

Prof. Giovanni Belletti and Prof. Andrea Marescotti

Department of Economics - University of Firenze (Italy)

Giovanni Belletti is associate professor of Agricultural Economics as well as Agro-Environmental and Rural Policies in the Department of Economics, University of Florence (I). His fields of research are agrofood supply chain organization, quality economics and policies with particular reference to origin-linked aspects, local agro-food systems, agro-environmental policies, agrotourism and rural development dynamics.

Andrea Marescotti is associate professor of Agricultural Economics and Food Economy in the Department of Economics, University of Florence. As regards origin products and geographical indications, research activity has been focused on the evaluation of the costs and benefits the protection of geographical indications can have on firms, markets, society, and the environment.

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Giovanni Belletti and Andrea Marescotti have been carrying out research activity on Geographical Indications within EU-funded research projects (DOLPHINS, SINERGI), as consultants in the “Evaluation of the CAP policy on protected designations of origin (PDO) and protected geographical indications (PGI)” commissioned by EU DG Agriculture and Rural Development, and in many national and local research projects.

In 2010 they were charged by the Swiss Federal Institute of Intellectual Property to produce a general methodology for evaluating the socio-economic and environmental impacts of Geographical Indications within the “Geographical Indications Project Jamaica – Switzerland”.