



REVVA B

CASE STUDIES

“La Ficaia”

1. INTRO

The agri-restaurant “La Ficaia”, located in Massarosa (province of Lucca) in the north of Tuscany, is a little restaurant managed by the local association of woman farmers “Donne in campo”. In principle the farmers of this association created a agro-catering company (2012), than they found an old abandoned house in which realize the agro-restaurant (2015), completely based on the products of 10 farms (look at the web site). The woman of association manage both farms and restaurant activities.

<http://www.agristorantelaficaia.it/>

2. PROMOTER PROFILE

- **Name:** Associazione Donne in Campo Toscana Nord – Responsible Benassi Paola
- **Age:** 49
- **Gender:** Female
- **Education:** Basic school (8 years)
- **Marital status:** Married
- **Number of children and children age:** -



3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** Via della Ficaia, 524 – 55054 Massarosa (LU).
- **Reused/Valorised building type:** One old restored house, with 2 floors and 245 MQ.
- **Reuse/Valorisation purpose:** Agri-Restaurant.

Building description before reuse/valorisation

In past the building were used as restaurant too. The previous management closed his activity and the Associazione Donne in campo rent and adapt the building.

Building description after reuse/valorisation

Now the house is completely adapted.

At the ground floor they realized an open space, with wardrobe and services.

At the first floor they realized the kitchen, the desk for coffee and the restaurant hall .

Building Pictures



4. FARM DESCRIPTION

- **Address:** The products offered in the restaurant come all from 10 farmers, 8 of the territory and 2 of other regions. The main products are meat (lamb, pork, cow, chicken and rabbit), ship cheese, seasonal vegetables, flour of different cereals, oil, wine.
- **Farm Area in ha:** The products suppliers are all little farmers (average 5 Ha)

Farm description before reuse/valorisation

The web site of restaurant includes links to all 10 farms who provide products for restaurant.

Farm description after the reuse/valorisation process:

The structure and production of farms involved are not changed following the building reuse. However following the needs of restaurant, they adapted their cultivation plans and increase their income.



Farm Pictures



5. REUSE/VALORISATION PROCESS

The reuse process realized by the Association Donne in Campo was not so deep, because the building was used for the same activity. However the reuse of the building avoided a probably future abandon.

The reuse process was realized maintaining the characteristics of the old building.

The resulting activity is in fact complementary with farming. Farmers works both in agriculture and in the restaurant, which is open only during the weekend, or by reservation.

Threats/Challenges

- A way to ensure the survival of the typical farm of Tuscany: the agriculture of this part of Tuscany was represented by little farms, included in a very urbanized context. The choice of restaurant can give to these little enterprises an interesting add value.
- An opportunity to valorize the role of woman in agriculture: In Tuscany many activities developed in the frame of multifunctionality (i.e. agritourism, social farming) are managed by women, which were able to innovate the tradition and valorize their competencies. The agri-Restaurant, in this context, is an original successful experience
- The network as a way for business management : Another original aspect of this experience is the form of management. This activity born in the context of a woman farmer association, his management is ensured by a group of farmers, the products come from a network of farmers.

Main Training/Skills/Competences

- Agriculture and breeding: the competence of farmer in cultivation and breeding are the

basically necessary because products come directly from producers.

- Restoration and kitchen: The competencies in this field are mainly transferred from the tradition, but to manage an activity for external clients, requires knowledge in the field of hygiene and safety too
- Network management: starting from a good attitude in relationship, the woman involved in this project developed special skills and competencies in the network management, very important for an internal harmony in the work group and for the logistic and administrative management in the relationship with farmers providing products.

Promoter advice

The main message of the promoter is the following: the add value to be able to realize this type of experience are:

- In agriculture a role of protagonist of woman can be a very important add value, in the production activity, in the multifunctionality, in the management
- The multifunctionality in agriculture is a big opportunity for little farms, but it's essential to develop a culture and good practices of networking.

6. CONSIDERATIONS, SKILLS/COMPETENCES INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

General considerations

This study case represents very well many aspects of the evolution of agriculture based on little farms in Tuscany, which can be summarized as follows:

- The key-words of this study case are surely "Women", "Network", "Quality" and "multifunctionality".
- Another important word is "creativity". Innovation can mean application technologies and results of scientific research; but innovation is also, as in this case, the creative realization of something based on the tradition in a new way.

Skills/Competences especially relevant for the reuse/valorisation process

- Business planning: in this case the main focus of business plan was around the organization of the network and his management.
- Communication and marketing: The reuse is aimed to increase and create business, therefore it was important to manage a marketing and communication strategy.



Queries/Questions

- Which can be the best way to qualify and valorize our products?
- How we can planning the activity of our restaurant, only based on the products of farmers, and how give the guarantee to the costumers on the traceability of the products used in our kitchen?
- How realize, trough ICT, a good promotion of the restaurant?

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