

ITALY

Management of water resources

Location

San Donnino

Programming period

2014 – 2020

Priority

P4 – Ecosystems
management

Measure

M11 – Organic farming

Funding (EUR)

Total budget 19 151
EAFRD 8 258
National/Regional 10 893

Project duration

2016 – 2020

Project promoter

Elisa Mattioli

Contact

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Website

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A young female farmer in Italy received RDP support to convert to organic fruit production.

Summary

Elisa Mattioli is the 38 year old daughter of a farmer who converted to organic farming a long time ago. In 2016 she decided to rent around 8.5 hectares of land to start producing organic products on her own, thanks also to EU support. RDP support covered the certification costs of converting to organic production.



Results

The economic results so far appear very positive. Elisa's farm managed to make a reasonable profit in the first two years of operation.

Elisa is now selling her products directly in farmers markets in Bologna and she regularly sells fruits and vegetables to four different consumer groups, as well as at her farm premises.

Lessons & Recommendations

- ❑ Having an experienced and well-trained father who already managed an organic farm greatly helped Elisa's entry in farming.
- ❑ The support provided by EU funds, along with the assistance offered by her farmers' association, made launching the farm much easier than it might have been and less prone to uncertainties.

Context

Elisa Mattioli is a young farmer living 5 km outside of Modena, a well-known historical town in the middle of Emilia-Romagna region. The close proximity to an urban centre offers the opportunity to sell fresh fruits and vegetables to a large market. While her father had specialised in pear cultivation, Elisa decided to follow a more diversified approach, involving a wide array of fruits such as cherries, apples, strawberries as well as growing vegetables in greenhouses of around 2 000 m². Moreover, she started bottling some fresh fruit juice and growing local red and white wines.

Objectives

The application for support from the RDP helped Elisa to start her career as a full-time farmer. In practice, this economic support covered all of her certification costs for organic farming including those for both her fresh and processed products.

Activities

Elisa signed an agreement with the regional authority to comply with organic standards from the beginning of 2016 to the end of 2020. These standards prevent the use of synthetic chemicals, while ensuring time is devoted to fostering natural soil fertility and water resources are managed in the most sustainable way.



Main results

The economic results achieved so far appear very positive. Her farm managed to make a reasonable profit in the first two years of operation, thanks to the directly selling of products in farmers markets in Bologna (twice a week). In addition, Elisa regularly sells fruits and vegetables to four different consumer groups, as well as at her farm premises.

Elisa plans to expand the farm's business and has recently applied for another RDP measure in order to buy specialised equipment for carrying out pest treatments and for cooling the air in greenhouses.

Key lessons

Having an experienced and well-trained father who already managed an organic farm, greatly helped Elisa's entry into farming. The support provided by EU funds together with the assistance given by her farmers' association made the launch of the farm much easier than it might have been and less prone to uncertainties.



Additional sources of information

n/a