

# ACTION LEARNING PROJECT PRESENTATION

AGRO-ECOLOGICAL TRANSITION  
IN ALTO SALENTO TERRITORY

# THE TEAM

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# Dear Facilitators, THANK YOU !

- Lamberto Lamberti
- Fabienne Barataud
- Philippe Debs
- Patrizia Pugliese
- Marie Reine Bteich

Thank you for being great mentors we appreciate all the help you've given us during this project and we are also thankful that you have been patient with all our questions as we strive to learn everything we can!



# PLAN OF THE PRESENTATION

**01**

## INTRO & OBJECTIVES

What are we doing and why?

**02**

## Action Learning METHODOLOGY

Key questions

**03**

## TRANSECT WALK

Discovering the territory

**04**

## FARMS PROFILE

What are the main values and practices?

**05**

## VALUES & NETWORKS

What are the relations between stakeholders?

**06**

## DISCUSSION & CONCLUSION



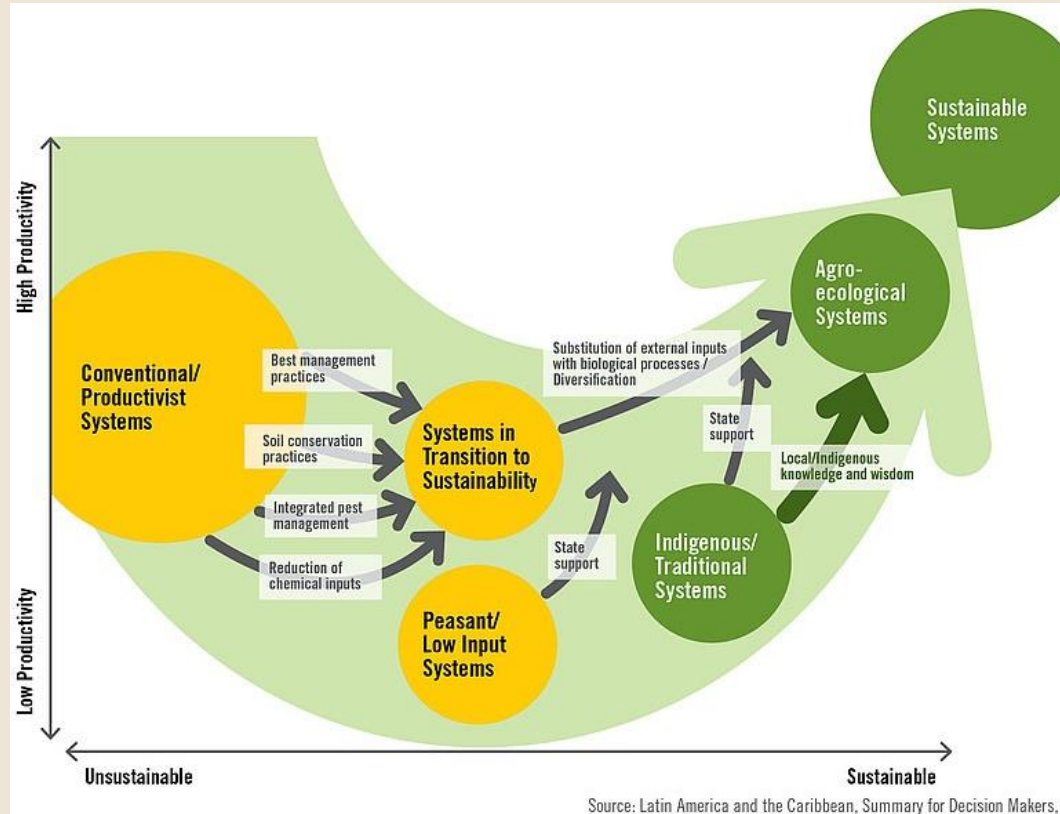
01

# INTRODUCTION

What are we doing and  
why?



## Importance of Agroecological Transition



Source of Figure: Agroecology for Nourishing the World and Transforming the Agri-Food System (Herren et al., 2015)

INTRODUCTION

METHODOLOGY

TRANSECT WALK

FARM PROFILES

VALUES & NETWORKS

DISCUSSION  
& CONCLUSION



**To understand the  
agroecological transition  
in Alto salento territory**

**The farms Typologies  
,practices , activities and  
markets**

## OBJECTIVES

**The farmers networks and  
facilitating actors**

**Identifying the main  
challenges and prospects  
the territory is facing**





02

# METHODOLOGY

Key questions ?





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1<sup>st</sup> week of may  
2-6 May

2<sup>nd</sup> week of may  
9-13 May

3<sup>rd</sup> week of may  
16-20 May

6 June

Connecting to Alto  
Salento Territory.

Transect  
walk

Preparing the  
work for field  
visits

Farm field  
visits

Debriefing  
about field  
visits

Preparing the  
work for  
territorial  
actors

Field visit to  
territorial  
actors

Debriefing &  
Analysis

Workshop

# 03 TRANSECT WALK

LET THE STORY BEGIN !

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## Our visit in the territory





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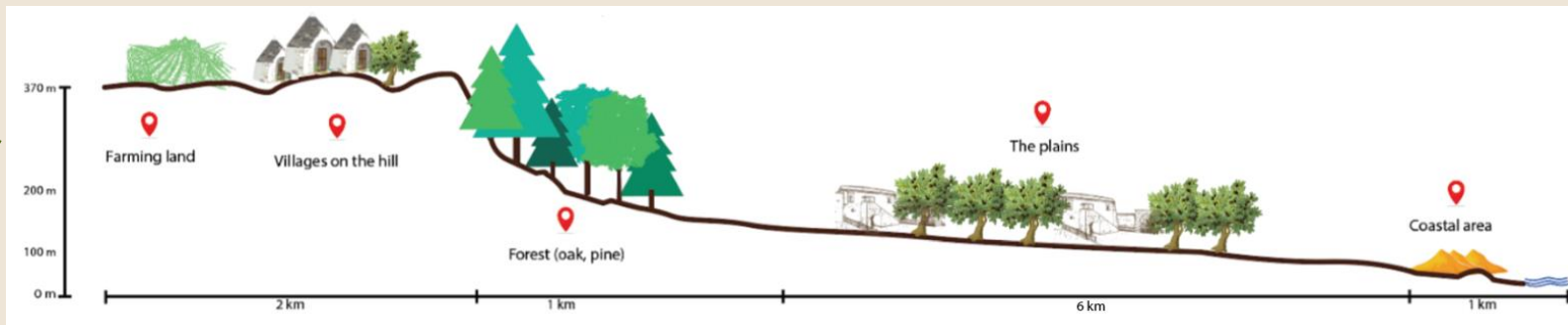
TRANSECT WALK

FARM PROFILES

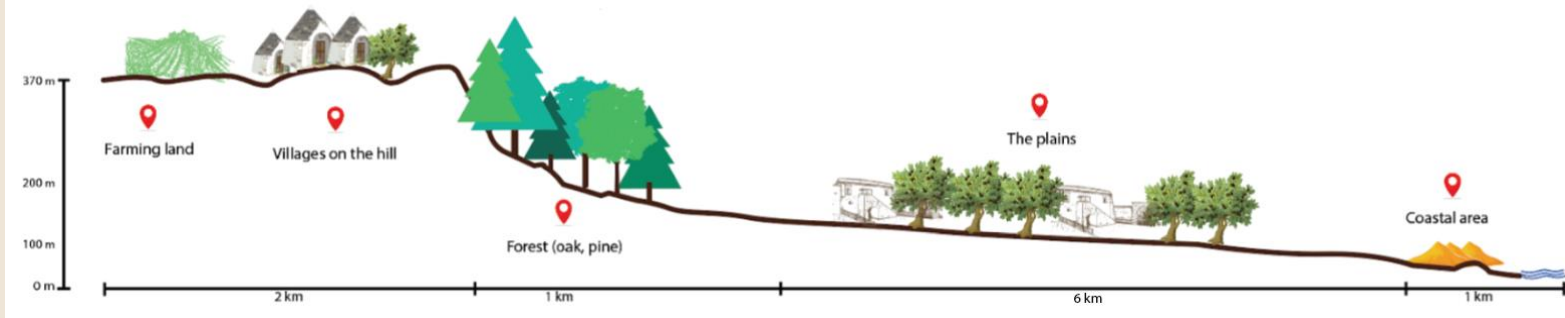
VALUES & NETWORKS

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# Transect walk



Landscape	Farming land	Villages on the hill	The forest	The plains	The coastal area
Land use	Agricultural	Urban	Natural	Agricultural, natural, infrastructure	Natural (seashore, dunes), aquatic (wetlands, the sea)
Crops/ livestock/ vegetation	Olives, figs, almonds, vineyards, wheat	-	Pine, oaks & mediterranean macchia vegetation	Olives, comestible herbs, vegetables, almonds, carob, useful flora	Oxicitrus, Neptune grass, marram grass, sea lily, samphire, Bermuda grass, Juniper, fish, eel



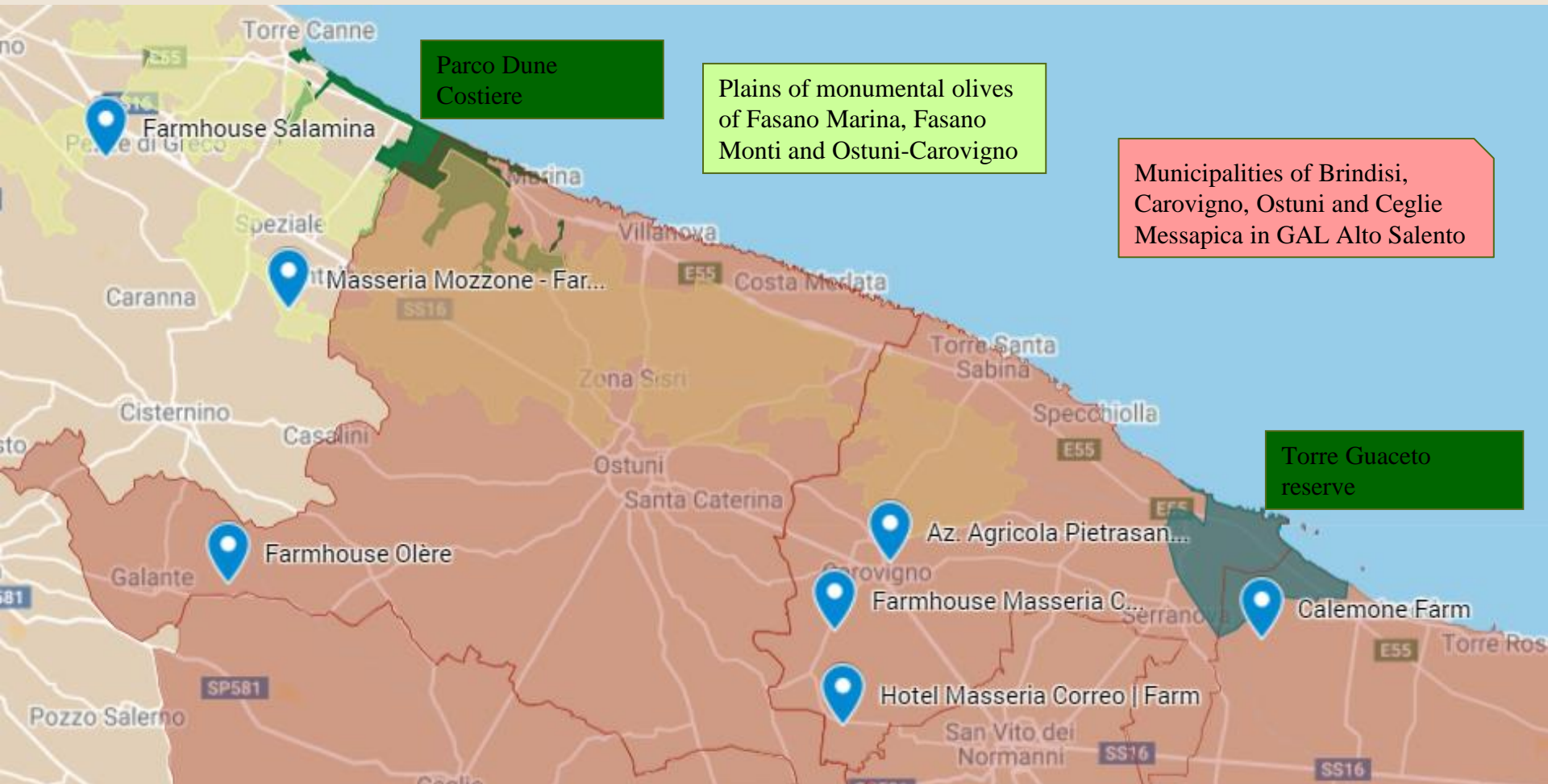
Landscape	Farming land	Villages on the hill	The forest	The plains	The coastal area
<b>Cultural/ natural assets</b>	Ancient olive orchards	Trulli, towers & other historical buildings,	The typical mediterranean shrubs and woods	Old roman roads (Via Traiana), prehistorical dolmen, old underground mills, masseria, traditional local products, century old olive trees.	Vegetation that holds the dunes in place, typical wetland marine ecosystem
<b>Ongoing changes</b>	Cultivating areas previously not cultivated.	A shift of activity from classical tourism to agritourism, hence rebranding the zone.	More efforts being put into forest protection. Limiting harmful agricultural practices nearby.	Deintensification of farms, intercropping, diversifying farm activities (tourism, education etc.)	Development of a consulta to support the park activities, collaboration between different actors such as municipalities and other associations.
<b>Main actors</b>	GAL Alto Salento, Campagna amica	-	GAL Valle d'Itria, Puglia Region	Albergabici, Parco delle dune costiere, GAL Alto Salento, Slow food, Serapia cooperative, Campagna amica	

# 04 FARMS' PROFILES

PIETRA SANTA, CARRONE,  
CORREO AND OLERE



# KNOWING THE FARMS.....



Parco Dune  
Costiere

Plains of monumental olives  
of Fasano Marina, Fasano  
Monti and Ostuni-Carovigno

Municipalities of Brindisi,  
Carovigno, Ostuni and Ceglie  
Messapica in GAL Alto Salento

Torre Guaceto  
reserve



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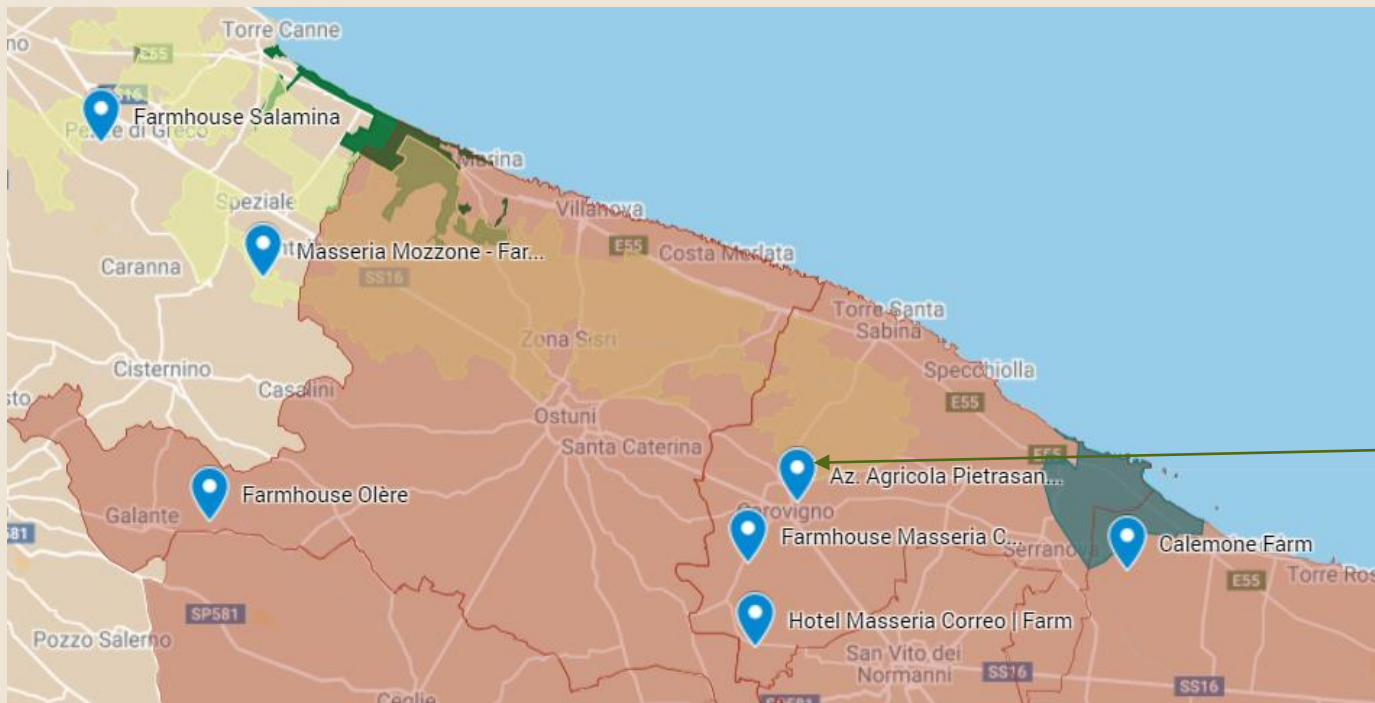
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# KNOWING THE FARMS.....



Azienda Agricola Pietrasanta Alto  
Salento- Raffaele, 40 ha-  
fragmented (Torre-Guaceto)



**@Azienda Agricola Pietrasanta**





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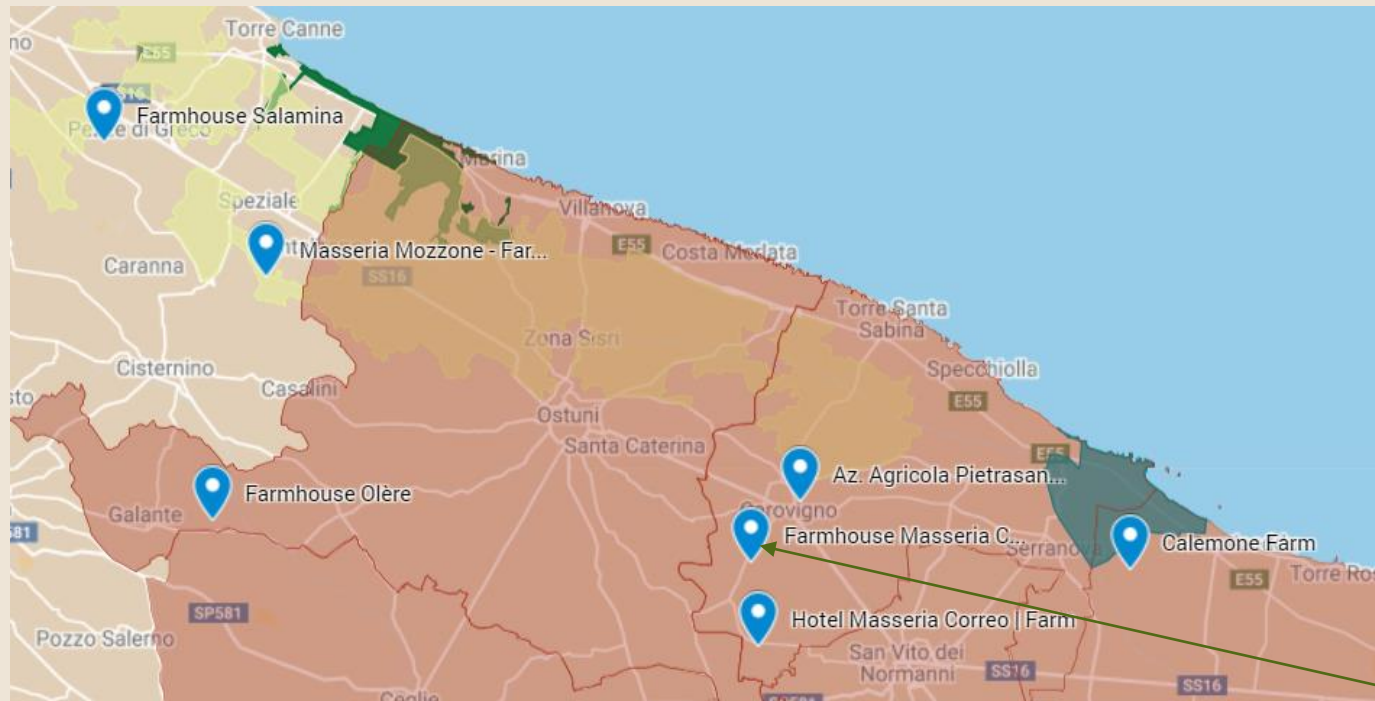
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# KNOWING THE FARMS.....



Agriturismo Masseria Carrone- 50ha  
(Carovigno), Pietro+ Camilla

## @Masseria Carrone



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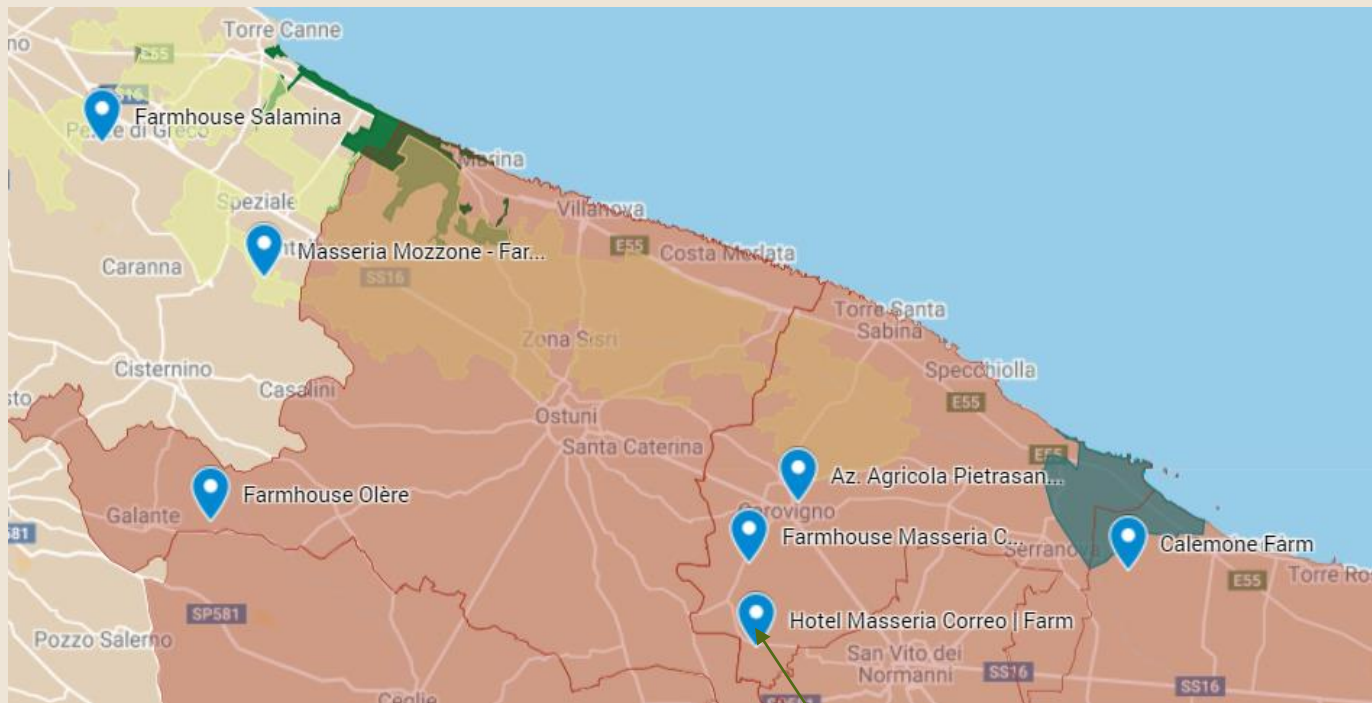
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## KNOWING THE FARMS.....



Masseria Correo-40ha(Carovigno), Maria



**@Masseria Correo**



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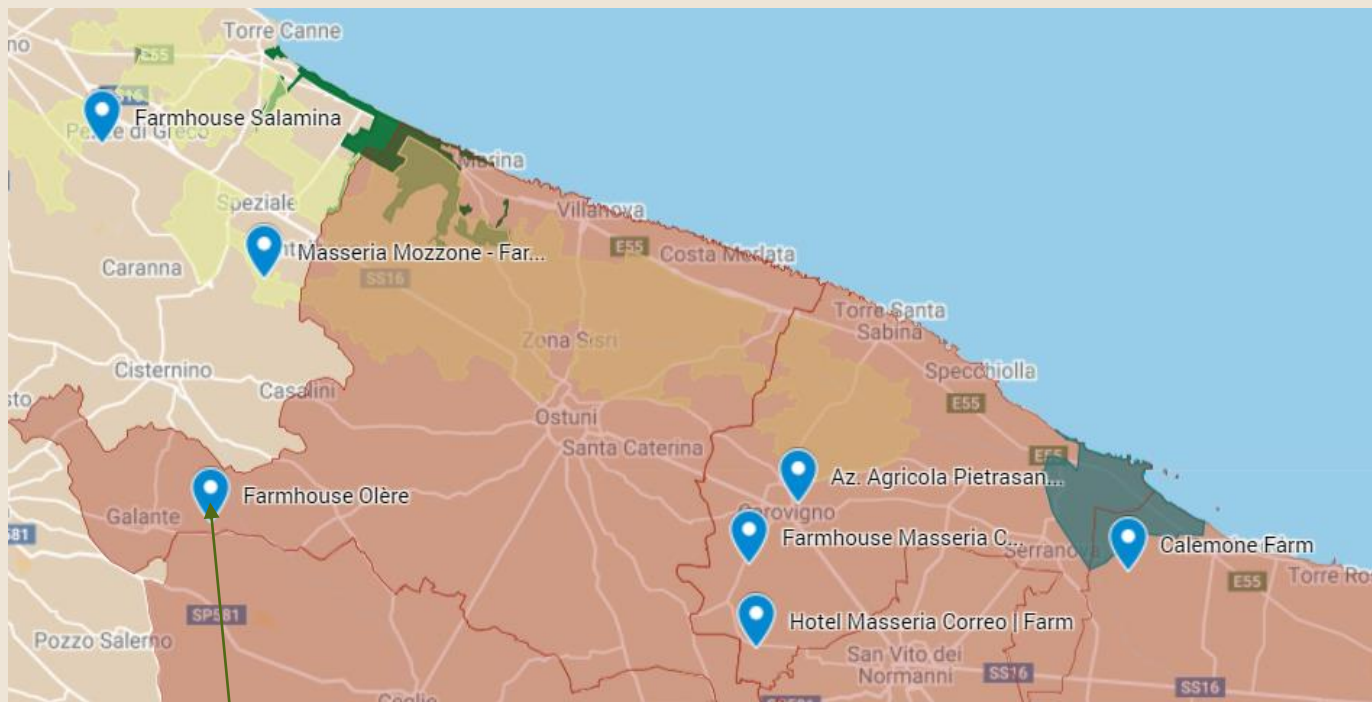
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## KNOWING THE FARMS.....



Masseria Agricola Olere-13ha(Parco Dune Costiere), Carmela





@Masseria Olere

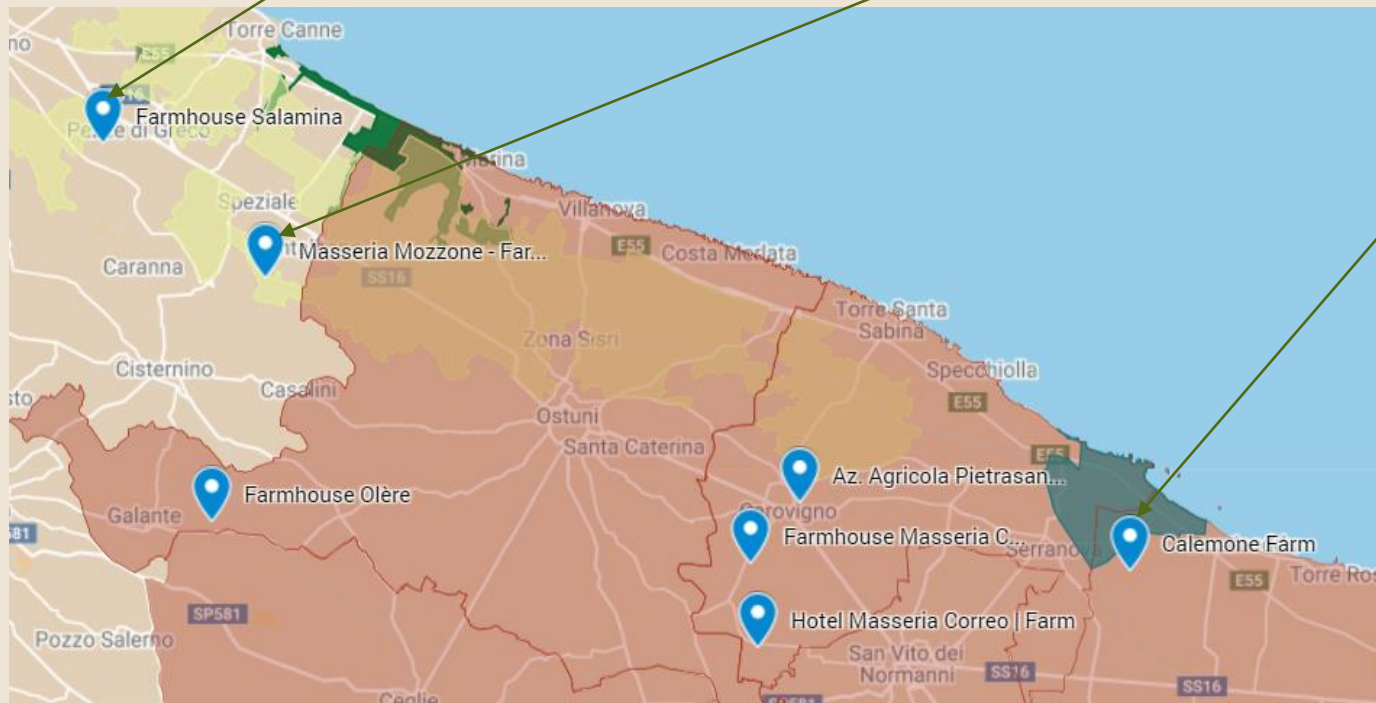


## KNOWING THE FARMS.....

Agriturismo Masseria Salamina- Phillipe  
(Parco Dune Costiere)

Masseria Mozzone Agriturismo-Floriana (Parco  
Dune Costiere)

Calemone Azienda-Mina  
Agricola(Torre Guaceto)





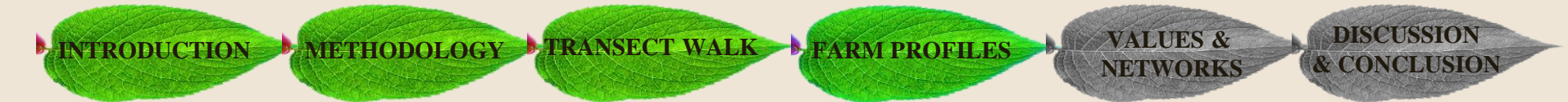
## @Calemone Azienda



**@Masseria Salamina**





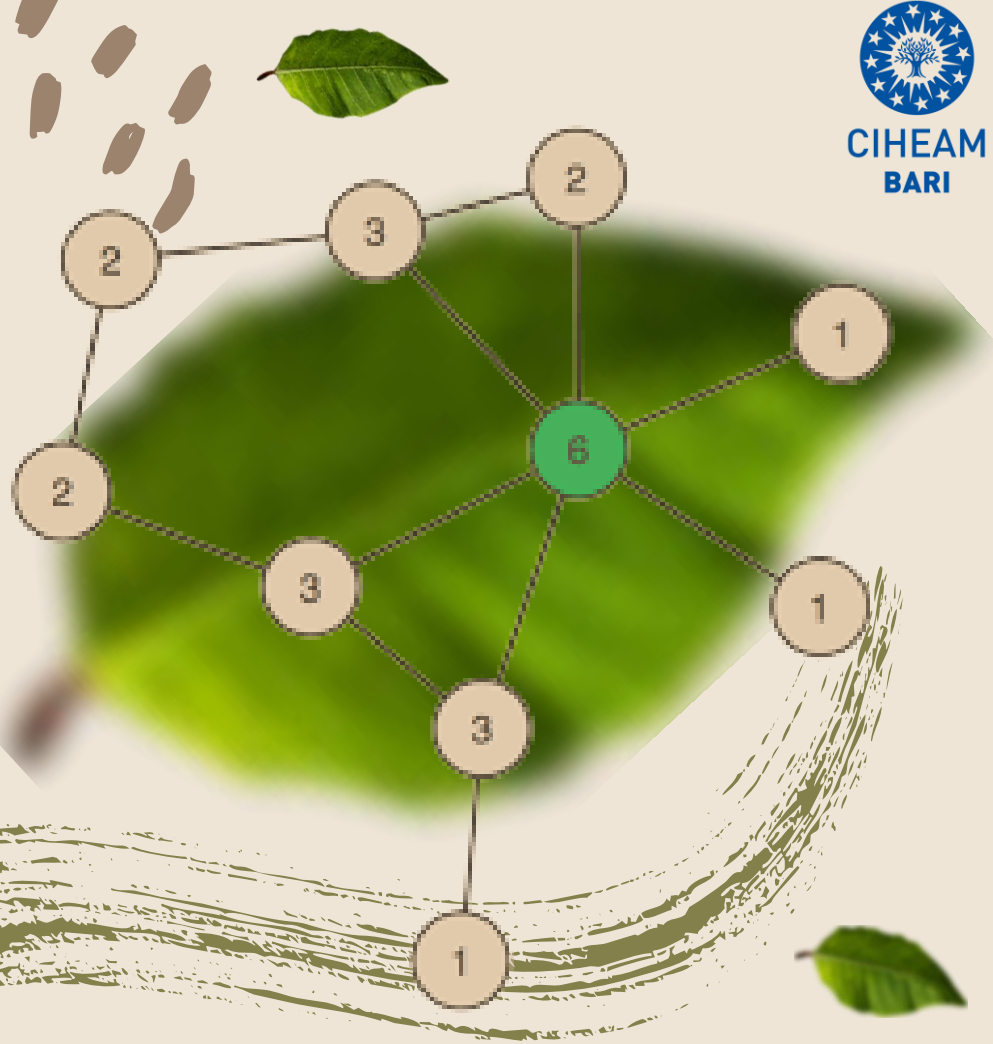


	<b>Az.Agricola PietraSanta</b>	<b>Masseria Carrone</b>	<b>Masseria Correo</b>	<b>Masseria Olere</b>
<b>Organizational Form</b>	Family Business (3 <sup>rd</sup> Gen.)	Family Business (5 <sup>th</sup> Gen.)	Family Business (3 <sup>rd</sup> Gen.)	Family Business (1 <sup>st</sup> Gen)
<b>Typology of farm</b>	Horticultural(Vegetables+ Olives)	Animal husbandry + Agri-tourism	Animal husbandry + Educational	Tree Orchard (Olive+Carob)
<b>Owner</b>	Family owned farm	Maria+Pietro + (Wanda+Carlotta+Camilla)	Francesco and Maria Correo	Carmela +Leonardo Riccardi(Gulia+Allesandra)
<b>Labor</b>	Family(5)+ Seasonal	Family(5)+permanent(4)	Family (4)+Permanent (4)+seasonal	Family(4)+Seasonal
<b>Assets</b>	Carovigno Selling point+ Domestic animals+ Processing lab +Land	Farm house+Guestrooms+ Restaurant+Stables+5R low fat Cattle+ Sheep+ Murgesse horse breed+ Pigs+ Land+ 1000 olive mon. trees	Farm shop+ 700 animals (Cows+Goats+ Sheep+ Donkeys+Chicken+ Pig+ Geese)+Land	2400 olive trees(400 century old)+ 50 Carob trees(Amele Variety)
<b>Products</b>	Olive oil+ Fiaschetto Tomato+ Vegetable products	Animals+ Fresh and cured meat+ Cheese+Olive oil+Jams	Meat from all animals, cheese, baked products	Varietal Olive oil, Carob chocolate, Carob based Apulian products, Carob flour
<b>Customers and Markets</b>	Own selling point, Specialized shops(NaturaSi), Online and Exhibition & fairs	Direct customers(Visits from tourists, neighbors & educational Insitutions)	Farm shop, Restaurant, Local Markets, Direct customers (Visitors, tourists and neighbors)	Mainly done online, Parco Dune, Local Bakeries and Exhibitions & fairs,



# AGRICULTURAL PRACTICES

<b>Practices</b> \ <b>Farm</b>	<b>Pietrasanta</b>	<b>Carrone</b>	<b>Correo</b>	<b>Olére</b>
Tillage	✓	✓	✓	✓
Manure Application	✓	✓	✓	✓
Mulching		✓	✓	
Mechanical weed management	✓	✓	✓	✓
Crop Rotation	✓			
Cover crop	✓			
No Chemicals uses	✓	✓	✓	✓
Pasture grazing		✓	✓	
Feeding from residues		✓	✓	
Irrigation systems	✓			



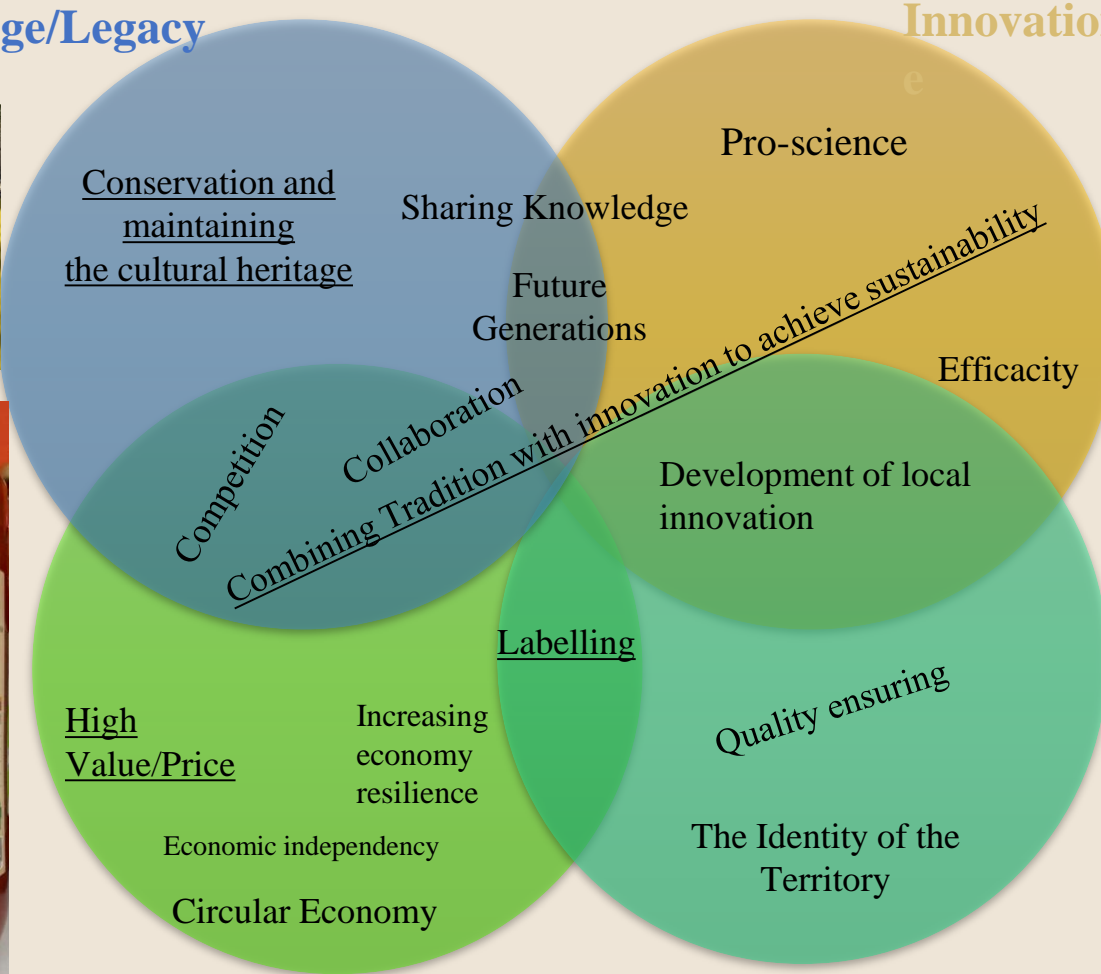
## Connections and contributions

## Connections and contributions



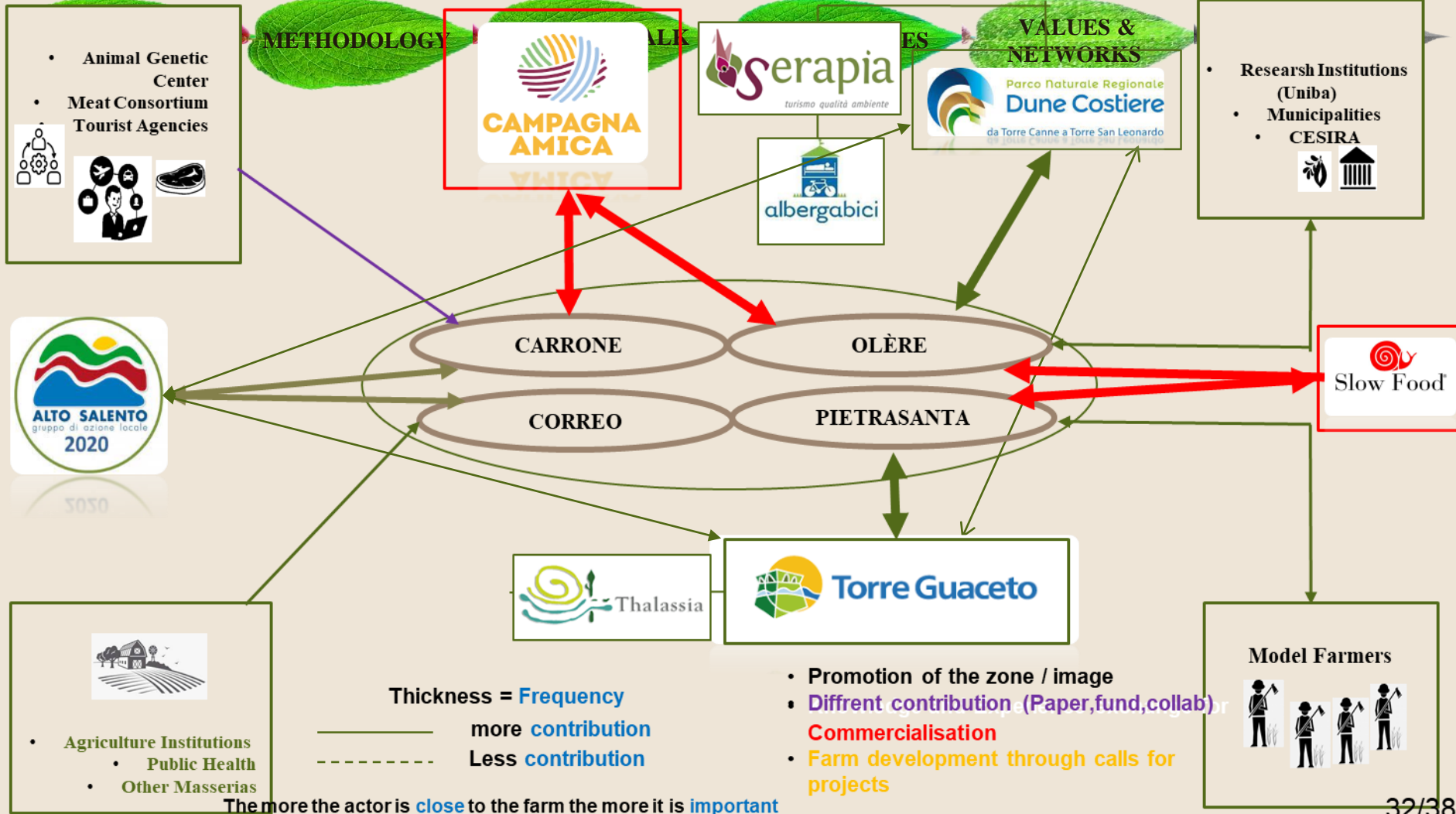
# Tradition/Heritage/Legacy

# Innovation/Technology/Science



# Economy/Market

# Reputation/Image of the territory



06

# DISCUSSION

Critical Points

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# THE IMPORTANCE OF NETWORKING



Knowledge sharing



Partaking in new and shorter  
supply chains

Help farmers win projects  
(guiding and needs articulation)



Increasing distinguishability of  
products



Enabling product valorization

Marketing



# YOUTH INVOLVEMENT

Today, the young generation is **giving up** agriculture and leaving the territory though through our visits we noticed that the youth is here and they are **involved** in different ways.



Raffaele, Pietra Santa



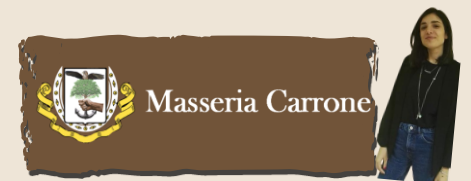
Maria, Correo



Carlotta, Carrone

# DIVERSIFICATION

- A considerable amount of farms are diversifying their activities. In addition to crop/animal growing, they are:
- Olere: In addition to olive oil production, the production and processing of carob is a key activity (promotion of new products based on carob flour, involvement in farm research and rural development, connection with youth...)
- Pietrasanta: vegetable, fava bean, tomato processing
- Carrone: Food processing, agritourism, educational sessions
- Correo: Food processing, educational sessions, touristic tours





# Is tourism helping or preventing conservation of local traditional food?

## Preventing

- Tourists are used to consume a certain type of food, so they can not get used to some local alternatives.
- The demand being low, farmers are not inclined to continue producing them anymore.

## Helping

- Income generated by the tourism helps farmers continue their activity
- Tourism can be seen as a way to promote local food by word of mouth.





## WHAT DID WE LEARN BY THE END OF THIS PROJECT?

**Thanks to the Action Learning Project , the main takeaway points are:**

- Reflective analysis of what has been done is a way to reach the agroecological transition.
- Keeping the multifunctionality of the farm and working on good agricultural practices ,short chains ,closed cycles.... is a key point for the agroecological transition.
- Improvement and transforming of systems can be made by the involvement and participation of different actors ( farmers,territorial actors..).
- Agroecological transition is possible in the territory even though with the existing challenges like xyllela that pushed for chemical use , still many farmers insisting on organic practises.



THANK YOU FOR YOUR ATTENTION

