



REVVA B

CASE STUDIES

Nicola Fierli

1. INTRO

Soc. Agricola Fierli, based in province of Siena (Tuscany), breeds certified cows and pigs in a full chain, completed with a meat shop and a restaurant. The business is managed by two young farmers. Some abandoned buildings were purchased in 1992 and restored to realize the meat processing premises, the shop and the restaurant. Another part will be restored in the next future to expand these activities.

<http://www.cintasene.eu/en/>

2. PROMOTER PROFILE

- **Name:** Nicola Fierli
- **Age:** 27
- **Gender:** Male
- **Education:** Graduate in agriculture and environment.
- **Marital status:** Bachelor
- **Number of children and children age:** -



3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** Via Del Duca, 159 – Foiano della Chiana (AR).
- **Reused/Valorised building type:** One old restored house, belonging to the historical type of buildings called “Leopoldine” (1700-1800) with 2 floors and 350 MQ. One big magazine to restore (1.000 MQ of surface).
- **Reuse/Valorisation purpose:** Meat processing premises, meat shop, restaurant.

Building description before reuse/valorisation

In past the buildings were used as slaughterhouse, but when the family bought them, in the year 1992, they were completely abandoned.

Building description after reuse/valorisation

Now the house is completely restored.

At the first floor the family realized the meats processing premise and storage, and a shop selling fresh meat and cold cuts (salami, ham).

At the second floor they realized the kitchen and the restaurant hall.

They are waiting for a financial support of RDP aimed to restore the bigger magazine.

Building Pictures



4. FARM DESCRIPTION

- **Address:** Via Caselle Alte, 99 – Sinalunga (SI).
- **Farm Area in ha:** 60 Hectares: (30 He crops, 20 He Meadows, 10 He Grass).

Farm description before reuse/valorisation

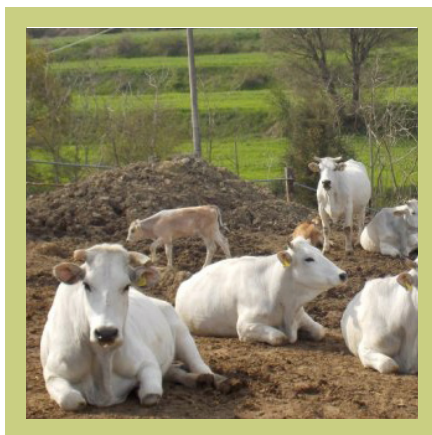
The farm breeds 150 cows belonging to the race “Chianina”, specialized for meat production, and 250 Pigs, in part of the race “Cinta senese”. The certified animals, together with the organic certified cultivation, ensure a production of higher quality.

Farm description after the reuse/valorisation process:

The farm structure and production are not changed following the building reuse. However the completion of the chain, realized with the restoration of the buildings, gave the opportunity to create for the farm a new commercial way with higher added value, and new job's opportunity for the young generation.



Farm Pictures



5. REUSE/VALORISATION PROCESS

The reuse process realized by the family of Nicola Fierli, allowed to recuperate an old typical rural house, located in the middle of an urbanized area. This area is very close to the auto way A1 – Florence – Rome. The advantage for the farmer come from the opportunity to have a direct selling shop and a restaurant located in a strategic position, easy to reach with car.

The reuse process was realized maintaining the characteristics of the old building. The hall of restaurant is full of historical pictures, representing the work and life of old farmers.

The shop is open every day (morning and afternoon); the restaurant is open every day for lunch while the dinner service is by reservation only

Selling and restaurant activities are managed by Nicola and Francesco (29 years old), which are charged for meat processing too. Farm's activity is mainly managed by the brothers Fierli, fathers of Nicola and Francesco. In case of necessity two girls help Nicola and Francesco in the restaurant.

Threats/Challenges

- A way to valorize and reuse old historical buildings: the purpose is a good example of restoration and reuse of rural buildings; without this action, considering his special location, the building would have been destroyed or abandoned.
- A full chain for meat managed by farmer: the breeding activity is strength in crisis, and it is not easy to have a good income in this field. At same time is very difficult to organize a full chain (production-processing-selling-restoration) in this sector.
- New jobs opportunities for young people: it's may be the most important challenge: to create jobs opportunity for young linked with agriculture. This challenge was won

thanks to the passion of Nicola and Francesco, thanks to the involvement of the family and, finally, thanks the financial support of EU and Rural Development Program.

Main Training/Skills/Competences

- Agriculture and breeding: the competence of farmer in cultivation and breeding are the necessary base for realize the full chain. This competencies has been developed thanks to the training of Nicola, graduate in agriculture, that can in the future manage the farming activity.
- Management and communication: the success of meat-shop and restaurant is due to the capacity of the family in the business plan organization. The competencies in the use of ITC and communication tools of the young bring an important add value.
- Meat processing and kitchen: The competencies in this field are mainly transferred from the tradition of the family, and acquired from the young.

Promoter advice

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

- A great passion
- A big professional training
- A lot of work and sacrifice
- A strength unity of the family

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 and buildings in Tuscany, which can be summarized as follows:

- A mix of tradition and innovation: basically we have a traditional breeding activity and economy using old buildings, relaunched thanks the innovatives ideas of the family
- The key of innovation is the multifunctionality of agriculture, based in this case on the high certified quality of products and on the full chain aimed to the customers (direct selling and restaurant)
- The way of full chain is one of the way to ensure a good income for farmers working in



a not intensive breeding activity and in a sector in strength crisis

Skills/Competences especially relevant for the reuse/valorisation process

- Business planning: the restoration or recuperation of buildings had an high cost; therefore the entrepreneurs had to have a clear idea of the project and his break even point
- Financial management: the different phases of the process required to be followed very well, considering payment step, relationship with banks, timetable of investment linked with his results in term of income
- 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 is the potential space for a direct selling activity in meat sector?
- How and in which time we can recuperate the investment and realize a add value?
- Which is the perspective, in term of human sources, for the management of farming and selling activities?

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