

Introduction of new low impact techniques to valorise peach cultivation in the Marche region

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

VPM

Tematica

Risorse idriche

Information

Time frame

2018 - 2021

Durata

36 months

Partners (no.)

8

Regione

Marche

Comparto

Frutticoltura

Localizzazione

ITI31 - Pesaro e Urbino

ITI34 - Ascoli Piceno

ITI35 - Fermo

Costo totale

€230.291,00

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP008: Italy - Rural Development

Programme (Regional) - Marche

Parole chiave

Fertilisation and nutrients management

Water management

Food quality / processing and nutrition

Sito web

<https://www.valorizzazionepescamarchigiana.it/>

Project status

completed



Objectives

The main objective of this project is the valorization of the quality and the typical characteristic of peach production in the Marche Region, identifying the main elements that distinguish it and developing low impact techniques to increase its competitiveness compared to other production areas characterized by low production costs but lacking in environmental sustainability. So, we intend to pursue a strategy based on the introduction of innovations in the most critical points of the production chain and inform the customer about the added value of the product.

Activities

The introduction of monitoring systems for the management of irrigation and nitrogen fertilization will allow the Marche regions to produce in a sustainable way that together with the improvement of the cultivation technique with the correct combination of different cultivars, thinning, pruning, and the age of harvest will allow to obtain fruits with high sensory, nutritional characteristics.

The results of the sensorial and nutritional evaluations can be used to identify the qualitative characteristics of the fruits and through 3 colored

dots that will identify the degree of acidity (red acid, sub acid yellow, balanced Green)

Context

The main problems of the Italian peach sector are mainly represented by early collections, absent communication to consumers, confusion in the types of goods, too many varieties and not all suited to the territories. All this leads to liquidations of peaches that are on average lower than production costs and to consumers who are on average dissatisfied, so as to reduce purchases every year. Furthermore, the consumer never knows what he is going to buy at the supermarket when he approaches a peach or nectarine, as the type of flavor is not indicated (whether acid or sub-acid). Peaches and nectarines represent one of the main fruit products for Italy and, with a production of around 1,360,000 tons, Italy plays the European record with Spain. In Europe over the last 10 years peach production has grown steadily, with exponential peaks of new plants in Spain, a country that today holds the leadership as the main producer in the Old Continent. The Italian offer of nectarine peaches, despite the increase compared to the previous year, was positioned below 4% compared to the average of recent years. To determine the negative situation for Italy is the strong competition outside national borders. For this reason it is essential to aim for the creation of a quality product and not quantity. Thanks to peaches and nectarines, over 100,000 people work in Italy, including the processing and packaging industries.

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	Acciarri Società Agricola s.r.l.	Via Aso 55 63851 Ortezzano FM Italy		paolo.acciarri@acciarri.eu
Partner	Azienda Agricola Vagnoni Gianfranco	Contrada Moglie 20 63068 Montalto delle Marche AP Italy	3334657931	gianfriv@libero.it
Partner	Società Agricola Fratelli Boni s.s.	Via Sacca 4 61030 Saltara PU Italy	3487722737	giovanni.boni.gb@gmail.com

Introduzione di nuove tecniche a basso impatto ambientale per la valorizzazione della peschicoltura nelle Marche

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/introduzione-di-nuove-tecniche-basso-impatto-ambientale>

Role	Azienda	Address	Telephone	E-mail
Partner	Società Semplice Baronciani Luciano & Marino s.s.	Via Lago Trasimeno, 13 61122 Pesaro PU Italy	335 5686844	info@agribaronciani.com
Partner	Azienda Agricola Renzi Elso	Via Abbazia 20 61025 Montelabbate PU Italy	3288686424	info@agriturismocasadelsole.it
Partner	Università politecnica delle Marche - Dipartimento di scienze agrarie alimentari ed ambientali	Via Brecce Bianche 2-8 60131 Ancona AN Italy	071 2204935	dip.d3a@univpm.it
Partner	ASSAM - Agenzia Servizi Settore Agroalimentare delle Marche	Via Industria 1 60027 Osimo AN Italy	071 8081	info@assam.marche.it
Partner	Cia Service Group S.r.l.	Via Montecassino 9/11 63100 Ascoli Piceno AP Italy	0736 352162	ascolipiceno@cia.it

Pratiche abstract

Description

Saving water and nitrogen fertilization has been used successfully for several years in southern Italy. In the Marche Region a specific technique on peach, and more generally in the orchard, has not yet been developed, which allows to save input without having product loss. To this end we intend to introduce innovative technologies, both in the North and in the South of the Region, in order to evaluate their effectiveness and develop a specific cultivation technique for the Marche region. In particular, the companies Acciarri Società Agricola s.r.l., Az. Agr. Vagnoni Gianfranco, Az. Agr. Eusebi by Eusebi Francesco, Az. Agr. Renzi Elso, Az. Agr. Semplice Baronciani Luciano and Marino will introduce in their company a weather station and probes for soil moisture control. While the company Soc. Agr. F.lli Boni will introduce a weather control unit and suction lysimeters necessary to take and analyze the circulating solution in order to assess the concentration of nitrogen.

Link utili

Titolo/Descrizione	Url	Tipologia
Sito web del progetto	https://www.valorizzazionepescamarchigiana.it/	Sito web

Introduzione di nuove tecniche a basso impatto ambientale per la valorizzazione della peschicoltura nelle Marche

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/introduzione-di-nuove-tecniche-basso-impatto-ambientale>

Titolo/Descrizione	Url	Tipologia
Pagina Facebook	https://www.facebook.com/FrutticolturaD3A/	Link ad altri siti che ospitano informazioni del progetto
Video del convegno finale	https://www.valorizzazionepescamarchigiana.it/index.php/media-gallery	Materiali utili
Documenti	https://www.valorizzazionepescamarchigiana.it/index.php/pubblicazioni	Materiali utili