



# Quality, Reputation and Origin of Food Products

## *The EU Geographical Indications and the Italian Case*

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# Summary

- The growing need for food
- The globalisation of food production
- The explosion of intensive farming
- Selling dreams to consumers
- From dreams to reality: the EU Quality Certification Process
- GI's Social and Economic Meaning
- All the numbers of GIs
- The Leading Country in GIs' domain: Italy
- Focus: the Region of Tuscany
- Tuscany's 32 GIs
- The Case of "Cantuccini Toscani PGI"
- The Case of the 1° Turkish PDO
- A World of Possibilities
- Thank-You Note

# Thank-you Note



A few words on Finanza Futura



*Megatrends*

*Strategic Analysis & Planning for Business  
Economic & Market Research*

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*Herkese Çok Teşekkür Ederim!*