

# Aboca

## 1. Introducción

Aboca comenzó su actividad como una granja ecológica en 1978 a partir de una visión del fundador, Valentino Mercati, combinando innovación y hierbas medicinales. Al principio, la idea original era proporcionar a las farmacias y tiendas de herboristería hierbas medicinales secas. Los siguientes pasos innovadores consisten en la creación de laboratorios para la investigación y el análisis de principios activos en plantas de interés médico, y para producir productos farmacéuticos naturales autorizados en 1984 como "Officina farmaceutica". Entre los años 1980 y 1990, la distribución hacia farmacias se expandió y en 2001 se estableció un laboratorio de investigación fitoquímico. Hoy Aboca posee 1,500 ha, de las cuales 800 en el valle del Tíber y 700 en Valdichiana, donde se cultivan 70 especies de plantas diferentes siguiendo la metodología de la agricultura ecológica. Esta historia puede ser inspiradora para otros empresarios, ya que Aboca comenzó como una pequeña granja familiar en la década de 1970 y ahora es una granja ecológica líder para las plantas medicinas en Europa. La idea es una posibilidad para establecer un distrito de planta médica.

## 2. PERFIL DE PROMOTOR



**Nombre**

Valentino Mercati

**Apellido**

Mercati

**Año de nacimiento**

1939

**Género**

masculino

**Educación**

University degree

**3. DESCRIPCIÓN DE LA GRANJA**



**Address**

Loc. Aboca, 20 52037 Sansepolcro

**País**

Italia

**Área agrícola en hectáreas**

1500.00

**Fecha de establecimiento de la granja**

2078

**Fecha desde que el promotor posee / arrienda la granja**

Sáb, 01/01/2078 - 12:00

NUMBER OF WORKERS	FAMILY MEMBERS	EXTERNAL WORKERS
<b>Full time</b>	890	4
<b>Part time</b>	100	0

**Descripción granja**

The farm consists of 1,500 ha of organic cultivations of medical plants, distributed between two main bodies, Umbria and Tuscany, one in the Northern Tiber Valley and the other in Valdichiana. The original farm location was on a hill rich with spring waters, where Aboca's headquarters are still located dominating the Tiber valley below. Because of the quick development depending of the successful business many hectares of land were added in the valley, where tobacco was traditionally cultivated as monoproduction. The multiplication of medical interest species cultivation increased the biodiversity also with great advantage for the environment thanks to organic cultivations without the use of synthetic chemicals. At the same time, there was a critical point due to chemicals distributed by conventional farming in areas of proximity to Aboca's organic cultivations with risks of spraying of drift contamination. For this reason it was necessary to invest in Valdichiana with a lower impact

of intensive conventional cultivations. More recently the branch of the farm company has started swine (black swine race from Nebrodi) and bovine (Chianina race) breeding to provide company restaurant and canteens with organic meat. A restoration and reuse of old farms project, called "leopoldine", is undergoing a feasibility study in the land properties. Another recent project consists of foresting a State area in the Sansepolcro surroundings in collaboration with the Union of Municipalities to compensate for the gaseous emissions of the company car fleet.

### **Página web y redes sociales**

Website

## **4. Agricultura multifuncional y sostenible y Paisajes agrícolas europeos (PAE)**

### **Multifunctional & sustainable farming Key Words**

Biodiversity

Quality/Organic/Certified production

### **Texto libre**

Innovation is the key word for company vision combined with nature and organic farming. The hill and plain cultivations increased the local biodiversity experimenting with about 70 species and their adapted varieties offering the best ratio between active phytotherapeutic principles and environmental adaptation. The organic farming methodology, without the use of synthetic chemicals and GMO, has decreased gas emissions in the atmosphere and water and soil pollution. The phytochemical extracts tested in advanced laboratories and processed by pharmaceutical technologies enlarge knowledge and application range of medical plants for pharmacological purposes. The ongoing tree plantation contributes to CO2 reduction and provides natural compounds from roots adding their available phytochemical active principles to those from medical herbs. This dynamic natural context and agricultural landscape is the engine of a responsible and sustainable ecosystem combined with innovative organic farming production. The motivation, that also a small farm can become one day important in a world market, is a real case study of great importance: small farmers could follow this wave and do practical changes to protect the environment and find a new way to make farming rentable with maintaining a sustainable environment, since agricultural landscape cannot be maintained without affordability.

### **Consejos / Recomendación**

- Nature has it all, we simply have to find it, combine it in the right way, process it and preserve it by applying all the knowledge of the past and present. It is beneficial for the balance between man and nature.

- Natural substances for health are important as a technological advancement respecting man and the environment aiming for a cleaner and more protected nature.
- The planet and the future generations are in the hands of governments that should state the reduction of dangerous gas emissions and stop the use of fossil fuels in favour of renewable energy sources.
- Landscape maintenance is to be taken into account as an historical heritage, to be protected as well as a dynamic implementation of land suitable cultivations contributing to health and environment issues.

## 5. Consideraciones, formación / conocimientos y consultas / preguntas.

### Consideraciones Generales

Training is essential for the innovative organic farming based company. The presence of about 70 cultivated species and a research based on such a large biodiversity have to meet a large range of competences from the field to the labs, up to processing, communication, marketing, and commercialization. This complexity brings to different kinds of training needs depending on work and relevant competences. Each person is a part of a certificated quality scheme, whatever is the process sector in which s/he is involved, from the field to the final medical product. Organic farming was the starting point for the vision and way of production for Aboca and it still provides all medical plants for extraction of active principles and ongoing research in the laboratories. People involved in organic farming cultivations are i) agronomists, with different agronomic and phytoiatric skills, ii) farmers trained for all kinds of practices as land tillage, fertilization, planting and transplanting, control of pests, cryptogames and weeds, field maintenance, harvesting, transport of products from the field to the factories, iii) workers and technicians involved in the processing phases, iv) biologists, chemical analysists and geneticists in charge of evaluating, controlling, and designing the processing planning from the field to the final products, v) central administrative and executive officers coordinating company work and actions. Communication, commercialization and marketing complete the range of needed competences. Out of the farm company there is a commercial organization based on a distribution network in the main developed markets all over the world.

<b>Strengths</b>	<b>Weaknesses</b>
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