

A1.1.4 Marchio collettivo “Agricoltore allevatore custode dell’agrobiodiversità”

Country/Countries: Italy

Organization/Host: Ministero dell’agricoltura, della sovranità alimentare e delle foreste (MASAF)

Website: <https://www.masaf.gov.it/agrobiodiversita/marchio>

Year of launch: 2026



Development phase: Tool in use but in pilot phase / not fully operational

Aims and goals: Networking; creating linkages among users

Target audience: Farmers; Citizens; Regulators

Average monthly users: 0

Description:

The “Agricoltore allevatore custode dell’agrobiodiversità” (Farmer/Breeder Custodian of Agrobiodiversity) collective trademark is an Italian government mark intended to promote and enhance the activities of farmers and breeders engaged in conserving and valorising agricultural and food biodiversity. It was approved by a Ministerial Decree on 9 November 2023 but entered into force on 1 January 2026. The Ministry of Agriculture, Food Sovereignty and Forests (MASAF) is the trademark owner.

Key features:

- The collective trademark may be used only by farmer and breeder custodians who are duly registered in the National Network for Biodiversity of Agricultural and Food Interest.
- The right to use the trademark can be granted in relation to a specific species, variety, or breed.
- The relevant species, variety, or breed must be registered in the National Registry of Biodiversity.
- The trademark license is granted free of charge.
- The license is automatically revoked if the custodian is excluded from the National Network.

User guidance:

A user guide and additional information are available at:

<https://www.masaf.gov.it/agrobiodiversita/marchio>

Similar apps/tools:

mPmC; KRAV Label

