Relationships between dairy farming and mountain pasture ecosystems: participatory approaches to design sustainable development strategies

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The SmartAlp Project

- Proposes a series of activities (i.e. biodiversity, quality of products, animal well-being) to enhance production on mountain summer farms and to evaluate and reduce the impact of pastoral activities on summer pastures

- Funded by the Province of Trento and involves the participation of the Edmund Mach Foundation, Provincial Breeders Federation of Trento, Park of Paneveggio Pale di San Martino Natural, University of Padua, University of Udine

➢ **In this activity: analyzing the perceptions of local stakeholders and tourists on the ecosystem services provided by the summer pastures in order to improve communication on summer farm products**

Materials and Methods

- ✓2 focus groups divided in 3 sessions with 22 local stakeholders: breeders, cheese makers, technicians, tour and cultural operators and local authorities
- ✓ Questionnaires (open questions and Likert scales) with 405 Italian tourists on 3 summer farms

Focus groups

Summer farms

Main findings

	Local stakeholders	Tourists
Most important ESs	- Typical landscapes - Intrinsic quality of the products - Preservation of cultural heritage - Control of the invasion of shrubs and forests on pastures	- Intrinsic quality of the products - Typical landscapes - Animal welfare
Less understood ESs	- Carbon storage - Help to tackle global warming - Water cycle	- Carbon storage - Help to tackle global warming