

Ferme Eredi Gradassi Andrea s.s.

1. introduction

La ferme Eredi Gradassi Andrea, qui existe depuis 1639, est l'une des plus anciennes de la région de l'Ombrie. Elle s'étend sur environ 150 hectares dans la vallée de Spoleto, entre les villes de Campello sul Clitunno, Spoleto et Trevi. L'activité principale et historique de l'entreprise est la production d'huile d'olive vierge extra obtenue dans le moulin continu de l'entreprise à partir des variétés locales de moraiolo, leccino et pendolino cultivées sur une superficie d'environ 50 hectares et 100 autres hectares loués avec un total d'environ 15.000 plants. Pendant les mois de novembre et de décembre, les olives sont récoltées manuellement et pressées pour un égouttage naturel à froid (méthode Sinolea-Rapanelli) dans les 24 heures suivant la récolte. L'usine est également un point de référence pour de nombreux autres producteurs de la région. La production annuelle moyenne d'huile d'olive vierge extra est d'environ 400 000 kilogrammes. La gestion directe de l'entreprise est assurée par le propriétaire Carlo Gradassi avec l'aide de ses fils Andrea et Elisabetta.

2. PROFIL DE PROMOTEUR



Prénom

Carlo

Nom de famille

Gradassi

Année de naissance

1943

Le genre

mâle

Éducation

High school

3. PROFIL DE LA FERME



Address

Via Virgilio 2, 06042 Campello sul Clitunno (PG)

Pays

Italie

Secteur agricole dans hectar

150.00

Date de création de la ferme

1970

Date depuis quand le promoteur est propriétaire / loue la ferme

jeu 01/01/1970 - 12:00

NUMBER OF WORKERS	FAMILY MEMBERS	EXTERNAL WORKERS
Full time	5	3
Part time	20	0

Description de la ferme

The farm consists of 150 ha, 50 ha company's property and the rest rented mostly made of terraced olive groves. Cereals and legumes are also produced in a farm plain area of 30 ha. The farm is led by Elisabetta Gradassi, Carlo's daughter, who is responsible for the family farm activities, including a farmhouse and restaurant for agritourism. The farm core business is based on the production of quality extra-virgin olive oil (EVOO) under the Protected Designation of Origin (PDO) Umbria, sub-area "Colli Assisi Spoleto", approved by the European Union in 1998. Part of the production is certificated as organic. The family label "Gradassi" is one of the best-known labels in Italy and all over the world among the representatives of the olive grove area Assisi-Spoleto. This result based on EVOO top quality has been also favored by the investment in a modern bottling, packaging, and marketing company, C.U.FR.O.L. limited, 51% owned by the Gradassi family and managed by Andrea Gradassi, Carlo's son. In this company, besides the main family trade mark, two other EVOO lines are also produced: "Terre Francescane" EVOO blend with olives from Umbria, Northern Lazio, and Apulia; and "Italiano" EVOO blend based on "biancolilla" variety with addition of other Italian olives targeted to restaurants.

Site Web et des liens de réseaux sociaux

www.gradassi.com

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

Tradition is the keyword for this family farming particularly engaged in maintaining and valorising the surrounding historical landscape made of dry-stone wall olive groves. The most present variety dominating the steep hills is "moraiole" with a strong herbaceous and fruity taste representing about 75% of all olive trees. This peculiarity, together with the unique

location on hills from Assisi, the UNESCO Cultural Site since 2000, to Spoleto, an olive grove area, included in the National Catalogue of Historical Rural Landscapes and candidate for the UNESCO and GIAHS-FAO site, gives EVOO a special value symbol of the territory. This connection between food quality excellence represented by the extra-virgin olive oil and the dry-stone wall terraced olive groves is fully recognised by the Gradassi family and other producers, as well as by the municipalities as an opportunity to highlight food and landscape heritage. Measure 4.4.1 of the Rural Development Plan of the Region Umbria have been activated through the Local Action Plan, Measure 19, to restore the dry-stone walls as a peculiar characteristic of the terraced olive grove historical rural landscape.

Conseils / Recommendation

Tradition is strongly included in the family farm strategy for a long time, and also continuing currently to be an asset for the local development in the future. The unique landscape made of hill olive groves with still existing terraced dry-stone walls dominating the valley below, between Assisi and Spoleto, is strictly connected to a high-quality extra virgin olive oil (EVOO) famous all over the world. Nevertheless, this landscape is a fragile environment that has to be maintained and protected as endangered by the risks of soil erosion, bush, and wild boars ruining the dry-stone walls. The preservation of this unique landscape, the UNESCO and FAO GIAHS (Globally Important Agricultural Heritage Systems) candidate, already included in the national observatory catalogue of Italian Historical Rural Landscapes, is therefore essential for the identification of EVOO as main typical product and symbol of the territory representing at the same time the historical heritage and a strategic asset of the local economy. Other traditional products from the valley below the terraced olive groves, such as old varieties of legumes and wheat are also important as characteristics of the territory and its traditional farming values.

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

Considérations générales

Training has to be based not only on technical issues mainly related to the EVOO supply chain as a whole and other traditional local products, but also on the peculiarities of landscape protection and maintenance as an added value and icon of the territory. There is a strong connection between the traditional food products and tourism in the area between Assisi and Spoleto. From Assisi, the UNESCO cultural heritage and the centre of the St. Francis' religious movement, to Spoleto, a town of the Two World Festivals with comprised historical sites, such as the Temple of Clitumnus, the UNESCO cultural heritage, small paleochristian church along the banks of Clitunno River, that became a symbol of the EVOO quality representing the famous national prize "Ercole Olivario". According to this vision of the local values strictly combining historical heritage, cultural landscapes, and quality food products training and competences have to include a large range of professional specialties: technical (agronomists, pruners, olive mill managers, food technologists, business managers,

etc.), humanistic (historians, sociologists, anthropologists, linguists, etc.), environmental (biologists, naturalists, etc.), tourist (tour operators, incoming managers, tourism guides, etc.), and media (web designers, communication managers, etc.) issues. A small company like Gradassi can just be focused on its production and commercial internal needs (agronomist, food technologist, pruners, olive mill manager and workers, business manager, commercial employees) but it is also aware of the importance of the cultural landscape and its protection, maintenance and communication, as well as tourism flows and media audience participating to all collective initiatives launched to enhance the local values.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Entreprise traditionnelle bien connue sur le marché au niveau local, national et international. • Situation au milieu de la zone la plus appréciée de l'AOP Ombrie EVOOO. • Murs en pierres sèches en terrasses, symbole de la qualité EVOO de l'Ombrie. 	<ul style="list-style-type: none"> • Zone de production menacée en raison du manque d'entretien dans certaines parties plus élevées où buissons et broussailles recouvrent les oliveraies. • Murs de pierres sèches menacés par l'érosion des sols et les dégâts causés par les sangliers.
Opportunities	Threats
<ul style="list-style-type: none"> • Intérêt croissant pour EVOOO sur les marchés européens et internationaux pour ses qualités nutritionnelles saines et sa popularité auprès des chefs. • Force potentielle d'un district traditionnellement basé sur EVOO • Élargissement d'un tourisme basé sur la gastronomie et l'art du « bien manger » 	<ul style="list-style-type: none"> • Érosion des sols en fonction des fortes pluies soudaines dues au changement climatique • Manque d'ouvriers disponibles et compétents pour l'entretien des murs en pierre sèche

Mots-clés

EAL Keywords

Terraced landscape
Orchards

Farming Key words

Olive trees
Permanent crops
Processing

Main Training/Skills/Competences

The company knowledge is based on farming with specific focus on extra-virgin olive oil supply chain from the field to the table. Main company activities are cultivation of olive trees with all relevant works needed, EVOO production in an ancient traditional olive mill implemented with a modern Sinolea system, EVOO bottling and packaging, marketing, commercialization, and shipping (also including many countries abroad). Part of the farm activities are also agritourism accommodations and restaurant. Other farm products are those from the valley properties, such as durum wheat, barley, wheat, lentils, chickpeas, grapes, commercialized under Gradassi company (pasta, dry legumes, wine etc.). The company has a complete range of internal and external competences, agronomist, farm workers, pruners, olive mill master and workers, business and administrative employees. The farm owners also hold the majority of the C.U.FR.OL. company managing bottling, packaging, and shipping. Furthermore, it is important for the mission to maintain and protect the dry-stone walls and surrounding landscapes as they are the symbol of the local area and EVOO production. For this purpose, the Gradassi family participates in all initiatives enhancing a sustainable rural development and relevant media communication and exhibition (i.e. Ercole Olivario national prize, national, and international fairs, initiatives to get UNESCO and FAO acknowledgements, etc.).

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Requêtes / Questions

- . This case study is an example of marginal agriculture related to cultural heritage values, namely dry-stone walls and olive grove landscapes. Do you think that, in your context, there would be the possibility of valorising such aspects by highlighting the synergies between the sustainable farming activity and the rural cultural heritage?
- . Do you think that the non-tangible services provided to the society by sustainable farming (e.g.: landscape maintenance) could be somehow “billed” in the products final price? Do you think that this potential niche market of “sustainable” farming products could find a place in your context?

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