



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Milk matters in Alto Molise

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EU MAP webinar | European Quality schemes: the added value for mountain value chains



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Outline



Where are we?

Description of the Reference Region (RR)



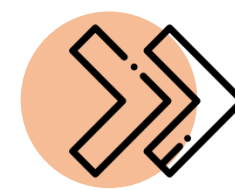
In dairy we trust

Selected Value Chain and characteristics and criteria of the VC quality scheme



What is happening

Implications of the quality scheme to this mountain value chain and the territory



What's next?

Next steps to improve the resilience and sustainability of the value chain and the territory



Where are we?



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Appennino molisano
■ Venafrano
■ Isernino
■ Alto Molise
■ Campobassano

Costa molisana
■ Costa molisana

L
a
z
i
o
Venafrano



MRL in a glimpse



In dairy we trust



Landscape - socio cultural heritage - dairy goods



What is happening



A bit of background: Rise and diffusion of productivism approach (70-80s)



Rural depopulation + agricultural abandonment
Worsening of the relationship between man and nature in the Apennines context

Main local actors managed to innovate the traditional production for the contemporary market:



Refresh of **cultural tradition heritage**
Valorization of **natural resources conservation**
Helped population to persist in **rural areas**



Assemblage with other value chains

Challenges to resilience



Internal conflicts of the VC



Youth engagement report



New breeding techniques



Consequences of war and energy crisis

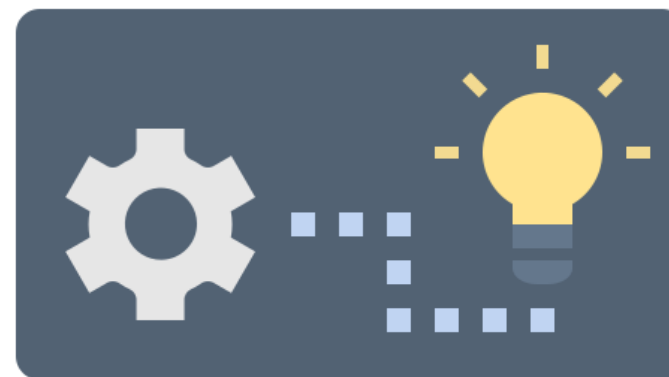


Climate change factors

What's next



- Foresight trainings
- Further workshops





Thank you!



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