THE NON TILLAGE GROUP PRESENTS



EASY LIVING



HARD WORK



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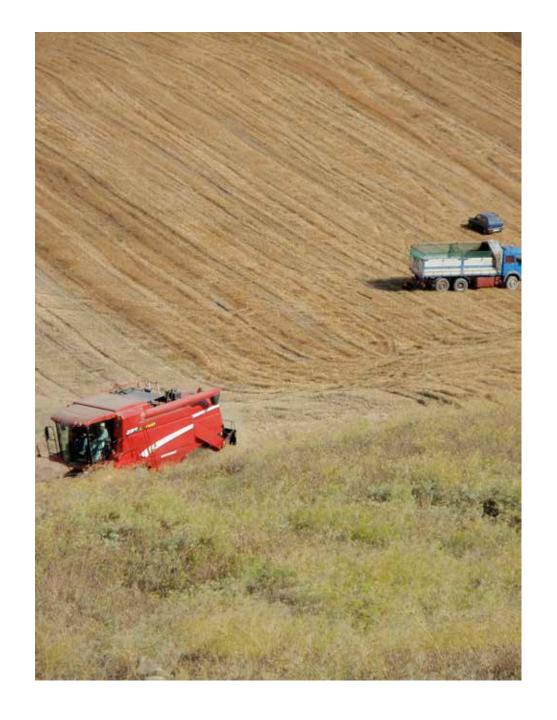


WHAT MAKES RURAL FOOD ECONOMY SUSTAINABLE?



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.Trotturo 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









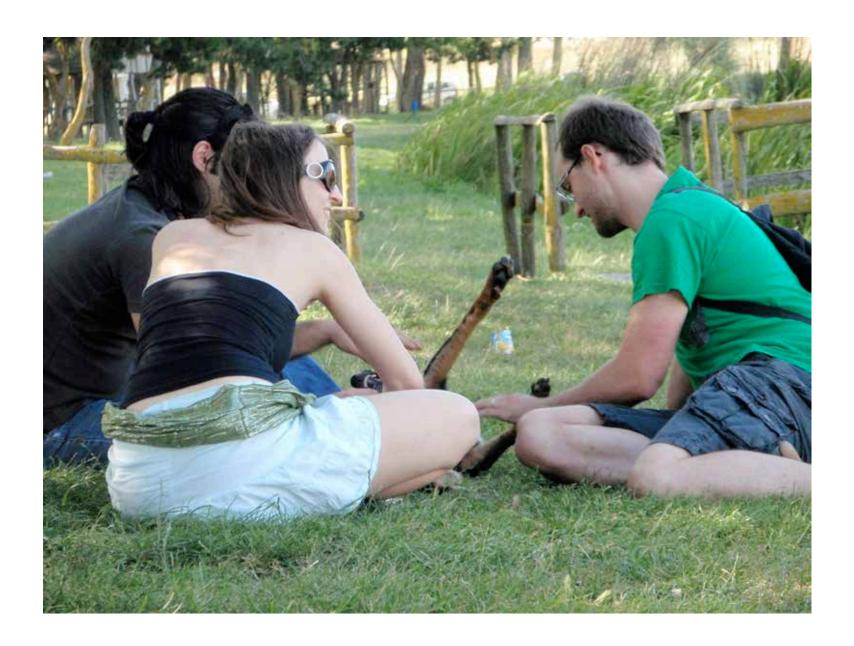
SOCIAL FACTORS



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



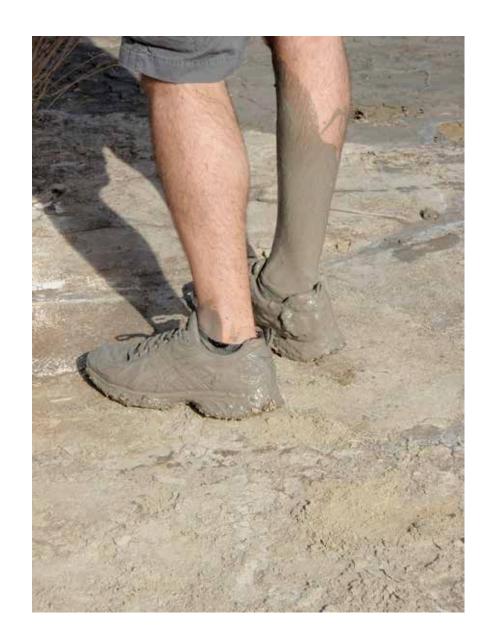
Strengthening community life and values, preservation of local heritage and usage for tourism development, sustaining food culture, using traditional methods (e.g.mozzarella) adds value (appx 700%), traditional receipts (cake, bread)



















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



VITELLONE BIANCO



DELL' APPENNINO CENTRALE MARCHIGIANA ANIMALE NATO, ALLEVATO E MACELLATO IN ITALIA

Azienda di Nascita: ITALIA

Azienda di Allevamento: BELPERIO GIOVANNI AZ.

Matricola: IT062000095951 Nato il: 16-06-2003 6720024

Razza: Marchigiana Sesso: M

Peso Carcassa KG.: 357

Mattatolo: LEONE INDUSTRIA SEUROP: AU3

ALIMENTARE SRL Data Macellazione: 16-03-2005 Bollo CEE: 2580/M

Lab Sezionamento: CLAI SOCIETA* Nº Macell.: 05

Macelleria: IPERCOOP CENTRO MIRALFIORI Bollo CEE:378/S ITALIA

Peso Destinato KG: 357 \$500000

Ispettore: LEONE GIOVANNI

Documento

Organismo di Cuntrislia:

A. PARCO TECNOLOGICO AGRITALIMENTARE DELL'UMRRIA
data Organismo dal Ministera delle Polisiche Agritole e Poccatali ai consi dell'art. 10 del 2011 (CER) anniano















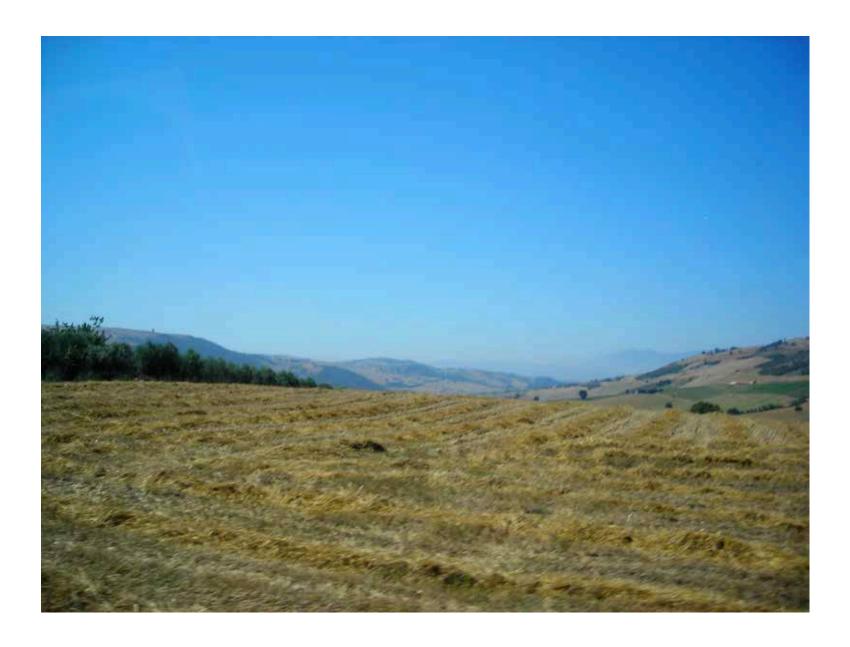


ENVIRONMENTAL FACTOR



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



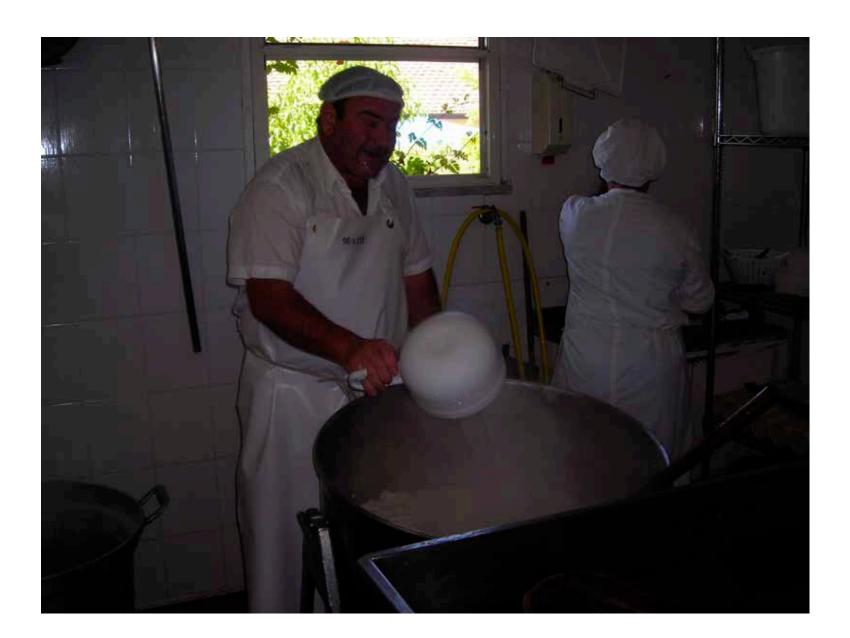
THREATS

- 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 trotturo 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.



