

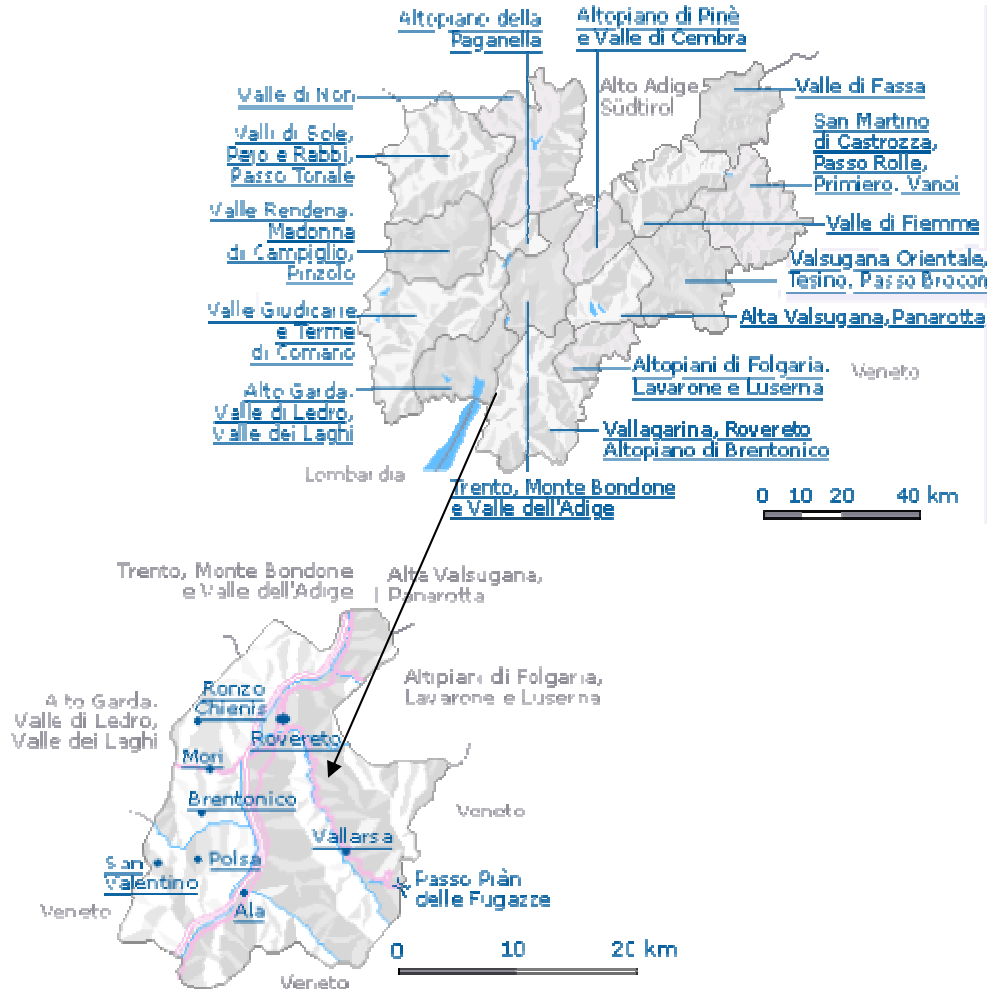


4th case: Trout-Hamburger



1- Area description form

Location map



1/ Geographical environment

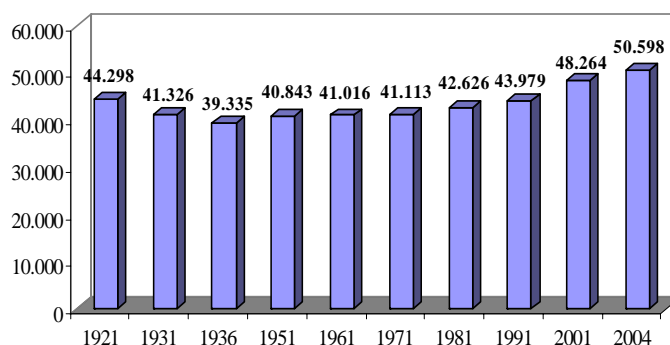
- Mountainous massif: Central and Eastern Alps
- max/min altitude 725 – 263 s.l.m. of centre of villages (municipalities)
- surface of the area: 544, 33
- all the territory is located in mountains areas
- climate: Temperate climate at the medium latitude, without dry weather. In the mountain zone alpine climate, more continental

2/ Socio-economics dynamisms (Bassa and Alta Valsugana, Giudicarie and Vallagarina areas)

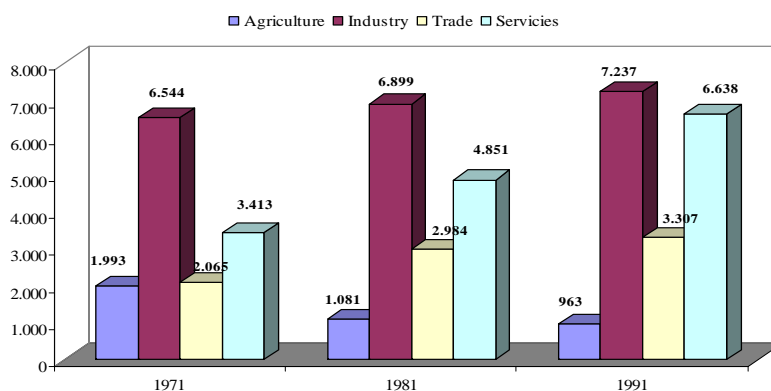
- population: 50.598
- density (inhab. / km²): 92,96
- demographical changes (general trends):



Trend 1921 - 2004



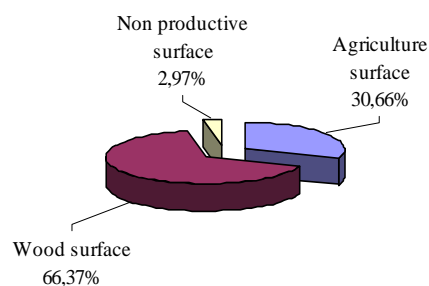
- share of the active population per sector of activity :



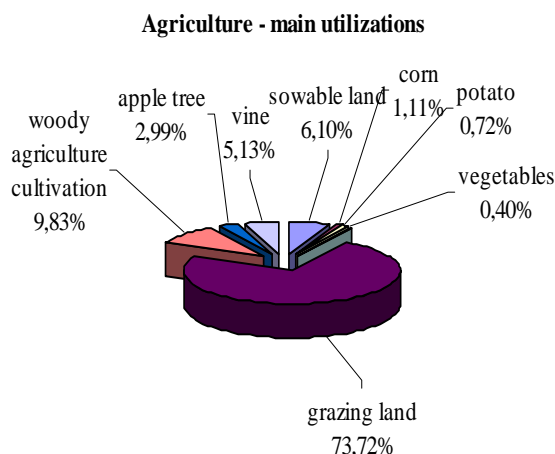
Industry, year 2001: about 5% of worker are employed in silviculture, wood products and furniture manufacture

- Description of the socio-economic dynamics of the territory (agriculture of the area, tourist activities, urban poles, etc...) ¹:

Use of the surface



¹ Trouts Producers are located in four different areas, but three of them are already illustrated in the others area forms (Bassa Valsugana and Alta Valsugana in the Vacanze in Baita form, Giudicarie in the Mais di Storo Form)



Vallagarina: vineyards, mountain lakes, such as the Cei lake, gently nestling into the green tree-covered hills, and plateaus where nature offers rare species to the attentive observer. Monte Baldo, separating the Vallagarina valley from the Garda lake, is marked by interesting botanical features where numerous rare flowers grow (nature reserve Bes - Cornapiana Monte Baldo). With the first snow fall, all snow and snowboard enthusiasts start racing down the hills of the Brentonico plateau.

(more detailed information on different aspects can be obtained from following sites:
<http://www.statistica.provincia.tn.it> as to general statistics,
<http://www.trentino.to/home/index.html?lang=en> and
<http://www.infotrentino.com/ita/List/?id=1> as to some touristic aspects,
<http://www.trentinoagricoltura.it> as to agricultural activities and typical products and
<http://www.palazoroccabruna.it> on marketing and promotion of the image about Trentino)

Description of policy organisation and zoning

Territorial organisation of the area :

- Territorial unit: 14 NUTS 5
- European zoning: 3 NUTS 5 for objective 2
- Other zoning : In addition to local authorities and European zoning;
- there are 6 NUTS3 Biotopes and 5 NUTS5 Biotopes. There are 36 sites included in Natura 2000 (<http://www.areasprotette.provincia.tn.it/default.htm>)

2 - Product description form

Presentation of the food/ craft product and commodity chain

Description of the product

- Type of product and its description ; brief history of the product
Product is hamburger and raw material is "rainbow" trouts.



Appreciated since the 16th century, trouts have formed the basis of fish farming in Trentino. Trento has been the "cradle" of trouts' breeding in Italy. In 1879 the first breeding firm was founded in Torbole near Garda lake. Thanks to the cold waters and consequent lengthening of the production cycle, leaner and firmer trout with a more slender shape similar to wild trout are obtained.

See also: <http://www.troteastro.it/>

- Specificity, link to the territory:
 - Area of production (raw material): **TRENTO** (*Bassa Valsugana, Alta Valsugana, Valli Giudicarie and Vallagarina*)
 - Area for processing : **TRENTO**
- Does the product have any official origin or quality label or designation (PDO, PGI ...) or private brand ?

Private Brands:



Raw material has since 1999 the following official identification "Trote del Trentino" and is included in the national list of "traditional products".

Consortium of Breeders ASTRO activated the "iter" to get two official identifications: PDO "Trote del Trentino" and "Salmerino del Trentino", whose specifications are under control by the officers of Italian Ministry of Agriculture.

Description of the commodity chain

- Annual turnover of the commodity chain: *more than 5.000.000 Euro/year*
- Volume of production that can be interested by the project: *Altogether, more than 2000 tons/year of raw material + 38 tons/year of hamburger*
- Number of producers: *25 "family-based" "breeding farms"*
- Number of processors : *1*
- Marketing/ selling area: *mainly in Italy (not local)*
- Direct employment generated by the commodity chain (for the production, the processing, other...) *around 80 people (full-and part-time are included) "family-based" "breeding farms" + 35 within the processing activity (full-and part-time and employees are included)*



3 - Project description form

Context (in brief): organisation of the holders and the environment of the project

- Initiative** / the factor at the origin of the project:
Diversification existing portfolio and satisfy demand by retailers as well as customers
- Description of the **organisation** that carries out the project:
- o Name of the organisation
Associazione Trocoltori Trentini (ASTRO)
 - o Who are the holders (farmers, processors, other...)
Trout breeders
 - o Constitution of the organisation (association, company...). Is it a commercial or a non-commercial organisation ?
Cooperative
 - o Date of creation
1987
 - o Purpose (mission, objectives of the organisation itself)
Support trout breeders and their activity; enhancing trout breeding; promote them as traditional products and activity through trade and marketing
 - o general budget of the association
on average more than 5.000.000 Euros
- Which difficulties, linked to the context, are met by the holders?**
- o *Market/Competitors pressure,*

Are some of these difficulties linked to the location within mountain areas?

No

- Assets met linked to the context**
- a) *Traditional product (as to raw material) and acitivity*
 - b) *Specificity of breeding methods*
 - c) *Image of the raw product*
 - d) *Image of the firm (good position in Italian market)*
 - e) *Presence of a local market linked to tourism*

Are some of these assets linked to the location within mountain area ?

All

Content of the project:

- **General objectives:**
Enhancing particular processed products through a linkage to a traditional raw material and an international quality mark (P.D.O.)

Are the objectives of the project clearly defined by the holders?

Yes



- **Operational objectives:** means implemented concerning:
 - *Mapping products on the market*
 - *Quality management through new plants*
 - *Communication of link to territory*
 - *Legal protection (PDO quality mark)*

4 – Description of the action / intervention of the territorial authorities

4.1 – Which territorial authorities supported the project?

Name of territorial authority	NUTS level
<i>Agriculture, Tourism, Trade and Promotion Departments PAT</i>	3

PAT= Provincia Autonoma di Trento

4.2 - Description of the intervention of each territorial authority

→ **Description tables of territorial authorities' intervention** (one table for each intervention, in case of intervention of several territorial authorities)

The table is organised in 4 general questions (Who? For what purpose? How? How many?).

4 questions	sub-questions	Answer
WHO	<i>Agriculture, Tourism, Trade and Promotion Department PAT Department PAT</i>	3
FOR WHICH PURPOSE?	What are the concrete actions supported?	<ul style="list-style-type: none"> - financing capacities - quality management - legal protection
HOW?	Type of the intervention	<ul style="list-style-type: none"> - support for investment (new plants specific for hamburger processing and packaging) - support for coordination of the project
	Direct beneficiaries of the intervention / measure	ASTRO organisation
	Conditions to be fulfilled by the beneficiaries	to produce hamburger as planned by design and using only trout from Trentino
	Modalities and duration of the intervention	- multiannual grants (1998-1999)
HOW MANY?	-	- amounts granted: 40.000,00 €

2. Complementary questions [one answer by intervention of territorial authority]

A) Level of accuracy in the definition of the intervention

Is the grant of the territorial authority dedicated to specific actions, or to the project in its whole (i.e. a global grant versus several grants dedicated to several actions)?

Several grants (the amount quoted is anyway is granted only to hamburger products)



B) Context of the intervention

- Does the intervention correspond to an existing frame or is it a “specific” grant (dedicated to this project only)?

Existing frame

- If it corresponds to an existing frame, what is this frame : local policy, national policy, European policy (rural development program - EAGG, Leader+, objective2...)

FIFG (Financial Instrument for Fisheries Guidance)

- If it corresponds to an existing frame, is it adapted (and to what extent) to the project studied?

Yes. The rest of financing was driven also to breeding and trade activities of other trout-originated products.

C) Partnership between territorial authorities and holders.

How is defined the intervention of the territorial authorities: by territorial authorities solely or in partnership with holders (top-down or bottom-up approach).

BOTTOM-UP

D) Non financial intervention

Information

4.3 – General questions (in case of several territorial authorities’ interventions)

When several territorial authorities intervene, how do they articulate their interventions with each other?

All actions connected to agriculture, forestry, tourism and trade of raw and processed products have to be discussed with the Ministry of the Provincia Autonoma di Trento that associate all these activities in one person (the Minister), even though different operative Departments exist

Do they support the same objects or different parts of the project?

See above

Is there any “lead” territorial authority (which decides first to support the project, and that other territorial authorities follow)?

See above

4.4 – Financial information

Share of grants and self-financing (figures concerning several years as far as possible).

	Territorial authorities						Self-financing
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3	Nuts 4	Nuts 5	
Amount (€)	20.000,00 €	14.000,00 €	-	6.000,00 €	-	-	60.000,00 €
Share (%)	20%	14%	%	6%	%	%	60%

➔ Share of public grants in the project: 40%



5 – Analysis of the intervention of the territorial authorities in the project

5.1 – Effectiveness of the intervention of the territorial authorities

Have the forecasted objectives of the project been achieved?

Objectives	Answer
Mapping products on the market	fully achieved portfolio of marketable products
Quality management	fully achieved new plants have been set up and production to full regime (certification ISO 9001 was granted in 2002)
Communication of link to territory	fully achieved new type of packaging and promotion through local Agency of Tourism Promotion allowed also to reach different national telecasts
Legal Protection (PDO quality mark)	not achieved anyway the raw material (trout) has been included in the “National Register of Traditional Productions”; in 2002 it began the procedure to obtain PDO for the raw material

Are there any non forecasted objectives that have been achieved?
Certification ISO 9001 but in 2002)

Environment of the project:

- Are there any environment factors that prevented the realization of the?
NO
- Are there any other policies or regulations (national policies...) that counteract with the development of the project?
NO

Effectiveness: rather Good

5.2 Relevance of the terms of intervention of the territorial authorities

- Were the type of intervention (investment grant...) adapted? **Yes**
- Were the modalities chosen adapted? (annual, long-term grants...)? **Yes**
- Were the financial means developed (financing rate) sufficient and relevant? **Yes**
Were they too high? **No**
- Was the coordination between the different territorial authorities good and sufficient, were they consistent with each other? **Yes**
- Did the territorial authorities contribution meet the needs of the holders? **Yes** Did it correspond to the life-span of the project (starting period...)? **Yes**
- What would have happened without the intervention of the territorial authorities? ***the project would have been pursued anyway because of the pressure of the market and associates***
- Was the intervention of the territorial authorities too constraining for holders or did it let too much “room for manoeuvre” to them? ***Because of good level of coordination, it let the right level of manoeuvre***
- Is the intervention of the territorial authorities considered as simple or too complicated? ***Rather simple***
- Which means are implemented by territorial authorities to assess the relevance of their interventions afterward (studies, diagnosis...)? ***Diagnosis by public officials***



From information above, positive and negative aspects of the terms of intervention of territorial authorities in this project can be identified:

Positive points :

- presence of public regional network able to answer directly with knowledge of territorial needs
- physical proximity of p.a. (easy to keep in touch personally)
- increased funds on research by local public centres on trout and opportunity to diversify the processed product

Negative points:

- Few information of innovative actions linked to sector that are ongoing on typical products
-

Relevancy of interventions: Good

5.3 –Monitoring

- type of monitoring:** mainly administrative and countable
- frequency of the meetings** with travels in the field

Does the type of monitoring benefit the project? **Not particularly because of support of many other public institution with no direct financial support (technical, research).** Has the intervention of the territorial authorities been adapted to the evolution of the project? **From the administrative and countable point of view: yes.** Does it allow to provide advise to holders? **Not particularly**

- Quality of the relations and collaboration between the territorial authorities and the holders**

From the territorial authorities point of view, is there a good climate of collaboration with the holders (elaboration of the project in common, good relations...): **Yes**

From the holders point of view: are they satisfied with their relations with each of the territorial authorities they have been working with (from the local level to national level or even European when appropriate)? **Yes**

The monitoring is: Good

5.4 – Efficiency of the territorial authorities interventions

Examples of indicators to be used to assess efficiency of public interventions:

- Grants/ units of production: 40.000,00 €/ (40 tons of hamburger) = around 1.000,00 € /ton