

THE NON TILLAGE GROUP PRESENTS



EASY LIVING



HARD WORK



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WHAT MAKES RURAL FOOD ECONOMY SUSTAINABLE?



POTENTIALS

- Cultural Heritage preservation and exploration
- Landscape exploration for tourism
- Potential for using solar energy and biogas
- Potential for closed cycles of nutrient
- Tourism development through food culture heritage and cultural heritage (e.g. Trotture trail)
- Local products development and expansion to regional and national level
- Opportunity for market development of joint offer (e.g. agrotourism and organic and/or products)
- Opportunity for keeping and developing fair share of profits from agricultural production









SOCIAL FACTORS



Cooperation, networking, exchange of
information, psychological support,
strengthening community (donkey race),
influence on local politics (Serafino),
leadership creation, education –
Serafino, friends of the soil,











CULTURAL FACTORS



Strengthening community life and values, preservation of local heritage and usage for tourism development, sustaining food culture, using traditional methods (e.g. mozzarella) adds value (appx 700%), traditional receipts (cake, bread)



















ECONOMIC FACTOR



Cooperation, innovation, alternative food
networks, cheap prices of good quality
food in the community, local
distribution, fair profits' share among
community members, most of the profit
is in the community - wind mills -
cherry tomatoes



IGP

VITELLONE BIANCO
DELL' APPENNINO CENTRALE



DOCUMENTO DI CONTROLLO 16-03-2005

ANIMALE NATO, ALLEVATO E MACELLATO IN ITALIA

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Azienda di Allevamento: BELPERIO GIOVANNI AZ.
AGR.

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L'ALLEVATORE: BELPERIO GIOVANNI AZ. AGR.

















ENVIRONMENTAL FACTOR



Non-tillage (NO WORK) – preservation of natural heritage (olive trees produced and distributed in the neighborhood), economic innovation for environment protection, they are have their own small gardens – everyday life is sustainable.



















THREATS



THREATS

- GMO and no-tillage
- Using every piece of land – is it sustainable?
- Animal welfare, environment protection (manure storage) – erosion - quality and creditibility
- Risk of reducing the benefits to the community by changing from local to national and international marketing
- No bicycle roads can threat development of trotture package















CONCLUSIONS



Sustainable food economy based upon family farming, cooperation, localized trade, living traditions and cultural food heritage, integrated approach in agricultural production (e.g. non-tillage) generates the most important potential for future development of the whole region.



