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# Overview of certification schemes in Italy

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## **General part**

This report is closely linked to Deliverable 5 (Mandatory standards in 7 EU countries and 3 non-EU countries). The structure of Deliverable 6 is therefore organised in a similar way according to the following 3 main headings:

1. Description of the national institutional framework of certification schemes in agriculture
2. Overview of relevant voluntary certification schemes and audit systems
3. Conclusions

### **1. National institutional framework**

In Italy three organisms are responsible for the national accreditation of private certification bodies: Sincert, Sinal and Sit. These three organisms are responsible for controlling the institutional framework which governs the voluntary certification schemes. They participate directly in the European Co-operation for Accreditation (EA), the European network of accreditation bodies and in this way international agreements of mutual recognition is guaranteed.

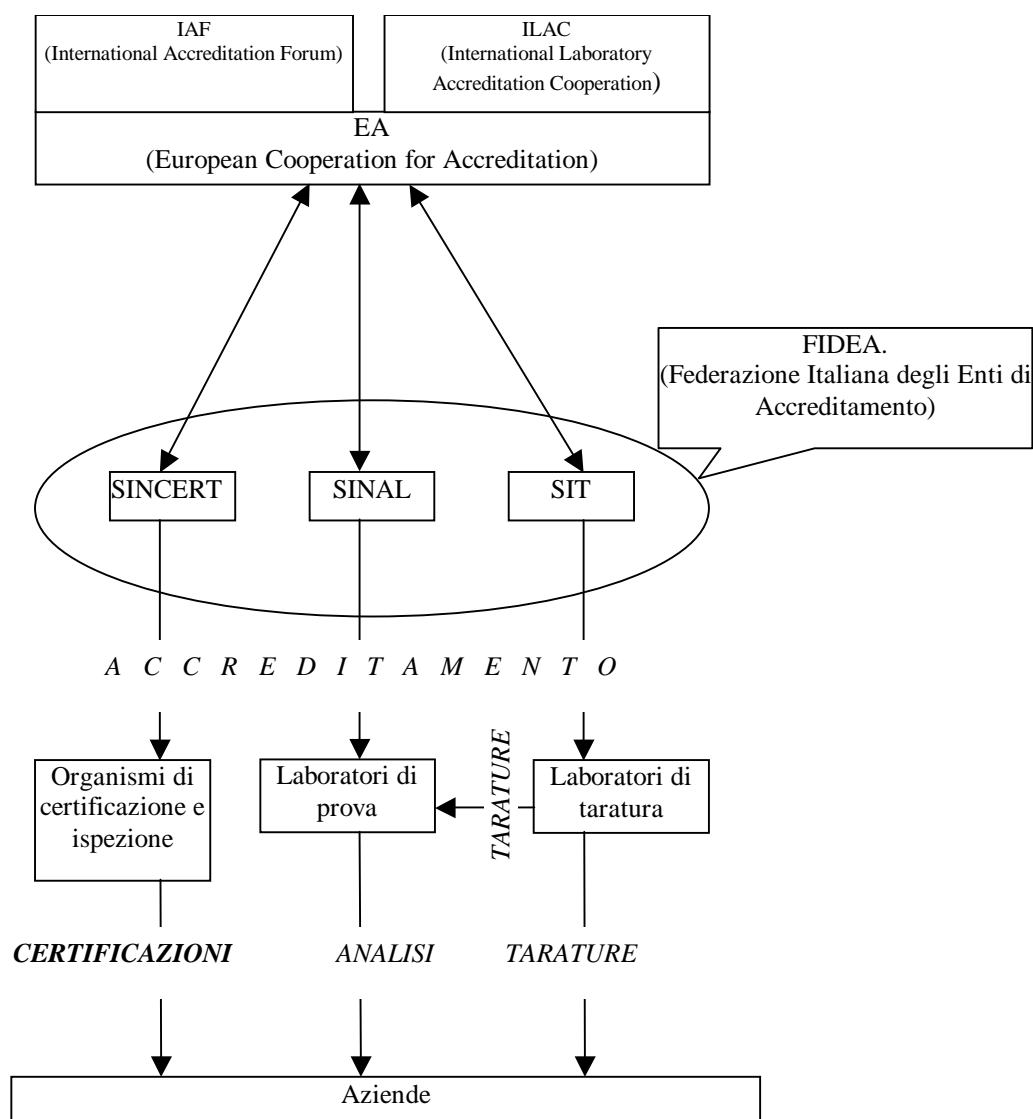
SINCERT has been founded in 1991, as a non-profit association. Sincert has 36 member associations which all have scientific, technical, economic and social interest in accreditation and certification activities. Examples are Public Administrations, Research Organisations, Consumers' Associations, Representative bodies of Industry, Commerce and Agriculture, Chambers of Commerce, Public Utility firms, Association which represent Certification organisms and Inspection services.

Sincert has a prime objective the accreditation of:

- Certification bodies of firm management (quality management, environmental management, management of systems of health and safety)
- Certification bodies active in product certification
- Certification bodies of personnel
- Inspection bodies

SINAL carries out the same work as SINCERT, but is specialised in the accreditation of certification bodies which certify laboratories. Finally SIT is specialised in the accreditation of bodies which certify of adjustment laboratories. The structure of private certification schemes is shown in the graph below

Figure 1.1. - The structure of private certification



The national system of certification in agriculture is rather articulated. First of all it is necessary to distinguish between the following two contexts:

1. The private system of certification
2. The public non mandatory system

Within the private sphere of certification all voluntary certification of conformity to standards can be counted which do not present specific constraints.

Within the public context again voluntary certification systems have to be mentioned, but which are disciplined by public law and official product specifications. Those farmers who adhere to these systems have to comply with a series of standards and constraints laid down specific regulations. Examples of these types of certification in the field of quality products are the products carrying a PDO or PGI label according to EU Regulation 510/2006, whereas in the field of environment the Emas certification has to be mentioned.

## 2. Overview of voluntary certification schemes

### 2.1. Environment and food traceability

#### 2.1.1. The private system of certification

Within the private context two types of standards are to be distinguished: the standards based on institutional norms and those who have been promoted by non institutional actors.

The institutional framework essentially follows the ISO standards, which in Italy is ruled by the UNI. In the field of agriculture the standards listed below are of importance:

<i>Theme</i>	<i>Standard</i>
HACCP	UNI 10854:1999 – Agricultural enterprise – Guidelines for the realisation of a system of self control based on the method HACCP
Management of quality	UNI EN ISO 9001:2000 – Systems of quality management – Requirements
Traceability of the supply chain	UNI 10939:2001 – Traceability systems of food products in the supply chain – General principles of project elaboration and realisation
	<a href="#">ISO/DIS 22005 - Traceability in the feed and food chain -- General principles and basic requirements for system design and implementation</a>
Firm traceability	UNI 11020:2002 – System of traceability for agricultural enterprises – Principles and requirements for realisation
Management of food safety	UNI EN ISO 22000:2005 – Management systems of food safety – Requirements of any organisation active in food supply chains
Management of environment	UNI EN ISO 14001:2004 – Systems of management of environment - Requirements and guidelines
Environmental product declaration (EPD)	Standard of methods: Series ISO 14020, and in particular ISO/TR 14025 – Labels and environmental declarations of type III <a href="#">(ISO/FDIS 14025 - Environmental labels and declarations - Type III environmental declaration - Principles and procedures)</a> <a href="#">and series ISO 14040 (evaluation of life cycle)</a> <a href="#">standards of merit:“PCR – Product Category Rules”</a>

An important characteristic of the national standard Agency is that the elaboration of the standards is carried out in collaboration with the economic actors involved.

The *institutional method of standardisation* presents to some extent a system of minimal standards. The non institutional actors have elaborated a series of product specification which provides for more severe constraints.

Sincert, the national agency of accreditation, states that the majority of standards in the food sector is constituted by product specifications elaborated by the single categories of producers and processors with the involvement of the independent certification bodies.

Next to the world of 145 PDO/PGI products in Italy the following is a list of examples of products which are governed by specifications promoted and approved by producers' and processors' associations.

<i>Product specification</i>
Extra virgin olive oil of olives produced in Italy
Cooked ham produced with pigs following the PDO product specification
Products which do not contain GMOs or derivatives of GMOs
National cured ham
Dried grain maize
Extra virgin olive oil of olives produced in Italy with an acidity below 0,6%
Apples produced with integrated disease control
Industry tomatoes

Next to the myriad of product specifications another important group of standards has to be mentioned, which essentially operates outside the institutional system. To this group belong primarily foreign agencies or actors which exert their influence directly on the production of agricultural products in Italy.

<i>Theme</i>	<i>Promotor</i>	<i>Standard</i>
Management of hygienic and sanitary quality	British Retail Consortium	BRC Global Standard – Food 17 Mar 2005
	Consortium between BDH (Federal Union of Commerce Associations in Germany) and FCD (Representative body of French retailers)	IFS - International Food Standard – January 2004

<i>Theme</i>	<i>Promotor</i>	<i>Standard</i>
Management of quality and environment	Euro Retailer Produce Working Group	EUREPGAP – Points of control e criteria of fulfilment – Fruits and Vegetables
Sustainable forest management (environmental, social and economic)	Forest Stewardship Council (FSC)	FSC Standard of good forest management
	Programme for Endorsement of Forest Certification schemes (PEFC)	PEFC-Italy scheme of certification of Sustainable Forest Management (SFM) Criteria e indicators of individual and group certification of SFM Criteria e indicators complementary to regional certification of SFM
		PEFC certification scheme for the cultivation of poplars

Although the above schemes are not of Italian origin, their influence is quite incisive on farm practices. In particular BRC and IFS, as they are imposed by *private labelled* products of British and French/German retailers, have a rapid diffusion in Italy.

### **2.1.2. Strategies of the Italian multiple retailer chains**

It is not exaggerated to state that the impact of the private labels of Italian multiple retailers is considerable both on the processing industry as well as on the farmers' practices. The diffusion of private labels in Italian retailers is proceeding at a very high speed in the most various sectors of food products. The competition between chains is played in particular through the use of the private labels and by advertising the quality guarantees this label offer. For many products the main retailer chain guide the practices of processing firms and farmers.

The contents of the product specification underlying these private labels can be highly variable. They may cover environmental friendly ways of production, respect animal welfare, provide guarantees about the use of chemicals and veterinary medicines which go beyond the legal minimum or they insist on the complete traceability of the production process.

Coop

“Qualità Sicura Coop”

The label Coop of fresh fruits and vegetables guarantee:

1. The provenance of an integrated low input production system: a system of cultivation which privileges the respect of nature, the safeguarding of the environment and human health. The products are produced with a limited use of pesticides, as these are used:

- Only when strictly necessary (when severe damage is to be foreseen);
- At the right moment (when parasites are most vulnerable);
- With accurate products, the least damaging for man and environment

2. The application of limits on residuals more strict than the law

3. The respect of the natural cycle of the products

4. Beyond the legal controls carried out by the public health authorities Coop is carrying out more than a 130,000 analyses a year and 280 inspection along the whole fruits and vegetable chain



**Il marchio COOP sull'ortofrutta fresca GARANTISCE:**

- 1** La provenienza da produzione integrata, metodo di coltivazione più naturale rispetto alle produzioni convenzionali. 
  - 2** Residui chimici molto inferiori ai limiti stabiliti dalla legge (-70%).
  - 3** L'assenza di qualsiasi trattamento successivo alla raccolta. La conservazione è garantita dalle basse temperature senza alcun uso di sostanze chimiche.
  - 4** La conoscenza e il controllo di tutta la filiera produttiva - dal campo alla vendita - e delle caratteristiche igienico-sanitarie del prodotto.
- CERTIFICATE DA CSQA (certificazione del servizio di controllo D.T.S. 002-CERT. N. 1154)

Coop

“Qualità Sicura Coop”

Fresh meat with the Coop label is produced according to exclusive internal regulations:

1. Only breed are selected which produce the best meat in terms of taste and tenderness. For example Limousine and Charolais Scegliamo assure the highest quality for consumers

2. Precise guarantees are offered with regards to the feed ration. The feed does not contain animal fat and exclude the use of GMO ingredients

3. The farms are accurately selected, putting emphasis on animal welfare and hygiene. These conditions allow to raise healthy and disease resistant animals. The slaughterhouses are selected on their way of operating and on their relationships with the delivering farms.

4. The mat production chain is controlled by the public health authorities and teh public veterinary service in the slaughterhouses. In order to give higher standards than the minimum of law Coop is carrying out over 80,000 analyses a year and more than 1,700 inspections on farms and in slaughterhouses



**Le carni fresche a marchio COOP sono prodotte secondo esclusive regole:**

- 1** La **scelta** delle migliori razze per qualità e sapore della carne.
- 2** Una **specifico alimentazione** degli animali:
  - senza aggiunta di proteine e grassi animali, dopo lo svezzamento;
  - con il più avanzato sistema per l'esclusione degli OGM.
- 3** La **selezione** accurata degli allevamenti e dei macelli, vincolati a specifici contratti di filiera.
- 4** **Controlli rigorosi** della filiera produttiva, **in aggiunta** a quelli di legge.

The same guarantees are offered by Coop on eggs, milk and fish.

Other examples of private labels with similar contents are those proposed by Conad (Conad Percorso Qualità), Esselunga (label Naturama) and Carrefour.

### 2.1.3 The public context

Public administrations have promoted product specifications for food products there where they identify collective needs, which are not necessarily fulfilled by mandatory measures and regulations and where private initiatives are insufficient.

These public initiatives can be either at national or at regional level and in many cases exploit the opportunities of EU regulation, such as regulation 1760/2000 on labelling of meat products. In the scheme below a list is provided with these initiatives.

<i>Theme</i>	<i>Administrative level</i>	<i>Legal framework</i>
Organic products	European	Regulation (CE) N. 2092/2006 Council of 24 June 1991
Traditionally Guaranteed Specialities		Regulation (CE) N. 509/2006 Council of 20 March 2006
Protected Geographical Indications and Protected Designations of Origin		Regulation (CE) N. 510/2006 Council 20 marzo 2006 (ex Reg. 2081/92)
Labelling of bovine meat		Regulation (CE) N. 1760/2000 of European Parliament and Council of 17 July 2000 E Regulation (CE) N. 1825/2000 of Commission of 25 august 2000
Eggs		Regulation (CE) N. 2295/2003 of Commission of 23 december 2003
Labelling of poultry meat		Ministry of Agricultural and Forestry Policies Decree 29 July 2004 - Voluntary labelling of poultry products
Environmental Management (Emas)		Regulation (CE) N. 761/2001 of European Parliament and Council of 19 March 2001 concerning the voluntary adhesion to a community system of ecomanagement and audit (EMAS) Modified by Regulation (CE) N. 196/2006 of Commission of 3 February 2006 which teakes into account the EU standard EN ISO 14001:2004
Ecological quality label (Ecolabel)		Regulation (CE) N. 1980/2000 of European Parliament and Council of 17 July 2000 concerning a label of ecological quality
Traditional products		National

<i>Theme</i>	<i>Administrative level</i>	<i>Legal framework</i>
Various	Regional	Qualità Certificata Veneto, a regional quality label
		Qualità Controllata (Emilia-Romagna), a regional quality label
		Alto Adige, a regional quality label
		Agriqualità (Toscana), a regional quality label
Local denominations	Municipal	De.C.O. (Municipal Designations of Origin)

## **2.2. Animal welfare, identification and registration**

Animal Protection legislation on farms was mainly introduced in Italy by the repealing of EU legislation (see Annex 1).

The basic horizontal rules were introduced by legislative Decree 26/03/2001 n. 146 converting Directive 98/58/CE regarding:

- Animal control
- Freedom to move
- Buildings
- Equipment
- Feeding
- Mutilations

These rules do not include animals reared to compete, exhibitions, sport, experimental activities and invertebrates. In the Decree a specific chapter on fur animals protection has been added.

An important tool to check the animal conditions at farm level by the responsible national authority (in Italy are the local Health Agencies AUSL and their veterinarians) is provided by the Decision 2000/50/CE. In practice a check list is provided for the inspections according to article 6 of Directive 98/58/CE. At national level the Ministry of Health is ruling the way to record the information from the inspections.

### **2.2.1. Voluntary animal welfare schemes**

In order to improve food traceability some actors of the food chain have promoted private schemes of production which are in a few cases directly or indirectly related to animal welfare.

In this review organic animal products and organic brands won't be listed because their production systems are clearly ruled by Directive CE 2092/91 and 1804/99 translated into Italian laws by two national Decrees issued on 4<sup>th</sup> August 2000 and 29 March 2001 on organic farming and organic animal production. Organic farms and

organic products can be certified according to the same set of rules by one of the 15 private certification bodies operating mainly at national level.

### **2.2.2. Compulsory and facultative labelling of beef and beef products**

As mentioned above the beef sector has been affected by the BSE crisis, leading to an high demand for food safety and traceability in the sector.

An important step in this direction has been taken at institutional level following Regulation (CE) 1760/2000 on meat labelling. A Ministerial Decree 30/08/2000 has been issued establishing a compulsory system for the identification and registration of bovine animals and facultative labelling of beef and beef products. In the framework of the facultative labelling an operator or organisation can decide to label beef of processed beef according to a set of product specifications approved by the Ministry of Agriculture and checked by an independent certification body. The additional information on the label can concern:

- Detailed slaughtering information
- The farm, the breeding system, the fattening system, the feeding system
- The animal: the breed, the genetic type, category
- Additional information indicated on the specification approved by the Ministry of Agriculture

Up till now 76 operators and organisations have obtained the possibility to set up the facultative labelling schemes for beef and beef products. Four of them have lost the right to use the facultative labelling system. Reducing the total number to 72. Among them four main categories can be distinguished:

- Multiple retailer chains
- Producers, producer associations and consortiums of producers
- Slaughterhouse companies
- Mixed organisation (producers/slaughter house)

In most of the cases the additional information supplied to the consumers is linked to more detailed information about the traceability of the system and in many cases to prove the Italian origin of the animal or that the product is for example an OGM free product.

#### **The multiple retailers**

The multiple retailers groups using facultative schemes for beef are 4 of the most important operating in Italy.

- COOP Italia
- Esselunga
- La Rinascente
- CONAD

The behaviour of these actors towards AWS will be analysed more in details. Briefly it can be stated that COOP Italia and Esselunga are at the moment the most active in

implementing and supplying to their consumers a diversified production including meat products produced according to a set of product specifications. Usually they are sold under the name of the retail chain (COOP for example) or in other cases including a number of items under a fantasy name like Naturama in the Esselunga case.

Even though animal welfare is not explicitly mentioned in the specifications the breeding systems are in practice leading to a better animal welfare situation.

### **The producers, producer association and consortiums**

Among producers, producer association and consortiums, the facultative schemes are usually used to brand a specific supply chain according to a specific product specification. The meat product is sold under the brand name and the production chain is controlled by an independent certification body. The few cases where the product specification refers to AW are:

- a) The producer association UNICARVE registered the label ELETTA.

According to the production specification the animals produced under the brand ELETTA are raised respecting animal welfare following article 2 of the production specification. Even if the indications are quite general the requirements are:



- the animals should live under sufficient natural light.
- the area should give the possibility to clean and give the opportunity to distribute easily feed and check the animal health
- the barn structure should not contain any hurting equipment.
- the floor should avoid animal slippery
- ventilation should be optimal to guarantee air change, low relative humidity and a low level of gas and dust.
- ventilation should not be direct to the animals
- the barn should have a specific box to keep sick animals able to keep at least 1,5% of the herd.
- the barn should provide space of at least 12 cubic metres/head if on litter and not less than 8 cubic metres/head if raised on slatted floor

Additional and detailed rules on AW are mentioned for animal transport and before slaughtering.

In 2004 158 farms joined this scheme.

- b) The producers association ASPROCARNE has registered the label VITELLONE DI QUALITA' (quality bulls) production specification. Article 8 of the product specification indicates the rules to guarantee AW:

- buildings should guarantee a contemporary feeding and drinking of all animals.



- animals should have adequate area, natural light, ventilation, freedom to move, free access to forages and water
- animals should not be kept in isolation, only in case of sickness. In the latter case they should be have sight on the other animals
- the barn should have a litter or a clean resting area

c) The Consorzio di tutela della Razza Piemontese - COALVI (Consortium to protect the Piemontese Cattle Breed)

Article 4 of the production specification specifies that the breeding should follow the UE and national laws regarding Animal Protection, but no specific rules are identified for extra AW requirements.

At the present situation it is very difficult to estimate the number of farms and the number of head risen according to these product specification mostly due to a privacy policy.

### **Qualita' controllata (qc- controlled quality)**

Beside the facultative labelling promoted at national level another interesting labelling scheme promoted this time at institutional level by the Emilia-Romagna Region is the label "QUALITA' CONTROLLATA" "QC" (Controlled Quality). This Scheme was issued on 28-10-1999 by Regional law number 28 ruling the QC label. The QC label includes several voluntary schemes and the production specifications are elaborated at



institutional level by the Regional Government who guarantees the quality of the product according to the specification. The control is carried out by a certification body accredited by the Region. The QC can be applied to a large number of products (vegetables, meat, fish). In the case of animal production QC is specifically addressed to: Limousine and Romagnola in the beef sector and to eggs production in the poultry sector. The main rules regarding AW summarised per animal species are as follow:

#### **1) Beef (Limousine, Romagnola)**

In this case, the production specification indicates that the barn should be a free loose housing. Calves should stay with the mother on pasture or in a free loose housing system until weaning. Tied animals and slatted floor are not admitted.

The building structure should allow an healthy and regular animal growth. The breeding area should be large enough and organised in a way to guarantee regular and relaxed feeding and drinking activities.

The equipment should not hurt the animals and eventually the ties should not cause any pain to the animals preserving as much as possible the AW. Floor should not be slippery to cause damage or pain to the animals.

The ventilation in the buildings where the animals are kept (natural or artificial) should avoid any concentration of dangerous gases and dust.

Light conditions should be natural inside the buildings

In Emilia-Romagna there are more than 200 farms producing under the QC label and in 2003 about 10.000 have been produced under this label. They were mostly Romagnola bulls.

## White butterfly

Very similar to the idea of QC another regional label has been developed in the last few years by Tuscany Region. The project is called “Agriquality” and the label to indicate products produced under the idea of agricultural quality is represented by a white butterfly. The project, started in 1999 is ruled by the regional law n. 25, involves different aspects of agricultural production: traceability, ban of OGM, biodiversity, agricultural landscape and animal welfare. Some products (Spaghetti, Olive Oil) are already on the market while other products will be marketed during 2005, in particular animal products .



Among the general rules of the Integrated Animal production of the White Butterfly project a specific chapter is dedicated to animal welfare rules. Some specific issues are mentioned:

The stables should be sized in a way to assure animal welfare according to the specie ethology, breed and animal age. Each animal should be free to move. When animals are breed in groups, the group size and the available area should be proportional to the behaviour and the growth of the animals. Regarding the EU legislative framework the farms joining the White Butterfly should anticipate to 2003 the application of the directive rules on calves (instead of 2007). Regarding pigs all the parameters indicated in the directives should be applied without any time derogation. Piglets weaning should be at least 28 days. As hens are concerned, cages are banned promoting all others alternative systems indicated by the EU Directives. Other rules related to animal welfare are also indicated in other chapters regarding: animal breeding (slatted floor are banned, in the case of cattle , tied animals are allowed for a transitory period of 10 years but if there is access to pasture at least during summer), reproduction (castration is allowed), transport (maximum 8 hours).

## The Legambiente (environmental league) label

A specific chapter need to be dedicated to the Legambiente activity in this sector. Recently, the most important Italian environmental protection association called Legambiente, has launched a campaign called: Legambiente for an Italian Quality Agriculture (LAIQ). This campaign has the aim to promote a particular way to produce. Producers can join voluntary schemes of production and label their product using the well known logo of the association.



Within this project Legambiente has published a number of product specifications for each category of animal productions

They are:

- 2) Raw cow milk
- 3) Buffalo milk
- 4) Fresh eggs
- 5) Broilers reared indoor intensively
- 6) Pork meat of the Italian high quality cuts

- 7) Calf meat
- 8) Piemontese calf meat
- 9) Calves born in Italy from dairy cows to produce Italian steers
- 10) Fresh eggs from barn hens
- 11) Fresh free range eggs
- 12) Female turkey meat
- 13) Rabbit meat

Beside these production specifications for animal production, several other rules are set regarding: feed production, slaughterhouses, transportation (animals and milk), processing and distribution.

In each of the animal production specification a specific chapter is dedicated to animal welfare mainly referring to the UE and National legislation but also including additional rules set up by the Legambiente itself. In details product specifications directly related to cattle, poultry and pigs, are:

**Raw cow milk:** Animal welfare requirements of the scheme are mentioned on chapter 5 of the product specification.

The production under the LAIQ scheme should respect in any case animal physiology avoiding any activity able to change, force, distorting, natural animal biology. In addition to these general principles the following rules are indicated:

- 1) any kind of mutilation is forbidden;
- 2) the breeding environment should enable the animal to show the typical behaviour of the species;
- 3) the equipment used in the stables should not cause any injury to the animals;
- 4) noise and light level should not disturb the animals;
- 5) the stable condition and structure should permit an easy daily inspection by the stockman;
- 6) lighting programmes regarding more than one phase light/dark within 24 hours, are forbidden;
- 7) during the resting period a minimum level of illumination is allowed;

Other rules indirectly related to animal welfare are described in other chapters i.e. animal housing where buildings and equipment minimum requirements are described:

Free stall should be preferred. Inside the stable a specific area should be dedicated to keep ill animals or to keep for a certain period animals coming from other farms. Windows should allow natural light to light the stable during the day. A good luminosity, good ventilation, and temperature control should be guaranteed. Also the number of drinking bowls and the self feeding rack should be proportional to the number of animals. Feeding and drinking equipment should be checked every day to verify that they are correctly working. Buildings and equipment maintenance should be guaranteed in order to avoid any problem to the animals and to the stockman.

An important role is played by the veterinarian who is responsible to check the animal welfare conditions in the farm

**Pork meat from the Italian high quality cuts:** in this category are included animals reared outdoor or indoor. Farmers are required to adopt the following rules:

- 1) the condition should enable the pigs to show their typical specie behaviour , they should be able to
- 2) stand up and lay down easily
- 3) to have access to a clean resting area
- 4) to see other pigs
- 5) the equipment should not cause any injury
- 6) noise and light level should not disturb the animals

When the farm joins to this scheme, the minimum area requirement per each animal should be at least:

- 1) 0,15 m<sup>2</sup> for pigs up 10 kg average weight
- 2) 0,20 m<sup>2</sup> for pigs over 10 to 20 kg average weight
- 3) 0,30 m<sup>2</sup> for pigs over 20 to 30 kg average weight
- 4) 0,40 m<sup>2</sup> for pigs over 30 to 50 kg average weight
- 5) 0,55 m<sup>2</sup> for pigs over 50 to 85 kg average weight
- 6) 0,65 m<sup>2</sup> for pigs over 85 to 110 kg average weight
- 7) 1 m<sup>2</sup> for pigs over 110 kg average weight

Sequentially the minimum area will be increased (deadline 2006) according to the following parameters:

- 1) 0,20 m<sup>2</sup> for pigs up 10 kg average weight
- 2) 0,30 m<sup>2</sup> for pigs over 10 to 20 kg average weight
- 3) 0,40 m<sup>2</sup> for pigs over 20 to 30 kg average weight
- 4) 0,55 m<sup>2</sup> for pigs over 30 to 50 kg average weight
- 5) 0,65 m<sup>2</sup> for pigs over 50 to 85 kg average weight
- 6) 1 m<sup>2</sup> for pigs over 85 to 110 kg average weight
- 7) 1,30 m<sup>2</sup> for pigs over 110 kg average weight

The new farms that wanted to join the LAIQ scheme should comply from the beginning with the above mentioned requirements.

In addition, tethering sows or gilts is prohibited and piglets weaning should be at least of 3 weeks.

Floor should be kept clean in order to avoid bad smell, insects and micro-organisms.

In order to reduce tail biting and other aggressive behaviours , all pigs should have access to straw or other similar material. Buildings should enable a ventilation of 4 m<sup>3</sup> of air per kg of live weight each hour.

Animal transport is ruled according to the DL 30/12/1992 n 532. Pigs slaughtering should be carried out according to the DL 01/09/1998 n. 333 on animal protection.

**Calf meat and Piemontese calf meat:** The two product specifications are very similar, with the exception that the Piemontese beef calves should be registered on the genealogical book of the Piemontese breed kept by the Italian Breeder Association.

- 1) the calves in the weaning period should be kept on a deep litter composed by: wood shaving, straw, rice chaff, or other materials like coconut fibres. These materials could be used alone or mixed. The litter should be kept in good conditions. Cubicles or cages are forbidden;
- 2) depending on the weather condition and the animal physiology, during the day, calves should have free access to an outdoor area;
- 3) any kind of mutilation is forbidden;
- 4) during all animal life it is forbidden to keep them in cages;
- 5) breeding environment should enable the animal to show the typical behaviour of the specie;
- 6) the equipment used in the stables should not cause any injury to the animals;
- 7) noise and light level should not disturb the animals;
- 8) the stable condition and structure should permit an easy inspection by the stockman;

After weaning calves will be reared according to the Directive 97/2/CE on calves protection and Dir. 58/98/CE on animal protection

A report from the Legambiente states that the campaign has started in 2001 and the results at the beginning was : 1,500,000 litres of milk, 50,000 rabbits, 700,000 broilers, 10,000 steers. In 2003 the result was: 50,000,000 litres of milk from 52 farms, 6,000,000 of broilers, 2,000 steers, 200,000 eggs and 60,000 turkeys.

The list of companies that joined the Legambiente project:

- The Cooperative Sant'anna (processing milk)
- Pizzolo group has joined the project producing breeding steers from dairy cows calves labelled as NATURAMA for the multiple retailers Esselunga. In the near future they will start a new production of eggs from local breeds supported also by Slow Food
- Consorzio Produttori Italiani, a consortium of farms producing broilers, eggs and turkey.
- Esselunga: one of the biggest Italian retailers have agreed to sell products labelled with the Legambiente brand.
- Vero Italiano: a dairy product brand producing PDO cheese Grana Padano, common cheese and UHT milk according to Legambiente product specifications. The producers at the moment supply about 190 food shops including small shops and supermarkets, 30 restaurants, hotels and bars in the surroundings of Verona.

### 3. Conclusions

The review of the voluntary certification schemes clearly shows that in Italy the animal welfare issue is actually not one of the main concerns of the public opinion. In fact the national Decrees are a mere translation of the EU directives and the policy makers applied what the Member States agreed at European level. Additional efforts in terms of legislation were spent by the Italian Institutions on the issue of food safety and traceability both at national level and regional level. This is the reason why there are more “quality assurance schemes” instead of “animal welfare schemes”. The national picture is not homogeneous for different animal species. In the case of beef some producer associations have recently promoted “quality assurance schemes” including among others animal welfare issues, while in the case of pig production the large number of PDO and PGI product specifications do not foresee this specific issue beyond legal requirements. The PDO and PGI product specifications are however very strong on the issue of traceability and food safety, as they explicitly foresee to trace back the final quality of the product directly to the area and farm of origin. The implementation of Regulation 178/2002 has been more easy with respect to other food products. Animal welfare has a low score in the PDO and PGI product specifications as often they have been written years ago when animal welfare was not yet an issue in the public debate and in the legislation. They have not been amended yet in this direction. In the case of poultry, the producers have started alternative breeding systems based on the recent legislation on broilers and eggs labelling and even if animal welfare is not the main topic of the requirements, in practice in these alternative systems (free range for example) the AW is improved and this issue can and will be used by the producers as a marketing tool. The same argument can be found in the case of organic production where AW is not the main aim of this production system but it is evident that the organic livestock system benefit of higher AW condition when compared to the conventional production systems.

Beside national legislation a couple of regions (Emilia-Romagna and Tuscany) and the Legambiente (Environmental League) have promoted integrated productions under an “umbrella” brand where. Looking into details of legislation and to the product specifications promoted by the different organisations, it can be noticed that in many cases there is an overlap between what is basically required by the legislation and what is asked to be done by the farmers according to the product specifications. Only in a few cases the product specifications are more strict than the legislation in force. Another more complex type of overlap is to be noticed between product specifications of multiple retailers and those promoted by producers’ organisations and actually these specifications coexist. Often producers’ organisations have designed their own product specifications in order to diversify their supply from other competitors and to strengthen their bargaining position and visibility towards multiple retailers. At the same time multiple retailers have started to promote their proper specifications with the aim to impose these rules on the producers. The question will be which type of specification will emerge and dominate the market. A lot depends on the consumer’s trust in the labels proposed on the market.