



le Marche si incontrano
qui



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PROGRAMMA DI SVILUPPO RURALE 2007-2013
COLTIVIAMO IL TUO FUTURO



Marche: Experiences and Good Practices of a Quality Region

Leonardo Lopez
Marche Region

Agriculture, Forestry and Fisheries Department –
Agritourism and Multifunctionality of farms

Tel Aviv, April 29, 2010



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- Agritourism;
- Direct marketing;
- Alternative energy production;
- “*Contoterzismo*” (company providing services);
- According to art. 15 of Dec. n. 228/2001, the activities related to the management of the territory, the protection of forestry and rural landscape and the maintenance of hydrology;
- Third party processing of rural products



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DIVERSIFICATION IN AGRICULTURE

“It deals with additional activities besides the rural ones, which integrate and complement the whole rural sector. They are actually carried out inside farms, primary activities aside, aiming at providing opportunities of using inputs and, in the same time, providing an additional source of income for farmers and their families”



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- Social Farming;
- The processing of incoming rural products and outgoing non-rural ones;
- Beauty farms;
- SPA towns;
- Sporting centers;
- Recreation centers;
- The position of a farm for official events;
- Boarding pensions for pet training;
- Cultural centers;
- Laboratories of traditional skills and crafts;
- Handicraft laboratories;



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Multifunctionality

“the production of different secondary goods and services from the primary sector, together with food and animal feed products”



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The new model of European agriculture has to foster the protection of landscapes and rural areas, providing for an higher and more concrete contribution to rural life.

The idea of Multifunctionality is integrated in the “European model of agriculture”:

Small private farms, managed by farmers and their families, are predominant;

Enterprising farmers with management skills;

Promotion of sustainable production;

Protection of landscapes, rural settlement areas, employment and environment.



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Agritourism gives a complete overview of the role assigned by community policy through “rural development”:
multifunctionality and diversification of rural activities, human resources considered as a crucial point of development, protection of territory and cultural, landscape and producing features.



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Reasons of the demand:

- Need to get away from the stressful city life;
- Enjoying safe and genuine food;
- Getting close to the nature and open-air life;
- Curiosity for the peasant origin of the present society



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Reasons of the supply:

Increasing farm revenues;

Increasing farm products sales activity;

Freeing farmers from their “isolating” condition



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Marche Region new Regional Law, 2010

Agritouristic activities:

Seasonal accommodation activities provided by farmers, under the current rules (in the legal form of partnership or capital company, associated farmers or holding file holders, in relation with land cultivation, forestry and animal breeding activities



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Agritouristic activities:

- Rooms, housing units or both type of accommodation provided;
- Properly equipped open air spaces accommodation provided (*camping*);
- Snacks, breakfast, food and drink and alcoholic products provided;
- Wine and food products tasting events provided, included wine pouring;
- Leisure, cultural, educational and sport activities as well as excursions and equestrian tourism activities provided thanks to local authorities agreements aiming at enhancing the region and rural heritage. These activities are carried out within the farm or the associated farms, or within integrated agritouristic itineraries



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Farm activities prevailing on agritouristic activities (correlation)

Time-work table comparison with the working hours:

- For single crops,
- For animal breeding,
- For forestry activities,
- For product processing and trading activities
- For environmental protection activities
- For agritouristic activities to be provided within a period of time, in order to set the bulk of activity that each farm can provide and must respect



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Agrotouristic system strengths:

- Spreading of a stronger development opportunities awareness provided through a sustainable and integrated use of local resources;
- Recovering resources that are disappearing (i.e. traditional agri-food products) or at risk of deterioration (i.e. countryside, rural buildings, monuments, etc.)
- Improving rural areas providing services for people and farms;
- Strengthening local identity and the feeling of belonging to the local community, encouraging relationships among people and enhancing cultural, environmental and economic resources;
- Reestablishing the relationship between rural and urban areas;
- Providing distinctive and characteristic services for more attractive rural areas



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