

# SKIN Good Practice Recording Template

Masseria Camarda	
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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	<u>Value</u> : Healthiness; <u>Quality attributes</u> : values - social, economic, environmental sustainability: 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
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Efficiencies</u> : management of small product quantities
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>Internal</u> : Decision-making structures
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	efficiency:proximity
<b>EIP Practice Abstract Format:</b> 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.	<b>Short description of the 'good practice':</b> Masseria Camarda is a multifunctional farm. In fact, it is dealt with farming and agritourism activities. It produces extra virgin olive oil, grain (mostly Senatore Cappelli wheat), vegetable and bean. Each product is processed only during the relative season. The products are sold directly to consumers in a small shop placed besides the agritourism rooms. The shop sells 0km products. In the past, there were cattleshed for livestock activities. Over the years, the cattleshed were transformed in comfortable agritourism rooms and suites. The agritourism has a natural swimming pool. It is made without employing cement. The pool is placed in the middle of orchards. <b>Main results/outcomes of the activity (expected or final):</b> Masseria Camarda gains from the agritourism due to most of the guest, once tried their products usually go back again to buy in the shop. This approach allows environmental preservation through the reduction of pollution from transports and makes healthier the food through the low level of fertilizing used.

	<p><b>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?</b></p> <p>The main benefit in in terms of price and quality of food. The consumers can access to healthier food paying lower price.</p> <p><b>Further information/Reference:</b>  <a href="http://www.masseriacamarda.it">http://www.masseriacamarda.it</a></p>
<p><b>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</b></p> <p>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><b>Short description of the ‘good practice’:</b></p> <p>Masseria Camarda è un'azienda agricola multifunzionale. Infatti, è impegnata in attività di coltivazione dei campi e in attività agrituristiche. Produce olio extra-vergine di oliva, cereali (soprattutto grano Senatore Cappelli), ortaggi, verdure e legumi. I prodotti sono venduti direttamente ai consumatori in un piccolo negozio situato accanto alle stanze dell'agriturismo. Il negozio vende prodotti a zero km. In passato, c'erano delle stalle dove si allevavano bovini, ovini e caprini. Nel corso degli anni, le stalle sono state convertite in stanze per l'agriturismo. L'agriturismo ha anche una bio piscina, fatte senza usare cemento ed immersa in mezzo ai frutteti.</p> <p><b>Main results/outcomes of the activity (expected or final):</b></p> <p>Masseria Camarda ottiene benefici grazie all'agriturismo. Infatti, molti ospiti, una volta provati i prodotti dell'azienda, solitamente ritornano per acquistare nel negozio. Inoltre, questo tipo di approccio a km zero permette di ridurre l'inquinamento che viene dai mezzi di trasporto e rende più salubre il cibo grazie ad un basso quantitativo di fertilizzanti usati.</p> <p><b>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?</b></p> <p>I principali benefici che si possono trarre da questo tipo di modello sono legati al prezzo e alla qualità dei prodotti. I consumatori possono accedere a degli alimenti più salutari ad un prezzo inferiore.</p> <p><b>Further information/Reference:</b>  <a href="http://www.masseriacamarda.it">http://www.masseriacamarda.it</a></p>
<p><b>Pearls, Puzzles, Proposals?</b></p>	
<p><b>What needs did the ‘good practice’ respond to?</b></p>	<p>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.</p>
<p><b>Methodology Used:</b></p>	<p>interview, desk-based research</p>
<p><b>Actors/Stakeholders:</b></p>	<p>Actors: primary producer, processors (mill, artisan baker). Stakeholders: consumers</p>
<p><b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b></p>	<p>3 - Processes</p>
<p><b>Sectors</b></p>	<p>Processed Other</p>
<p><b>Region, Country</b></p>	<p>Ceglie Messapica - Brindisi, Puglia (IT)</p>
<p><b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b></p>	

\*See SKIN Good Practice ‘Hot Topics’ Directory

