



Bringing Organisations & Network Development
to higher levels in the Farming sector in Europe

STUDY TOUR in ITALY

12-16 MARCH 2018

CASE STUDIES PRESENTATION



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CASE STUDY N° 1 – SPAZIO BIO (CITTA' DELL'ALTRA ECONOMIA)

Spazio BIO was founded in 2007 by a group of biological producers of AIAB Lazio who decided to create a consortium to collaborate and realize a dream: to sell their products according to the short supply chain principle and to give this opportunity to other small local producers, guaranteeing a 0 km offer.



For Spazio BIO organic farming is not just a production method but a model of eco-sustainable and ethical development. Protection of biodiversity, attention to the living conditions of the animals bred and the environment, attention to the social are the values that Spazio Bio carries forward: this is why here you can find and buy certified organic products and fair-trade products or from projects of social agriculture.

This a place of sale but also of learning. Spazio BIO offers different ways in which you can stay informed about biological and sustainable issues, including through tasting: every week farmers tell about their products also offering them to visitors.

Spazio BIO is located in the centre of Rome, within the City of the Other Economy (Città dell'Altra economia) and offers several collateral services including a small area for children/relaxation and ample parking.

<http://www.cittadellaltraeconomia.org/spazi/spazio-bio>

<https://www.facebook.com/SpazioBio/?fref=ts>

Visit planned: 13th march – 9:30-11:00 am

Where: Roma – Largo Dino Frisullo, 00153

Activities: Description of this project by Andrea Ferrante, President of AIAB, that will highlight the main characteristics of this initiative, constraints and success, and the relationship with the local administration. Then, little visit to the market where you can buy organic products, and not only.

CASE STUDY N° 2 COOPERATIVA AGRICOLA SAN LIDANO

Since 1997, San Lidano has been a point of reference for its customers and in particular for the retail channel.



Born as a specialist in fresh fruit and vegetables, it has grown and distinguished itself in the production of the high-quality ready-to-eat, with own brand like OrtoPronto and as a co-packer for chains of national importance.

The important and continuous growth trend has allowed a progressive improvement of its plants, culminating with the acquisition of the Bolgare (BG) site in 2010 and with the expansion of the Sezze Scalo (LT) site in 2012 with materials and machinery cutting edge.

San Lidano has different kind of certification:

- For plants: ISO 9001:2008, ISO 22000:2005 e BRC-IFS.
- For products: application of GLOBAL G.A.P. (within the producer members, there are also large productions subject to TESCO Nature's Choice and LEAF Marque specifications).
- For supply chain: ISO 22005: 2008 with Shared Value, new in its kind, guarantees the fair price paid to farmers and a short and responsible supply chain. Highlighted on the packaging by the "Orti Laziali" logo, whose specification certifies the management of the local product, with a foundation of environmental, economic and social responsibility (support for socio-humanitarian projects).
- In progress: SA 8000 (Code of Ethics) and ISO 14001 in the environmental field.



More about “ORTI LAZIALI”

Each territory has legends, experiences, tastes, traditions to be cultivated and transmitted, such as AGRO PONTINO (ager pontinus).

Thanks to the experience in the vegetables cultivation of San Lidano borns the "Orti Laziali" mark that certifies a short and responsible supply chain, involving the final consumer, the GDO and the fruit and vegetable suppliers.

Through the denomination “Orti Laziali” the products are immediately identified for quality, uniqueness and origin, an opportunity for the GDO that wants to stand out safeguarding the objectives of guarantee for the consumer and marginality for the local farmers.



<http://www.sanlidano.it/>

Visit planned: 13th march – 14:00-16:00 am

Where: Sezze (LT) – Via Migliara, 46 - 04018

Activities: Description of this modern cooperative, how they have reached the present dimension from the first union of farmers, constraints and success, and the relationship with the territory. Then, little visit to the plants where you can observe the new investment in up to date technology.

CASE STUDY N° 3.1 – CONAPI

The Apistica Valle dell'Idice Cooperative was founded in 1979 thanks to the initiative of 9 young people from different walks of life who decided to get involved in the fascinating world of beekeeping. In 1985 the **Cooperative** teams up with other 6 cooperatives to found the **Consorzio Nazionale Apicoltori (Italian National Consortium of Beekeepers)**, merging with the latter 10 years later. Many single beekeepers, companies, cooperatives and associations have joined the Consortium over these last years.

In 1986, combining the Italian words for honey (miele) and delight (delizia), is born the name **Mielizia**, the brand representing all the beekeepers of CONAPI, conventional or organic, from the north to the south of Italy, that *nurture* biodiversity and work in harmony with bees, sharing the reverence for nature, and creating just the right conditions to enable these wonderful insects to produce good, clean honey, pollen and other hive products.

In 2014 the members of the cooperative decided to bet again on Mielizia to consolidate and promote this brand, giving life to a renewed trade structure, entirely dedicated to bee products.

The cooperative spirit is what has defined the story of CONAPI for more than thirtyfive years.



It means working together with shared values and goals, represent an ethical social and production model characterised by a number of distinguishing traits: the shared commitment of beekeepers to work for a common supply chain, producing “good, clean and fair” food, a supply chain

that constitutes the link between the producer and the consumer.

Now CONAPI is the largest national beekeepers’ cooperative in Italy and also one of the most important in the Europe. 248 individual or collective businesses, over 600 beekeepers with more than 88,000 hives across Italy, which produce on average 2,500 tonnes of honey every year. CONAPI is located in Monterezeno, in the province of Bologna, and represents a complete “honey supply chain”, covering activities from production in the apiary through to marketing and sale of the end product.



CONAPI selects only beekeepers who work using traditional, consolidated methods; who devote great care to the health of bees; who are fastidious about production and storage of their products and guaranteeing absolute freshness. Members must be committed to providing high quality products, created in accordance with the strict specifications listed in the Internal Regulations that they agreed to when joining the cooperative.





CONAPI beekeepers promote healthy beekeeping that offers a rich variety of wildflower and monofloral honeys and high-quality hive products: pollen, royal jelly and propolis.

CONAPI is the leading producer of organic honey in Italy. Indeed, over 20% of Italian organic honey is produced by beekeeping companies that belong to the cooperative.

<http://conapi.it/>

Visit planned: 14th march – 10:00-12:00 am

Where: Monterenzio (BO) - Via Idice, 299, 40050

Activities: Description of this interesting cooperative, how they have reached the present importance in term of dimension and presence on national and international market. Their products are a referent point for consumers because example of big quality. Then, we foreseen little visit to the plants where you can observe the new investment in un to date technology. Also the lunch will be in the cooperative.

CASE STUDY N° 3.2 – LOCAL TO YOU PLATFORM

Local To You is a young company, founded in 2016 by some social cooperatives in the Bologna area that are engaged in agriculture favoring the employment of disadvantaged people and with particular attention to the ethics with which the products are grown.

Today, the project brings together about twenty suppliers who every day cultivate the land with passion and dedication. In order to guarantee a complete offer, it has pushed beyond the local borders by inserting Calabrian and Sicilian producers to guarantee a respectable catalogue.



Local To You works as an online platform: products arrive the same day of delivery to guarantee the freshness and quality of freshly harvested vegetables. Once the order is received, the work of preparing the Local Boxes begins. The best products are checked and selected which, only after being cleaned and washed with care, compose the Local Box as requested, ready to be taken directly to home.

Many of the producers of Local To You are organic agricultural social cooperatives, which recognize the educational value of work for disadvantaged people, favoring their work placement.

Local2You has obtained the certification of Organic Farm and Benefit Corporation.

<https://www.localtoyou.it/>

Visit planned: 14th march – 12:00-13:00 am

Where: Monterenzio (BO) - Via Idice, 299, 40050

Activities: During our visit in Conapi, there will be space for the presentation of this innovative project. Of recent realization it is the result of the brilliant of some local farmers who decided to sell their product following a different channel.

CASE STUDY N° 4 – MERCATALE DI MONTEVARCHI

The Covered Market of Montevarchi (a town sited in the medium valley of Arno River) was inaugurated the 2th of February, 2008, and is a direct shop shared by several producers, a big daily shop (open all day, in the morning and in the afternoon) of local (Km 0) foods.



One of the most important features in history of Mercatale is that, in its early period, the project was supported and financed by the Public Administrations such as Regione Toscana, Provincia di Arezzo, Comuni di Montevarchi e del Valdarno,

Coldiretti, Confagricoltura e Confederazione Italiana Agricoltori, Slow Food Toscana.

Therefore, this early period can be described with prevalent public management, with activities and directions guaranteed by the Market Committee.

As foreseen by the project, during the year 2010 the second step of the project has completed, with the process of self-organization of the producers. For this purpose, was born the Market Producers Association, recognised by the Administrations as representative of the whole farms.

At this moment, the Market is a concrete example of synergy between policy makers, farmers and citizens; a real example of short supply chain and an important experience for the farmers and the end users.

The Market is made up by about 70 farms (90% coming from this area) and about 250 people a day go shopping at the Market, 50% coming from Montevarchi and 50% coming from the close areas. The total takings are about 1 million of Euro a year.



The Covered Market of Montevarchi deals in an almost exclusive way with marketing of Tuscany agricultural products certified, such as Dop, Igp, Docg, Igt, Organic Agriculture, and so on, and local products such as wine, vegetables, fresh milk, cheeses, meat, cold cuts, olive oil, bread,

<https://www.facebook.com/ilmercatalemontevarchi/>

Visit planned: 14th march – 16:30-18:00 am

Where: Montevarchi (AR) - Piazzale dell'Antica Gora, 6, 52025

Activities: Description of this local market born to enhance the local production and help local farmers. You will hear how they start this experience and make it durable during the years. And then you will also visit the market.

CASE STUDY N° 5 - GARFAGNANA COOP

The cooperative was founded in 1996 with the purpose of give value and give the opportunity of knowing the high quality of the products outside of the small area of production, thanks to the common action of several farmers.

The cooperative is located in Sillicagnana, a small mountain village in the high valley of Serchio River, in front of the wonderful panorama of the Apuan Alps.



"Garfagnana's Farro"

The most and famous product of Garfagnana Coop is the "farro", the most ancient kind of cultivated wheat, used by men since the Neolithic Era, grown in Italy especially in this valley, in small plots, and still minced with the traditional systems of the stone mills.

Because of these reasons, the European Union has assigned to this grain the IGP brand

The different producers associated with Garfagnana Coop cultivate the "farro" as once, without using specific treatments or chemical products and following the rules of organic production. Infact, this kind of grain needs growing slowly because an excessive development can cause serious damages in case of intense rain storms. Garfagnana Coop cultivates all its products with care and passion, using only biological methods controlled and certified by AIAB (Italian Association of Organic Agriculture).

<http://www.garfagnanacoop.it/>



Visit planned: 15th march – 10:30-12:30 am

Where: Sillicagnana (LU) – Località Staiolo, 55038

Activities: Located in a difficult area for agriculture in Tuscany, the presentation of this cooperatives will focus on the objectives to make viable the farmers living here. You will know about the constraints and how they have overcome them. And also, how to add value to local particular production. The lunch will be in the cooperative.

CASE STUDY N° 6 - COOPERATIVE MONTALBANO OLIO E VINO

The "Oleificio Cooperativo Montalbano Società Cooperativa Agricola" was founded in 1953 by a group of farmers of Montalbano (a geographic area sited west of Florence) in order to create a common system of making for the production of olive oil. During the '60 years, the number of associated quickly increased and the cooperative has begun to bottle and distribute the olive oil independently.

Later, the cooperative has developed step by step its activity, until achieving the present sizes, with two olive mills, one sited in Lamporecchio (PT) and the other one in Vinci (FI).



At this time, the cooperative is made up by 1700 associates coming from a very large area between Florence and Pisa, along the valley of Arno river.

Each associate can use the cooperative's olive mill for the squeezing of the olives. The production system guarantees to the associates the split of their own oil, so they can decide to market it by the cooperative, or by themselves.

The cooperative offers also the transportation service of the olives from the associate's farm to the olive mills, and also the redelivery of the oil produced, if requested.

The strength of the cooperative lies in the strong and proper bond of the associates, that overcomes the activities and the economic profits. For this reason, the cooperative has been able to overcome the hard periods of the agricultural industry with calm, using all its resources with capacity and preserving the well-being of the company.

In 2015 year, the Oleificio Montalbano Cooperative joined with the Cantine Sociali Montalbano, a wine production cooperative, and following this joint a very important cooperative is born, named Cooperative Montalbano Olio e Vino.



<http://www.cooperativemontalbano.it/>

Visit planned: 15th march – 15:30-17:00 am

Where: Vinci (FI) – Via Beneventi 2/D

Activities: You will inform about the story of the cooperative and its role for the viability of rural areas. The environmental role of the maintenance of the olive trees for the territory safeguard. During this visit you will also know something more specific about the cooperative movement in Italy and the role of Legacoop Agroalimentare as an intermediary between agrofood cooperatives and policy makers.