

SKIN Good Practice Recording Template

Mezza Pagnotta - Cucina etnobotanica	
Author(s)	Giustina Pellegrini - UNIFG
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>Valorisation: rediscovery of ancient local varieties of fruits and vegetables; fighting genetic erosion; give the maximum expression to poor and simple products rediscovering traditional recipes;</p> <p>Quality attributes: value - Gourmet, superior taste, different taste; Nutritional value; Freshness; Healthiness;</p> <p>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>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p>Learning & Empowerment: Reduction in dependence of powerful actors in the chain and a more direct relationship with consumers</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; Reconnection and relationships</p>
<p>EIP Practice Abstract Format:</p> <p>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.</p> <p>Research oriented aspects which do not help the understanding of</p>	<p>Short description of the 'good practice':</p> <p>Mezza Pagnotta is a restaurant that overcomes classic cuisine and focuses on ethno-botanical cuisine. The owners are passionate about the wild herbs that they harvest from Apulian and Lucania forests or cultivate in their field. These wild herbs become the base of the dishes in their restaurant. Mezza Pagnotta cuisine is aimed to rediscover the ancient and spontaneous varieties, to protect the territory and biodiversity, to fight genetic erosion and to bring popular culture back to life. The main idea of Mezza Pagnotta is to discover poor, elementary and local materials that give an alternative character to the gourmet menu enhancing the flavors identity of the territory. According to Mezza Pagnotta philosophy the cuisine represents the "voice", identity and people of the territory, furthermore it's the main tool to fight the continuous struggle against those who depreciate farmers work.</p>

the practice itself should be avoided.

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

Collecting the local traditional food products to contribute the revival and maintenance of the traditions. Besides the high healthy value, this kind of cuisine contributes to preserve the eco-systemic biodiversity. These attributes represent an added value for consumers.

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?

Mezza Pagnottais developing an excellent promotion of the traditional, natural, healthy attributes that consumers really appreciate. They extend their gastronomic and cultural knowledge. This contributes in community confidence building. This initiative could be replicated and adopted in other countries.

Further information/Reference:

<http://www.guidaidentitagolose.it/it/62/12481/ristoranti/mezza-pagnotta.html?p=0&hash=21>

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. ☒

Breve descrizione della 'buona pratica'

Mezza Pagnotta è un ristorante che accantona la cucina classica e si concentra sulla cucina etno-botanica, una cucina che, attraverso la riscoperta di varietà antiche e spontanee, protegge il territorio e la biodiversità, combatte l'erosione genetica e riporta in vita la cultura popolare del passato. I giovani proprietari sono appassionati di erbe spontanee che raccolgono fra campagne boschi e aree montuose della Puglia e Basilicata o che coltivano nel proprio orto. Queste erbe costituiscono la base dei piatti realizzati nel loro ristorante. La loro cucina si basa sull'idea di recuperare materiale povero, elementare ma soprattutto locale, che contemporaneamente contribuisce a dare un carattere alternativo al menu gourmet e a valorizzare i sapori identitari del territorio. La filosofia di Mezza Pagnotta si basa su una continua lotta contro chi continua a svalutare e a speculare l'operato e i sacrifici del mondo contadino e lo fa raccontando, attraverso la cucina, la voce del territorio e della gente semplice che lo caratterizza.

Principali risultati dell'attività (attesi o finali):

Raccogliere i prodotti alimentari locali tradizionali per contribuire alla rinascita e al mantenimento delle tradizioni. Oltre all'alto valore salutare, questo tipo di cucina contribuisce a preservare la biodiversità eco-sistemica. Questi attributi rappresentano un valore aggiunto per i consumatori.

Le principali raccomandazioni pratiche: Quale sarebbe il principale valore aggiunto/beneficio o opportunità per l'utilizzatore finale se l'emergente innovazione venisse implementata? Come possono essere utilizzati i risultati dagli operatori?

Mezza Pagnottais promuove attributi come cibi tradizionali, naturali e salutari molto apprezzati dai consumatori. La gente di Mezza Pagnotta in questo modo, estende i propri orizzonti gastronomici e culturali. Ciò contribuisce alla costruzione di fiducia all'interno della comunità. Questa iniziativa potrebbe essere replicata e adottata in altri paesi.

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Pearls, Puzzles, Proposals?	Pearls: Local events build trust, a sense of community and are an effective way to promote the Mezza Pagnotta philosophy and reconnect consumers.
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. Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Fresh Products
Sectors	All Sectors
Region, Country	Apulia Region (Italy)
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/watch?v=QCXGWDuEGL8&t=114s https://www.youtube.com/watch?v=R5NuG3W-8W8 https://www.facebook.com/692421164125536/videos/2045937635440542/

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

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