

## PERSONAL INFORMATION



## Giovanni PEIRA

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Sex Male | Date of birth 1966 | Nationality Italian

## WORK EXPERIENCE

November 1999 →

**Assistant Professor**

University of Turin  
Department of Management  
Corso Unione Sovietica 218 bis, 10134 Turin (Italy)  
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Professor of *Technical tools of food sector (present)* and *Production Technology (present)*

He taught the following courses: *Commodity Science (2000-2003)*, *Foods and materials for sport (2003-2004)*, *Technical tools for the trade (2003-2010)*, *Certification of quality systems and products (2004-2007)*, *Food & Beverage (2010-2012)*, *Production Technology (2004-2012)*

Sector Commodities Science

## EDUCATION AND TRAINING

01/11/1985 – 08/03/1993

**Degree in Economics**

Four-year degree

Faculty of Economics, University of Turin

- Economic, legal, business, accounting and commodity skills.
- The academic defence took place on March 8<sup>th</sup> 1993, with "Packaging: engineering of the image. Reality and perspectives of the Fruit and Vegetable Sector from the euro-eco-marketing point of view". (Relator: Prof. Franco Percivale).
- The final mark was 103/110.

## PERSONAL SKILLS

**Job-related skills**

Professional activity was conducted mainly in university education and research.

The training was developed during these years, particularly in the agri-food sector.

The scientific activity has been organized mainly in the following areas of research: certification schemes and quality marks in the food sector; identifying instruments for the defence and enhancement of quality food products, technological innovation in the agri-food sector and labelling of products of wide consumption.

## ADDITIONAL INFORMATION

Publications	2006 →
Presentations	Member of the Italian Academy of Commodity Science.
Projects	
Conferences	28/03/2004 →
Seminars	Member of the Scientific and Technical Committee of the Museum of Taste in Frossasco (CN).
Honours and awards	
Memberships	
References	

#### ANNEXES

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ANNEX I	Participation in research projects
ANNEX II	List of publications
ANNEX III	Participations to conferences and seminars

**ANNEX I****PARTICIPATION IN RESEARCH PROJECTS****Participation in research projects financed by the University of Turin (ex 60%)****2012 - 2014**

Environmental qualification of products in the food chain: setting of a database for the application of the recent national scheme for the enhancement of clusters for the development of the agri-food sector, 2012-2014, Project manager: Prof. Riccardo Beltramo.

**2008 - 2012**

Elaboration of models, strategies and applications for the check of the conditions of economic-environmental sustainability of organizations and products and identification of tools, 2008 Project Manager: Prof. Riccardo Beltramo.

**2007 - 2009**

Technological, environmental and energetic tools in the production of goods and provision of services, 2007 Project Manager: Prof. Riccardo Beltramo.

**2006 - 2008**

Production of goods and provision of services: technological, organizational and environmental issues related to them, 2006 Project Manager: Prof. Riccardo Beltramo.

**Participation in research projects with scientific and managerial responsibility.****15/03/2012 – 15/12/2012**

Research study aimed at identifying instruments for the collection of data and information in the agri-food sector in the province of Turin.

**27/10/2011 – 31/12/2011**

Research study in preliminary aimed at identifying tools for the collection of data and information in the agri-food sector in the province of Turin.

**01/01/2010 – 31/07/2012**

Research study about the hypothesis of the introduction of a medium-heavy swine in the swine sector of Piedmont and Italy. Market research about meat and cured meats derived from medium-heavy swine.

**16/09/2008 – 30/11/2008**

Testing program on the species of sweet sorghum (*Sorghum bicolor* L. Moench.) for the production of bioethanol 'sub-project n. 3'. Development of a model of bioethanol production from sweet sorghum in Piedmont region

**01/02/2007 – 31/07/2007**

Market research about the POD Salame Piemonte, 'sub-project'. Survey of a reasoned sample of consumers in the GDO.

**20/06/2006 – 03/05/2007**

Definition of the mandatory requirements for the release of the quality certificate "Abruzzo Arte Artigiana".

**16/12/2003 – 16/12/2004**

Application of sensory analysis for the organoleptic characterization of six varieties of Italian rice from Po Valley,

### Participation in research projects

**01/03/2012 – 15/09/2012**

Release of a monographic study on food products labelling as well as regulated at European and national level. Scientific Responsible Prof. Erica Varese.

**22/02/2009 – 30/09/2009**

Release of a monographic study on food labelling as well as regulated at European and national level. Scientific Responsible Prof. Franco Percivale.

**28/07/2008 – 15/12/2010**

Planning and implementation of the environmental management system of the District of Giaveno following the standard ISO14001:2004, for the purpose of environmental certification and enhancement of local agricultural production. Scientific Responsible Prof. Riccardo Beltramo.

**31/03/2008 – 15/09/2007**

Release of a monographic study on the labelling of non-food products. Scientific Responsible Prof. Franco Percivale.

**22/05/2007 – 15/09/2007**

Release of a monographic study on the labelling of wines and spirits as well as regulated at European and national level. Scientific Responsible Prof. Franco Percivale.

**13/03/2006 – 13/06/2006**

Release of a monographic study on "The glossary of taste: the words of flavours, fragrances, food artisan excellence tools of Piedmont". Scientific Responsible Prof. Franco Percivale.

**22/05/2006 – 30/09/2006**

Release of a monographic study on food products labelling as well as regulated at European and national level. Scientific Responsible Prof. Franco Percivale.

**08/08/2005 – 31/12/2005**

The cultivation of hemp and olive in the morainic amphitheater of Ivrea. Socio-economic analysis of the historical evolution of the territory, conditions and motivation for a revival of the crops. Scientific Responsible Prof. Franco Percivale.

**15/03/2003 – 15/09/2004**

Accomplishment of a research on the Signs of Quality with particular reference to the voluntary and compulsory traceability. Scientific Responsible Prof. Franco Percivale.

**15/04/2003 – 15/09/2003**

Release of a monographic study for a publication related to Traditional Food Products of Piedmont. Scientific Responsible Prof. Franco Percivale.

**15/01/2000 – 15/12/2001**

Technical and historical assessment about some traditional food products and possible health and hygiene exemptions.

Scientific Responsible Prof. Franco Percivale.

**15/09/2000 – 28/02/2001**

Characterization of traditional products of Piedmont: Nocciola del Piemonte, Riso S. Andrea, Marrone della Valle di Susa and Focaccia Novese. Scientific Responsible Prof. Franco Percivale.

**Framework agreements for scientific cooperation**

**2012**

Framework agreement of scientific cooperation with the Torino Wireless Foundation.

**2010**

Framework agreement of scientific cooperation with Coldiretti Torino.

**ANNEX II****LIST OF PUBLICATIONS**

1. F. PERCIVALE, G. PEIRA, "Il packaging in chiave di marketing nel comparto ortofrutticolo" - "Packaging from the marketing point of view in the fruit and vegetable sector.", Piemonte Agricoltura, 15, 1993, pag. 1.
2. F. PERCIVALE, L. CASSIBBA, G. PEIRA, "Discount e ortofrutta: matrimonio in vista?" - "Discount and fruit and vegetable sector: future wedding?", Piemonte Agricoltura, 4, 1994, pag. 20-21.
3. F. PERCIVALE, R. BELTRAMO, G. PEIRA, "L'evoluzione della filiera agroalimentare verso la qualità del prodotto. La qualità dei prodotti alimentari" - "Evolution of the agri-food chain to the quality of the product. Quality of the products.", De Qualitate, February, 1996, pag. 87.
4. F. PERCIVALE, R. BELTRAMO, G. PEIRA, "Aromi: analisi degli aspetti legislativi" - "Fragrances: analysis of legal aspects.", L'assaggiatore, 49, 1996, pag. 7.
5. F. PERCIVALE, L. CASSIBBA, R. BELTRAMO, S. CABELLA, G. PEIRA, "Discount e Ortofrutta: rapporti tra produttori ortofrutticoli e catene discounter" - "Discount and fruit and vegetable sector: relationship between fruit and vegetable producers and discount chains.", (Note 1) Acts XVII National Congress of Commodity, Lecce 3-5 October 1996, pag. 435.
6. F. PERCIVALE, L. CASSIBBA, R. BELTRAMO, S. CABELLA, G. PEIRA, "Discount e Ortofrutta: indagine sui clienti di alcuni punti di vendita in Piemonte" - "Discount and fruit and vegetable sector: survey about consumers of certain selling points in Piedmont.", (Note 2) Acts XVII National Congress of Commodity, Lecce 3-5 October 1996, pag. 442.
7. F. PERCIVALE, G. PEIRA, "L'etichettatura dei prodotti alimentari" - "Food products labelling.", ETS PISA, 1997.
8. F. PERCIVALE, G. PEIRA, A. TROTTI, "Atteggiamento di un gruppo di studenti universitari verso la lettura e la comprensione delle informazioni riportate sulle etichette dei prodotti di largo consumo" - "Approach of a group of university students to the reading and comprehension of informations on the labels of wide consumption products.", Rassegna Chimica, 2, 1997, pag. 51.
9. F. PERCIVALE, R. BELTRAMO, G. PEIRA e L. CERRE, "Miglioramento della digeribilità proteica dei residui di lavorazione delle fecce vinose, per il loro impiego come integratori proteici nell'industria mangimistica" - "Improvement of protein digestibility of waste processing vinous lees, for their use as protein supplements in the feed industry. Proposal for a change in the manufacturing process in the distillery.", Rassegna Chimica, 3, 1997, pag. 281.
10. F. PERCIVALE, G. PEIRA, "Quale tutela per l'espresso?" - "Any protection for the espresso?", L'assaggiatore, 63, 1997, pag. 13.
11. F. PERCIVALE, G. PEIRA, S. RIZZOTTO, "Sistemi di identificazione dei dati: evoluzione nelle tecnologie ed applicazioni nei settori industriale e commerciale" - "Systems of recognition of data: evolution of technologies and applications in the industrial and commercial sector.", Rassegna Chimica, 4, 1998, pag. 381.
12. F. PERCIVALE, L. CASSIBBA, G. PEIRA, P. IANNI PALARCHIO, "La valorizzazione del peperone "Corno di Bue" di Carmagnola (TO) attraverso l'adozione di un marchio di origine" - "Enhancement of "Corno di Bue" pepper from Carmagnola (TO) through the adoption of an origin mark.", Acts XVIII National Congress of Commodity, Verona, 1-3 October, 1998, Vol. III, pag. 157.
13. F. PERCIVALE, G. PEIRA, E. VARESE, "Il monitoraggio di prodotti tipici: normativa e metodi" - "Monitoring of typical products: regulation and methods.", L'Assaggiatore, n. 79, 2000 pag 19.
14. F. PERCIVALE, B. CUZZOLIN, G. PEIRA, "I formaggi a Denominazione d'Origine Protetta: riflessioni critiche a otto anni dall'approvazione del Regolamento CE 2081/92" - "The POD cheese: critical reflections eight years after the approval of the EC Regulation 2081/92, (Note 1), Acts del XIX National Congress of Commodity, Sassari - Alghero, 27-29 September 2000, Volume I, pag. 186.
15. F. PERCIVALE, B. CUZZOLIN, G. PEIRA, "I formaggi a Denominazione d'Origine Protetta: indagine conoscitiva sulla realtà piemontese" - "The POD cheese: cognitive survey about the reality of Piedmont.", (Note 2), Acts XIX National Congress of Commodity, Sassari - Alghero, September 27-29 2000, Volume I, pag. 194.
16. F. PERCIVALE, G. PEIRA, B. CUZZOLIN, R. SALOMONE, "Innovazione tecnologica e risparmi energetici nella produzione di sabbie silicee" - "Technological innovation and energetic savings in the production of silica sand, Acts XIX National Congress of Commodity, Sassari - Alghero, 27-29 September 2000, Volume I, pag. 519.
17. F. PERCIVALE, E. VARESE, G. PEIRA, R. ANTONETTO, "Selling traditional agroalimentary products through e-commerce", Acts XIII IGWT Symposium "Commodity Science in Global Quality Perspective", 2-8 September 2001, Maribor, Slovenia, Volume II, pag. 941-946.
18. F. PERCIVALE, G. PEIRA, E. VARESE, G. COMBA, "Caratterizzazione e valorizzazione del prodotto tipico: Riso S. Andrea, Relazione presentata alla Regione Piemonte, Direzione Sviluppo dell'Agricoltura – Settore Servizi di

- Sviluppo Agricolo, relativa allo studio economico strategico “Caratterizzazione e valorizzazione del prodotto tipico: Riso S. Andrea” - “Characterization and optimization of the typical product: Riso S. Andrea, Report presented to Piedmont Region, Direzione Sviluppo dell’Agricoltura – Settore Servizi di Sviluppo Agricolo, related to the strategic economic study “Characterization and optimization of the typical product: Riso S. Andrea”, Torino, 28 February 2001. Published privately according and due to D.lgs.. 31/8/1945 n. 660, 09 December 2002.
19. F. PERCIVALE, G. PEIRA, E. VARESE, G. COMBA, “Caratterizzazione e valorizzazione del prodotto tipico: Marrone della Valle di Susa, Relazione presentata alla Regione Piemonte, Direzione Sviluppo dell’Agricoltura – Settore Servizi di Sviluppo Agricolo, relativo allo studio economico strategico “Caratterizzazione e valorizzazione del prodotto tipico: Marrone della Valle di Susa” - “Characterization and optimization of the typical product: Marrone della Valle di Susa, Report presented to Piedmont Region, Direzione Sviluppo dell’Agricoltura – Settore Servizi di Sviluppo Agricolo, related to the strategic economic study “Characterization and optimization of the typical product: Marrone della Valle di Susa”, 28 February 2001. Published privately according and due to D.lgs.. 31/8/1945 n. 660, 09 December 2002.
  20. F. PERCIVALE, E. VARESE, G. PEIRA, “Lo sviluppo economico e l’impatto della globalizzazione nel settore dei prodotti agroalimentari tradizionali e tipici” - “The economic development and the impact of globalization into traditional and typical agri-food products sector.”, De Qualitate, February 2002, pag. 50-59.
  21. D. IERVOLINO, G. PEIRA, E. VARESE, S. CAPATO, “La gestione della sicurezza nell’industria grafica” - “Management of security in the printing industry.”, (first part), Rassegna grafica, 9 May 2002.
  22. D. IERVOLINO, G. PEIRA, E. VARESE, S. CAPATO, “La gestione della sicurezza nell’industria grafica” - “Management of security in the printing industry.”, (second part), Rassegna grafica, 10 May 2002.
  23. G. PEIRA, E. VARESE, F. PERCIVALE, “I prodotti tipici e tradizionali piemontesi: quale tutela?” - “Typical and traditional products of Piedmont: any protections?”, Acts Convention “Tools and Strategies for enhancement of typical and traditional agri-food products”, sponsored by Department of Commodity Science of University of Torino, Torino, 30 May 2002.
  24. E. VARESE, G. PEIRA, F. PERCIVALE, “I prodotti agroalimentari tipici e tradizionali ed il commercio elettronico” - “The typical and traditional agri-food products and the e-commerce.”, Acts Convention “Tools and Strategies for enhancement of typical and traditional agri-food products.”, organized by Department of Commodity Science of University of Torino, Torino, 30 May 2002.
  25. F. PERCIVALE, E. VARESE, G. PEIRA, “Sicurezza e qualità delle carni bovine come strategie di valorizzazione del comparto” - “Security and quality of beef as a strategy of the sector enhancement”, De Qualitate, June 2002, pag. 78-91.
  26. S. AIMONE, F. PERCIVALE, G. PEIRA, E. CIOCCHETTI, “La cooperazione vitivinicola in Piemonte” - “Cooperation in the wine-market of Piedmont”, Quaderni di ricerca 101, IRES, 2002.
  27. F. PERCIVALE, E. VARESE, G. PEIRA, “Tutela degli animali come presupposto di un benessere concorrente alla crescita qualitativa delle produzioni zootecniche” - “Animal safeguard as assumption of a wellness which is a step of the qualitative growth of livestock production.” - “Acting Convention “Euroconference on University and Enterprise”, Faculty of Economics, University “La Sapienza”, Roma, 26-28 September 2002.
  28. G. PEIRA, E. VARESE, S. CAPATO, E. PASTORE, “La gestione della sicurezza: il caso del laboratorio genetico dell’Università di Torino” - “Security management: the case of the genetic laboratory of the university of Torino.”, Acts, Convention “Euro-conference on University and Enterprise”, Faculty of Economics, University “La Sapienza”, Roma, 26-28 September 2002.
  29. E. VARESE, G. PEIRA, F. PERCIVALE, “La rinascita dell’olivicoltura in Piemonte” - “The rebirth of olive growing in Piedmont.”, Acts, Convention “Olive oil: today and future panorama”, University of Roma Tre, Faculty of Economics “Federico Caffè”, Marina di Carrara (MS), 26 October 2002.
  30. G. ZEPPA, G. PEIRA, L. ROLLE, E. VESCE, V. GERBI, “Caratterizzazione di un prodotto tradizionale piemontese: la Focaccia Novese” - “Characterization of a traditional project of Piedmont: the Focaccia Novese.”, Industrie Alimentari, November 2002, pagg. 1213-1217.
  31. G. PEIRA, “Analisi del comparto e strategie di valorizzazione: tradizioni regionali da salvaguardare” - “Analysis of sector and strategies of enhancement: regional traditions to safeguard.”, Pasticceria internazionale, n. 168, September 2003, pp 124-125.
  32. F. PERCIVALE, G. PEIRA, E. VARESE, “Sviluppi della coltivazione del Marrone della Valle di Susa ed iniziative per la sua valorizzazione” - “Development of the cultivation of Marrone of Valle di Susa and efforts for its enhancement.”, Piemonte Agricoltura, 38, November 2003, pp 29-34.
  33. G. PEIRA, E. VARESE, A. BONADONNA, S. ARNOLDI, A. SANDRONE, “Prodotti agroalimentari tipici della Valle di Susa” - “Typical agri-food products of Valle di Susa.”, Alta e Bella – Review of Valli di Susa, Chisone, Pellice, Pinerolese, Saluzzese, Year VI, Number 27, December 2003 - January 2004, pp. 53-58.
  34. G. PEIRA, E. VARESE, A. BONADONNA, S. ARNOLDI, A. SANDRONE, “Storia ed evoluzione della viticoltura valsusina” - “History and development of viticulture in Valle di Susa.”, (Note 1), Alta e Bella – Review of Valli di Susa, Chisone, Pellice, Pinerolese, Saluzzese, Year VII, Number 29, Torino, June-July 2004, pp. 30-35.
  35. G. PEIRA, E. VARESE, A. BONADONNA, S. ARNOLDI, A. SANDRONE, “Storia ed evoluzione della viticoltura



- valsusina” - “History and development of viticulture in Valle di Susa.”, (Note 2), Alta e Bella – Review of Valli di Susa, Chisone, Pellice, Pinerolese, Saluzzese, Year VII, Number 30, Torino, August - September 2004, pp. 32-35.
36. G. PEIRA, E. VARESE, A. BONADONNA, S. ARNOLDI, A. SANDRONE, “Enogastronomia: prodotti agro-alimentari tipici della Valle di Susa” - “Wine and food sector: typical agri-food products of Valle di Susa.”, Montagna e noi, n. 4, October 2004.
  37. G. PEIRA et Al., “Distillati, liquori, birra e prodotti di torrefazione – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Spirits, liqueurs, beer and roasting products. – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, September 2004.
  38. G. PEIRA et Al., “Pasticceria fresca e secca, gelato – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Fresh and dry pastry, ice-cream.” – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, September 2004.
  39. G. PEIRA et Al., “Cioccolato, caramelle, torrone – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Chocolate, candies, nougat. – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, September 2004.
  40. G. PEIRA et Al., “Caseario – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Dairy sector. – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, settembre 2004.
  41. PERCIVALE F., BONADONNA A., PEIRA G., VARESE E., “I “segni della qualità” nel settore agroalimentare piemontese Studio sulla percezione, sulla conoscenza e sull’utilizzo dei “Segni” da parte di diverse filiere agroalimentari e dei consumatori” - “Signs of quality” in the food industry of Piedmont. Study on perception, knowledge, and the use of “Signs” by various food and consumers chains.”, Report relating to the Convention for the performance by the Department of Commodity Science of the University of Turin of a research on the “Signs of Quality”, with particular reference to the voluntary and mandatory traceability”. Published privately according and due to D.lgs. 31/08/1945 n. 660, 22 December 2004.
  42. G. PEIRA, E. VARESE, A. BONADONNA, F. PERCIVALE, “Le artemisie per la produzione del liquore Genepy in Piemonte” - “Artemisias used in the production of Genepy liquor in Piedmont”, Acts XXI National Congress of Commodity, Faculty of Economics, Foggia, 22-24 September 2004, Wip Edizioni, Bari, July 2005.
  43. E. VARESE, G. PEIRA, A. BONADONNA, F. PERCIVALE, “La normativa comunitaria e nazionale inerente al benessere animale come strumento di valorizzazione delle produzioni zootecniche. Protezione degli animali durante l’allevamento” - “The EU and national legislation regarding animal welfare as a tool for enhancement of livestock production. Protection of animals during the breeding.”, (Note 1), Acts, XXI National Congress of Commodity, Faculty of Economics, Foggia, 22-24 September 2004, Wip Edizioni, Bari, July 2005.
  44. E. VARESE, G. PEIRA, A. BONADONNA, F. PERCIVALE, “La normativa comunitaria e nazionale inerente al benessere animale come strumento di valorizzazione delle produzioni zootecniche. Protezione degli animali durante il trasporto e la macellazione” - “The EU and national legislation regarding animal welfare as a tool for enhancement of livestock production. Protection of animals during the breeding.”, (Note 2), Acts, XXI National Congress of Commodity, Faculty of Economics, Foggia, 22-24 September 2004, Wip Edizioni, Bari, July 2005.
  45. E. VARESE, G. PEIRA, A. BONADONNA, F. PERCIVALE, “La percezione e la conoscenza dei “Segni della Qualità” nel settore agroalimentare da parte del consumatore piemontese” - “Perception and knowledge of the “Signs of Quality” in the agri-food sector by the consumer of Piedmont”, Acts, XXI National Congress of Commodity, Faculty of Economics, Foggia, 22-24 September 2004, Wip Edizioni, Bari, July 2005.
  46. G. PEIRA, P. BORLATTO, B. ROBA, “Applicazione dell’analisi sensoriale per la caratterizzazione organolettica di sei varietà di riso della Valle Po” - “Application of sensory analysis for organoleptic characterization of six varieties of rice of the Po Valley.”, Report regarding the agreement for the performance of the Department of Commodity Science of the University of Turin of a research on the application of sensory analysis for organoleptic characterization of six varieties of Italian rice of the Po Valley, 27 October 2004.
  47. G. PEIRA et Al., “Un Piemonte per tutti i gusti” - “A Piedmont for everyone.”, Piedmont Region, Direzione Programmazione e Valorizzazione dell’Agricoltura e Direzione Sviluppo dell’Agricoltura, Torino, Extra to n. 46 of “Quaderni della Piedmont Region – Agricoltura”, June 2005.
  48. G. PEIRA et Al., “Paste fresche – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Fresh pastries. – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, October 2005.
  49. G. PEIRA et Al., “Gastronomia e prodotti sottovetro – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Gastronomy and under glass products. – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, October 2005.
  50. G. PEIRA et Al., “Panificazione – Disciplina per l’eccellenza dell’impresa artigiana alimentare” - “Planning – Guideline for excellence in artisan food industry.”, Piedmont Region, Assessorato Artigianato, Torino, November 2005.
  51. F. PERCIVALE, E. VARESE, A. BONADONNA, G. PEIRA, “Olivicoltura ed olio extravergine di oliva canavesano. Situazione attuale e prospettive future” - “Olive and extra virgin olive oil of Canavese. Current situation and future perspectives”, Report regarding the Convention relating to the performance of a research study on “The cultivation of

- hemp and olive in the morainic amphitheater of Ivrea by the Department of Commodity Science, University of Turin. Socio-economic analysis of the historical evolution of the territory, conditions and motivations for a revival of crops ", Ivrea, November 15, 2005
52. E. VARESE, F. PERCIVALE, A. BONADONNA, G. PEIRA, "La coltivazione dell'olivo nell'anfiteatro morenico di Ivrea e le prospettive dell'olio extravergine di oliva canavesano" - "The cultivation of olive trees in the morainic amphitheater of Ivrea and expectations on the extra virgin olive oil of Canavese", Papers of the Piedmont Region - Agriculture, no. 50, February 2006, Turin, p. 34-37.
  53. F. PERCIVALE, A. BONADONNA, G. PEIRA, E. VARESE, "L'etichettatura dei prodotti alimentari. La normativa comunitaria e nazionale" - "Food products labelling". The EU and national legislation, Unioncamere Piemonte, October 2006, Torino.
  54. E. VARESE, L. CONTI, A. BONADONNA, G. PEIRA, F. PERCIVALE, "I "segni della qualità" in Piemonte: percezione e conoscenza da parte degli operatori del comparto agroalimentare e dei consumatori piemontesi" - "Signs of quality in Piedmont: perception and knowledge of operators in the agri-food and consumer sector of Piedmont.", Acts XXII National Congress of Commodity Science, Faculty of Economics RomaTre, Roma, 2-4 March 2006, Kappa Edition, Roma, December 2006.
  55. F. PERCIVALE, A. BONADONNA, G. PEIRA, E. VARESE, "Glossario del gusto. Le parole dei sapori e degli strumenti dell'eccellenza artigiana alimentare torinese e piemontese" - "Glossary of taste. The words of flavours and instruments of the artisan food excellence of Turin and Piedmont, CNA - CCIAA, February 2007, Torino.
  56. F. PERCIVALE, A. BONADONNA, G. PEIRA, E. VARESE, "L'etichettatura del vino e delle bevande alcoliche. La normativa comunitaria e nazionale" - "The labelling of wine and other alcoholic beverages. The EU and national legislation, Unioncamere Piemonte, October 2007, Turin.
  57. G. PEIRA, E. VARESE, A. BONADONNA, "Definizione dei requisiti obbligatori per il rilascio del marchio di qualità Abruzzo Arte Artigiana" - "Definition of the mandatory requirements for the issue of the mark of quality Abruzzo Arte Artigiana", Department of Commodity Science of the University of Torino ; 20 June 2006 – 3 May 2007.
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84. E. VARESE, A. BONADONNA, G. PEIRA, P. REBUFATTI, “L’etichettatura dei prodotti alimentari. La normativa dell’Unione Europea e nazionale” - “Labelling of food products. EU and national legislation.”, Unioncamere Piemonte, n. 3/2012, Torino.
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**ANNEX III****PARTICIPATION TO CONGRESSES, CONFERENCES AND SEMINARS****PARTICIPATION TO SCIENTIFIC CONGRESSES**

1. XVII National Congress of Commodity Science, Lecce 3-5 October 1996
2. XVIII National Congress of Commodity Science, Verona, 1-3 October 1998
3. XIX National Congress of Commodity Science, Sassari - Alghero, 27-29 September 2000
4. 13th IGWT Symposium "Commodity Science in Global Quality Perspective", 2-8 September 2001, Maribor, Slovenia,
5. Euro-conference on University and Enterprise", Faculty of Economics, University "La Sapienza", Roma, 26-28 September 2002
6. XXI National Congress of Commodity Science, Faculty of Economics, Foggia, 22-24 September 2004
7. XXII National Congress of Commodity Science, Faculty of Economics RomaTre, Roma, 2-4 March 2006
8. XXIII National Congress of Commodity Science, Terracina, 26-28 September 2007
9. XXIV National Congress of Commodity Science, Torino/Alba, 23-25 June 2009
10. 17th IGWT Symposium and 2010 International Conference on Commerce, in Quality - Access to success, Special Issue of the Romanian Journal "Calitea – Acces la success", Year 11, no. 116, 21-25 September 2010, Romania
11. XXV National Congress of Commodity Science, Trieste > Udine, 26 > 28 September 2011, Trieste, 2011
12. 18th IGWT Symposium Technology and innovation for a sustainable future: a commodity science perspective, Rome September 24-28th, 2012

**SCIENTIFIC EVENTS ORGANIZATION**

1. Conference "Tools and strategies for enhancement of typical and traditional agri-food products", took place in Torino at the Faculty of Economics of the University of Torino, 30 May 2002.
2. XXIV National Congress of Commodity Science, "Environment, Internationalization, Systems, Materials, Energy", took place in Torino and Alba, 23/25 June 2009.

**PARTICIPATION TO CONGRESSES, CONFERENCES AND SEMINARS**

- 1) Monitoring typical products: legislation and methods, Conference "Sensory analysis in the characterization of typical products: sensory observers:", Alba 7 October 2000.
- 2) Tools for enhancement of typical and traditional agri-food productions in rural environment, Forum "3<sup>rd</sup> week of Quality in tourism", Sulmona, 14-16 November 2001.
- 3) Winemaking cooperatives of Piedmont: challenges and opportunities, Conference "Winemaking cooperatives of Piedmont: challenges and opportunities", Exhibit of Wine, Torino, 17 November 2001.
- 4) The typical and traditional products of Piedmont: any protection?, Conference "Tools and strategies for enhancement of typical and traditional agri-food products", Magna Room Faculty of Economics, University of Torino, Torino, 30 May 2002.
- 5) Typical and traditional agri-food products: "Conferences at Exhibit of Taste", Press Gallery Room, Lingotto Fiere, Torino, 28 October 2002.
- 6) Participation to Tavola Rotonda, "Sector traceability for a see-through province", Cuneo, 6 December 2002.
- 7) Voluntary and mandatory certifications of products as a tool for enhancement of typical and traditional productions", Seminar 3 "The importance of defining specifications of production to reach standard of quality and enough supply" in Conference "Food and wine sector as a tourism quality product. Which perspectives?", Frossasco 17 January 2003.
- 8) Chocolate-based products: regional traditions to safeguard, Conference "Chocolate: Analysis of sector and enhancement strategies", at SIGEP (24° Ice-cream International Exhibit, Pastry and Artisan Pianification), Rimini, 21 January 2003.

- 9) Comparing terroir, International Conference “equal opportunities and territory...one year after”, sponsored by D.E.A.A. (Donna Europa Ambiente Agricoltura) at Exhibit of Wine, Torino, 17 November 2003.
- 10) What is traceability?, Conference “On the traces of the product”, Alba, 26 June 2003.
- 11) Strategies for enhancement of olive cultivation in Piedmont, Conference “The rebirth of olive cultivation in Piedmont: present reality and future perspectives”, presented at Exhibit of Taste, Torino 24 October 2004.
- 12) Strategies for enhancement of alcoholic beverages, Conference “Spirits and liquors in the tradition of Piedmont”, presented at Exhibit of Wine, Torino, Monday 15 November 2004.
- 13) Sector traceability in catering: compulsory and voluntary aspects, Conference “New boundaries of catering traceability”, Roddi d’Alba, 16 September 2005.
- 14) Labelling and storage of products. Tavola Rotonda “Expiration date: which are the administrative - criminal risks and what the health risks?”, 1° National Conference “Food storage: a past need, an opportunity for today, Frossasco, 19-20 June 2006.
- 15) The voluntary certification: a tool to compete?, Seminar “Business Ethic”, Torino, 9 March 2007.
- 16) Strategies for enhancement of artisan excellence in Italy, Conference “Art Work in movement, from Art Work to Artisan Excellence during the twenty years of Pamparato.”, Pamparato, 7 April 2007.
- 17) Towards the regional quality mark: the path and guidelines, Conference “Abruzzo Artisan Masters: strategies of enhancement of excellence Art Work”, L’Aquila, 3 July 2007.
- 18) Abruzzo Artisan Masters: a tool for enhancement of excellence art work in Abruzzo. Conference “Tools for Piedmont Artisan Excellence: traditions, quality for a conscious consume and enhancement of artisan works.”, International Feast of Bread, Savigliano, 30 September 2007.
- 19) Presentation of the guide on the labelling of alcoholic beverages, during the presentation of the second edition of the Guide to the DOC wine of the province of Turin, Exhibit of Vino-Dolc’è, 2007, Turin, 26 October 2007.
- 20) Comparative strategies on the value of three spirits: Limoncello, the myrtle of Sardinia and Piedmont Genepì. Exhibit of Vino-Dolc’è 2007, Torino, 28 October 2007.
- 21) Seminar to present the guide “Wine and spirits labelling. National, EU and extra EU legislation”, Monday 26 November 2007, Congress Center Torino Incontra (Torino), h. 14.30. 5 December 2007, Chamber of Commerce of Alessandria, h. 10.00. 10 December 2007, Chamber of Commerce of Asti, h. 10.30. 17 December 2007, Chamber of Commerce of Cuneo, Alba, h. 10.30.
- 22) Participation to Tavola Rotonda “Youth and the communication of Piedmont”, 24 January 2008, Circolo della Stampa, Torino.
- 23) Participation, as relator at the Course of Conscious Consume, 8 -10 -14 July 2008, sponsored by Piedmont Region, Commerce Department and School of Conscious Consume, took place at SAA in Torino.
- 24) Supply and demand of agri-food products: the consumer's point of view, Communication at the Conference “Agriculture from the consumer’ side”, sponsored by Ires Piemonte and Irur, Torino, 2 December 2008.
- 25) The farmers’ market and the short chain: survey. Communication at the Conference “The short chain: an opportunity for producers and consumers to meet, the situation of the province of Turin”. Conference sponsored by Coldiretti Torino and Pro Natura Torino, Magna room B, Faculty of Agriculture, Grugliasco, 18 April 2009.
- 26) Seminars of presentation to the guide “The labelling of food products”, Unioncamere, at the Chamber of Commerce of Piedmont the hypothesis to introduce a medium-heavy swine in the swine sector of Piedmont and Italy: market research for meats and cold meats derived from medium-heavy swines, sponsored by Gruppo24ore, Reggio Emilia, 14 April 2011.
- 27) Research study on the hypothesis to introduce a medium-heavy swine in the swine sector of Piedmont and Italy: market research for meats and cold meats derived from medium-heavy swines. Conference “The light swine: opportunity to overcome the crisis?”, 5 April 2011, Fossano.
- 28) The perception of the electronic label from the point of view of wineries and consumers, Seminar “The enhancement of the food product. Traceability between cogency and voluntariness”, Chamber of Commerce of Torino, Torino, 29 November 2011.
- 29) Seminars for presentation of the guide Food products labelling – the national, EU and extra EU legislation, sponsored by Unioncamere Piedmont, in Torino (21 November 2012), Alessandria (28 November 2012), Asti (29 November 2012), Vercelli (5 December 2012) e Baveno (11 December 2012).
- 30) Participation, as a moderator, at the seminar “The enhancement of the food product. From objective quality to the subjective one.”, Torino 12 December 2012, sponsored by Chamber of Commerce of Torino and Chemic Lab of the Chamber of Commerce of Torino.

