

**Title** Current framework and prospects of citrus fruit in Italy, the role of producers' organisations  
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### **Abstract**

In the current economic scenario the citrus productions face product is an essential and necessary instrument so that they can successfully established and corner high market shares. The products, with certification of quality and origin (PDO and PGI) to guarantee the safety requirements and the link with the production territory to value it in turn, are taking increasing importance on the markets of consumptions. Therefore it needs effective tools, for positioning the citrus fruit in national and international markets of consumption (in particular, in the large-scale retail trade), and organizational abilities. In this general framework the commercialization citrus enterprises (separate in the two major types, Producers' Organisations and Commercial Enterprises) had and important role, especially in Italy, between the commercial function and the relative market at source. In recent years, the difficulties in marketing are increased insomuch as to generate a gradual decommissioning of the manufacture commercial processes and to bring about pull-out activity. The work, presented in this important World Congress on citrus fruit, will focus on knowledge of the structural and organizational characteristics Producers' Organizations, which intercept the most of the citrus fruit trade of Italian origin.