

# SKIN Good Practice Recording Template

<p><b>Querce di Mamre</b></p>	
<p><b>Author(s)</b></p>	<p>Gianluigi De Pascale</p>
<p><b>Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)</b></p>	
<p><b>Choose relevant 'Hot Topics' below:</b></p>	
<p><b>SKIN good practice 'Hot Topic(s)'</b>* <b>CATEGORY 1</b></p>	<p>Quality attributes: 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, Food Waste</p>
<p><b>SKIN good practice 'Hot Topic(s)'</b>* <b>CATEGORY 2</b></p>	<p><u>Efficiencies</u>: management of small product quantities</p>
<p><b>SKIN good practice 'Hot Topic(s)'</b>* <b>CATEGORY 3</b></p>	<p><u>Internal</u>: Decision-making structures</p>
<p><b>SKIN good practice 'Hot Topic(s)'</b>* <b>CATEGORY 4</b></p>	<p><u>Connection</u>: meet the producer brokerage at social events</p>
<p><b>SKIN good practice 'Hot Topic(s)'</b>* <b>CATEGORY 1</b></p>	
<p><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.</p>	<p><b>Short description of the 'good practice':</b>            Querce di Mamre is an old farm used for the transhumance in 19th century. It is placed in the "Piana del Tavoliere" core, the territory between Foggia and the Gargano. The place hosts wedding party and other events. There are rooms rustic styled. There is also a small and very old church, which date back to 19th century. The organization produces different crops, from cereal to vegetables. These latter include spring/summer vegetable and fruit (tomato, pepper, zucchini, aubergine, melon etc.) and autumn/winter vegetable (fennel, broccoli, cabbage etc.). It produces olive oil as well. The olives come from a large olive grove. In order to exploit and give value to the farming activities, it has been created the "Terra Promessa" brand. Such label is a traditional product guarantee for the consumers. A large range of product is branded, each one from traditional recipes.</p>

**Main results/outcomes of the activity (expected or final):f**

The organization has been gaining from the multifunctional approach which brings together the soil value of the "Piana del Tavoliere" land, the traditions in transforming crops and the cultural and artistic heritage. Many clients show interest in their products after trying the canteen, and so, they gain through "Terra Promessa" branded goods which reveal increasingly market percentage.

**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 maintaining and preserving the artistic heritage. It is a fundamental approach for promoting the product from crop exploiting the opportunity of tourism. A multifunctional farm needs to coordinate different involved activities in terms of time and quantity to rightly feed the needy units.

**Further information/Reference:**

[www.lequercedimamre.com](http://www.lequercedimamre.com)

**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.

**Short description of the 'good practice':**

Querce di Mamre è un'antica azienda agricola che nel '800 veniva utilizzata dagli agricoltori/allevatori per la transumanza. È situata nel cuore della "Piana del Tavoliere", il territorio tra Foggia e il Gargano. Querce di Mamre è una sala ricevimento dove si organizzano feste nunziali. Ci sono camere rustiche per soggiornare. Inoltre, c'è una piccola e antica chiesa, che risale al XIX secolo. L'azienda produce diverse colture, dai cereali agli ortaggi/verdure. Questi ultimi includono ortaggi tipici della stagione primaverile/estiva (pomodori, peperoni, zucchine, melanzane, meloni ecc.) e della stagione autunnale/invernale (finocchi, broccoli, cavoli ecc.). Inoltre, producono olio d'oliva, grazie ad un grande uliveto che completa i tipi coltivati. Al fine di sfruttare e valorizzare le attività di produzione agricola, è stato creato il marchio "Terra Promessa". Questo marchio è garanzia di un prodotto trasformato con tecniche tipiche e tradizionali del territorio, infatti tutti i prodotti etichettati sono fatti con ricette locali.

**Main results/outcomes of the activity (expected or final):**

L'azienda, da tempo, guadagna dall'approccio multifunzionale che mette insieme i valori che vengono dalla terra di "Piana del Tavoliere" con le tradizioni usate nei processi di trasformazione e, nondimeno, dal patrimonio artistico e culturale. Molti clienti manifestano crescente interesse nei prodotti di Querce di Mamre dopo averli provati nel ristorante. Ciò si traduce in benefici di mercato per il marchio "Terra Promessa" che registra crescenti quote di mercato.

**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?**

Viene raccomandato di preservare e non eseguire interventi di ristrutturazione straordinaria sul patrimonio artistico. Tale approccio è di fondamentale importanza per sfruttare la domanda turistica per vendere prodotti alimentari. Infine, è importante organizzare le attività in maniera tale da coordinare i tempi e i quantitativi di approvvigionamento in maniera opportuna.

	<b>Further information/Reference:</b> www.lequeredimamre.com
<b>Pearls, Puzzles, Proposals?</b>	
<b>What needs did the 'good practice' respond to?</b>	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.
<b>Methodology Used:</b>	interview, desk-based research
<b>Actors/Stakeholders:</b>	Actors: primary producer, processors. Stakeholders: consumers
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	3 - Processes
<b>Sectors</b>	Vegetables and fruits
<b>Region, Country</b>	Arpinova, Puglia (IT)
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	

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

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