

Good Practices

9th NRN Meeting, Cyprus

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1. ENRD Good Practices Database



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INNOVAPANE – Innovative practices to produce Tuscan bread with natural yeast

Keywords: Agriculture, Competitiveness, Cooperation, Innovation

Countries: Italy

An integrated project in Italy supported farmers to add value to the local production of wheat and wheat flour, and thus become more competitive.



Good practices – Content

INNOVAPANE – Innovative practices to produce Tuscan bread with natural yeast

EAFRD-funded projects

An integrated project in Italy supported farmers to add value to the local production of wheat and wheat flour, and thus become more competitive.

Summary

In recent years, customers show an increasing interest towards local products, made from local ingredients of high quality standards and whose production is traceable and transparent. Furthermore, many customers are willing to pay more for such products. Some 50 arable farms gathered around this idea, along with the flour-mill Giambastiani and several local bakeries to promote the introduction of traditional varieties of wheat.

Supported by the Universities of Pisa and Firenze and different RDP measures, they carried out a range of activities including experimental trials of local wheat varieties, developed a model to foresee the quality parameters of the bread-wheat and flour, identified the microbial population of the natural yeast, etc.

Results

In 2014, 50 farms produced 25 thousand tonnes of bread-wheat which was processed by the Giambastiani mill and distributed to 13 bakeries that produced bread certified as Tuscan bread PDO.

Developed and adopted a new traceability model. A common protocol to produce bread-wheat was developed and was adopted by all participating holdings. The best local varieties of bread-wheat were selected, both in terms of environmental sustainability and economic performance. A detailed supply chain agreement was defined.

Lessons & Recommendations

- ❑ The implementation of the project proved to be rather complex, due to the high number of partners involved and the need for them to apply for support under different RDP measures.
- ❑ Implementing such complex projects implies, certainly, high risks in terms of organisation, timing and partners' involvement and commitment. It requires, therefore, great attention on coordination and management tasks.

INNOVAPANE – Innovative practices to produce Tuscan bread with natural yeast



Results of the project were:

Development and adoption of the traceability web system allows to collect all data related to the bread production, from the wheat-bread to its storage, processing and to the bakeries to the production of bread its sale.

A consortium of Siena defined a protocol to produce bread-wheat, which was adopted by all participating in the project. The protocol includes indications on how to use of production inputs to reach the high-quality bread in the certification.

The Universities and the best local varieties of bread-wheat of environmental performance.

A market price was defined. This allowed to inform producers with a common price. It also ensured that the bread produced is sold at a higher price to the consumer.

Local fairs, to inform consumers. The scope of the project, while being limited, was

ITALY

Restructuring and developing physical potential and promoting innovation

Location
Province of Siena

Programming period
2007 – 2013

Axis / Priority
Axis 1 – Competitiveness

Measure

M121 - Modernisation of agricultural holdings

M123 - Adding value to agricultural and forestry products

M124 - Cooperation for development of new products, processes and technologies

Funding (EUR)

Total budget 4 052 820

EAFRD 1 843 915

National/regional 1 843 915

Private 364 990

Project duration
2011 – 2015

Project promoter
Lead Partner: Flour mill

Giambastiani

Contact

info@molinoigiambastiani.it

Project Title & Country

Timeframe

Context

Objectives

Activities

Results (including impact – jobs, growth, environment)

Lessons & Recommendations

Budget: Information including EAFRD & National Funding

Contact Details

Quotes/Images/promotional material

Videos

Good Practices – some criteria

- Contribution to improving delivery
- Project Benefits
- Suitability of the project to addressing needs
- Synergy with other EU funds and initiatives
- Job creation
- Transferability to other Member States

Good practices – Common Networks Statistics data

- Number of good practice **examples/case studies** both collected and disseminated in 2016: **1 889**
The higher numbers in 2016 reported in:
Finland (776), Austria (200), Estonia (178), Germany (167), Czech Republic (147)
- Thematic focus mostly on **LEADER/CLLD & LAGs** (incl. cooperation) (P6) – **510** out of 1 889
- **Reported examples of specific topics:** forestry, tourism, mobility, agriculture, local food, diversification of activities, rural services, networking, good practices from other funds



2. Proposal for a Good Practices competition

Why a competition?

1. Create '**added value**' to the collection of Good Practices funded under the 2014-2020 programmes.
2. Provide **visibility to project promoters** and to add to the ENRD **communication** efforts (providing content for articles, publications, online media, etc.).
3. The development of this type of visibility will also help with communicating to the **general public**.



Proposed categories

Smart
Villages

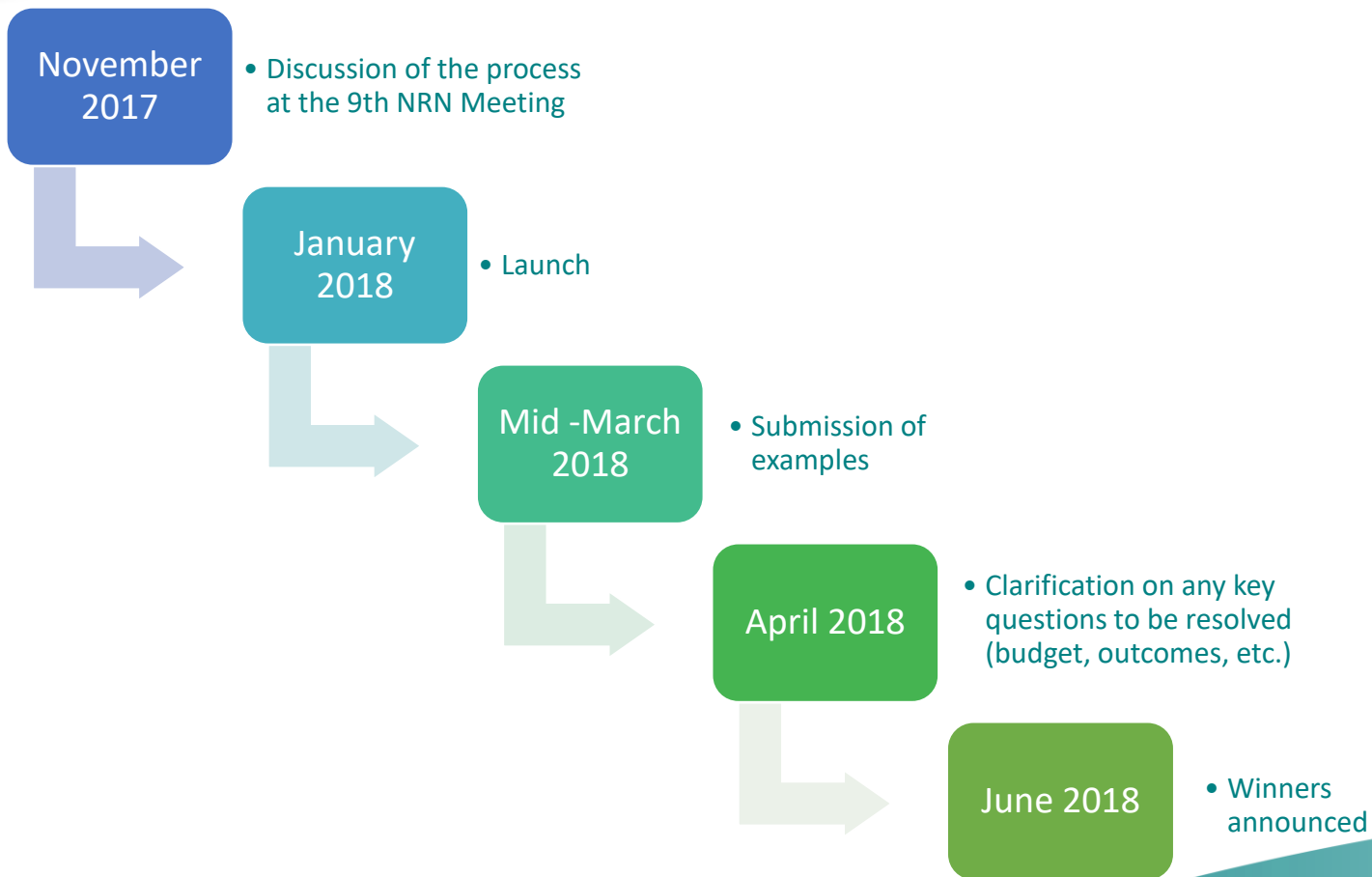
Generational
Renewal

Resource
Efficiency

Social
Inclusion

Cooperation

Possible timeline



Other suggestions

- Only 2014-2020 projects
- Each NRN to submit up to two GPs per category
- Nomination process may differ between NRNs, but inform the Contact Point
- Using the Contact Point template to ensure consistency at EU level
- Appoint a jury / members not voting for their country and use average score
- Possibly, include Operational Groups
- Provisional, align with Innovation competition under conditions

3. What comes next?

1. Discuss today on:

- Explore interest & availability to contribute
- Provide steering on developing the process further
- Exchange on how NRNs can support the process

2. November – December consultation, agreement, and finalisation of the process

3. Start the activity in January!



European Network for
Rural Development

Thank you!

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Funded by the

