



# REVVA

CASE STUDIES

Serena Denti

## 1. INTRO

“Il Poggiolo”, based in the province of Florence (Tuscany) is a little farm on the hill, with the typical structure of this area. The farm produces wine and olives oil, breeds some certified pigs, and manages an agri-turistic activity, thanks to the restoration of the old buildings not more useful for agriculture. The business is managed by a couple of farmers. The actual buildings were purchased and restored 13 years ago. They were completely abandoned, and step by step the farmers restored at first the house and in a second time the magazine actually used for hosting and restaurant.

<http://www.podereilpoggiolo.it/ENG/index.asp>

## 2. PROMOTER PROFILE

- **Name:** Serena Denti
- **Age:** 45
- **Gender:** Female
- **Education:** High school
- **Marital status:** Married
- **Number of children and children age:** -



## 3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** Via S.Eustachio in Acone – 50065 PONTASSIEVE (FI).
- **Reused/Valorised building type:** One old restored house, with 2 floors and 150 MQ.
- **Reuse/Valorisation purpose:** Hosting, direct selling, restaurant.

### Building description before reuse/valorisation

In past the building were used as magazine for agriculture, but when the family bought it, 13 years ago, it was completely abandoned.

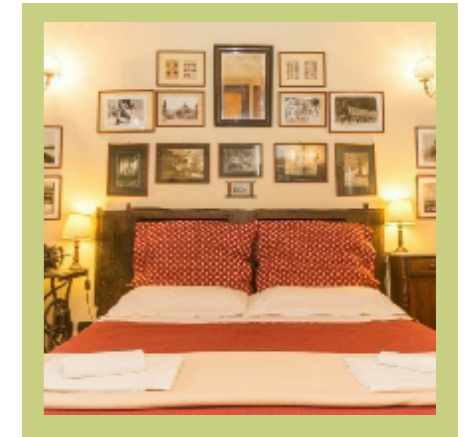
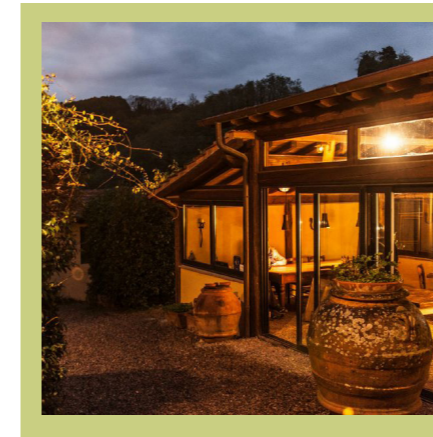
### Building description after reuse/valorisation

Now the house is completely restored.

At the first floor the family realized one independent apartment (2 rooms) and a restaurant space.

At the ground floor they realized two independent apartments (2 rooms) and a room including own bad room.

### Building Pictures



## 4. FARM DESCRIPTION

- **Address:** Via S.Eustachio in Acone – 50065 PONTASSIEVE (FI).
- **Farm Area in ha:** 7 Hectares: (0,6 He wine , 3,5 He Olives tree, fruits, grass, forrest).

### Farm description before reuse/valorisation

The main activities of the farm were, as now, production of wine and oil, and pig's breeding.

### Farm description after the reuse/valorisation process:

The structure and production of farm are not changed following the building reuse. However following the evolution of new business aimed to agri-tourism, direct selling and restoration, the farmer set up a valorisation process of their products. The main innovation were the followings:

- Adoption of organic production method.
- Creation of two label for wine: “Terzomo” for red wine and “Ginepraia” for Chianti Rufina.
- Creation of a label for the certified olives oil: “Sogno”.



- Specialisation in the breeding of the race “Cinta senese” and production of ham and salami.

### Farm Pictures



## 5. REUSE/VALORISATION PROCESS

The reuse process realized by the family of Serena Denti, started with the rebuilding of the rural house and magazines, completely abandoned and almost destroyed.

The reuse process was realized maintaining the characteristics of the old building. The main building is used as home of the family.

The old magazine was completely restored and transformed in hosting house, including apartments, shop and restaurant.

As additional tool they realized a swimming pool for the relax of hosts

### Threats/Challenges

- A way to valorize and reuse the buildings heritage and rural areas: the purpose is a good example of restoration and reuse of rural buildings; without this action, these abandoned building would have been destroyed. The reuse saved buildings and valorized the territory and landscape.
- A way to ensure the survival of the typical farm of Tuscany: the agriculture of this part of Tuscany was represented by little farms, managed in sharecropping system, mainly producing for the self consumption. The valorization of buildings aimed to the agrituristic use of them, ensure one part an additional income, and other part a valorization of the farm products.
- New jobs opportunities: Many people in Tuscany, as the family of Serena, decided to

change their life, accepting and winning the challenge of agriculture, voluntarily abandoning their previous jobs. A not easy choice but fostering the life quality.

### Main Training/Skills/Competences

- Agriculture and breeding: the competence of farmer in cultivation and breeding are the basically necessary in agritourism. This competencies has been developed in the field of wine and oil production, as well than in the field of ham and salami production
- Tourism management: the success of agritourism is due to the capacity of the family in the business plan organization. The competencies include an high hosting capacity and competencies in marketing and use of ITC and communication tools
- Restoration and kitchen: The competencies in this field are mainly transferred from the tradition, and acquired from the family. This skill, as well than tourism management, requires knowledge in the field of hygiene and safety too

### Promoter advice

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

- To find a sustainable way to manage agriculture and environment is a way to create add value and ensure income for the little farmers.
- The multifunctionality of agriculture, integrating tourism and high quality of food is a big opportunity to develop our rural territory.

## 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:

- Basically in the central hills of Tuscany the farms are not extended and not specialized, but with some important strength points, as quality of production and landscape.
- Another strength point is represented form the extraordinary heritage of rural buildings, diffused in the whole territory.
- One of the key of innovation is the multifunctionality of agriculture, based in this case on the certified quality of products and on the full chain aimed to the customers (direct selling and restaurant).



- The development of this type of agriculture requires a new generation of farmers, able to mix tradition and innovation.

### 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 breakeven 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 can be the more attractive touristic offer and how organize the restoration of building and the farming activity to realize a good offer?
- Which can be the best way to qualify and valorize our products?
- How and in which time we can recuperate the investment and realize an add value?

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