

# Ferme Emiliano Brandimarte Az. Agr. (Sibillini Ranch)

## 1. introduction

La famille Brandimarte élève des chevaux depuis plus de 30 ans sur le plateau de Castelluccio di Norcia à 1450 mètres d'altitude sous le mont Vettore 2 476 mètres, le plus haut sommet du massif de Sibillini. Le grand-père d'Emiliano a commencé cette activité d'élevage et de vente de chevaux en 1985 lorsque le seul élevage d'animaux dans la région était basé sur les moutons et que la plupart des habitants étaient des bergers. La ferme s'étend sur 30 ha loués comme pâturages pour les chevaux, le bétail, les ânes et les chèvres, tandis que l'élevage de moutons a été abandonné à cause des fréquentes attaques de loups. 3,5 ha appartenant à la famille Brandimarte sont consacrés au foin et 2,5 ha à la production de la célèbre Lentille de Castelluccio di Norcia (IGP).

## 2. PROFIL DE PROMOTEUR



**Prénom**

Emiliano

**Nom de famille**

Brandimarte

**Année de naissance**



**Address**

Pian Grande di Castelluccio, 06046 Norcia (PG)

**Pays**

Italie

**Secteur agricole dans hectar**

36.00

**Date de création de la ferme**

1985

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

dim 01/01/2006 - 12:00

| NUMBER OF WORKERS | FAMILY MEMBERS | EXTERNAL WORKERS |
|-------------------|----------------|------------------|
| <b>Full time</b>  | 1              | 2                |
| <b>Part time</b>  | 0              | 0                |

### **Description de la ferme**

The farm consists of 36 ha, 6 ha company's property and the rest rented, mostly made of pastures. In a small part of the property (2.5 ha) the famous lentil of Castelluccio di Norcia (PGI) is produced. The main animal breeding is based on horses, around 60, trained by Emiliano himself, with the help of his uncle, for riding school and trekking. A bovine breeding started in the very last year as a complementary activity based on Chianina race (White bullock of central Apennines (PGI)) and half-breed cattle, currently 9 heads.

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

Facebook

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

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

Quality/Organic/Certified production

Tourism and recreation related to EAL

### **Texte libre**

Adventure as inspiration and resilience as way of life are the keywords for this family farming engaged to maintain and valorize the surrounding mountain landscapes with prevailing pastures within highlands in the middle of Central Apennines. This area between Umbria and Marche is the National Park of Sibillini Mountains since 1993. It is famous for its unique landscapes, suitable for animal breeding and farming based on old cereals and the famous Lentil of Castelluccio di Norcia (PGI). After the earthquakes on 24th August 2016, 26th, and 30th October 2016, that hit 4 regions: Umbria, Marche, Abruzzo, and Lazio damaging 200,000 homes and 3,000 stalls, all people living in Castelluccio di Norcia, as well as in other towns and villages around the Sibillini Mountains, the epicenter of the earthquake, moved elsewhere. The majority of those living in Umbria moved to Lake Trasimeno and were hosted by hotels and residences. Emiliano and his family decided to remain with their animals, facing the difficulties and managing animal shelters and welfare at their best. In December 2016, they moved to Norcia descending along the roads and trails torn by the earthquake.

The following spring of 2017, as well as 2018, they went back to Castelluccio repeating as in the past the transhumance tradition and offering their tourist services, such as horse riding in spring, summer, and fall, in collaboration with some hotels reopening in Norcia and surroundings and offering camping tents to tourists. Televisions and press gave a large publicity to this case of "resistance" to the post-earthquake difficulties despite of Castelluccio being an abandoned ghost village.

### **Conseils / Recommendation**

There is nothing comparable to natural beauty of Castelluccio di Norcia highlands. Nature can be sometimes tough, as it is commonly in winter when this area is isolated some days of a year because of heavy snows, or it was in the case of last destructive earthquake, but it is so attractive towards sensitive people that we cannot avoid to come back and restart what was interrupted by the recent natural disaster. The unique landscape and environment of the plateau of Castelluccio can still give again a very high added value to activities based on ecotourism, outdoor sports, and leisure time as a driver of local sustainable development. That environment is not only beautiful and attractive for nature and sport lovers, but also safe for horse riders because of its large lands ideal to learn horse riding and enjoy large trekking tours with scenic views of the area. Old cereals, namely (*Triticum dicoccum*), legumes - the lentil of Castelluccio di Norcia (PGI) (*Lens culinaris* subsp. *Culinaris*) and a kind of pea with strong taste called "roveja" (*Pisum sativum* ssp *arvense*, variety roveja), represent the plant biodiversity of this area and one of the most important income for local farmers. Animal breeding with bovine, sheep, and swine of local races are the other main farming activity for dairy and meat production (famous is the seasoned cheese from Norcia called "caciotta", cured meat Norcia ham PGI, and several other kinds of traditional salted meat). Landscapes, natural environment, and traditional products are all together the traditional heritage of Castelluccio di Norcia and the Sibillini Mountains National Park.

## **5. CONSIDERATIONS, compétences / compétences impliquées et requêtes / questions.**

### **Considérations générales**

Training is a very important issue for all category of workers as well as for people willing to learn outdoor sports and leisure activities such as horse riding. A professional riding guide has to be trained for many years, be passionate of a special contact with the animals and the environment and expert in relationships with visitors and tourists. Besides the techniques a riding guide has to learn to manage all horse needs, such as feeding, cleaning, horse shoeing, and sharpen a sensitivity towards any horse health problems. Very important training issues are also an in-depth knowledge of the local landscapes, animal and plant biodiversity, and food heritage with the ability to represent them to the guests. Family cohesion and good relationships within the team are fundamental in a small family farm. Family is the main self-assistance group supporting all ongoing difficulties, together with friends and volunteers, as it has been after the earthquakes. Good relationships with all

other tourist operators are very important to create a pleasant and receptive atmosphere by welcoming tourists and putting them at ease. After critical and extreme difficulties (such as the situation after the earthquake) proves that a strong feeling of solidarity can also come from institutions and associations (municipalities, civil protection corps, farmers' associations, etc.) during the emergency, but favoring the processes to restart the economic activities and limiting a bureaucratic approach to reconstruction causing slowness and distortions. Training needs should be therefore not just limited to hard and soft skills (techniques and relationships), but should also enlarge notably the horizons of all operators involved in sustainable development, promotion, and provision of services with a common vision.

| <b>Strengths</b>  | <b>Weaknesses</b>  |
|---|--|
| <ul style="list-style-type: none"> <li>• Ferme familiale oeuvrant dans le domaine de l'élevage de chevaux et de l'écotourisme depuis 30 ans.</li> <li>• Situation au milieu du Parc National des Montagnes de Sibillini</li> <li>• Des produits locaux traditionnels de qualité et réputés au niveau national</li> </ul>        | <ul style="list-style-type: none"> <li>• Écosystème fragile</li> <li>• Zone menacée par des tremblements de terre (pente de 1 mt provoquée par le choc sismique)</li> <li>• Risque d'abandon pour cause de dégâts (Castelluccio di Norcia avec 120 habitants est en grande partie effondré)</li> </ul> |
| <b>Opportunities</b>  | <b>Threats</b>   |
| <ul style="list-style-type: none"> <li>• Printemps et été très attractifs pour les touristes et la cuisine traditionnelle très célèbre en Italie</li> <li>• La force potentielle d'un district alimentaire basé sur la biodiversité et les traditions animales et végétales</li> <li>• Un écotourisme bien développé</li> </ul> | <ul style="list-style-type: none"> <li>• Érosion des sols due aux glissements de terrain consécutifs au tremblement de terre</li> <li>• Manque de personnes et de ressources pour maintenir l'habitat et les activités économiques</li> </ul>  |

## Mots-clés

### EAL Keywords

Highland

Meadow

Protected area

### Farming Key words

Grassland/Pasture

Horses  
Horticulture  
Legumes

### **Main Training/Skills/Competences**

The company knowledge is based on horse breeding and riding with a complete know-how of a professional guide and horse keeping. The unique landscapes of Sibillini Mountains are the main natural resource of the family farm and a specific training is requested not just on methods but also on relationships with the customers and information on the main peculiarities and excellences of the area. Other farm products are legumes, specifically the famous Lentil of Castelluccio di Norcia GPI and bovine breeding. Sibillini Ranch has a complete range of internal competences, professional riding guides for trekking, farrier and horse keeping, and external support of a veterinarian.

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

~~Quality/Organic/Certified production~~  
~~Tourism and recreation related to EAL~~

### **Requêtes / Questions**

- For many farms located in EAL with a highly relevant cultural value, ecotourism could be an interesting activity increasing incomes, both for the farm and the territory, while maintaining the landscapes itself in a sustainable way. Do you think this could be applied in your area?
- Traditional and certified products, both crops and autochthonous animal breeds could also help the sustainability of farms and EAL. Have you ever thought of certifying your production?
- Did you checked the requirements to achieve different kinds of certifications (e.g.: organic certification, PDO, PGI, etc.)?
- Small communities, especially in marginal areas, are sometimes not enough considered by public institutions. Is this the case in your area? If yes, how do you think this could be solved?

### **Remerciement et clause de non-responsabilité.**

Ce projet ERASMUS+ no. 2016-1-SK01-KA202-022502 a été financé avec le soutien de la Commission Européenne. Cette publication reflète uniquement les opinions de l'auteur, et la Commission ne peut être tenue responsable pour aucune utilisation qui pourrait être faite de l'information qui y est contenue.



Funded by the  
Erasmus+ Programme  
of the European Union

