

## Valutazione delle performance ambientali di sistemi ortofrutticoli

Cristiana Peano, Michele Bounous,  
Vincenzo Girgenti e Claudio Baudino

### Abstract

Nowadays the discussion about environmental sustainability and sustainable development is a current issue and the perception of relations between agriculture and environment to obtain environmentally friendly products is increasing and it represents a new approach for organizations' policies and strategies. Many companies are looking for eco-friendly crops, improving their production technologies in order to obtain more efficiency from an economical and environmental point of view, working for a green economy.

The one of the critical consumers is an expanding category, formed by people that take care of companies behavior and decide if it is a good or bad one. The decision of the customer is transformed into a vote, by the purchase or not of a certain product labeled by the brand of the company. In the last years, the world's biggest companies in the agri-food sector started a voluntary communication of their social responsibility to the customers and this issue can be achieved by environmental labels. So, if a company aims to be on the new market wave it is mandatory to become part of the game.

Starting from this point of view, the first objective of the present study is to figure out the strategies that can be used to assess the environmental performance of berry fruit and strawberries labeled «Delizie di Bosco del Piemonte» produced by Cooperativa Agrifrutta of Peve-

*Cristiana Peano, professore associato presso il Dipartimento di Colture Arboree dell'Università Degli Studi di Torino, Email: cristiana.peano@unito.it.*

*Michele Bounous, borsista presso il Dipartimento di Colture Arboree dell'Università Degli Studi di Torino.*

*Claudio Baudino, borsista presso il Dipartimento di Colture Arboree dell'Università Degli Studi di Torino.*

*Vincenzo Girgenti, assegnista di ricerca presso il Dipartimento di Colture Arboree dell'Università Degli Studi di Torino, Email: vincenzo.girgenti@unito.it.*