

SKIN Good Practice Recording Template

Posta Bassi	
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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><u>Quality attributes: values - social, economic, environmental</u> <u>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><u>Efficiencies</u>: management of small product quantities</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p><u>internal</u>: Decision-making structures</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<p><u>Connection</u>: 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': Posta a Bassi is an agriturismo applying the multifunctional concept. In fact, they supply their restaurant mostly through goods product by themselves. They farm different products in small scale, just to feed the restaurant consumption. They produce vegetables (turnip, chard, chicory, aubergine, zucchini, pepper, cabbage, red onion, garlic, tomato, fava bean, green pea, radicchio, salad, basil, parsley and celery) and grain (mostly wheat). The wheat is used for producing flour that is used for bakery product, such as bread, pizza and focaccia bread. In any case, other products come from local producers, such as wine, meat and cheeses. They exploit local supply chain and before selecting a supplier, they get ensure that quality of goods is in compliance with their standards. In other words, the goods not travel more than 60-70 kilometres. Posta a Bassi is also a social farm. They offer pet therapy and social vegetable garden.</p>
	<p>Main results/outcomes of the activity (expected or final): The adopted approach to carry out activities and supply consumers reduces environmental impacts and allow applying lower price to consumers. Furthermore, they expect to increase the demand leveraging on the offered food healthiness and gaining from social farm.</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?</p> <p>The organization has hired a manager for coordinating and leading the factory farm activities and developing projects. They also push the activities leveraging on very close natural and historical heritage placed at the Gargano. In fact, they promote cultural routes across the Gargano. The pet therapy is led by specialist from psychology sector.</p> <p>Further information/Reference: http://www.postabassi.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’:</p> <p>Posta a Bassi è un agriturismo che applica il concetto della multifunzionalità. Infatti, riforniscono il loro ristorante solo con prodotti dei loro campi. Coltivano diversi prodotti in piccole quantità, solo per soddisfare i consumi del ristorante. Producono ortaggi/verdure (rape, cicoria, bietole, melanzane, zucchine, peperoni, cavoli, cipolla rossa, aglio, pomodori, fave, piselli, radicchio, insalate, basilico, prezzemolo e sedano) e cereali (soprattutto grano). Il grano è usato per produrre farina che viene usata per i prodotti da forno, come il pane, la pizza e la focaccia. Gli altri prodotti, come il vino, la carne e i formaggi vengono riforniti da produttori locali. Sfruttano le filiere locali e prima ancora di selezionare un fornitore, si assicurano che la qualità dei beni acquistati sia conforme ai propri standard qualitativi. In altre parole, i prodotti non percorrono più di 60-70 chilometri. Posta a Bassi è anche una masseria didattica. Offrono servizi di terapia con animali domestici e di orti sociali.</p> <p>Main results/outcomes of the activity (expected or final):</p> <p>Le attività sono portate avanti con un approccio che riduce gli impatti ambientali della filiera e consente di praticare un prezzo più basso alla clientela. Inoltre, si aspettano di aumentare la domanda, facendo leva sulla salubrità dei prodotti alimentari offerti e guadagnare dalla masseria sociale.</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?</p> <p>L'azienda ha assunto un manager che coordina e dirige le attività in essere e lo sviluppo dei nuovi progetti. Cercano di promuovere la propria realtà facendo leva sul patrimonio artistico e naturale rappresentato dal Gargano e dai paesi garganici. A questo scopo, promuovono percorsi turistici attraverso il Gargano. La terapia con animali domestici è gestita e portata avanti da psicologi.</p> <p>Further information/Reference: http://www.postabassi.it</p>
<p>Pearls, Puzzles, Proposals?</p>	
<p>What needs did the ‘good practice’ respond to?</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>Methodology Used:</p>	<p>interview, desk-based research</p>

Actors/Stakeholders:	Actors: primary producer, processors (mill, artisan baker). Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Processes
Sectors	Processed Other
Region, Country	Arpinova, Puglia (IT)
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**See SKIN Good Practice 'Hot Topics' Directory*

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 728055



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