



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Culture e società		
<b>ACADEMIC YEAR</b>	2023/2024		
<b>MASTER'S DEGREE (MSC)</b>	FOOD COMMUNICATION		
<b>INTEGRATED COURSE</b>	MEDITERRANEAN FOOD SYSTEMS AND SUPPLY CHAINS		
<b>CODE</b>	23017		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	AGR/01, AGR/03		
<b>HEAD PROFESSOR(S)</b>	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
	INGLESE PAOLO	Professore Ordinario	Univ. di PALERMO
<b>CREDITS</b>	9		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	2		
<b>TERM (SEMESTER)</b>	2° semester		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<p><b>COLUMBA PIETRO</b></p> <p>Monday 11:00 13:00 Ufficio del Docente</p> <p>Thursday 10:00 12:00 Ufficio del Docente</p> <p><b>INGLESE PAOLO</b></p> <p>Wednesday 08:00 10:00 Viale delle Scienze, Ed. 4 Dipartimento di Scienze Agrarie e Forestali</p> <p>Friday 08:00 10:00 Viale delle Scienze, Ed. 4 Dipartimento di Scienze Agrarie e Forestali</p>		

## MODULE MODULE 1

*Prof. PAOLO INGLESE*

### SUGGESTED BIBLIOGRAPHY

Emilio Sereni, Storia del Paesaggio Italiano, 2001 Laterza  
 Agrumi - E. Tribulato e Paolo Inglese, 212 Bayer Crop Science  
 Ulivo e Olio, Michele Pisante, Paolo Inglese, 2009 Bayer Crop Science

<b>AMBIT</b>	70214-Attivit formative affini o integrative
<b>INDIVIDUAL STUDY (Hrs)</b>	110
<b>COURSE ACTIVITY (Hrs)</b>	40

### EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide the essential knowledge for understanding agricultural models and Mediterranean agri-food chains and their relationships with food tradition, historical and landscape, gastronomic value. The course will analyze the historical foundations and the evolution of fruit systems and the main supply chains that characterize them: olive, citrus, viticulture, nuts, and other fruit trees together with the cereal supply chain. The course provides the essential elements for the knowledge of the Italian agri-food system and of the Mediterranean one in particular. The ultimate goal is that students understand the role and meaning of Mediterranean products, acquiring the ability to enhance them in a conscious way

## SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course, objectives, teaching methods, contents, checks
8	The olive oil and table olives supply chain: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
8	The citrus supply chain and landscape: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
8	The dry nuts (Almond and pistachio) supply chain: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
4	The tropical fruit in the Mediterranean area: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
4	The wheat and bread supply chain: history and evolution, production systems and products in the world, product quality, cultural, historical, landscape and gastronomic significance
Hrs	Practice
6	Design of food and wine promotion initiatives

**MODULE  
MODULE 2**

*Prof. PIETRO COLUMBA*

**SUGGESTED BIBLIOGRAPHY**

Il docente fornirà articoli scientifici e altri testi di riferimento.

<b>AMBIT</b>	70214-Attivit formative affini o integrative
<b>INDIVIDUAL STUDY (Hrs)</b>	55
<b>COURSE ACTIVITY (Hrs)</b>	20

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The course aims to provide the essential knowledge for the valorisation of the products obtained from the Mediterranean food supply chains. To this end, it addresses the issues of the evolution of the socio-economic model towards obtaining goods of high gastronomic value, deriving from the relationship with the territory, characterized by food wholesomeness and environmental sustainability. In this context, certification procedures, company adaptation and the relational dynamics of local quality systems take on particular importance.

Students will be provided with the elements to understand how the enhancement of quality agri-food products contributes to defining local development paths and contributes to the competitiveness of the territory. The relationships between quality agri-food production and tourist use will also be highlighted.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
2	Introduction to the course, objectives, teaching methods, contents, checks.
2	The economics of the environment, health and well-being.
4	The specificity of the quality agri-food chain
4	Quality certifications
2	The Mediterranean diet: a model of socio-economic development
<b>Hrs</b>	<b>Practice</b>
6	Design of food and wine promotion initiatives