



REVVA B

CASE STUDIES

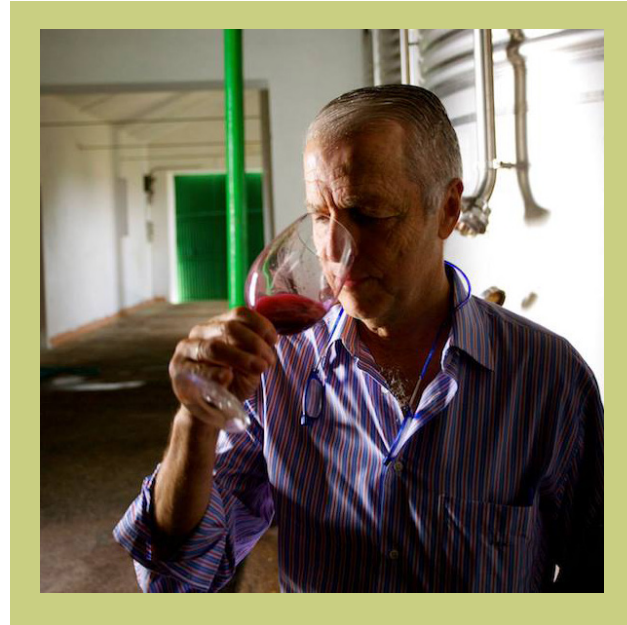
Rafael Garcia Angulo

1. INTRO

The Jara's Farm is a farmhouse from the 19th century; it is a big farmhouse that was already not in use. In addition part of this farmhouse was in ruins. During the refurbishment it has been preserved the central courtyard and the different buildings around it. Nowadays around these buildings there are a winery, a warehouse, a testing room and a store.

2. PROMOTER PROFILE

- **Name:** Rafael Garcia Angulo
- **Age:** 70
- **Gender:** Male
- **Education:** Agricultural engineer
- **Marital status:**
- **Number of children and children age:**
3 children (35, 33, 27)



Puerta Nueva is a family agri-food company. It is composed by 8 members

3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** Road of Gibalbín Km,2 11402 Jerez de la Frontera, Cádiz (Andalucía).
- **Reused/Valorised building type:** Farmhouse.
- **Reuse/Valorisation purpose:** The purpose is the refurbishment of this farmhouse to be used like a winery, a testing room and a store room. It has a touristic objective and also the dissemination of the production process.

Building description before reuse/valorisation

This farmhouse is a listed building of high architectural interest. The farmhouse is in a farm from Roman period. It's a farmhouse for traditional agriculture, located in the Jara's Farm. It's the typical building from Andalusia region. The main area is a closed structure with a central courtyard with houses, stables and barns around it.

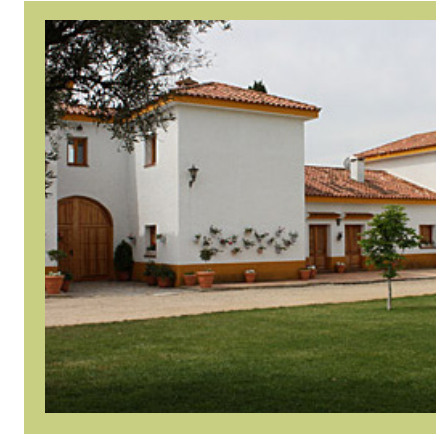
Most of these buildings were in ruins.

Building description after reuse/valorisation

The farmhouse was refurbished as a complement to the traditional productive activity (agriculture) and as a diversification strategy, focused on rural tourism.

It was set up a system of visits around the farmhouse and the farm with a specialized person in winemaking who shows the production process

Building Pictures



4. FARM DESCRIPTION

- **Address:** Road of Gibalbín Km,2 11402 Jerez de la Frontera, Cádiz (Andalucía).
- **Farm Area in ha:** 400

Farm description before reuse/valorisation

In the past, this farm was dedicated to grow the traditional farming of the area as beetroot.

Farm description after the reuse/valorisation process:

After the reuse, they have focused for new alternative of crops as olive trees, fruits trees and vineyard with new varieties of wine. It was a diversification process toward new crops.



5. REUSE/VALORISATION PROCESS

The process lies in the refurbishment of the farmhouse with the objective to create a winery, also a small laboratory control check where carry out test measurements, as well as producing, maturing, bottling and selling quality red wines. All the production process is made in the facilities of the farmhouse.

The purpose was to reuse a building that was already not in use. Accessibility at the Jaras' farmhouse has been improved, also was improved a spacious central courtyard from which one gains access to the other facilities. With this process were created a reception area and visitor service, a tasting room and a store.

It was a complement to the traditional productive activity (agriculture) and as a diversification strategy, focused on rural tourism.

Threats/Challenges

The biggest threat was to reach common a family agreement. This was a familiar business but each member had a different idea of business about de farmhouse, for this reason was necessary a process to reach an agreement.

Another threat was the economic problem, but this problem was solved with European subsidies.

Main Training/Skills/Competences

It is important to be trained on business management and economics and also to have management skills when starting a new business. This new business was guaranteed with the experience of Ramón García as an agricultural engineer.

Promoter advice

The main advice of the promoter is to bet on diversification of the rural economic. They created a complementary activity to the agricultural use carried out on the farm. When you have the idea of starting a new business it is very important to make a good study on how it is going to be done and of the probability of success you could have. A new business activity always requires a great economic and personal effort so it is important to evaluate the risks that you will have to face in the new activity.

6. CONSIDERATIONS, SKILLS/COMPETENCES

INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

General considerations

The refurbishment had made possible to renovate a typical farmhouse with high architectural value from roman times. The family's entrepreneurship had made it possible. The family has created an additional activity like guided tours conducted through the farmhouse and the farm. These guided tours show how the wines are produced and also visitors one can taste and buy wines.

Skills/Competences especially relevant for the reuse/valorisation process

- In this process three skills were really very important; the capacity of innovation and the capacity of diversification and capacity of adaptation.
- Innovation because they offer a new variety of wine as Syrah, Merlot which are different from traditional growing in these area, on the other hand diversification because they bet for new alternative of crops.
- In addition is important the diversification toward activities different from agriculture like tourism activities in relation with wine.
- The adaptation of the all buildings for new porpoises is one of the central point in this process of refurbishment. All this process had improved the competitiveness of the company and it adaptation new necessity of the market.

Queries/Questions

- Do you think that the reason why many buildings with an architectural interest are not refurbishment is due to the lack of funds to refurbishment?
- Do you know the any type of state aids for refurbishment buildings with architectural value?



PARTNERS



European Landowners Organization
(Belgium)
www.europeanlandowners.org



Hof und Leben GmbH
(Germany)
www.hofundleben.de



On Projects Advising SL
(Spain)
www.onprojects.es



ASAJA-Granada
(Spain)
www.asaja.com.es



Confederazione Italiana Agricoltori
Toscana
(Italy)
www.ciatoscana.eu



Agritour Ltd
(Bulgaria)

SOCIAL MEDIA & WEB PAGE



www.facebook.com/revabproject/

WEB: www.revab-erasmus.eu/



www.twitter.com/REVAB_PRJ



Supported by
the Erasmus+ programme
of the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.
Project n°: 2015-1-BE01-KA202-013183