



PASTINNOVA

Innovative models for sustainable future of Mediterranean pastoral systems

Regional Workshop - Living Lab

*Condividere esperienze su innovazioni comuni
Sharing experiences on common innovations*

Gagliano Aterno, Anversa degli Abruzzi, (AQ) 26-27 March 2025



Valorization and Labelling of Pastoral products Giovanni Altana – Rete Appia



The PRIMA programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation





Sheep farming is the foundation of Sardinia's livestock production systems

Sheep production systems accounts:

- **2,080,805** head managed
- **10,189** farms
- representing over **48%** of the national sheep population



(CONTAS, 2024)



Sheep farming is the foundation of Sardinia's livestock production system

- **Dairy** sheep is the most prevalent production
- **Sardinia** is accounted for **68%** of Italy's sheep milk production
- **Lamb meat** production is considered a **secondary product** of dairy farming
- **Lamb meat sales contributes to the farms' overall profits.**



(CONTAS,



Main Challenges

➤ Seasonality

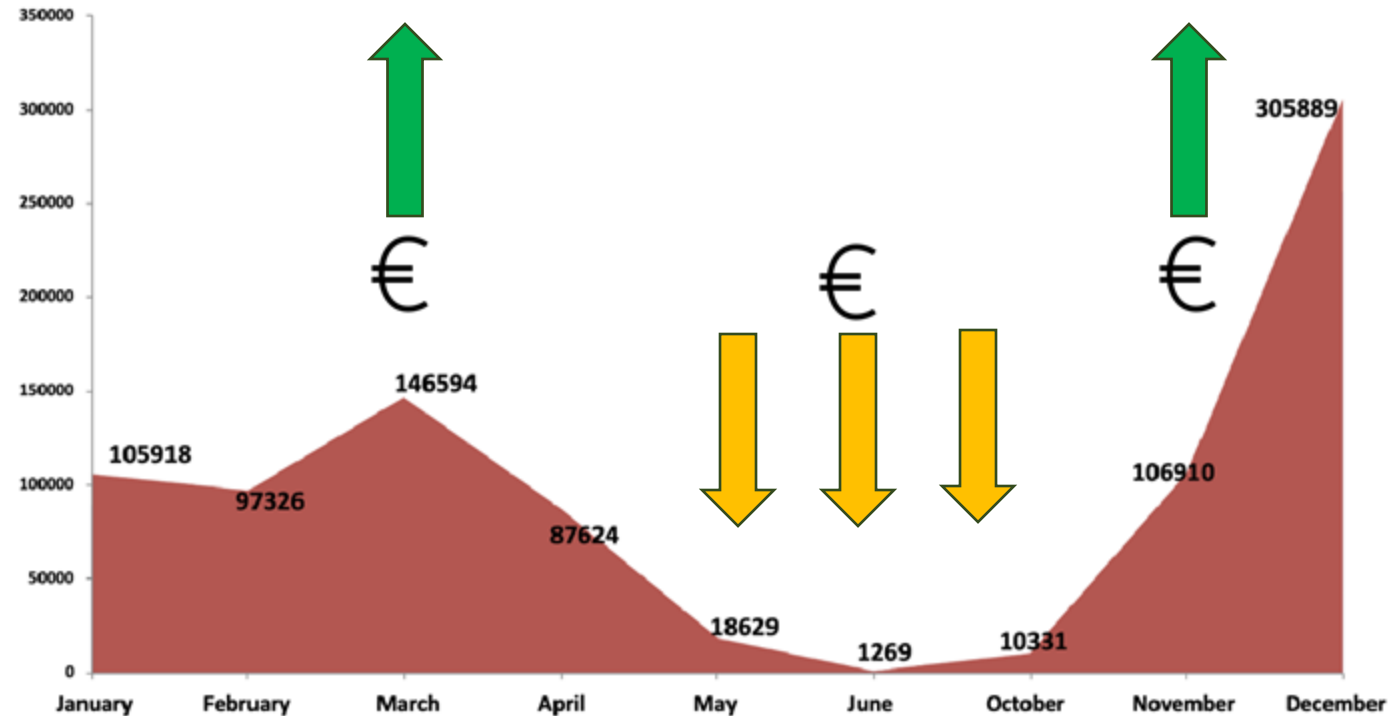
Traditional consumption during **Christmas** and **Easter**

➤ Price Fluctuations

➤ Lack of product during touristic season

➤ Lack of coordination and shared objectives among stakeholders

➤ **2% decrease of meat consumption in Italy**



Sardinian Lamb Slaughtering Trends, (CONTAS, 2023).



The PGI consortium of Sardinian Lamb

- The Label was registered in 2001 following the initiative of the promoting group Composed of **farmers** and **slaughterhouse** operators
- Became operative in **December 2005**, after the approval of the Italian Ministry of Agricultural, Food, and Forestry Policies (MiPAAF)



“...Its primary role is to protect, promote, enhance, inform, and, more broadly, ensure the quality of lamb meat produced on the island”



The PGI consortium of Sardinian Lamb

- **Common Goals & objectives** between stakeholders
- Quality Control and **Animal Welfare** Standards.
- Promotion of Sardinian Lamb Through **Marketing, Events,** and **international fairs**
- Promotion of **Sustainability** in farming and production (environmentally friendly practices)
- Reducing seasonality (Extending Demand Beyond Seasonal Peaks)
- Consistent Purchase Prices Throughout the Year





Results Of the PGI Labelling

- The Consortium produces approximately **1 million lambs** annually
- a total of **4,476** tons of Sardinian PGI lamb meat
- **Consumer survey highlighted:**
 - **96%** of consumers are influenced by the PGI label when purchasing
 - **91%** of consumers are willing to pay a higher price for labelled products
 - **81%** recognize the Sardinian Lamb PGI logo
- **PGI certified Products sales increased by 10%**

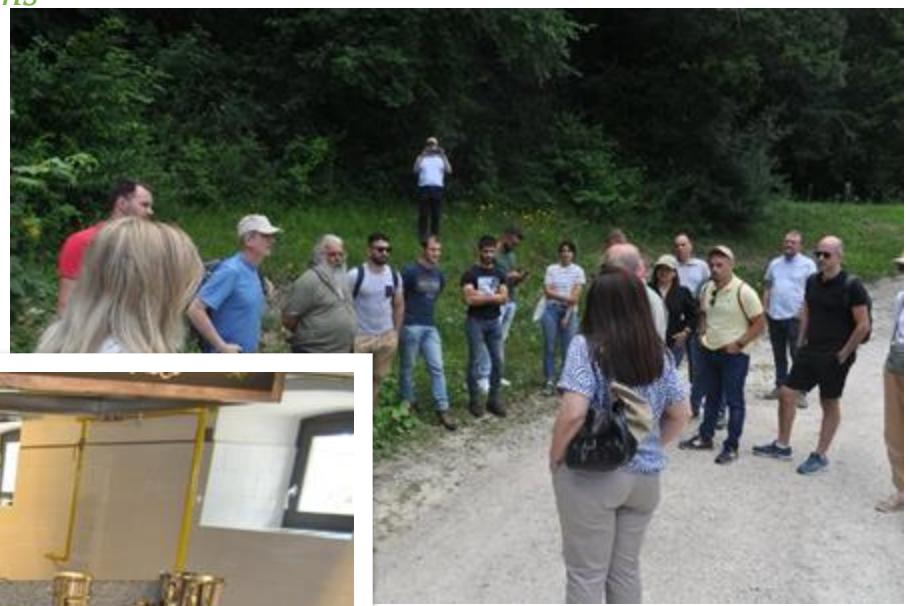
(CONTAS, 2023)



Sharing experiences on common innovations

Regional Workshop - Living Lab *Condividere esperienze su innovazioni comuni* *Sharing experiences on common innovations*

June 25th to 27th 2024
Exchange visit in Croatia (Istria) and Slovenia



September 26th , 27th 2024, Sardinia; ITALY



direttamente dai pascoli del Montiferru

ILBUEROSSO

Scopri subito dove trovarlo:

September 26th , 27th 2024, Sardinia; ITALY



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Thank You For the attention

