

SKIN Good Practice Recording Template

Masseria Calderoso	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<p>Quality attributes: values - <u>social, economic, environmental sustainability</u>: connection between producers and consumers, trust and sense of community, community education, Well-being, generating local employment, synergies with the tourism sector and the territory maintenance; GHG emissions, Energy use and carbon footprint, Ecological soundness of production methods, Food Miles, Food Waste</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p>Efficiencies: management of small product quantities</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<p>Internal: Decision-making structures</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<p>Connection: meet the producer brokerage at social events</p>
<p>EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the 'good practice': Masseria Calderoso is an agritourism. It dates back to 18th century. It is a large farm where any product supplied to the consumers is farmed within the organization. They produce olive oil, vegetable, wine, grain and bovine meat. The meat comes from a livestock placed very close and it is carefully selected. The livestock is fed by natural animal feed. The meat and the olive oil produced are labelled and sold to local markets. They process goods only using traditional recipes. Every plates and course is self-made, such as the cheese, the pasta, the wine and alcoholic beverage (bitter and grappa). The atmosphere aims to enjoy the experience. In fact, they broadcast slow music to get relaxed the guests. Furthermore, it is possible to look around the countryside, visiting the old house belonged to a countess and the old church beside placed.</p> <p>Main results/outcomes of the activity (expected or final): The main results concern the built synergies amongst the quality of the offered food and plates, the increasingly local market ratio and the old buildings become attractions for visitors. The organization aims to increase the demand during the winter season, when the demand flows drastically decrease.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results? The organization recommends trying pushing for engaging foreign demand in the winter season. To this extent, it is important to deep study different offering, taking into consideration that the main challenge consists in being able to attract demand every season.</p>

	<p>Further information/Reference: http://www.agriturismocalderoso.it/</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the ‘good practice’: Masseria Calderoso è un agriturismo che risale al XVIII secolo. Si tratta di una grande azienda agricola dove ogni prodotto offerto ai consumatori è coltivato nei terreni dell'azienda. Producono olio di oliva, ortaggi/verdure, vino, cereali, e carne di bovino. La carne viene da un allevamento situato in prossimità della masseria ed è attentamente selezionata. L'allevamento è nutrito con mangimi naturali. La carne e l'olio d'oliva vengono etichettati e venduti nei mercati locali. Ogni bene che viene trasformato per essere somministrato, è fatto con ricette tradizionali. Ogni piatto e portata è fatto da loro, come il formaggio, la pasta, il vino e le bevande alcoliche offerte (amaro e grappa). L'atmosfera è tale per cui l'ospite possa godere del posto e rilassarsi e, a questo proposito, trasmettono una musica lenta e a basso volume. Inoltre, è possibile visitare la casa che appartenne ad una contessa e la vicina chiesetta.</p> <p>Main results/outcomes of the activity (expected or final): I principali risultati riguardano le sinergie che si sono consolidate tra la qualità del cibo e dei piatti offerti, le crescenti quote di mercato locale e le attrazioni artistiche rappresentate dagli edifici della masseria. L'azienda aspira ad aumentare la domanda durante la stagione invernale.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results? L'azienda raccomanda di provare ad attrarre domanda dall'estero per colmare i clai di domanda nella stagione invernale. A questo proposito, è importante essere consapevoli che la sfida più grande è quella di avere un mercato attivo in ogni stagione.</p> <p>Further information/Reference: http://www.agriturismocalderoso.it/</p>
Pearls, Puzzles, Proposals?	
What needs did the ‘good practice’ respond to?	Needs of recovering tradition and preserving the land for improving and strengthening the territory identity. Increasing the quality of the products supplied to the consumers.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	Actors: primary producer, processors (mill, artisan baker, chef). Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Processes
Sectors	All Sectors
Region, Country	Borgo Celano, Puglia (IT)
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice ‘Hot Topics’ Directory

