	30	74
Sicilia	20	16	36	24	7	31	67
Lazio	16	14	30	30	6	36	66
Puglia	13	9	22	32	6	38	60
Campania	15	14	29	19	10	29	58
Sardegna	6	3	9	18	15	33	42

Source : eambrosia database, Data as of 30.11.2023

The regional impacts of the protected classification of PGI indigenous supply chains in 2022 show value growth for 18 out of 20 regions for the second year in a row,

and the four regions in the North-East represent 55% of the national PGI value of 11.1€ billion (+5.7%), Although the highest relative growth was recorded in the North-West, which for the first time exceeded the threshold of 4€billion (+12.1%).

In general; 84 out of 107 Italian provinces have a higher Dop economy value in 2022 than in 2021, and 40 of these provinces recorded double-digit growth.

Observing this effect resulting from the protected classification of the indigenous economy in Italian territories is a particularly symbolic process: it does not mean simply calculating the economic return of the production sector, but above all measuring the value that “belongs” to those territories, as a result of non-distributable supply chains, and expressing About collective heritage and a range of environmental, historical and cultural factors.

5.2 Economic value «Terroir Products» Italian DOP IGP STG

Facing a complex macroeconomic scenario strongly affected by various difficulties affecting production chains at multiple levels, in 2022, the Dop economy still shows a positive picture, managing to reach some record values. Taking into account that the growth of economic data is largely determined by inflationary pressure, also the Italian Dop economy highlights very strong results, which can be attributed to the valuable work of a structured system that includes throughout the Italian territory 195,407 operators and 296 protection associations that have licensed Its Ministry of Agriculture, Food Sovereignty and Forestry.

Table.3 DOP IGP TSG products by by Italian region

Products registered as of 11.30.2023

Categories	PRODUCTS PDO PGI STG	PRODUCTION VALUE (millions of euros)				CONSUMER VALUE (millions of euros)			
		2021	2022	2022%	Var 22/21	2021	2022	2022%	Var 22/21
Cheeses	56	4.685	5.227	59.1%	+11.6%	8.028	8.641	49.8%	+7.6%
Meat products	43	2.113	2.271	25.7%	+7.5%	5.352	5.615	32.4%	+4.9%
Fruit, vegetables and cereals	125	338	391	4.4%	+0.7%	979	1.122	6.5%	+14.5%
Balsamic vinegars	3	407	387	4.4%	-5.0%	1026	977	5.6%	-4.9%
Pasta	6	246	268	3.0%	+9.2%	343	388	2.2%	+13.2%
Fresh meats	6	99	103	1.2%	+5.0%	227	242	1.4%	+6.8%
Bakery and confectionery	18	100	105	1.2%	+5.1%	182	202	1.2%	10.9%
Olive oils	50	88	85	1.0%	-4.0%	150	142	0.8%	-5.7%
Other categories	21	12	15	0.2%	+23.6%	20	25	0.1%	+24.4%

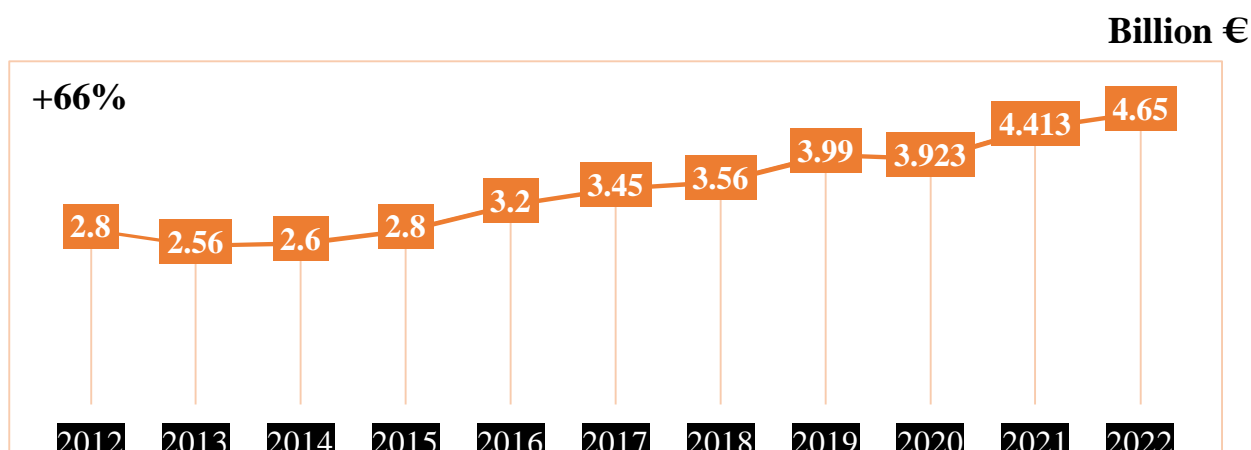
Source: Elaborated by the searchers based on ISMEA – QUALIVITA data

The total value of PDO PGI-certified agri-food and wine production in 2022 exceeds the 20€billion threshold (20.2€billion) for the first time by +6.4% year-on-year and guarantees a 20% contribution to total sales of the national agri-food sector. The agri-food sector PDO PGI amounts to 8.85€billion (+8.8%), while the wine sector amounts to 11.3€billion (+4.6%).

5.3 Exports of Italian «Terroir Products»

On the export side, the value of the PGIs for agri-food and wine reached €1.6 billion in 2022, representing 19% of Italian agri-food exports, as a result of the growth of both sectors: food at €4.65 billion and +5.8% year-on-year. And wine, worth 6.97 billion euros, with an estimated growth of +10.0%.

Fig.3 Development of «Terroir Products» Italian exports



Source: Elaborated by the searchers based on ISMEA – QUALIVITA data

Italian food export destinations for «Terroir Products» diversified between countries inside and outside the European Union, recording 4.65 billion euros.

The largest share was for European Union countries (excluding the United Kingdom), at 58%, with a value of 2.717 billion euros, and the remaining percentage (42%) went to countries outside the European Union, including the United Kingdom, and the value of exports reached 1.934 billion euros. As shown in the following table:

Table.4 Geographic distribution of «Terroir Products» Italian exports

58% EU		42% EXTRA-EU	
2,717 billion €(+2.8%)		1,934 billion €(+10.3%)	
Germany	762 (-3.2%)	USA	859 (+3,5%)
France	196 (-3.7%)	GREAT BRITAIN	112 (+2,6%)
Spain	88 (+1.1%)	CANADA	52 (+10,6%)
Nederland	674 (+12.8%)	Switzerland	201(-4,1%)
Belgium	111(+1.8%)	Australia	72 (+11,4%)

Source: Elaborated by the searchers based on ISMEA – QUALIVITA data

On the export level, according to what data in Table 4 showed, the food sector for « Terroir Products » reached 4.65 billion euros in 2022 for the first time, with a growth of +66% over 10 years, with a positive trend. This is thanks to the recovery of Extra-EU and with the United States of America, Germany and France confirmed as the main destination countries.

The data in Table 5 shows the top 10 «Terroir Products» in terms of export value, where Parmigiano Reggiano DOP cheese ranked first as the highest product achieving a production quantity of about 161.520 tons in the year 2022, achieving a value of 1,720 million euros. The leading Italian « Terroir Products » ranged from the cheese and pasta category to Aceto Balsamico di Modena IGP vinegar, which came in fifth place.

Table.5 DOP IGP TSG food - export value

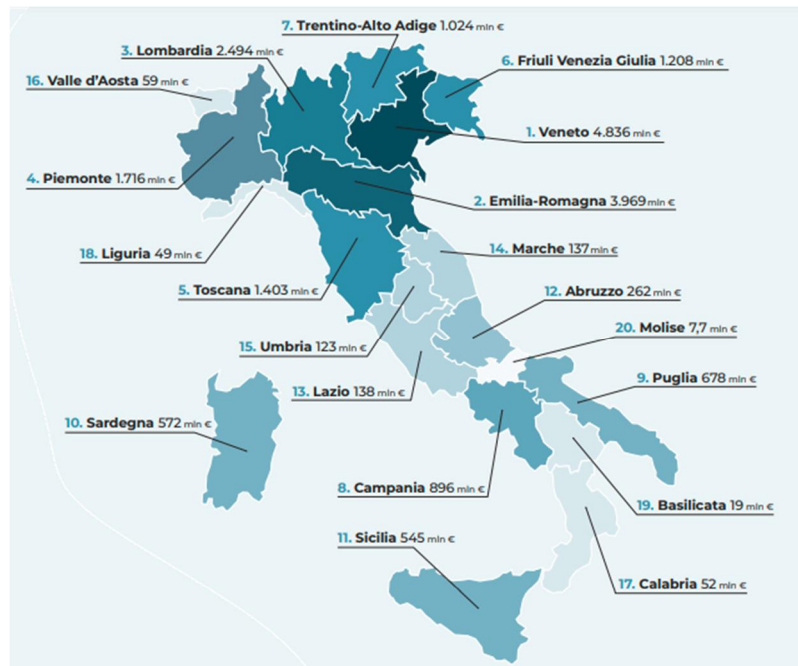
Categories	EXPORT QUOTA	VALUE AT EXPORT (millions of euros)			
	Quantity%	2021	2022	2022%	Var 22/21
Cheeses	41%	2.383	2.657	57.1%	+11.5%
Balsamic vinegars	92%	934	887	19.1%	-5.0%
Meat products	18%	621	635	13.6%	+2.2%
Pasta	66%	202	206	4.4%	+1.8%
Fruit, vegetables and cereals	26%	150	162	3.5%	+8.2%
Olive oils	40%	63	62	1.3%	-0.3%
Bakery and confectionery	8%	29	26	0.6%	-10.9%
Fresh meats	10%	12	13	0.3%	+8.0%
Other categories	4%	2.5	3.2	0.1%	+25.5%
TOTAL	-	4.396	4.651	100%	+5.8%

Source: Elaborated by the searchers based on ISMEA – QUALIVITA data

5.4 Regional influence of « Terroir Products » in Italy

The analysis of the territorial economic impact of the PDO PGI sector in 2022 shows, for the second consecutive year, a growth in value for 18 out of 20 regions. The four regions of the North-East represent 55% of the national value of PDO PGIs, with a growth of +5.7% and an overall impact of 11.1 billion euros, with **Veneto** and **Emilia-Romagna** confirming themselves as the top regions overall in terms of economic value.

Fig.4 Territorial impacts in Italy



Source : Repport (RAPPORTO ISMEA - QUALIVITA, 2023)

In relative terms, however, it is the North-West that shows the greatest increase with +12.1%, driven by **Piedmont** and, above all, by **Lombardy** which is the region with the highest growth in absolute terms in 2022 (+318 million € equal to +15%).

The Central regions, led by **Tuscany**, recorded a +4.0%, while the "South and Islands" area, after the important growth in 2020 and 2021, recorded a further +2.8% with values of the Dop economy decreasing only in **Puglia** (-15.6%) and particularly positive in **Campania** (+9.4%), **Sardinia** (+18.8%) and **Abruzzo** (+8.8%).

Among the top twenty provinces by value, thirteen are from the North-East regions and, with the exception of **Siena** (-1.4%), they all have higher values compared to 2021. Among the top provinces, the best results of 2022 in absolute terms are those of **Brescia** (+153 million €), **Treviso** (+142 million €), **Parma** (+116 million €), **Cuneo** (+91 million €) and **Mantua** (+88 million €), while considering the relative growths, there are positive results for **Udine** (+10.4%), **Piacenza** (+11.8%), **Naples** (+9.7%) and **Pordenone** (+9.1%).

6. New Italian measures

Although later than expected, supply chains for PDO PGI agri-food products were supported by two important measures aimed at overcoming critical issues caused by restrictions imposed due to the pandemic (Covid-19), which supported the usual contribution instruments that benefit Including federations, these two goals are:

- Two funds were created by separate ministerial decrees – one for the wine sector and the other for the agri-food sector – to support Terroir Products protection unions for the economic recovery after Covid-19, each amounting to 25 million euros. The planned interventions - in addition to promotional interventions - relate to investments aimed at opening new markets, which will be of great importance to protect or develop production in light of the global downturn, new consumption needs, unstable geopolitical scenarios and climate changes.

- Actions are also planned for supply chain sustainability projects that can support the delivery of specific sustainability reporting envisaged by the new societal reform.

There is also a step forward in DOP PGI protection through the new reform of the Industrial Property Law approved by Parliament this year, a reform that provides a guarantee for the registration of trademarks that may conflict with already registered geographical indications. (Ministero dell'agricoltura, della sovranità alimentare e delle foreste, 2023)

7. CONCLUSION

The Italian agri-food sector «Terroir Products» has confirmed its traditional ability to resist and respond to unfavorable stages of the economic cycle, and to respond better and more than other sectors in light of global crises, including the Covid-19 health crisis.

This response was evident in terms of production, logistics, distribution and communication, including achieving very positive “Terroir Products” export revenues even in light of the crisis, ensuring the full availability of food even during the lockdown period with movement restrictions and commercial closures, without reducing the quality and safety levels of food.

In this context, the approved Italian « Terroir Products » production system has played its role, asserting itself as an indispensable production model for the quality and excellence of the Italian food industry, characteristics that must also be defended and above all in phases of an unfavorable economic situation. It is about reaffirming the realization that «**Italy wins when it makes everything Italian**»; Certainly not as a reference to a self-referential Italian spirit, but rather as a deviation from an open “sovereignty” oriented towards giving value to artistic knowledge and knowing how to sell.

8. Bibliography List:

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