

## **An M.S. for extra dop and igp product protection.**

An advanced training course for the protection of European denominations.

The need to have wider and wider instruments to protect consumers is one of the musts the multifarious world of food production has to meet, as consumers expect more and more guarantees and certainties in terms of wholesomeness, traceability, certification of consumer products. This need is especially felt in such a context as the Italian one, which is marked by an extremely rich and varied offer, yet often ends up by fuddling the careless consumer.

A basic interface role between producers and consumers has been assigned to the numerous Protection Consortiums of docg and doc wines and of dop and igp food products, born and spread nearly everywhere in Italy.

Altamarca, the marketing agency of Treviso's Hillside as well as a District in the Italian agroindustrial sector, is making the revolutionary, yet abreast of the times, proposal that a university Master course should be instituted to train prospective managers and technicians of Protection Consortiums, nowadays provided with different qualifications and chosen on the basis of individual criteria, without a specific vocational training. The aim is to create professional roles, able to provide – both producers and consumers – with ample guarantees of qualification and knowledge of the territory and the market. The postgraduate M.S. schedule must include both Italian and international commerce law as well as productive techniques courses, and frontal teaching must alternate with professional training on an equal basis. The new “Doc Directors” should then join a national register, where Consortium administrators could draw from, on the basis of qualifications and expertise, in their quest for figures with a qualified reliable training, that may represent a product, a territory or a strategic choice of course and development.