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## Common agricultural policy and traditional Italian food: Pathways for the sustainability

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Food prices, as a main tool of market regulation, play an important role in the world's economy: on the one hand it provides an availability of food for consumers; on the other hand it is a farmer's income, crucial for their sustainability. Price changes directly affect producer and consumer welfare and may trigger demands by these groups for policy interventions (Pinstrup - Andersen 2015). In contemporary turbulent time, when sustainable development of rural areas became more and more important, farmers should consider many factors before food pricing, for compensation their costs, and for sustaining the competition of their products (Tosano 2013). This contribution highlights the Italian traditional food, its production, valorisation and its meaning for rural areas sustainable development. Traditional food is an essential part of cultural and gastronomic heritage and local traditions (Kuhne 2010), and is a part of image of Italian rural territories, attractive for tourists. Traditional foods are thus restricted by the current conditions in the market but they have good perspectives for growing in the future if some challenges are accomplished (Jordana 2000). For traditional food products, the link to the locality of production represents an attribute with added value that marketing and labelling trends to increasingly valorise, including in a global context (de Noronha et al. 2009). CAP(Common Agricultural Policy) changed its focus from market orientation to the new economic, social, environmental, climate-related and technological challenges facing our society. It provides many possibilities for sustaining of traditional food production and enabling of rural areas.

### Biography

Francesco Zecca is Associate Professor of Economics and Agricultural Policy. He carries out its teaching and research activities at the Department of Management of the University of Rome La Sapienza. His fields of scientific interest are the sustainability of AgriFood production processes, policies of agricultural and rural development, economics of organic produce. He has been Director of MIPAAF (Italian Ministry of Agriculture, Food and Forestry Policies). Member of the ENEA Scientific Council. Representing Italy within the Steering Committee on Agricultural Research of the European Commission. Member of the OECD Governing Body of the programme Biological resource management for sustainable agricultural systems.

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