

# El Añadío

## 1. introduzione

La fattoria è costituita da un dehesa di querce, erba e macchia. È gestita da M<sup>a</sup> Jesús Gualda, una ex-dipendente, che si dedica esclusivamente all'allevamento di bestiame e alla gestione dell'albergo rurale. L'albergo rurale è stato creato approfittando del vecchio alloggio per i capisquadra che era al suo posto. La vecchia costruzione è stata ristrutturata nel rispetto della sua estetica originale ed è diventata una struttura di accoglienza rurale di alta qualità, con un ristorante e servizio in camera, che offre un servizio speciale: quello di vivere il mondo del toro dall'interno, di partecipare alle attività quotidiane e di comprenderle.

## 2. PROMOTORE PROFILO



**Nome**

M<sup>a</sup> Jesús

**Cognome**

Gualda

**Anno di nascita**

1954

## Sesso

Femmina

## Formazione

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

## 3. FARM PROFILO









**Nazione**

Spagna

**Zona agricola in ettari**

350.00

**Data di costituzione dell'azienda**

2002

**Data da quando il promotore possiede / affitta l'azienda agricola**

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

### **descrizione dell'azienda**

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.

### **Sito web e social network links**

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

[Facebook](#)

[Twitter](#)

[YouTube](#)

## **4. Agricoltura multifunzionale/sostenibile e Paesaggi Agricoli Europei (PAE)**

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

[Biodiversity](#)

[Tourism and recreation related to EAL](#)

[Traditional buildings](#)

[Traditional land use](#)

### **Testo libero**

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.

### **Consiglio/Raccomandazione**

- 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.

## **5. CONSIDERAZIONI, abilità/competenze coinvolte e domande/questioni**

### **Considerazioni generali**

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).

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Unicità dell'attività (vita del toro).</li> <li>• Paesaggio privilegiato.</li> <li>• Alloggi di alta qualità.</li> <li>• Promozione della biodiversità e gestione ecologica del dehesa.</li> </ul>	<ul style="list-style-type: none"> <li>• Ignoranza del processo burocratico.</li> <li>• Ignoranza della carne dei bovini da combattimento da parte della collettività.</li> <li>• Malinteso sul mondo del toro che genera polemiche nella società.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Fondi FESR.</li> <li>• Appartiene al club Rusticae.</li> <li>• Difesa del toro da combattimento.</li> <li>• Carne con designazione di origine.</li> </ul>	<ul style="list-style-type: none"> <li>• Contagio della tubercolosi tra il bestiame.</li> <li>• L'anti- tauromachia.</li> <li>• Tendenza legislativa, locale o regionale, contro le attività relative alla tauromachia.</li> </ul>

# Parole chiave

## EAL Keywords

Dehesas

Pasture

Protected area

## Farming Key words

Fighting bull

Grassland/Pasture

Livestock

## Main Training/Skills/Competences

Regarding livestock, M<sup>a</sup> Jesús does not have specific training and everything that she learned was self-taught. Her ancestors belonged to an important cattle ranch of brave bulls and thanks to her grandfather she became a good enthusiast and nowadays she is a big cattle rancher and businesswoman. She thinks that to carry out an activity like yours, in which cattle and rural tourism intervene, it is essential to train before starting, because it is not something that is learned in a few months. The issue of livestock has lived in her since childhood, and therefore she did not need a specific training, except for some conferences and courses related to the world of bulls, marketing, disease prevention, fire prevention in the dehesa, etc. She learned that you do not have to act on the dehesa, you do not have to do anything that modifies the vegetation or the land. Therefore, it carries out an ecological management. The roots of the natural grass hold the land and thus the runoff is avoided. The year when the stone constructions that are on the farm were built is unknown. You can even see traces of Roman roads at some parts. Earlier, the walls were built to prevent the landslide or to separate the cattle and everything was done in a traditional way with the stone that provided the same soil, very rich in limestone and slates. Now, these stone constructions are conserved. There are even corrals of the same material. In relation to the hospitality industry, M<sup>a</sup> Jesús was from the beginning aware of that her rural accommodation needed to have a good status on the internet to provide greater dissemination and visibility. This is the reason why he wanted to belong to the rural accommodation network with the charm, "Rusticae", apart from being present in all social networks. Rusticae is an exclusive club where you receive continuous training through courses, talks, etc. If you have to ask any questions or simply need advice on any subject related to accommodation, request it and resolve it. Being a part of this club has provided so much visibility that it receives clients from all over the world.

## Multifunctional & sustainable farming Key Words

Biodiversity

Tourism and recreation related to EAL

Traditional buildings

Traditional land use



## Domande/Questioni

- Do you think that this multifunctional activity could be carried out in a landscape other than dehesa?
- If yes, what type of landscape do you think can be more similar to dehesa according to the type of management, cultivation, climate, etc.?

### **Riconoscimento e clausola di esonero della responsabilità.**

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