The map of wine-producing landscapes, the new CMO for the wine sector and the economical development of territory in Umbria

Biancamaria Torquati
Dept. of Economics and Food Sciences, University of Perugia, Italy
torquati@unipg.it

The new European CMO for wine represents the most remarkable sector experimenting reform attempting integration of measures of the 1st and 2nd pillar, giving place to a new concept of CMO. It contains two new elements, marking the motion of the Wine CMO towards Rural Development measures (RD): the institution of a National Support Program (NSP) and a funding transfer to RD measures. Member states have therefore the possibility of increasing the structural character and the development support of actions taken within CMO. This possibility is not free from operative problems and requires deep knowledge of wine-producing territories. For these goals, an analysis method has been developed, aimed at: providing knowledge and assessment elements for regional programming in the wine sector, both within the common market organization and in the funding of the Rural Development Plan 2007-2013; providing knowledge and assessment information for conservation and improvement of rural environment and vineyard-cultivation landscape in specific territories, for socio-economic and cultural development and for re-qualification of tourism activities.

A number of 55 indicators for territorial analysis have been devised and divided in five groups: Soil-climate indicators (soil structure, annual mean temperature, winter and summer mean rainfall, average aspect orientation and slope, etc.); Natural Resource-Environmental indicators (average distance from natural parks, geological landmarks, surface of natural habitats belonging to the regional ecological network, surfaces subject to urban sprawl, etc.); Cultural-Historical indicators (density of archeological sites, distance from ancient road networks, distance from Benedictine sites and from historical villas, etc.); Soil-use indicators; Farm-structure and vineyard-structure indicators (vineyard intensity, number of vine-growers, average size of vineyards, age of vineyards, number of vines per hectare, vineyard growing forms divided into traditional and modern, etc.). All these indicators have been calculated for geographical units made-up by the Italian cadastral basemap polygon elements (average of about 100 Hectares of surface), and have been used for aggregation by means of a cluster analysis (k-means method), leading to the individuation of a limited number of wine-producing areas, each with a different landscape/natural resource/production profile, and to the drawing of a regional and local wine-producing landscape map.

The areas found have first been identified, described, recognized and denominated, and then verified in order to check the data obtained through the statistical analysis, to find out, with members of the local society, the actual and possible valorization to be applied in each wine-producing territory by means of its peculiar characters identified.

Finally, for specific areas, some project actions have been devised, using focus-groups including local and regional administrators, for development of peculiarities and specific characters of wine-producing territories, for landscape conservation and improvement of tourism activities, and for conservation of natural and cultural resources. Actions were also devised for vineyard enterprise restructuring, in a perspective of coherence with the new CMO for the wine sector and with the initiatives aimed at rural development and at local economic improvement.