



EAFRD-funded projects

Elena and Enrica

Young custodians of rural culture and tradition in Sardinia

Young female entrepreneurs transition their family farm into a multifunctional operation promoting rural culture and tradition in Sardinia.

The multifunctional farm «Sa Perda Marcada», situated close to the beautiful Costa Verde in Sardinia, has expanded its agritourism activities to include experiential, rural education workshops for tourists and local schools focused on traditional regional products and cultural heritage. Additionally, the farm has developed a brand of traditional products, made from the farm's fertiliser- and pesticide-free durum wheat, which are marketed through an increasing presence on social media and e-commerce channels.



Location

Sardinia (Italy)

Programming period

2014 - 2020

Priority

P2 - Farm Viability and Competitiveness

Measure

M19 - LEADER/CLLD

Funding (EUR)

Total budget 35 000
EAFRD 16 800
National/regional 18 200

Project duration

2014 - 2020

Project promoter

Elena Corona

Contact

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Website

www.saperdamarcada.it

Results

The activities being carried out under the Sa Perda Marcada project are:

Strengthening and relaunching the family farm in a productive and multifunctional way, both through the agritourism project, with new experiential workshops aimed at tourists and local schools, and by creating a short, controlled supply chain for products made from durum wheat grown on the farm.

Creation of a brand for the farm's transformed products, strengthening their digital communication and marketing and e-commerce sales. The experiential workshops of Sa Perda Marcada aim to pass on the traditional knowledge from the regional farming culture to visitors and the new generation. They also take an 'edutainment' approach though, which relies on play and creativity.

Workshops offered:

- Typical regional cooking.
- The milking laboratory, with a focus on animal welfare and connection with the animals.
- The vegetable garden course, in which you learn how to cultivate a vegetable garden and recognise plants.
- Cheese-making and bread-making techniques.
- Active recycling, aimed at reusing food waste.

Lessons & Recommendations

Innovation may facilitate transformation of a traditional business into a modern multifunctional company with diversified income streams and market orientation. Increasing focus on digital communication and marketing to drive sales through e-commerce channels can contribute success.

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Context

The multifunctional farm «Sa Perda Marcada», situated close to the beautiful Costa Verde, is well known locally and by many visitors to the area. The farm started its agritourism activity in the summer of 1986 with Anna and Gianfranco, parents of Elena and Enrica Corona, hosting French, German and Dutch tourists in their home while the latest discovered hidden corners of Sardinia. After two decades, the family farm is well established in terms of both production and hospitality, but in recent years it was struggling to meet the new demands of today's tourists. Partly due to the distance from the main tourist routes, it was suffering from competition with other accommodation facilities in the area. Anna and Gianfranco realised that the time had come to revisit traditions and to communicate their value proposition differently. They invested in the education and professional growth of their young daughters. However, in 2020 Sa Perda Marcada had to completely suspend agritourism and the associated educational and recreational services due to Covid-19 restrictions and was only gradually able to resume activities, causing significant operating losses. This difficult path has led the Corona sisters to seek new solutions to revive the operation. The idea of the project grounded on a regional initiative, namely «[Satu po imparai](#)», or «Going to the countryside to learn», that enabled the farm to build up an experiential workshop model and create territorial networks between thirteen other educational farms, local schools, the Local Health Authority, the Medio Campidano Province and companies managing school canteens.

Objectives

Before the pandemic crisis, Elena and Enrica Corona decided to innovate and diversify the farm's products and services in a multifunctional way. They aimed to incorporate their knowledge of the Sardinian territory and farming culture into the agrotourism, and educational farm activities offer for visitors, both Italian and from throughout Europe. Elena, an expert propagator passionate about regional culture, and Enrica, a marketing graduate with qualified commercial expertise, wanted to offer their customers handmade products made from their own cultivated durum wheat, free from pesticides and fertilisers.

Activities

The activities being carried out under the Sa Perda Marcada project are:

The strengthening and relaunching the family farm in a productive and multifunctional way, both through the agritourism project, with new experiential workshops aimed at tourists and local schools, and by creating a short, controlled supply chain for the production of pasta, cakes and flours from durum wheat grown on the farm.

The creation of a brand for the farm's artisanal products, strengthening their digital communication and marketing and e-commerce sales. The experiential workshops of Sa Perda Marcada aim to pass on the traditional knowledge from the regional farming culture to visitors and the new generation, giving participants the opportunity to experience life on a farm and the art of production and processing. They also take an «edutainment» approach, including workshops that rely on play and creativity.

Workshops offered:

- typical regional cooking.
- the milking laboratory, with a focus on animal welfare and connection with the animals.
- the vegetable garden course, in which you learn how to cultivate a vegetable garden and recognise plants.
- cheese-making and bread-making techniques.
- active recycling, aimed at reusing food waste.



Main results

The farm project is still a work in progress, but the first results of many innovations implemented by the young sisters are already visible. For the agrotourism and educational farm, the period of COVID-19 with the total shutdown of all activities now seems to be a bad memory.

Compared to the pre-COVID period, the Sa Perda Marcada farm significantly increased the number of visitors: in the period 2021-2022, the attendance increased by an average of 21% per year and at their agritourism site by 12% per year. The activities carried out by the farm allowed the involvement of national, international and local tourists and students. The farm currently hosts more than 10,000 people (both residential and non-residential) per year in the agritourism and in the experiential workshops organised.

Thanks to the project, Sa Perda Marcada has also been involved in a large number of best practice exchange initiatives implemented at the regional and national levels, as well as two television broadcasts on the leading national television networks in both Italy (RAI) and Slovenia (RTSLO), which had a total of more than one million viewers (sources: data from RAI, RTSLO, including digital channels). In 2021, the farm was also involved in a European communication project financed by the Information Measures Relating to the Common Agricultural Policy (IMCAP) programme called «Young Village Folk (Generation Renewal for the CAP)».

Key lessons

The innovations introduced by the project allowed for the gradual transformation of a traditional business into a modern multifunctional company, capable of diversifying its income streams and market orientation. Increasing focus on digital communication and marketing to drive sales through e-commerce channels has contributed to its success.

Additional sources of information

[Instagram](#)

[Facebook](#)

<https://4d.rtvsllo.si/arhiv/zelenageneracija/174780839>

[Video - PSR tales - Elena and her multifunctional farm](#)

This project has been categorised under 'Resilient futures' by the nominating National Rural Network