

Introduction:

The consortium “Terre Alte” was established in 2003 with the participation of 10 farms. The members are now 33 farms, 11 of them managed by young farmers. The main activities carried out by the farmers are:

- fruit and vegetable production;
- breeding and short supply chain processing from swine, bovine and rabbit meat;
- milk and cheese;
- ham from pork and goat meat;
- flower growing;
- horse riding;
- integrated projects of agriculture and tourism;
- agritourism;
- open and farm schools.

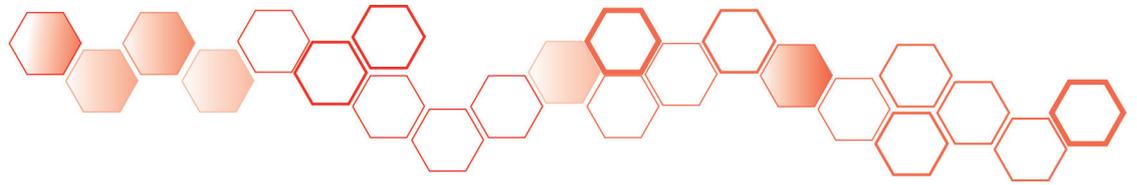
Promoter Profile:

Full name: There are 33 members.

Age: 11 of them less than 40 years old.

List of the young farmers:

- AZ. AGRICOLA F.LLI PIAZZA: PIAZZA ANDREA 1982, PIAZZA EDOARDO 1977, PIAZZA CLARA 1971
- AZ. AGRICOLA BIFFI: BIFFI FRANCESCA 1983
- AZ. AGRICOLA VALTOLINA: VALTOLINA MARCO 1974



- AZ. AGRICOLA BRIVIO E ANEDDA: - EMANELE ANEDDA 1970
- AZ. AGRICOLA DELL'ADDA: BESANA FILIPPO 1983, BESANA SILVIA 1976
- AZ. AGRITURISTICA LA FATTORIA: PEDRAZZOLI CARMEN 1973
- AZ. AGRITURISTICA LA COSTA: CRIPPA CLAUDIA 1976
- AZ. AGRITURISTICA LE TERRAZZE: GHEZZI LUCA 1973
- AZ. AGRITURISTICA BON PRA': COMI FRANCESCA 1974

Gender: Female/Male

Marital Status: Some of them are married

Number of children: Some of them have children

Education and Training: some of them have higher academic education while others have high school diplomas

Years of professional experience: Most of them have more than 10 years experience

Farm Data:

Name: Consorzio Terre Alte – Osmago (Lecco)

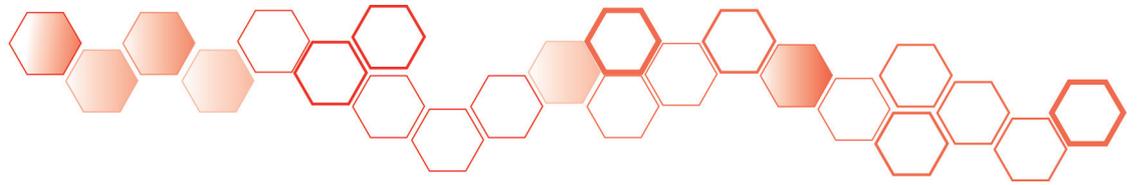
Website/Email: www.terre-alte.com ; info@terre-alte.com year of Establishment: 2003

Hectares: more than 1.000 .

Family Farm workers: Bergamini Liliana, President; Cristina Stella, Director; consortium members.

Previous situation:

The farms were originally based on breeding and farming activities, some also producing



food processed on the farm.

Since 2003 the consortium was established by 10 farmers with the main goal to create a network of farmers of the area producing food and services (such as agritourism and farm schools for children) and selling them directly to the public. It was very important to get from the municipality of Osmago (Province of Lecco) a pavilion from the Fair Centre to manage as a farm market open to the public.

Multifunctional Experience:

Activities promoting the multifunctional approach based on an integrated network of activities connected to the rural space started on 2003 when the Consortium was launched with a communication campaign supported by the Province of Lecco.

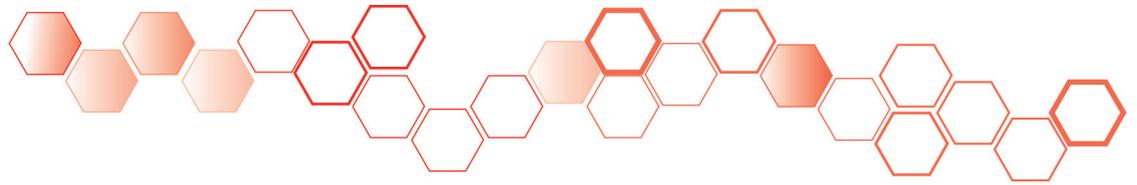
The main reasons why the farmers decided to create the Consortium were the poor profitability of the farming activities and the desire to create a cooperative able to develop the rural activities in a wide range of natural and cultivated lands.

After a planning phase with the cooperation of a farmers' association and the Province of Lecco, the first steps were:

- to inform the public and demonstrate the farm market initiatives and various services provided by the Consortium;
- to build up a network of farmers producing different raw materials and foods;
- to organize rural tourism activities and farm school services directed at students and teachers;

After the first phase started in 2003 new farmers have joined the cooperative with up to 33 members today aiming at fulfilling the objective of becoming a rural district where agriculture, traditional food heritage and tourism could be integrated and offered to the local community and customers.

The project was partly supported by regional, national and European funds for rural development and training activities for the farmers. € 50.000 was granted for the launch of the farm market activities. It was not easy in the beginning to convince the farmers to join the consortium, but new members were attracted as the initiative became more and more successful.



Results:

Nowadays more people: 33 families live on the farm Consortiums income.

Income security is higher as a result of the successful project, CAP incomes and own marketing policy based on short supply chain.

The quality produce and traditional food products from the farms, it has become popular in the area and a lot of customers are attracted to the farm on market days.

Tourists are attracted to spend daily trips or weekly holidays in the accommodation and restaurants provided at farm.

Some farmers are also integrated into the circuit of school farms under the successful network “Scuola in fattoria” (“Farm Schools”) where students and teachers develop abilities on farming and environmental issues, also including traditional food heritage and mountain environmental protection and sustainable development.

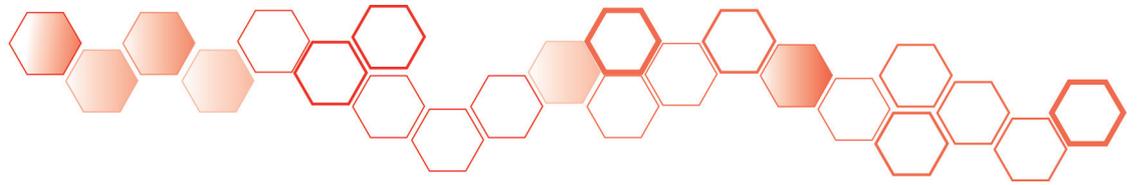
Promoter Competences:

The President and the Director of the Consortium both have a University Degree and are skilled in economics and management. Many of the farmers are agronomists with a University Degree. The Province of Lecco follows up the Consortium with specialized personnel on farm management and agronomists of Italian Confederation of Farmers are also involved as consultants and auditors.

Promoter Advice:

‘It’s important to integrate farming with tourism and marketing activities. Sustainable development is good for environment as well as for farmer income.’

‘It’s important to be open to new opportunities with other farmers to share experiences and improve own farming and multifunctional activities.’



Queries and considerations:

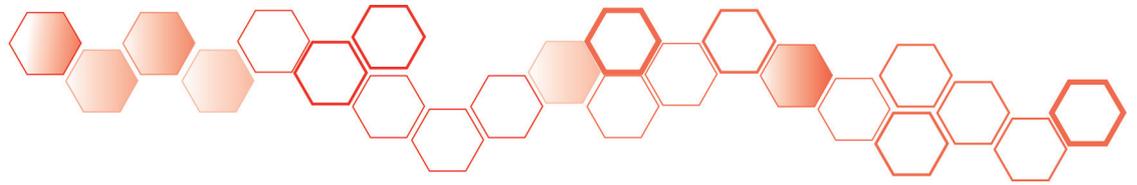
- What do you think about the mix of quality products, farm market and environmental issues? Do you think it could be implemented in your farming context?
- This case study is an example of partly granted, self financed investment and public institution involvement for follow up and providing premises. Do you think that it would be possible to carry out a diversification plan in your farm according to this financing principle?
- What do you think about the possibility of creating an integrated consortium of farmers with different skills and competences? Do you think that this experience is suitable for your farm?
- What do you think are the social, economic, environmental benefits of such a Consortium for the wider rural community?
- Which aspects of this case study draw your attention the most?

Recommended Training for farmers interested:

- Business Management;
- Wine production;
- Vegetable and fruit production;
- Breeding and meat production;
- Rural tourism management;
- Typical Quality Products Marketing ;
- New ICT including social network management and media;
- Short Food Supply Chain Management.

Links:

www.terre-alte.com (Consortium homepage, see also links to farms)



Strengths and weaknesses:

Strengths:

- Higher prices for same products while investment is moderate
- Whole production cycle in own hands with own resources
- Customer loyalty through sales and direct contact to costumers in the region
- Direct contact to and involvement of costumers
- Whole value chain in own enterprise/ independence of trade business

Weaknesses:

- Need of distribution/ marketing activities to sell the amount of products
- Need of sufficient costumers in the region
- High grade of organization

Multifunctional Criteria:

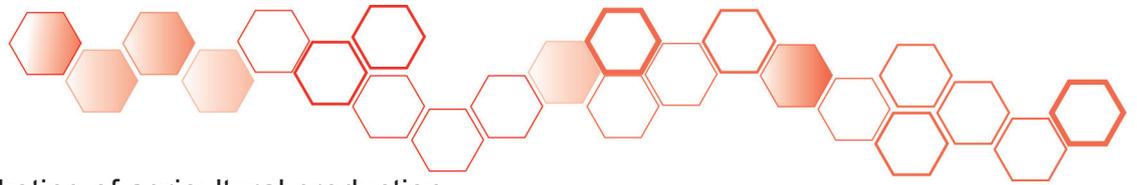
Social/ Economic/ Environmental/ Cultural Aspects:

Social aspects:

- involvement of society in agricultural production
- Information/ education of society in agricultural production
- strengthening of the (rural) (consumer) community through joint activities
- Lessons on farm

Economic aspects:

- independence of trade business
- Short Value Chain of agricultural production



- direct marketing of agricultural production
- strengthening of the regional economy by keeping the whole value chain in the region
- diversification of income

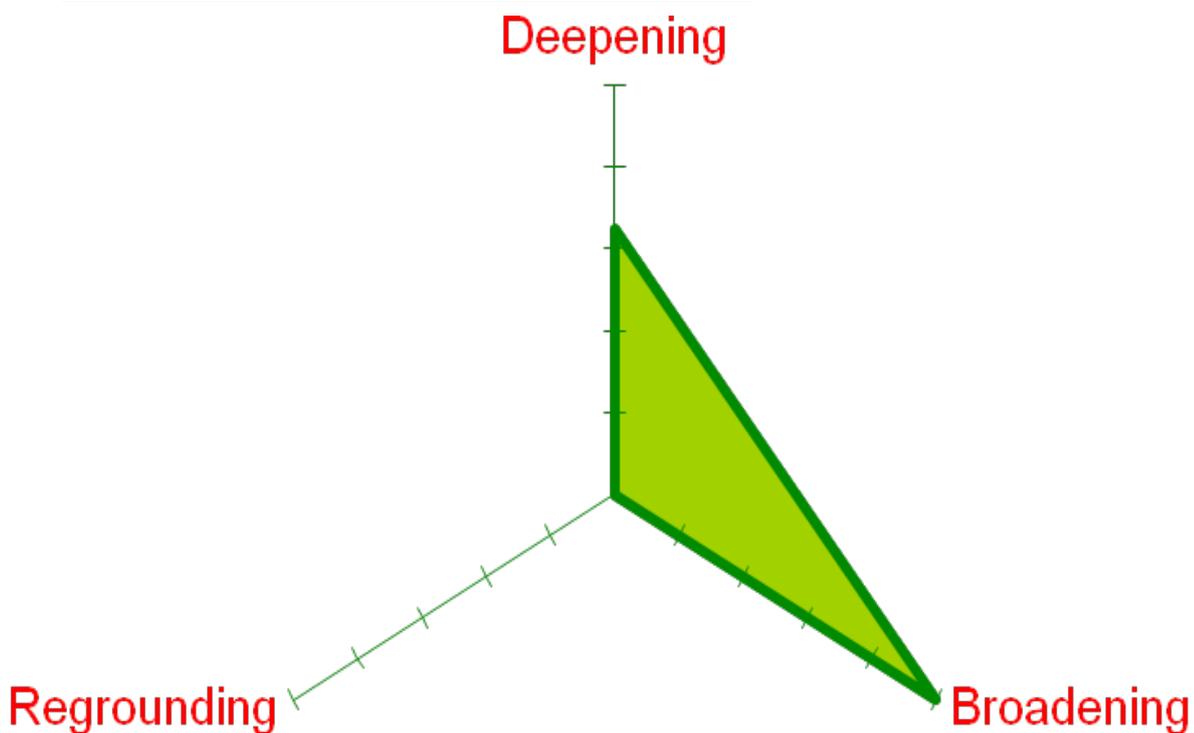
Environmental aspects:

- maintenance of cultural landscape

Cultural aspects:

- cultural heritage (traditional high quality food)

DEEPENING/ BROADENING/ REGROUNDING



Key Words:

- Whole Value Chain
- Cooperation
- Direct marketing
- Agritourism
- Processing of agricultural products
- Farm school
- Rural Vitality