

Development of commercial line for biodiversity and local fruit and vegetable products

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

BIODIVERSITA'

Tematica

Logistica

Information

Time frame

2018 - 2019

Durata

12 months

Partners (no.)

7

Regione

Emilia-Romagna

Comparto

Multifiliera

Localizzazione

ITH54 - Modena

ITH57 - Ravenna

ITH58 - Forlì-Cesena

Costo totale

€163.743,76

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

Biodiversity and nature management

Plant production and horticulture

Genetic resources

Sito web

<https://progetti.crpv.it/Home/ProjectDetail/21>

Project status

completed



Objectives

For several years the consumption of fruit and vegetables in large retailers has increased steadily, unlike other food products. There is also a growing interest in local products, especially those at risk of extinction. At the same time there is a constant decline in the fruit and vegetables farms in Emilia-Romagna. There is therefore a need to enhance local productions more. We was therefore decided to support local companies by creating a logistic and commercial network towards a channel dedicated to large retailers, using mainly the landraces.

Activities

- Identification of farms that grow local varieties.
- Organization of collection and marketing through the creation of a single platform as a reference for retail chains.
- Panel test and laboratory analysis for quality control and definition of the varieties of higher quality.
- Recovery and protection of varieties at risk of disappearance through conservation in collection fields and then distribute them to farmers after the necessary phytosanitary checks.
- Set up the most appropriate packaging.

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	CRPV Soc. Coop. Centro Ricerche Produzioni Vegetali	Via dell'Arrigoni 120 47522 Cesena FC Italy	0547313571	ortofrutticola@crpv.it
Partner	Apofruit Italia	Via della Cooperazione 400 47522 Cesena FC Italy	0547 414111	andrea.grassi@apofruit.it
Partner	ASTRA Innovazione e Sviluppo s.r.l.	Via Tebano 45 48018 Faenza RA Italy	054647169	info@astrainnovazione.it
Partner	Coop. Alleanza 3.0	Via Virgilio 20 41123 Modena MO Italy	059892111	filo.diretto@alleanza3-0.coop.it
Partner	Gualtieri Grilli	Via Bondiola 2 47122 Forlì FC Italy	0543728450	grilli.gualtieri@pec.it
Partner	Menghetti Luigi	Via La Fontana 2 47121 Forlì FC Italy	054386138	menghetti.luigi@cia.legalmail.it
Partner	Nanni Orella	Via Cervese 190 47122 Forlì FC Italy	0543728273	nanni_carla@pec.it

Pratiche abstract

Description

Emilia Romagna has got very rich fruit germplasm, because fruit cultivation has very old tradition, not sufficiently known for quality traits. The aim of this project is to help farmers to sell old products, organizing commercial networks, until retails shelf. Packaging will be developed with many teller information for consumers.

Bio-degradable materials will be studied as possible substitutes to plastic packaging. Some old local varieties have been reintroduced by recent regional projects and now maybe trees are starting bearing. Others are already cultivated but in very limited numbers of trees. This project should create new commercial opportunities encouraging farmers to plant new trees.

Diseases susceptibility will be also investigated to understand the possibility to use organic agriculture. Research has already shown that many old varieties are more resistant to disease than new ones. Biodiversity orchard, where many old genotypes are cultivated together, is an additional defense against pathogens.

Thanks to this project, the consumer will have the opportunity to find in the stores GDO local varieties of high quality

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/sviluppo-di-una-linea-commerciale-legata-alla>

characteristics that are difficult to find today, having precise information on the exact denomination, history, origin, production areas, methods of cultivation and nutritional aspects.

Link utili

Titolo/Descrizione	Url	Tipologia
Informazioni progettuali	https://progetti.crpv.it/Home/ProjectDetail/21	Materiali utili
Video - GOI Biodiversità e prodotti del territorio: pesca Rosa del West	https://www.youtube.com/watch?v=PHZTbwijmW4%29	Materiali utili
Video - GOI Biodiversità e prodotti del territorio: la ciliegia Corniola	https://www.youtube.com/watch?v=GMEeqmzXCHU&feature=youtu.be%29	Materiali utili
Poster FICO - 1 marzo 2019 Bologna	https://progetti.crpv.it/File/DownloadFile/199?name=PosterLineaCommerciale01-03...	Materiali utili
Riscoperte alcune varietà frutticole tradizionali - Frutticoltura n. 10 2020	https://progetti.crpv.it/File/DownloadFile/437?name=articoloFrutticoltura102020...	Materiali utili
Il commercio si ricorda dei frutti dimenticati - Sabato Sera 09-04-2020	https://progetti.crpv.it/File/DownloadFile/440?name=Biodiversit%C3%A0SabatoSera...	Materiali utili
Biodiversità: rilanciare i frutti della tradizione grazie al lavoro di squadra Agrimpresa 3-2020	https://progetti.crpv.it/File/DownloadFile/377?name=Biodiversit%C3%A0Agrimpresa...	Materiali utili

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Titolo/Descrizione	Url	Tipologia
Antiche pesche dell'Emilia-Romagna - Pensar Di Cibo 08-11-2020	https://progetti.crpv.it/File/DownloadFile/438?name=Antiche%20pesche%20dellEmil...	Materiali utili
Qualità e salubrità guidano la riscoperta delle varietà frutticole tradizionali del territorio - Frutticoltura on line 20-12-2020	https://progetti.crpv.it/File/DownloadFile/453?name=Riscopertevalorizzatevariet...	Materiali utili