



# **LANDSCAPE AND FOOD: A MUTUALISTIC SYMBIOSIS TO BE VALUED**

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**CONFERENCE**

**LANDSCAPE VALUES: PLACE AND PRAXIS**

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# VALUE OF THE LANDSCAPE

*The **landscape** contributes to the **formation of local cultures** and that it is a basic component of the European natural and cultural heritage, contributing to **human well-being** and consolidation of the **European identity***

EUROPEAN LANDSCAPE CONVENTION  
Florence, 20 October 2000

*Castagnole Monferrato - Piedmont (Italy)* 2

# FOOD TOURISM

## MILLENNIUM ECOSYSTEM ASSESSMENT REPORT (2005)

### FARMING PLAY A RANGE OF DIFFERENT ROLES ...

- \* **preserving** the hydrogeological structure of the land;
- \* **conserving** biodiversity;
- \* **safeguarding** historical and cultural value

# FOOD TOURISM

*Valorising the **agricultural activity** is an international priority ...*

EUROPEAN COMMISSION (2005)

# RESEARCH AIM

- *Analysing the mutualistic symbiosis between food/landscape values*
- **MANAGEMENT PLAN** *“Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato” (Cultural Heritage, UNESCO 2014)*



# RURAL LANDSCAPE SUSTAINABILITY

## *Traditional cultivations*

*Rural landscapes have been in transition, losing their primary agricultural functions, traditional crops and historical land uses.*

*Historical tree-line of Morus alba (Costigliole d'Asti) 6*

# RURAL LANDSCAPE SUSTAINABILITY

A scenic view of a rural landscape in Piedmont, Italy. In the foreground, there are rows of vineyards with leaves in shades of green and brown. A stone wall runs along the left side. In the middle ground, there is a large yellow farm building with a dark roof. To the right, there is a smaller yellow building. The background shows rolling hills and a forested area under a clear sky.

*... maintaining **farming systems** and sustaining **historical landscape***

**AGRI-ENVIRONMENTAL MEASURES OF THE  
EUROPEAN COMMISSION (2005)**

***Agliano – Piedmont Region (Italy)***

# Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato

## STRATEGIES

### DEFINITION OF PRODUCTION PROTOCOLS AND ZONES

#### ▪ HISTORICAL GRAPE VARIETIES:



**Nebbiolo, Barbera, Dolcetto and Moscato** are cultivated for producing different **traditional wines**: Asti sparkling, Barolo and Barbaresco.



#### ▪ PROTOCOLS FOR WINEMAKING PROCESS

(Denomination of Controlled Origin, DOC and Denomination of Controlled and Guaranteed Origin, DOCG).





**UNESCO Heritage List**  
*(Piedmont – North West of Italy)*

# MARKETING: LANDSCAPE IN THE WINE LABELS

*Labels represent several identifying features as well as the municipality, or the **historic landscape** and **cellars**, or the **country roads**.*

*All these elements have contributed to characterize a **unique landscape** that has been preserved and maintained over time.*

*Creation of specific LABELS*



*Barbaresco Village (Langhe - Cuneo Province)*



# MARKETING: LANDSCAPE IN THE WINE LABELS



I colori del nostro villaggio.



I colori delle nostre etichette.



www.fontanafredda.it



# ARCHITECTURES IN THE VINEYARD LANDSCAPE

*Churches in the countryside*

*Churche of San Michele at Castelnuovo Don Bosco*

# ARCHITECTURES IN THE VINEYARD LANDSCAPE

## *Romanesque Churches*

*Romanesque Church of Santa Maria di Cornareto at Castelnuovo Don Bosco*

# ARCHITECTURES IN THE VINEYARD LANDSCAPE

## *Romanesque Churches*



*Photo Mark Cooper*

*Romanesque Church of San Nazario at Montechiaro d'Asti*

# ARCHITECTURES IN THE VINEYARD LANDSCAPE

An aerial photograph of the town of Montemagno in Asti, Italy. The town is built on a hillside, characterized by a dense cluster of buildings with red-tiled roofs. A prominent feature is the medieval castle, a large stone structure with crenellated walls, situated on a hill in the upper part of the town. The surrounding landscape is a mix of green fields and vineyards, typical of the Piedmont region. The overall scene is a blend of historical architecture and rural landscape.

*Medioeval Castle*

*Foto di Mark Cooper*

*Montemagno (Asti)*

# ARCHITECTURES IN THE VINEYARD LANDSCAPE

*“Underground cathedrals”*

*Cellars of the oldest companies of  
Canelli (Gancia, Canelli and  
Contratto)*

*“Infernotti”. Tufa rock structures*



*Bosca, Contratto companies. Canelli Municipality*



*Olivola - Piedmont Region (Italy)*





# MULTIFUNCTIONAL FARMS

*Visiting and Tasting*

*Eco Tourism*

*Direct sale*

*Educational farm*



*Artistic park "Orme su La Court"*



# FUTURE PROSPECTIVE AND VALUES

## THE ROLE OF THE LANDSCAPE. PROJECTS AND RESEARCHES



*The mutualistic symbiosis between **landscape** and **food** should be considered as a development strategy, a challenge.*



*Thank you for your attention*

*... the landscape has an **important public interest** role in the cultural, ecological, environmental and social fields, and constitutes a resource **favourable to economic activity** and whose protection, management and planning **can contribute to job creation (...)** .*

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