

# Cross-visit 'Organic farming supply and value chain optimisation'

Tuscany, Italy  
28-29 June 2023



Funded by  
the European Union



# Operational Group project “Cereals Diversity for adaptation to climate change and its economic valorisation – third phase: from seed to food”

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Cereali **Resilienti**



# RESILIENT CEREALS 3.0

CEREALS DIVERSITY FOR ADAPTATION TO CLIMATE CHANGE AND  
ITS ECONOMIC VALORISATION – THIRD PHASE: FROM SEED TO  
FOOD

Reg. UE n.1305/2013 – PSR 2014-2020 – Decreto  
R.T. n. 4457 del 14/03/2022 e s.m.i. – Bando della  
sottomisura 16.2 “Sostegno a progetti pilota e allo  
sviluppo di nuovi prodotti, pratiche, processi e  
tecnologie” Annualità 2022



**Regione Toscana**





# PHASE 1

## CEREALI RESILIENTI 1.0 – first phase

### OG Seeting up

construction of a network among the different stakeholders potentially interested in innovation, primarily farmers

**Call 2016   Start: May 2017 – End: January 2018**

### Questions

What type of seed production can best respond to a type of material that does not have uniform and stable characteristics over time?

How many farmers may be interested in experimenting on their own fields with populations?

How can a OHM seed production system be technically and economically sustained?

### Innovation

commercialization of OHM (Organic Heterogeneous Material) seeds of soft wheat named “FURAT Floriddia”



### Where

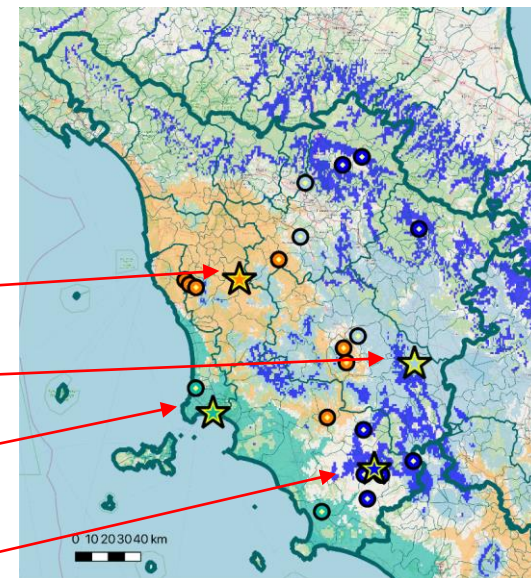
4 macro-areas

HILL

PLAIN

COAST

MOUNTAIN



# OPERATIONAL GROUP CEREALI RESILIENTI 2.0 – second phase

Call 2017 Start: February 2019 – End: April 2022

## PHASE 2

### Adaptation of OHM in 4 macro-areas

- To study OHM evolution and adaptation to different environments
- To allow farmers to select and maintain their OHM
- To achieve stability, decrease cost of production and increase business income.

33 farms involved; 200 hectares; 2300 quintals of product

### Rheological analysis on flour

- To improve the quality of the OHM products;
- To increase secondary metabolites (nutraceutical substances);
- Evaluation of healthy quality of products (mycotoxins)

### Socio-economic study on Seed Management Model

- To develop the integrated system of certified seed production of SOLIBAM/FURAT soft wheat FLORIDDIA;
- analyzing the partner-economic aspects of an innovative seed system.

1300 quintals of product; 200 quintals of certified seed sold

### Dissemination/field visit Public event

3 public events  
8 farm field visits in Toscana  
2 farm field visits (Campania and Molise)  
RSR Youtube Channel  
Articles  
Production of descriptive panels on cereals

# CEREALI RESILIENTI 3.0 - third phase

## PHASE 3

### **Economic valorization of OHM value chain**

- Pladge on packaging of products and seeds
- Common description of innovation
- Collective and participatory traceability and certification

### **Farm Indicators**

- Environmental sustainability (soil, weeds)
- Seed quality and OHM adaptation (sanity, germination rate, other species)
- Food quality (micotoxines, nutritional components)

### **Dissemination/field visit Public event**

2 public events  
8 farm field visits in Toscana  
RSR Youtube Channel  
Articles  
Production of 8 podcast

### **Testing trials with SeddLinked App**

Start in 2012

To create an **open innovation platform** connecting people and crowd-sourced seed performance data to make breeding and selecting the right seeds for each environment

**Usefull for all actor of seed supply chain:** gardeners, farmers, seed companies, breeders, and eaters

**3 central pillars:**

- **Software** to run collaborative variety trials across a large geography;
- **Community Feed** where people in the seed system can have discussions, learn from each other and build community
- **Seed Marketplace** where growers can find the best varieties for their environment based on access to performance reviews

**SeedLinked was translated in Italian language thanks to Rete Semi Rurali in 2021**



- Testing trials on the platform that can be used by outside people to taste products of varieties on the platform
- CEREALI RESILIENTI 3.0 have realized 2 public testing trials:
  - 72 ore Biodiversità (Scandicci - May 2023): bread, pasta
  - Let's Cultivate Diversity (Peccioli - June 2023): bread, biscuits
- Results of the tests can be displayed live at the end of the event: average of all the characters, average of the single character
- Each participant receives an email with the results at the end of the test





# LCD 2023: bread

4 different bread from the 4 macro-areas (hill, coast, plain, inside hill)

1 miller and 1 bread maker for all the products tested

54 users

6 characters tested:

flavor,

appearance,

intensity,

acidity,

sweetness,

consistency;

Live results:

average of all characters,

average of single character.



## LCD 2023: biscuits

4 different biscuits from the 4 macro-areas  
(hill, coast, plain, inside hill)

1 miller and 1 baker maker for all the  
products tested

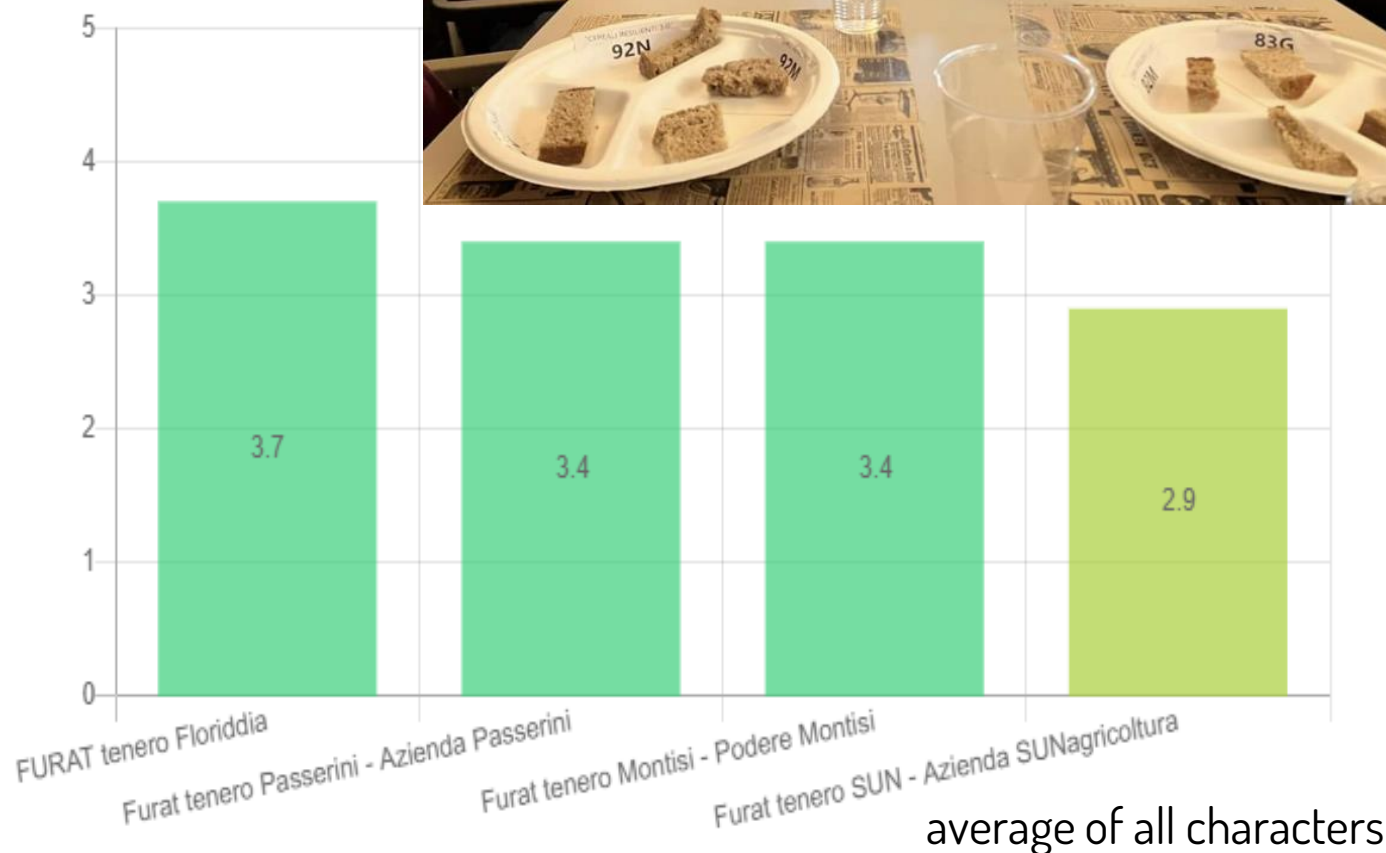
44 users

4 characters tested:

flavor,  
intensity,  
global taste,  
consistency;

Live results:

average of all characters,  
average of single character.



## 10 partners involved

Rete Semi Rurali (RSR)

Università di Pisa

Università di Firenze

FIRAB

Azienda agricola biologica Rosario Floriddia (hills)

Azienda agricola biologica Sara Passerini (plain)

Azienda agricola biologica Podere Montisi (hills)

Azienda agricola biologica Sun Agricoltura (cost)

Molino Le Pietre

Molino Angeli

**PARTNERS**





**Thank you for your attention**

[www.rsr.bio](http://www.rsr.bio)  
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# EU CAP Network cross-visit 'Organic farming supply and value chain optimisation'

28-29 June 2023, Tuscany (Italy)

All information on the cross-visit is available on the event webpage:

[https://eu-cap-network.ec.europa.eu/events/eu-cap-network-cross-visit-organic-farming-supply-and-value-chain-optimisation\\_en](https://eu-cap-network.ec.europa.eu/events/eu-cap-network-cross-visit-organic-farming-supply-and-value-chain-optimisation_en)

