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Designations of Origin and sustainable development
An analysis of DOC wines from Emilia-Romagna

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Designations of Origin are currently at the centre of the WTO's debate on free trade and at the same time they also represent a potential instrument for the fulfilment of the sustainable development targets established at the 1992 Rio Conference and are therefore important in the formation of any territorial development project.

The presence in an area of a productive system linked to a Designation of Origin product constitutes a collective asset. The production regulations for Designation of Origin goods underline the key role of the territory, attention to local know-how and the importance of autochthonous breeds and species.

The aim of the paper is to present the first results of a research project conducted in Italy, in the Emilia-Romagna region, concerning two peculiar aspects of the relationships between Designation of Origin and environmental sustainability: the degree of sustainability of DOC production regulations and Producer Bodies policies, positive and negative environmental externalities of DOC production systems.

Particular emphasis will be placed on cases of Designation of Origin in the Emilia-Romagna Region: Colli Piacentini, Colli Bolognesi and Sangiovese di Romagna.