

# El Añadío

## 1. introduction

La ferme est une dehesa de chênes, d'herbe et de garrigue. Elle est gérée par Madame Jesús Gualda, une ex-employée, qui se consacrait exclusivement à l'élevage du bétail et à la gestion de l'hôtel rural qui y est installé. Ce-dernier s'est construit à partir de l'ancien logement des contremaîtres qui était à sa place et a été réhabilité dans le respect de son esthétique d'origine pour en faire un logement rural de grande qualité avec un service de restauration et de chambre. L'exploitation agricole El Añadío propose aux clients une expérience consistant à être en contact direct avec les taureaux de combat et à pouvoir observer le monde qui les entoure en termes d'environnement, de culture et de paysage tout en participant et en comprenant les tâches quotidiennes.

## 2. PROFIL DE PROMOTEUR



### Prénom

M<sup>a</sup> Jesús

### Nom de famille

Gualda

### Année de naissance

1954

### **Le genre**

femelle

### **Éducation**

Bachelor of Pharmacy with all the knowledge about farm management, rural development etc. has been acquired over the years. He is self-taught.

## **3. PROFIL DE LA FERME**









**Pays**

Espagne

**Secteur agricole dans hectar**

350.00

**Date de création de la ferme**

2002

**Date depuis quand le promoteur est propriétaire / loue la ferme**

mar 01/01/2002 - 12:00

NUMBER OF WORKERS	FAMILY MEMBERS	EXTERNAL WORKERS
<b>Full time</b>	3	1
<b>Part time</b>	3	0

**Description de la ferme**

The farm is a pasture of 350 ha of holm oaks, grass, and scrub, where no work is carried out, it is not cultivated, it is not fertilized or used for phytosanitary purposes. It has therefore an ecological management. If you act on, it would improve the performance, but other plant species would appear and the flora would change. Cattle feed on grass that grows naturally. On the farm are exclusively raised fighting cattle and horses. Since the mid-nineteenth century successive generations of the same family have been dedicated to the breeding of the brave bull. In the dehesa there is also a rural hotel and restaurant. The meat of fight has denomination of origin and sells very well.

**Site Web et des liens de réseaux sociaux**

[www.elanadio.es](http://www.elanadio.es)

[Facebook](#)

[Twitter](#)

## **4. Multifonctionnelle / agriculture durable et des paysages agricoles européens (EAL)**

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

Biodiversity

Tourism and recreation related to EAL

Traditional buildings

Traditional land use

### **Texte libre**

The El Añadío farm is located in the municipality of Vilches, province of Jaén, and due to its great extension it is surrounded by different natural parks such as Cazorla, Segura de la Sierra, Sierra Mágina, Sierra de Andújar, and Despeñaperros. From the farm you can contemplate these wonderful views, since it is located in the high part of the mountain. This unique landscape being idyllic and relaxing for many visitors greatly enhances the tourist activity. The landscape of the dehesa is therefore its greatest value. In the dehesa it is not necessary to carry out any agricultural activity. The dehesa is perfectly adapted to the needs of the management of this type of livestock, maintaining an adequate stocking density. Fighting cattle has a very low stocking rate of 1 ha per head and that is totally sustainable. Apart from the fight, the meat of this livestock is sold and is of very good quality. It has a designation of origin "Bovino de Lidia" and is registered in the Fedelidia program (Federation of associations of the autochthonous race of Lydia). The problem with pruning the trees appeared to the rancher. This process is very complicated because they, on the part of administration, demanded to create a plan against fires (creation of several firewalls), at the time when the cattle ate all the grass on the farm. Without this it was not possible to prune the trees, so he gave up until the project "Life Iberlince", which offered to do the necessary pruning in exchange for practices of reintroduction of the lynx in his farm, arose.

### **Conseils / Recommendation**

- Do not hesitate to ask for advice whenever it is necessary to be able to carry out the bureaucratic procedures correctly, and thus avoid administrative sanctions due to ignorance of the regulations.
- Apply for grants , incentives or any type of subsidy, either from the European Union or from local development groups whenever it is possible. When you start an activity you need an important economic investment and it is important to have economic resources.

**Mots-clés** : achat de biens responsables, éthique d'achat, responsabilité sociale des entreprises.

M<sup>a</sup> Jesús worked as an official, but she got into early retirement to dedicate herself to the farm, cattle breeding, and to different activities that were carried out there. Her son is the representative of the livestock, but she is still the owner and is very involved in all the issues. It belongs to the fifth generation that manages cattle breeding. The rural hotel was inaugurated 10 years ago, but at the beginning, and for doing some filming, stayed only family and friends. They started to work in a more professional way about 8 years ago. The hotel belongs from the first moment to a quality club of rural hotels, called Rusticae. It offers the clients the opportunity to participate in the day-to-day activities of the bull's world. It was possible thanks to his perseverance, and it also helped to receive a grant through FEDER funds. As for cattle breeding, he did not receive any kind of help. Bureaucracy is among its concerns. Any entrepreneur in Spain faces enormous demands, a large number of requirements, and procedures. The administration deals with the activities like this of smaller volume, as if it was a large hotel chain, or a cattle breeding of thousands of cattle, which it is not, it is something much more familiar. All this generates many expenses that are difficult to cover. Another concern is the risk of livestock contagion by animals such as wild boar, deer, etc., which can transmit tuberculosis with the consequent sacrifice of the cattle and the high cost that this entails. The anti-bullfighting worries him less than everything mentioned the above, although bullfighting is a subject that always generates great controversy and social debate. There is even a legislative tendency, local and regional, against the bullfighting activity. As something to emphasize, the meat of fight has denomination of origin "Bovine of Lydia" and is inscribed in "Fedelidia" (Federation of Associations of Autochthonous Race of Lydia).

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Activité unique (vie du taureau)</li> <li>• Paysage privilégié</li> <li>• Hébergement de haute qualité</li> <li>• Promotion de la biodiversité et de la gestion écologique de la dehesa</li> </ul>	<ul style="list-style-type: none"> <li>• Ignorance du processus bureaucratique</li> <li>• Ignorance concernant la viande de taureau de combat par la société</li> <li>• Malentendu sur le monde du taureau qui suscite la controverse dans la société</li> </ul>
Opportunities	Threats