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**STAKEHOLDERS VIEWS AND EXPECTATIONS ON
FOOD DISTRICT IN THE PROVINCE OF FOGGIA -
APULIA REGION: A PRELIMINARY STUDY**

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Abstract

Paragraph 499 of the Italian Financial Programme Law 2018 establishes the Food Districts by replacing the content of Article 13 of Legislative Decree No. 228/01 which previously established the Rural Districts and Quality Agro-Food Districts.

Food districts could represent a valuable tool to attract resources and opportunities for the growth and the improvement of the competitiveness of food supply chains and territories at national level.

In this perspective, the Regions and the Autonomous Provinces have to identify food districts starting from previous: rural districts and agro-food quality districts; districts in urban or peri-urban areas characterized by a significant presence of agricultural activities aiming at the environmental and social development of the areas; districts characterized by the integration of agricultural and proximity activities; and organic districts.

Their operational interest is due to the relevance of topics such as rurality, multifunctionality of agriculture and link between high-quality agro-food productions and productive areas, as factors able to activate and support new dynamics of territorial development.

The approach adopted by each Region seems to be very variable depending on the implementation procedures based on the involvement of local stakeholders at different levels, and the criteria adopted for their identification.

Differently from the past, the new concept of district includes the integrated planning of the territory, which means territorial marketing. There is, indeed, large room to include all the stakeholders since they all need to cooperate and work on the same objective.

The sense of belonging of the territory, the ability of sharing and become a diversified community with same objectives. Cooperative relationships among farms and among farms and companies need to be implemented. Such a cooperation needs to be extended to public

bodies and institutions as well in order to define the local basket the territory is intended to supply to the market.

The area of Foggia is important for the oeno-gastronomic offer. In fact, in the recent past, rural and agro food quality districts have been settled but never got to set up a real community.

The aim of the paper is to verify the feasibility of the food district in the territory of the province of Foggia, given the potentiality and limits that made previous districts fail.

In order to answer the research question posed it is important to set up focus groups in order to define the local supply basket of the territory. In addition, it is essential to verify, through a questionnaire-based interview, the willingness to accept of local farms and companies to be part of the district and attain to the market and non-market rules.

Expected results are a wide skepticism to adhere although room for setting up a local supply of the territory.

The impact of the paper is of great interest of policy markets and national companies. Moreover, international public could refer to the Foggia food district as a study case of territorial marketing experience.

Keywords : food district, territory, local supply