The Food Culture Systems in Tuscany

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Tuscany: the region of variety
Presentation structure

Aim of the paper:
Contribute to the construction of a related variety platform for creative region…focus on Art and food in Tuscany region

Integrated theoretical approach:
Cultural/creative cluster approach
Relative Variety approach
Regional Innovation System approach

Tuscany: art and food platform (rural settings focus on Maremma)

Tuscany regional innovation system: Regional project SDP action 1.7.1 2000-06 “Benchmarking and Foresight Networks for Technology Transfer and Innovation”.
Integrated theoretical approach

• Cultural/creative cluster/district
  – Scott, 2000; Lazzeretti, 2003; Santagata, 2005; OECD, 2005

• Creative economy
  – Glaeser, 1999; Caves, 2000; Pierce, 2002; Florida, 2002; Leslie, 2005; Cooke, 2005

• Relative Variety approach
  – Boschma & Frenken, 2003; Boschma 2005; Cooke, 2007

• Regional Innovation system approach
Tuscany: Art and food Platform

• Tuscany is a creative region characterised by:
  – Cultural, artistic, environmental and human heritage
  – Creative clusters/districts
  – Regional Innovation System
  – Cities and rural creativity
Creative Local Production Systems (2001)

<table>
<thead>
<tr>
<th>Traditional Creative Systems</th>
<th>LPS</th>
<th>Employment</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>78</td>
<td>148,205</td>
<td>Verona, Piacenza, Aosta, Capri, Bolzano, Rimini</td>
<td></td>
</tr>
<tr>
<td>(11%)</td>
<td>(0.7%)</td>
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<table>
<thead>
<tr>
<th>Non Traditional Creative Systems</th>
<th>LPS</th>
<th>Employment</th>
<th>Examples</th>
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<tbody>
<tr>
<td>13</td>
<td>83,700</td>
<td>Ivrea, Saint-Vincent, Genova, Pisa, Napoli, Bari, Catanzaro, Palermo</td>
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<tr>
<td>(1.9%)</td>
<td>(0.4%)</td>
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<thead>
<tr>
<th>Diversified</th>
<th>LPS</th>
<th>Employment</th>
<th>Examples</th>
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<tbody>
<tr>
<td>10</td>
<td>508,000</td>
<td>Trieste, Parma, Bologna, Firenze, Roma, Brescia, Verona Torino, Milano</td>
<td></td>
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<tr>
<td>(1.45%)</td>
<td>(2.6%)</td>
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</table>

<table>
<thead>
<tr>
<th>Total</th>
<th>101</th>
<th>739,905</th>
<th>Source: Capone, 2007 in Cooke, Lazzeretti.</th>
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</thead>
<tbody>
<tr>
<td>(14.7%)</td>
<td>(3.8%)</td>
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</table>
Tuscany Art-Food System (1)

**Wine industry:**
- Associations (e.g. Chianti docg, Consortium “Gallo Nero”, “Morellino di Scansano”)
- 16 Wine Trails (‘Strade del Vino’, Tuscany Region)
- *Wine Temples* (wine cellars planned by architects as Renzo Piano and Mario Botta)
- *Wine bars (enoteche)*

**Typical high quality products:**
- 35 Slow food local associations all over the Tuscany;
- 22 Slow food presidia (Excellence products to protect in risk of “extinction”)

**Restaurant and bar:**
- *Enoteche and Trattorias* (family restaurant)

**Farms:**
- Cuisine Farms, Art Farms, Agro-Tourism
Tuscany Art-Food System (2)

School:
- High School Cuisine Training

Trademark:
- Tourism promotion (e.g. *Costa degli Etruschi*)
- Hospitality Trademark (e.g. *Benvenuti in Toscana*)

Archaeology Parks (e.g. *Parchi Val di Cornia*)
- 9 Eco-Museums (protection of the rural society: not only object of every day life but also landscapes, architecture, know-how, oral traditions, etc.)
- 16 WWF Oasis, 1 Natural National Park ("*Foreste Casentinesi, Monte Falterona, Campiglia*"), 1 Natural Regional Park ("*Maremma*"
- Ancient rural trades (Regional Law no. 15 of 5 March 1997) to promote action for safeguarding, restoring, improving, and popularizing those rural agricultural production processes and activities that have particular historical, ethnographic, and cultural interest and are in danger of being abandoned and lost.
Agro-food Industry in Tuscany: excellence in certified products

- 1.245 millions of euro in exports (83% of alimentary products and 17% of agricultural products) to North America, Japan and NICs:
  - Tuscany is in 6th place at national level for exports

- Tuscany market excels for the quality of its products:
  - 1° place for Traditional Products (D.Lgs 173/99);
  - 2° place for the number of quality assurance label for especially wines (Denominations of origins - DOC);
  - 4° place for DOP and IGP labels.

- Certified Quality System:
  - 1° place with 457 products
Wine Trails in Tuscany
<table>
<thead>
<tr>
<th>Regions</th>
<th>Slow food presidia</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sicilia</td>
<td>29</td>
<td>15%</td>
</tr>
<tr>
<td>Piemonte</td>
<td>25</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Toscana</strong></td>
<td><strong>23</strong></td>
<td><strong>12%</strong></td>
</tr>
<tr>
<td>Campania</td>
<td>17</td>
<td>9%</td>
</tr>
<tr>
<td>Emilia Romagna</td>
<td>14</td>
<td>7%</td>
</tr>
<tr>
<td>Veneto</td>
<td>11</td>
<td>6%</td>
</tr>
<tr>
<td>Liguria</td>
<td>11</td>
<td>6%</td>
</tr>
<tr>
<td>Puglia</td>
<td>9</td>
<td>5%</td>
</tr>
<tr>
<td>Sardegna</td>
<td>9</td>
<td>5%</td>
</tr>
<tr>
<td>Trentino Alto Adige</td>
<td>8</td>
<td>4%</td>
</tr>
<tr>
<td>Marche</td>
<td>7</td>
<td>4%</td>
</tr>
<tr>
<td>Lombardia</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>Abruzzo</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>Basilicata</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>Calabria</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Friuli Venezia Giulia</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Umbria</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Lazio</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Valle d'aosta</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Molise</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Totale</strong></td>
<td><strong>194</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Ranking of Italian Gourmet restaurant

1. **Gambero Rosso**, San Vincenzo (Livorno) / Vissani, Baschi (Trento)
2. La Pergola dell'Hotel Hilton (Roma) / Dal Pescatore, Canneto sull'Oglio (Mantova) / Le Calandre, Rubano (Padova)
3. **Enoteca Pinchiorri**, Firenze / Cracco-Peck, Milano / Don Alfonso 1890, Massa Lubrense (Napoli) / La Torre del Saracino, Vico Equense (Napoli)
4. Laite, Sappada (Belluno) / La Madonnina del Pescatore, Senigallia (Ancona) / Perbellini, Isola Rizza (Verona)
5. **Da Caino**, Montemerano (Grosseto) / (together with other 10 restaurants)

(Total: 1804 Italian restaurants)

Source: Gambero Rosso Magazine, 2007
Cultural heritage

Cultural goods (monuments, paintings, statues, etc.)

Museums
Art variety (1)

The variety of museum forms

Source: Lazzeretti, 2006
Art variety (2)

Eco-museums in Tuscany
Related variety *(Archaeological park and theatre)*

The Theatre of Rocks, Gavorrano
Related variety (Local traditions, archaeology, cultural goods, environmental resources, tourism): Parks of the Val di Cornia

Management:
Joint-stock company (public-private)

2 Archeological parks
4 Natural parks
1 Museum

Systems based on the integration among territory, cultural goods and environmental resources

Source: Parchi Val di Cornia S.p.A
Regional project SDP action 1.7.1 2000-06 “Benchmarking and Foresight Networks for Technology Transfer and Innovation”

Objectives: creation and consolidation of networks of firms, research centres, service centres, and public authorities for the development of technology transfer and the spread of innovation in sectors offering significant potential for industrial research and development

Budget: € 4.500.000 (100%)

36 Funded networks: Eligible Activities ➔ Technology associated with typical sectors of Tuscan economy: goldsmith, chemicals, pleasure boats shipbuilding, shoe, stone, textile-clothing, mechanics, automotive

Others activities: 1) technology for the development of formal innovation, 2) ICT and their applications, 3) biotechnology, including technology for medical diagnostic, 4) technology for cultural heritage, in particular the conservation of cultural heritage; 5) technology for the reduction of productive system pressure on the environment.

8 Technological axes:

1) ICT for modelling, design and manufacture processing
2) Micrometrics and Nanometrics
3) New materials
4) Optoelectronics
5) Mechanics and robotics
6) Infomobility
7) Telecommunication networks, data transmission, information services and applications
8) ICT for Life Sciences
Tuscany Regional Innovation System

- Tuscany Region follows the regional innovation system approach in order to develop suitable support policies to innovation and to technological transfer, according to the Industrial district/cluster approach.

- The territory (Tuscany) and the industrial district model, as a shared system of (social) values, constitute the connective tissue for the renewal of declining traditional sectors in the context of international competition.

- Tuscany Region wants to encourage economic, non-economic, and institutional actors to constitute a system (triple helix).

- To sustain the manufacturing industry embedded in industrial districts and the new ways of revitalization of declining industrial districts/traditional sectors through new technologies.

- And, at the same time, to develop the typical sectors of the new and knowledge economy.
The 36 network projects per industry of applications

- 53% of projects applications are in the Tuscan traditional manufacturing industries (shoe, goldsmith, textile, shipbuilding, mechanical, etc.)
Agro food sector

**TASTE.NET** (Network for “Technologically Evolved Tuscany Agroindustrial System”)

**Technological axis:** ICT for modelling, design and manufacture processing

**Focus on:** agro-food sector

**Project leader:** Artisans Association (Pisa)

**Design leader:** Faculty of Architecture (University of Florence)

The network “TASTE” is composed of **26 actors:**

- 9 small and medium firms
- 8 associations
- 6 territorial bodies
- 2 chambers of commerce
- 1 research centre

**Goal:** Apply design techniques, ICT and formal innovation technologies to the agroindustrial sector (products and packaging).

This project focuses on the tie between Tuscan culture, traditions, agro-food local products, savoir faire, embedded know-how.
Agro food sector

TASTE.NET (Network for “Technologically Evolved Tuscany Agroindustrial System”)

Renewing strategies for mature sector and products

- Product design (formal innovation)
- Packaging
- Internationalisation
- Digital location and e-commerce
- Examples:
  - Products: chocolates and biscuits
  - Innovations of shapes in association with the artistic heritage, literature (poets and characters) and natural resources (marble)
TASTE.NET: some prototypes

DE’ BRUNELLESCHI
Chocolates inspired by the renowned Florentine dome with first-rate, jewel-like packaging.
LIES
Cones of chocolate with a filling of chestnut flour, inspired by the most celebrated Collodi’s novel, Pinocchio.
TASTE.NET: some prototypes

WHITE SLAB
The package of these chickpea flour tablets with chocolate veins looks like a Carrara marble cube.