

## Why labeling diversity?

On farm and *in situ* conservation can be reached only if the society is still using this diversity. For agrobiodiversity it means that citizens should eat diversity products and recognize them on the market. In the past years many labels or trademarks have been developed by private organizations (e.g. Slow Food, SAVE Foundation) or public bodies (e.g. Natural parks) with the objective of create a bridge between agrobiodiversity and consumers. DYNAVERSITY is analysing the different types of labels aiming at understanding if they are effective for marketing, and the trade off between conservation aims and marketing. In a commercial world dominated by brands is there a space for recognizing diversity products? DYNAVERSITY will answer to this question using the partners' competences and enriching this point view thanks to the experiences of the experts that participated to the Sharing Knowledge and Experiences Platform created within the project. In this leaflet we present 3 different labels developed by the Italian natural parks, the French regional parks and the SAVE foundation. They have different organizations behind but they share the same aim: explaining to the consumers the link between a product, its diversity and its *terroir*.

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## The partners

A network of networks for a new shared governance of PGRFA

### Life Sciences:

- INRA (France)

### Social Sciences

- SEED (University of Liege, Belgium)
- Environmental Social Science Research Group (Hungary)

### Policy

- Arcadia International (Belgium)

### Seed Networks

- European Coordination Let's Liberate Diversity (EU)
- Rete Semi Rurali (Italy)

### Consumers networks

- URGENCI (CSA around the World - France)

### National Parks

- Federparchi (Italy)

### Science Communication

- Formicablu (Italy)

### International development

- CIRAD (France)

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## Labelling diversity in Europe: 3 examples



## Natural Parks in Italy

The Italian law n. 394/91 gives the possibility to Parks to give to third parties the use of their own logo on specific local services and products done within the park area. The aim is to promote traditional local activities and tourism respecting the conservation rules of the park. At the moment 16 parks are giving their logo to third parties in association to specific quality procedural guidelines; and 20 parks are just allowing the use of logo on the products for promotional scopes. Each park authority has its own rules and regulations.

Federparchi is studying the Italian system aiming at understanding the following points:

- When and why should a Park Authority grant the use of its emblem?
- A mark needs to be checked. What kind of controls can the Park Authority do?
- Who pays for the controls?
- How to guarantee the quality of the product/service to the customers?



## SAVE FOUNDATION

Several products and services from rare breeds and varieties were awarded the Arca-Deli Award in the last years. If you are on holiday in Europe, you may see this label on a product of a farm or local market. With the Arca-Deli® label it is made visible that the product is very special: The Arca Deli Awards are presented annually during the SAVE meeting to products and services of locally adapted livestock breeds and cultivated plants. The award is presented to products and services seen as being recommendable as a model or example of good practice. The Arca-Deli Award label can then be used on labelling of products and services as a means of adding value.

The award tells customers that producers value the heritage and culture of the community. The Arca-Deli award can be valuable especially on local markets as it tells consumers that there is a local person standing behind the quality of the product. This means that the niche products associated with locally adapted breeds and varieties become, on a small scale, more competitive and more economically viable. It also reminds customers that they are an important part of the conservation of their living heritage.



## Natural Regional Parks in France

The "Regional Nature Park" trademark is composed of a figurative emblem and by a specific name for each park and represented according to a national graphic map. Today, this brand ranges together more than 150 products, services or good practices from 34 regional parks. The label awarded to products, services and good practices does not constitute an official sign of quality. The products benefiting from this label not only meet national standards but also have to justify precise criteria. There are general rules for the use of the label and standard specifications for ranges of products or services. Brand management requires a control mechanism by the park. To ensure consistency in the use of the label, proposals are submitted to the opinion of the Federation of Regional Parks in the context of a specific national commission associated with the Ministry of the Environment. The Commission provides guidance on the national label strategy (definition of a common framework, control mechanisms, communication, etc.). The label is granted for three renewable years for specific products and services. In case of non-compliance with the specifications, the park may revoke the use of the label.