

ITALY

Farm's performance, restructuring & modernization

Location

Arcevia

Programming period

2014 – 2020

Priority

P2 – Competitiveness

Measure

M6 - Farm & business development

Funding (EUR)

Total budget 543 056.7

EAFRD 80 736.3

National/Regional 106 500.0

Private 355 820.45

Project duration

2016 – 2018

Project promoter

Lorenzo Rizzoni

Contact

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Website

<https://loliobiolecune.jimdo.com/>

A family farm decided to diversify and supplement its income by investing in agro-tourism.

Summary

Lorenzo is a 41 year old entrepreneur who restructured the activities of 'Le Cune', the family farm he inherited. He abandoned some activities such as wine growing, and invested heavily in others, such as olive oil production and processing.



As a final step of this process, he decided to diversify the farm's income by launching 'farm tourism', and for this RDP support was used to renovate the 19th Century house to offer hospitality in six apartments, with a total of 24 beds.

Results

The entrepreneur envisages hosting tourists for at least four months of the year.

Lessons & Recommendations

- ❑ More money was needed than initial budget estimates foresaw, mainly to comply with new security regulations.
- ❑ When working with old buildings some unexpected problems may arise, e.g. the need to reinforce some building parts.

Context

When Lorenzo Rizzoni graduated from university, where he studied literature, he did not know that he would be managing a farm some 10 years later. But this is what he has been doing since 2011, after taking the ownership of the 23 hectares farm located in Palazzo d'Arcevia, a small hamlet located on the hills, some 30 km from Ancona.

After having unsuccessfully tried to relaunch wine production, he opted to concentrate his investments in enlarging his olive trees plantation and setting up his own olives mill, thanks to RDP funds in the 2007-2013 programming period. At the same time he was converting to organic farming. Yet olive production is often unpredictable, so he needed to ensure a more regular flow of income from other activities. That is why he decided to restructure the family's house in order to start offering farm-tourism hospitality, which is supported by measure 6.4 of the 2014/2020 RDP of Marche region.

Objectives

The project aimed to diversify the farms income by investing in agro-tourism. In addition, this new business activity would help the beneficiary to promote his top quality olive oil and other farm products.

Activities

The project envisaged the creation of six flats from the existing family's house, dating from the half of the 19th Century. Every flat was furnished using original furniture from the same period where possible. The surrounding area was also being renovated and enriched by landscape gardening.

Main results

The entrepreneur envisaged hosting tourists for at least four months a year. This will provide him with a significant income flow, which will compensate for the years when olive production is low (e.g. due to pest attacks).

Key lessons

More money was needed than initial budget estimates foresaw, mainly to comply with new security regulations.

When working with old buildings some unexpected problems may arise (e.g. the need to reinforce some building parts).

The new farm-tourism activity should provide an opportunity to further exploit the nearby olive mill – e.g. organising training and demonstration initiatives about organic oil production and processing.



Additional sources of information

n/a