How do organic and conventional systems of bergamot production, and their different approaches to governance, enable the maintenance of agricultural cultivation in southern Calabria, Italy?

ITALY

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ACTORS
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ENVIRONMENTAL AND SOCIAL BENEFITS
- Achieving or maintaining active and socially resilient rural communities
- Achieving (or maintaining) the presence of diverse and sufficiently plentiful species and habitats
- Maintaining or restoring a high level of landscape character and cultural heritage

IN BRIEF
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There is a need for a more targeted promotion of the characteristics and properties of the bergamot essential oil vis-à-vis potential substitutes. Bergamot producers could benefit from promotional activities to develop the consumption of bergamot juices and other products as is happening in large cities, e.g. Rome, Milan, etc.

Another very limiting factor is the oligopolistic nature of the supply chain, dominated by very few exporters.

The organic producers’ consortium does not wish to grow too fast as it considers itself to be an optimal size to make quick decisions, and to exert control and advise on organic practices with its members.

While this limits the system’s potential environmental and social benefits to Calabria, this is also probably a factor in its success.

This approach was, in this case, particularly appropriate in order to overcome ‘oligopoly’ barriers created by the small number of wholesale and the many small and medium sized producers.