

# Rebuilding a local food community starting from organic farming and collective actions

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- ▶ Friuli-Venezia Giulia
  - ▶ Small autonomous region in the NE of Italy
  - ▶ Morphologically variegated land
- ▶ Farming systems in this territory
  - ▶ Very advanced for certain sectors (viticulture)
  - ▶ Limited in others (arable crops), due to structural limitations and lack of organized processing
- ▶ Main problems
  - ▶ Farm abandonment and lack of economical sustainability
  - ▶ Loss in landscape and environmental quality





## San Marco and Friûl di Mieç

- ▶ Rural town that is facing abandonment and migration toward urban areas
- ▶ Presence of **Commons**, heritage of the middle ages
- ▶ Regional law defines and regulates Commons
  - ▶ Management by the community through **social cooperation and participation**
  - ▶ **Mutual dependence** between land and community
- ▶ The Commons were given to conventional ag contractors or rented out
  - ↳ Monocultures, loss of biodiversity, decreased soil fertility, pollution, and loss of landscape value



# Pan e farine di San Marc

- ▶ **Commons committee** was formed for managing the land
- ▶ Objectives
  - ▶ **environmental** impact
  - ▶ **social** impact - support fair local economy
  - ▶ Be a successful example to influence **local farmers** activity and halt abandonment





**Friûl  
di Mieç**

**DES**

**DISTRETTO  
ECONOMIA  
SOLIDALE**

- ▶ Sustainable wheat value chain, from field to table.
- ▶ Social impact - **participative multi-actor initiative** that started from bottom up
- ▶ Strong identity - rooted in **Commons** land management

<https://www.des-mediofriuli.it>



## ► Farmers

- Sociodemographic profile
- Cross composite wheat population from Solibam - Salvatore Ceccarelli

## ► Millers

- Network of other local businesses (bakers, shops)



## ► Citizens

- The flour is sold to locals, closing the loop
- Volunteer force

## ► Schools

- Educational projects in local schools for creating awareness
- Flour used in school canteens

## ► Advisors

- Limited advice for farmers (RDP funds and regional funds)
- Difficulties in accessing support for other sectors

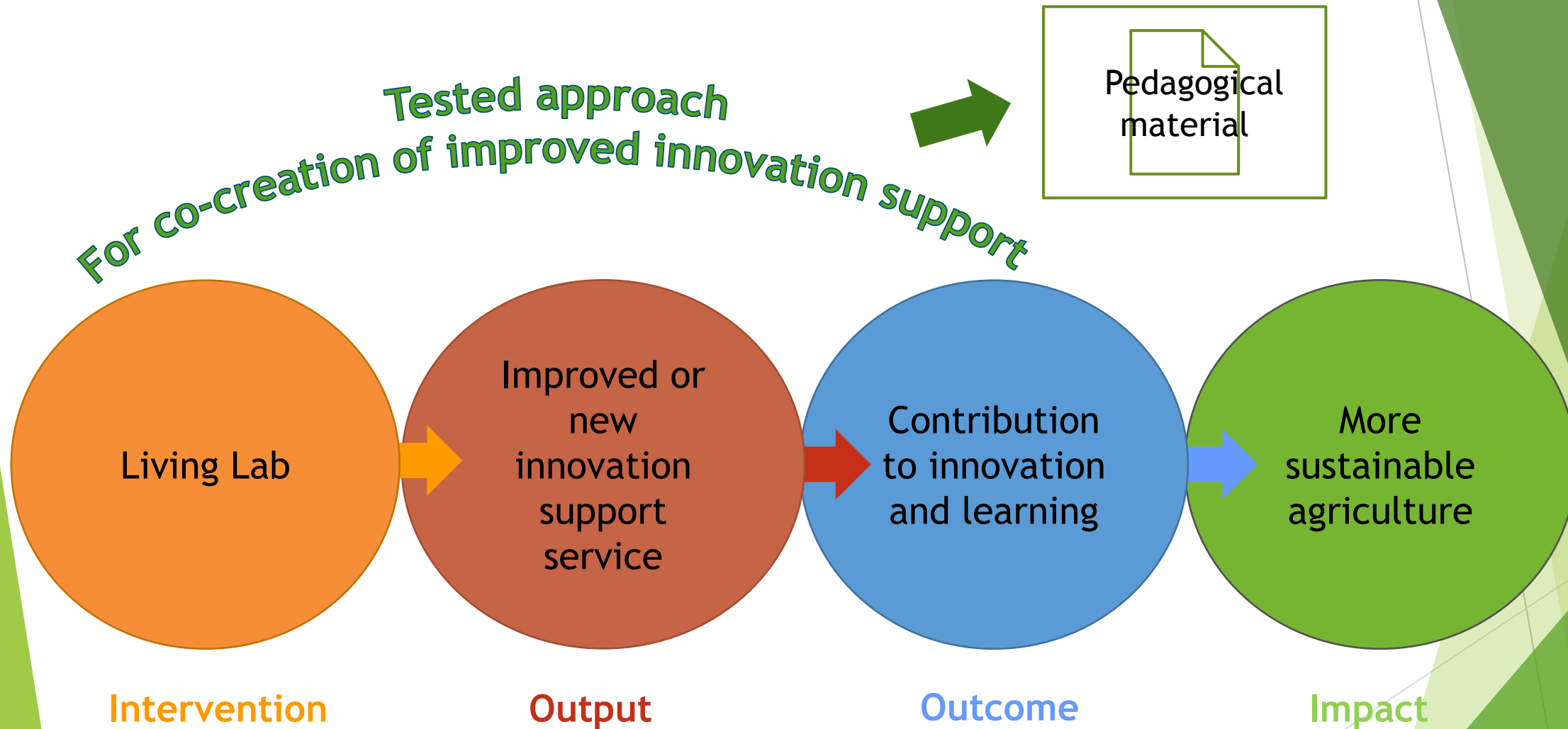


# Main issues

- ▶ Need for strengthening the links in the value chain
  - ▶ Better logistics management
  - ▶ Greater involvement of bakers in outreach projects
- ▶ Need for enhancing economic sustainability
- ▶ Experiences in Commons managements is limited
  - ▶ Need for comprehensive advisory support



# The logic of AgriLink Living Labs for innovation support services



# Learning In, Between and Beyond the 6 labs

## ► In the six Labs

- Explore and co-develop innovation support services
- Quarterly M&E report

## ► Between the Labs

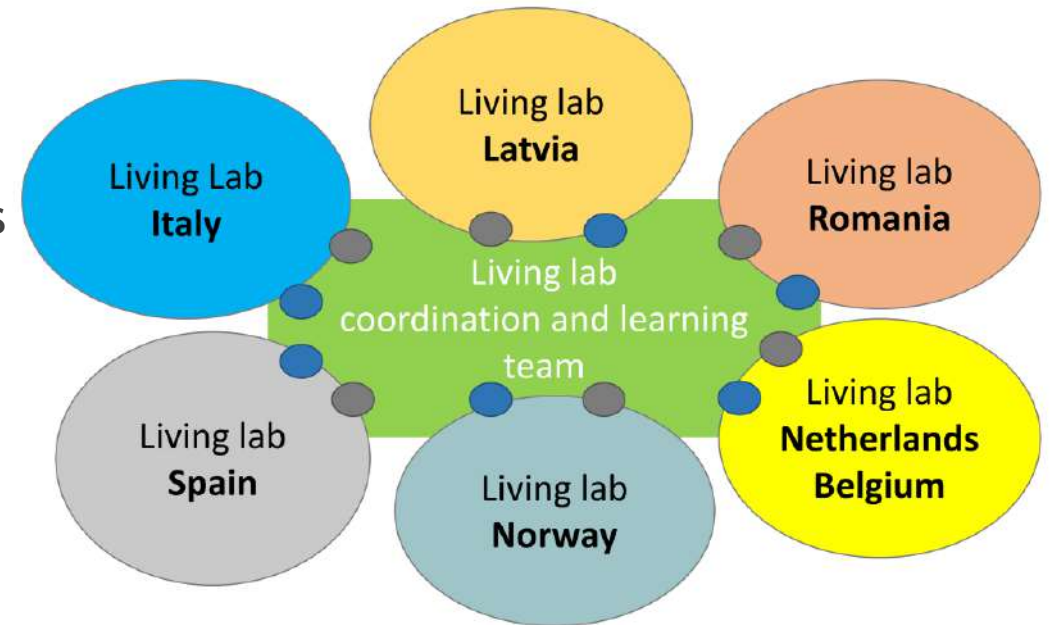
- 6 meetings with Living Lab facilitators and monitors

Design Thinking  
Systems diagrams  
Conversation mapping  
Facilitation of a meeting  
Brainstorming techniques  
Stakeholder analysis  
Action plans

M&E plan  
Data collection with video  
Peer 2 Peer mentoring  
Prototyping and test  
Storyboard  
Canvas model

## ► Beyond the Labs

- Development of web based pedagogical material



«The aim of the Italian living lab is that of **catalyzing** the creation of **advisory services** and tools able to **provide support** to a demographically and professionally diverse group of **farmers and other actors** in the consolidation of a wheat value chain that is rooted in the **cooperative management** of common land»

► Co-creative process

- Definition of problems - importance of **context analysis**
- **Mandate** and role definition
- Understanding of what the real needs are and **ideation process**

► Testing of the innovative support service

- Tools for welding the links of the chain together
- Manual for reference and support

Monitoring&Evaluation process



Lessons learned



Sharing with  
other labs



# How does the future look like?

- ▶ Resource to support **farmers** and **other actors**
  - ▶ growing, storing and processing wheat
  - ▶ dealing with legal, economical and administrative issues
- ▶ Novel resource for **Commons land management** projects
- ▶ Consolidation of the support service and definition of ownership
  - ▶ Outreach and mentoring **initiatives** for new experiences
- ▶ Go beyond wheat flour to incentivize better crop rotation and improve economical profitability

# Stefano Bortolussi - farm advisor

- ▶ Working with a diverse group of farmers
- ▶ Building of trust
- ▶ Value-chain approach

Exchange with the audience