

Agroforestry with horticultural crops - A multifunctional farm for peri-urban areas

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

Parco Commestibile

Tematica

Diversificazione e multisettorialità

Information

Time frame

2016 - 2019

Durata

36 months

Partners (no.)

5

Regione

Emilia-Romagna

Comparto

Multifiliera

Localizzazione

ITH53 - Reggio nell'Emilia

Costo totale

€272.757,00

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP003: Italy - Rural Development

Programme (Regional) - Emilia Romagna

Parole chiave

Farming/forestry competitiveness and diversification

Supply chain, marketing and consumption

Landscape /land management

Plant production and horticulture

Sito web

<http://parcocommestibile.crpa.it>

Project status

completed



Objectives

To develop, in areas surrounding the cities, a replicable model of multifunctional farm, which rebuild the natural vocation of the rural areas by restoring the rows of trees between the herbaceous crops (in this case vegetables), with efficient management of water, fertilizers and pesticides.

This business model, innovative for the peri-urban context of the Emilia-Romagna region, has to result sustainable from the economical point of view, i.e. able to generate income from the sale of fresh or processed vegetables, according to a short-circuit practice governed by direct contacts with the citizens.

Results

The Innovation Plan has made it possible to develop a new farm model for peri-urban areas where multifunctionality is expressed at 360 degrees, involving not only varied agricultural production but also landscape, environmental and socio-cultural aspects.

Edible Park is a horticultural farm with agroforestry (with mulberry trees) that practices an efficient management of water resources, fertilizers and pesticides, able to give income and potentially reproducible and transferable to other districts and cities. The production/processing/selling of vegetables is carried out within a few kilometres, thus significantly reducing greenhouse gas emissions due to the logistics and packaging of the products and the contribution of carbon sequestered in the wood from the trees is able to further reduce the impact.

Since 2019, a fruitful collaboration has been activated with the neighborhood supermarket in the area where the Edible Park is located, with the set up of a specific sales corner for the vegetables of the Park, available daily.

One of the innovative actions of the project involved the development of new vegetable soups and mulberry-based jams. Some references of vegetable soups were then proposed to the large-scale retail trade for distribution in their local shops under the brand of Edible Park, which thus also becomes the brand used to offer vegetable products with a marked territorial and ethical connotation, seeking a new approach to marketing.

Activities

- implementation of the agroforestry prototype with mulberry trees and horticultural crops;
- planning of the annual cycles of horticultural crops with the help of a group of concerned citizens-consumers;
- limiting the use of fertilizers and pesticides and recycling of production residues by composting;
- transformation of a portion of the vegetable production up to IV and V range to take account of citizens' habits;
- assessment of the economic and environmental sustainability (Carbon Footprint) of the proposed innovative systems;
- training, technical-scientific and educational dissemination, including through the EIPAGRI network.

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	C.R.P.A. S.p.A.	V.le Timavo 42/2 42121 Reggio Emilia RE Italy	0522 436999	info@crpa.it
Partner	Cielo d'Irlanda Cooperativa Sociale	Via Torricelli 31 42122 Reggio Emilia RE Italy	348 4795963	ortofausto@gmail.com
Partner	Fondazione CRPA Studi Ricerche	Viale Timavo 43/2 42121 Reggio Emilia RE Italy	0522- 436999	info@fondazionecrpa.it
Partner	Società Cooperativa Agricola Ortolani	Via Cisalpina 11 42124 Reggio Emilia RE Italy	0522 515102	ortolani@tiscali.it

Role	Azienda	Address	Telephone	E-mail
Partner	Università degli Studi di Parma - Dipartimento di Scienze Economiche e Aziendali	Via J. Kennedy 6 43125 Parma PR Italy	0521 032496	protocollo@pec.unipr.it

Pratiche abstract

Description

The Operational Group intends to develop an agricultural business model for peri-urban areas, based on the production and direct sale of horticultural crops in an agroforestry context that rebuild the traditional agricultural landscape. This will mean making together a productive and a social service to the community.

According to the principles of agroforestry, on a plot of about 1 ha mulberry trees are planted in rows with the aim of a small-scale rebuilding of the traditional rural landscape, giving a contribution to carbon sequestration and biodiversity enhancement. Between the rows of trees, horticultural crops are cultivated to provide fresh or processed vegetables to the citizens of the nearby town (Reggio Emilia).

A strong promotional activity is performed with reference to the families living nearby the experimental model to make them aware of the opportunity to enjoy, at reasonable prices, of a short chain of horticultural products, strictly controlled in accordance with objective quality standards.

Different alternative food supply chain models will be experimented, as the traditional booking and direct delivery, or the use of an internet platform for a dialogue with the customer from which to collect orders.

Actions aimed at ethic and social sustainability, e.g. with the employment of people in the final phase of a period of imprisonment for their social and educational recovery, will be activated as well.

Results

One of the innovative actions of the project involved the development of new vegetable soups and mulberry-based jams. Some references of vegetable soups were then proposed to the large-scale retail trade for distribution in their local shops under the brand of Edible Park, which thus also becomes the brand used to offer vegetable products with a marked territorial and ethical connotation, seeking a new approach to marketing.

Link utili

Titolo/Descrizione	Url	Tipologia
sito web del progetto Parco Commestibile	http://parcocommestibile.crpa.it	Sito web
CRPA	http://www.crpa.it	Link ad altri siti che ospitano informazioni del progetto

Orticoltura e agroforestazione periurbane - Un'azienda agricola multifunzionale per gli ambiti periurbani

4/4

<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/orticoltura-e-agroforestazione-periurbane-unazienda>

Titolo/Descrizione	Url	Tipologia
Fondazione CRPA	http://www.fondazionecrpa.it	Link ad altri siti che ospitano informazioni del progetto
GOI CRPA	http://goi.crpa.it	Link ad altri siti che ospitano informazioni del progetto
Video del Progetto	http://parcocommestibile.crpa.it/nqcontent.cfm?a_id=19829&tt=news	Materiali utili
Intervista	http://parcocommestibile.crpa.it/nqcontent.cfm?a_id=19131&tt=news	Materiali utili
Videoclip del progetto con risultati e prospettive	http://parcocommestibile.crpa.it/nqcontent.cfm?a_id=19989&tt=t_bt_app1_www	Materiali utili
Intervista su RRN MAGAZINE - Il Parco Commestibile	http://parcocommestibile.crpa.it/media/documents/parcocommestibile_www/document...	Materiali utili
Articolo su Gazzetta di Reggio - 23 settembre 2018	http://parcocommestibile.crpa.it/media/documents/parcocommestibile_www/document...	Materiali utili
Articolo sulla Rivista Agricoltura Gen-Feb 2018	http://parcocommestibile.crpa.it/media/documents/parcocommestibile_www/document...	Materiali utili