GEOGRAPHICAL INDICATIONS

Italian cultural heritage
The Qualivita Foundation is a non-profit cultural and scientific organization founded in Italy in the year 2000 to protect and enhance quality agro-food and wine products, in particular Italian PDO, PGI and TSG products.

In the course of its long experience in the defense and dissemination of rural culture, Qualivita has specialized in the realization of activities of enhancement, research, training, in support of consortia, institutions and organizations, developing an international network of subjects and stakeholders in the first rate agri-food and wine sector.

**THE PROJECT**

Sensitive to the defense and spread of rural culture, the Qualivita Foundation is committed by over 18 years, through its activities, in the enhancement of the cultural dimension of the sector quality agri-food and in particular PDO, PGI and TSG products.

The Qualicultura project was born out of the need to bring out the agricultural and agri-food excellences protected by the European quality labels PDO, PGI and TSG over the years, placed themselves at the center of the collective interest. And not just as a huge economic resource, capable of being a factor in the development, but also as an extraordinary opportunity made available to all, a very important cultural heritage.

In the realization of this path, in 2018, Qualivita collaborated with the Institute of Italian Encyclopedia, Aicig and Federdoc, to give life to Treccani Gusto, a new publishing project created with the aim of redefining the cultural contribution of typical products by organizing the multiple experiences of the Italian rural world in a single encyclopedic corpus, in order to make them a heritage accessible to Europe and the rest of the world.

In recent months the project has been enriched by collaboration with the Institute of Services for the Italian Food Market, for the creation of the first database of cultural resources related to Geographical Indications. The intent is to enhance the synergies between the quality products, the history of the territory, local traditions and cultural heritage highlighting how I products, limits to a territory, are often told in the most diverse works of art such as ancient texts, paintings, historical documents, architectural heritage.

*AICIG* is the Association constituted of over 65 Protection Consortia of PDO and PGI, which aims to represent the ideal place for comparison and exchange between these large and small realities and to contribute to the harmonious development of the sector by collaborating with the competent national institutions and Community.

Federdoc is the National Confederation of Volunteer Consortia for the protection of the denominations of origin and of the Geographical Indications typical of Italian wines. For over 30 years it has been the only inter-professional organization existing in Italy to tackle the problems of wine denominations.
THE EXHIBITION

The exhibition, which is hosted at the headquarters of the European Parliament, is the result of the journey of knowledge of the Italian enogastronomic cultural heritage initiated by the Qualicultura project. It wants to offer the public a synthetic vision of the age-old relationships between food and wine products and typical places of origin, calling into question a sense of belonging linked to the territorial identities.

The exhibition offers 24 tables, examples selected from over 800 Italian PDOs and PGIs, which symbolize the link between food and culture - artistic and architectural heritage, literary works, illustrious personalities and much more. Emblematic cases selected as part of the Treccani Gusto initiative, a research project carried out in 2018 in collaboration with the Treccani Encyclopedia Institute to testify how products with a designation of origin have been a central element in national identity for centuries.

The Geographical Indications show not only unique qualities and organoleptic characteristics, but also the ability to crystallize in memory and in culture, history, symbols, arts, literature and many other activities; they also reaffirm how the PDO PGI Regulation, conceived by the EU back in 1992 with the aim of consolidating rural development in marginal areas and protecting agri-food and wine products, also represents an evolved food labeling process capable of making the common european culture heritage and spread it over time and space.

THE MAPPING OF CULTURAL RESOURCES OF GEOGRAPHICAL INDICATIONS

The Institute of Services for the Italian Agricultural Food Market in 2019 created the first database of cultural resources attributable to Geographical Indications, with the aim of promoting synergies between the quality products, the history of the territory, the local traditions and cultural heritage.

The analysis of these resources has shown how excellent agri-food products, linked to a territory, are present in ancient texts, paintings, historical documents, archaeological or architectural heritage from the most disparate places and eras, as well as being still today promoted by events and festivals organized cyclically along the peninsula, strongly connoting the culture of a geographical area.