

LEADER



Suggestions of projects  
Italian Leader network  
Cork, September 2016

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## 1. FOOD COMMUNITIES: PRODUCING ADDED VALUE IN REMOTE RURAL AREAS THROUGH LOCAL GASTRONOMIC HERITAGE

### *The project*

Regional gastronomic identity, made by range of typical foods, may represent not only an important and fragile component of natural and cultural heritage, but also an under exploited asset with an important economic potential in terms of tourist attraction and added value production.

For this reasons Maiella Verde, a Local Action Group based in a remote mountain region in Abruzzo promoted, a regeneration strategy focused on the local gastronomic heritage and based on a special participative approach inspired by the Slow Food movement and called "*Food Communities*" (FC)

Food communities are small groups of local actors joined with the scope to enhance the value of a specific typical food, each FC elaborates a strategy combining three different categories of actions (in a sort of cooperation project):

- Characterization: actions improving technical, scientific and cultural knowledge related to the product and skills of actors involved in the food chain
- Protection: actions to defend the adequate use of the name of the product through voluntary regulation of producers, branding and stimulation towards quality.
- Promotion: actions to improve the reputation of the product through, events, publications, tasting trainings and other initiatives

Single actors members of the FC may realize small investments coherent with the strategy developing small productions, farm shops, web site etc..

### *Implementation*

Implementation through 11 Food Communities (FC) mobilized a lot of energies allowing, in a short run, to realize a very intense regeneration program as the following table shows.

Fig.1 – Outputs of Food Communities strategy

Cat.	Typology of action	Nr.
Farm/firm investment	Introduction of innovations in farming or processing	32
	New farm or firm shops	5
	Realization of new specific packaging	7
	Realization of new web sites	2
	Start-up of new e-commerce	1
Char. collective actions	Nr of actors members of Food Communities	275
	Studies and researches	15
	Guide lines	10
	Hours of advanced training for food chain actors	260
	Workshops and conferences	12
	Technical support to food chain actors	6
	New tools to detect quality	1
Protection	Voluntary production regulations	8
	Quality labels	7
	Quality awards	3
Promotion collective actions	Collective participation in fairs	9
	Product web sites	5
	Other collective promotion initiatives	12
	Potential consumers reached by qualified information (nr)	200.000
	Participants in guided tasting/trainings for consumers	11.100
	New touristic products tested	8
	Gastronomic tourist guide (books and digital)	2
	Movies and photo workshop	10
Spin-off	New firms	4
	New collective plants	2
	New professionals (taste guide)	15
	New associations	5

### **Expenditure**

Category of project (operation)	Nr.	Private funds	Public funds	Total expen.
Single investments for small productions, farm shops, web etc.	36	589.385,50	567.677,68	1.157.063,18
Food Communities cooperation projects	9		700.000,00	700.000,00
TOT	44	589.385,50	1.267.677,68	1.857.063,18
		32%	68%	100%

### **Results**

Maiella Verde a Local Action Group based in a remote mountain region in Abruzzo has promoted a regeneration strategy focused on the local gastronomic heritage and based on a special participative approach called Food Communities (FC)

### **Results**

Although the information to prepare a quantitative evaluation of the net impacts of LDP investments is not available, several effects have been detected in addition to the physical output indicators that have been monitored:

- A small number (8) of new high quality jobs has been created mainly through start up of new activities and a higher number of existing jobs has been maintained.
- The promoted actions were able to involve a high rate of young producers and women (about 65% of investment were promoted by women and young farmers/producers).
- Local small firms (about 60) the sector of local products, were supported to change in order to become more competitive.
- The fame of the territorial offer of typical products increased, reinforcing in this way the marketing potential of involved producers on the short distribution circuits.
- The ability of the area to attract tourists and visitors has been improved with a new range of innovative tourist products.
- Bonding (above all) but also interesting bridging effects have taken place improving local social capital and mobilizing local actors.

## 2. INNOVATION AND IMPACT OF OLD VARIETIES: STRATEGIES FOR THE PROMOTION OF SENATORE CAPPELLI DURUM WHEAT

The project for the valorization of Senatore Cappelli cereal sector was born in 2010 with the aim of bringing the local producers back to the original Senatore Cappelli" durum wheat, certified as organic and conventional product.

The outcomes of the projects are:

- The creation of the supply chain and of an **Association of producers**, led by Antonio Ciani, a 26 years old farmer. Currently, the Association has 28 members but many others applications are waiting for approval (<http://www.galcilsi.it/new/grano-duro-senatore-cappelli-alta-irpinia/>; <http://www.consorziofai.it/wordpress/>);
- The reintroduction and consolidation of the **production of Senatore Cappelli durum wheat**. For example, the grain harvest in 2013 allowed the farmers to produce 400 quintals of pasta and to seed, in 2014, **75 hectares of Senatore Cappelli durum wheat which returned 1.000 quintals of pasta**;
- The adoption of **sustainable and innovative agronomic practices**. For example, the cereal sector is associated with an agronomic practice very close to the crop rotation of polyphitic meadow lands of legumes (alternation of cereals with leguminous forage). It favours a quality production of Senatore Cappelli durum wheat and, at the same time, a quality forage production, which affects positively the dairy production. In particular the quality forage production allowed two dairy farms to pursue the **"Guidelines of Latte Nobile"** and some others (3) are trying to do the same. Moreover, the forage production led to the creation of the **"Borsa del Fieno"** (a competition that took place for the first time on October 2015);
- The elaboration and adoption of the **"Guidelines of Cereal sector"** for the production of organic bread and baked goods;
- To reinforce the identity and characterize the eno-gastronomic products of the **Parco Letterario "Francesco De Sanctis"** (<http://www.galcilsi.it/new/parco-letterario-francesco-de-sanctis/>; <http://parchiletterari.com/parchi/francesco-de-sanctis/index.php> ).

### For further information:

<http://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/15397>

[file:///C:/Users/Di%20Napoli/Downloads/magazine\\_RRN8\\_WEB%20\(21\).pdf](file:///C:/Users/Di%20Napoli/Downloads/magazine_RRN8_WEB%20(21).pdf) (pag.33-35)

[www.galcilsi.it/](http://www.galcilsi.it/)

[www.consorziofai.it](http://www.consorziofai.it)

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Impostazione metodologica e redazione del documento a cura del Gruppo di Lavoro **ReteL.E.A.D.E.R**

**ReteL.E.A.D.E.R** è un progetto della Rete Rurale Nazionale 2014-2020 ideato per offrire una piattaforma dove costruire e condividere la conoscenza sui GAL, sulle strategie di sviluppo locale e sui progetti di cooperazione sostenuti dalla *misura 19 – Sostegno allo sviluppo locale Leader* dei Programmi di Sviluppo Rurale delle Regioni italiane finanziati dal Fondo Comunitario FEASR.

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**Documento realizzato dal gruppo di lavoro ReteL.E.A.D.E.R.  
nell'ambito del Programma Rete Rurale Nazionale**

Autorità di gestione: Ministero delle politiche agricole alimentari e forestali  
Ufficio DISR2 - Dirigente: Paolo Ammassari

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