Farm Eredi Gradassi Andrea s.s.

1. introduzione

L'azienda agricola Eredi Gradassi Andrea, esistente dal 1639, è una delle più antiche dell’Umbria. Si estende per circa 150 ettari nella Valle di Spoleto tra le località collinari di Campello sul Clitunno, Spoleto e Trevi. L'attività principale e storica dell'azienda è la produzione di olio extra vergine di oliva ottenuto nel mulino continuo dell'azienda dalle varietà locali di moraiolo, leccino e pendolino coltivate su un'area di proprietà di circa 50 ettari e altri 100 ettari affittati per un totale di circa 15.000 piante. Nei mesi di novembre e dicembre le olive vengono raccolte manualmente e pressate per sgocciolamento a freddo naturale (metodo Sinolea-Rapanelli) entro 24 ore dalla raccolta. Il mulino è anche un punto di riferimento per molti altri produttori della zona. La produzione media annua di olio extravergine di oliva è di circa 400.000 chilogrammi. La gestione aziendale diretta è svolta dal titolare Carlo Gradassi con l'assistenza dei figli Andrea ed Elisabetta.

2. PROMOTORE PROFILO



Nome
Carlo

Cognome

Gradassi

Anno di nascita
1943

Sesso
Masculino

Formazione

High school

3. FARM PROFILO











Address
Via Virgilio 2, 06042 Campello sul Clitunno (PG)

Nazione
Italia

Zona agricola in ettari
150.00

Data di costituzione dell'azienda

1970

Data da quando il promotore possiede / affitta l'azienda agricola
Gio, 01.01.1970 - 12:00

NUMBER OF WORKERS	**FAMILY MEMBERS**	**EXTERNAL WORKERS**
Full time	5	3
Part time	20	0

descrizione dell'azienda

The farm consists of 150 ha, 50 ha company's property and the rest rented mostly made of terraced olive groves. Cereals and legumes are also produced in a farm plain area of 30 ha. The farm is led by Elisabetta Gradassi, Carlo's daughter, who is responsible for the family farm activities, including a farmhouse and restaurant for agritourism. The farm core business is based on the production of quality extra-virgin olive oil (EVOO) under the Protected Designation of Origin (PDO) Umbria, sub-area "Colli Assisi Spoleto", approved by the European Union in 1998. Part of the production is certificated as organic. The family label "Gradassi" is one of the best-known labels in Italy and all over the world among the representatives of the olive grove area Assisi-Spoleto. This result based on EVOO top quality has been also favored by the investment in a modern bottling, packaging, and marketing company, C.U.FR.O.L. limited, 51% owned by the Gradassi family and managed by Andrea Gradassi, Carlo's son. In this company, besides the main family trade mark, two other EVOO lines are also produced: "Terre Francescane" EVOO blend with olives from Umbria, Northern Lazio, and Apulia; and "Italiano" EVOO blend based on "biancolilla" variety with addition of other Italian olives targeted to restaurants.

Sito web e social network links
www.gradassi.com

4. Agricoltura multifunzionale/sostenibile e Paesaggi Agricoli Europei (PAE)

Multifunctional & sustainable farming Key Words
Quality/Organic/Certified production
Tourism and recreation related to EAL

Testo libero

Tradition is the keyword for this family farming particularly engaged in maintaining and valorising the surrounding historical landscape made of dry-stone wall olive groves. The most present variety dominating the steep hills is "moraiolo" with a strong herbaceous and fruity taste representing about 75% of all olive trees. This peculiarity, together with the unique

location on hills from Assisi, the UNESCO Cultural Site since 2000, to Spoleto, an olive grove area, included in the National Catalogue of Historical Rural Landscapes and candidate for the UNESCO and GIAHS-FAO site, gives EVOO a special value symbol of the territory. This connection between food quality excellence represented by the extra-virgin olive oil and the dry-stone wall terraced olive groves is fully recognised by the Gradassi family and other producers, as well as by the municipalities as an opportunity to highlight food and landscape heritage. Measure 4.4.1 of the Rural Development Plan of the Region Umbria have been activated through the Local Action Plan, Measure 19, to restore the dry-stone walls as a peculiar characteristic of the terraced olive grove historical rural landscape.

Consiglio/Raccomandazione

Tradition is strongly included in the family farm strategy for a long time, and also continuing currently to be an asset for the local development in the future. The unique landscape made of hill olive groves with still existing terraced dry-stone walls dominating the valley below, between Assisi and Spoleto, is strictly connected to a high-quality extra virgin olive oil (EVOO) famous all over the world. Nevertheless, this landscape is a fragile environment that has to be maintained and protected as endangered by the risks of soil erosion, bush, and wild boars ruining the dry-stone walls. The preservation of this unique landscape, the UNESCO and FAO GIAHS (Globally Important Agricultural Heritage Systems) candidate, already included in the national observatory catalogue of Italian Historical Rural Landscapes, is therefore essential for the identification of EVOO as main typical product and symbol of the territory representing at the same time the historical heritage and a strategic asset of the local economy. Other traditional products from the valley below the terraced olive groves, such as old varieties of legumes and wheat are also important as characteristics of the territory and its traditional farming values.

5. CONSIDERAZIONI, abilità/competenze coinvolte e domande/questioni

Considerazioni generali

Training has to be based not only on technical issues mainly related to the EVOO supply chain as a whole and other traditional local products, but also on the peculiarities of landscape protection and maintenance as an added value and icon of the territory. There is a strong connection between the traditional food products and tourism in the area between Assisi and Spoleto. From Assisi, the UNESCO cultural heritage and the centre of the St. Francis' religious movement, to Spoleto, a town of the Two World Festivals with comprised historical sites, such as the Temple of Clitumnus, the UNESCO cultural heritage, small paleochristian church along the banks of Clitunno River, that became a symbol of the EVOO quality representing the famous national prize "Ercole Olivario". According to this vision of the local values strictly combining historical heritage, cultural landscapes, and quality food products training and competences have to include a large range of professional specialties: technical (agronomists, pruners, olive mill managers, food technologists, business managers,

etc.), humanistic (historians, sociologists, anthropologists, linguists, etc.), environmental (biologists, naturalists, etc.), tourist (tour operators, incoming managers, tourism guides, etc.), and media (web designers, communication managers, etc.) issues. A small company like Gradassi can just be focused on its production and commercial internal needs (agronomist, food technologist, pruners, olive mill manager and workers, business manager, commercial employees) but it is also aware of the importance of the cultural landscape and its protection, maintenance and communication, as well as tourism flows and media audience participating to all collective initiatives launched to enhance the local values.

Strengths	**Weaknesses**
• Azienda tradizionale ben nota sul mercato a livello locale, nazionale e internazionale. • Posizione nel mezzo della zona più apprezzata della DOP Umbria EVOO. • Muretti in pietra a secco terrazzati simbolo della qualità di EVOO in Umbria.	• Zona di produzione in pericolo a causa della mancanza di manutenzione nelle zone più in alto dove cespugli e sottobosco coprono gli oliveti. • Muretti di pietra a secco in via di estinzione a causa dell'erosione del suolo e danni da cinghiali.
Opportunities	**Threats**
• Crescente interesse per EVOO da parte dei mercati europei e internazionali per le sue qualità nutrizionali salutari e la sua popolarità fra gli chef. • Potenzialità di un distretto tradizionalmente basato su EVOO. • Allargamento di un turismo basato su gastronomia e buon cibo.	• Erosione del suolo a causa delle improvvise piogge intense dovute ai cambiamenti climatici. • Mancanza di lavoratori disponibili e competenti per il mantenimento dei muretti a secco.

Parole chiave

EAL Keywords
Terraced landscape
Orchards

Farming Key words
~~Olive trees~~
~~Permanent crops~~
~~Processing~~

Main Training/Skills/Competences

The company knowledge is based on farming with specific focus on extra-virgin olive oil supply chain from the field to the table. Main company activities are cultivation of olive trees with all relevant works needed, EVOO production in an ancient traditional olive mill implemented with a modern Sinolea system, EVOO bottling and packaging, marketing, commercialization, and shipping (also including many countries abroad). Part of the farm activities are also agritourism accommodations and restaurant. Other farm products are those from the valley properties, such as durum wheat, barley, wheat, lentils, chickpeas, grapes, commercialized under Gradassi company (pasta, dry legumes, wine etc,). The company has a complete range of internal and external competences, agronomist, farm workers, pruners, olive mill master and workers, business and administrative employees. The farm owners also hold the majority of the C.U.FR.OL. company managing bottling, packaging, and shipping. Furthermore, it is important for the mission to maintain and protect the dry-stone walls and surrounding landscapes as they are the symbol of the local area and EVOO production. For this purpose, the Gradassi family participates in all initiatives enhancing a sustainable rural development and relevant media communication and exhibition (i.e. Ercole Olivario national prize, national, and international fairs, initiatives to get UNESCO and FAO acknowledgements, etc.).

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Domande/Questioni

. This case study is an example of marginal agriculture related to cultural heritage values, namely dry-stone walls and olive grove landscapes. Do you think that, in your context, there would be the possibility of valorising such aspects by highlighting the synergies between the sustainable farming activity and the rural cultural heritage?

. Do you think that the non-tangible services provided to the society by sustainable farming (e.g.: landscape maintenance) could be somehow “billed” in the products final price? Do you think that this potential niche market of “sustainable” farming products could find a place in your context?

Riconoscimento e clausola di esonero della responsabilità.

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