


<b>CORENET Good SFSC Practice No:</b>	
<b>Author:</b>	Claudio Orefice
<p>Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)</p>	
<b>Short title <u>in English</u></b>	Agriturismo Santu Marcialis
<b>Choose relevant advertising categories below* and provide short explanation:</b>	
<b>a Business planning and strategy:</b>	Connect with consumers in the metropolitan city of Cagliari (a vast urbanized area) and provide them with local and quality food products and meals served in the Agriturismo Restaurant.
<b>b Distribution and logistics:</b>	The products of the Agriturismo are sold directly to consumers without intermediaries. The producer meets the consumer on the agrotourism premises and during the educational farm activities.
<b>c Regulatory compliance:</b>	The farms needs to comply with the Agriturismo regional regulatory scheme according to the national and regional regulatory framework.
<b>d Better partnering:</b>	
<b>e Technology:</b>	
<b>f Production &amp; processing:</b>	The food is produced in the Agriturismo farm, which is then cooked for meals to be sold for catering and Restaurant services in the same agrotourism premises.
<b>g Packaging:</b>	No packaging needed

<p><b>h Branding and marketing:</b></p>	<p>The agrotourism works under the brand "Agriturismo Santu Marcialis". The marketing is carried out by the Agriturismo itself with the support of the Campagna Amica network.</p>
<p><b>Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.</b></p>	<p>The Agrotourism is supported by two main advisory organisations:</p> <ul style="list-style-type: none"> <li>- The regional agency (LAORE), which provides the formal training on agrotourism and educational farm practices</li> <li>- The SFSC association Campagna Amica, which supports the Agrotourism in enhancing their marketing strategies and visibility in the territory</li> </ul>
<p>*See <i>The CORENET SFSC Charter 1 4. C SFSC ADVISING.</i></p>	
<p><b>Short summary for practitioners in English on the (final or expected) outcomes</b> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i></p> <p>This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>The farm started its operation in the '70s mainly operating in oliviculture and viticulture. In 1992, the owners decided to diversify the farm income with the development of the Agrotourism services and, later in the years, with the establishment of the educational farm. The main opportunity was to connect with and involve consumers living in a large/urbanized area near the Agrotourism, and provide them with quality/local food products while making direct experience of the farm life.</p> <p>A further necessity, but also opportunity, was to enhance awareness about the production activities and the importance of eating local food products and traditional meals of the Region.</p> <p>The products of the Agrotourism are sold directly to consumers without intermediaries.</p> <p>The producer meets the consumer on the agro-tourism location and during the educational farm activities.</p> <p>With the support of a private advisor, the farm developed the project and received the financial support from CAP funding. This supported the development of the agrotourism as a formula to sell and add value to the farm products through the restaurant and catering services.</p> <p>The role of the advisors was fundamental to provide the farm owners with a mandatory training to develop and operate a multifunctional farm with the activities of the agriturismo and educational farms (support received by LAORE – the regional advisory agency in agriculture).</p> <p>In addition, the support of the advisors from the Campagna Amica network has contributed to enhance the Agrotourism visibility in the territory with better marketing strategies and involvement in local initiatives.</p>
	<p><b>Main results/outcomes of the activity (expected or final)</b></p> <p>Diversification of income through catering, accommodation and educational farm activities.</p> <p>Added value to farm products through the restaurant and catering services.</p> <p>Better awareness and direct experience of the consumers about biodiversity, healthy diets, and farming activities</p> <p><b>The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?</b></p>

	<p>Opportunity to learn and promote about local biodiversity</p> <ul style="list-style-type: none"> <li>- Buy and Eat local and traditional food directly in the farm</li> <li>- Make direct experience about farming activities and learn about the origin and quality of the local products</li> <li>- Identify and ask support to the local advisors for the development of your project/business idea</li> </ul>
	<b>Further information/references:</b>
<b>Actors, stakeholders</b>	The Farm and agrotourism, consumers, public and private advisors, SFSC network
<b>Region, Country</b>	Sardinia, Italy
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	//

<b>Short title in native language</b>	<b>Agriturismo Santu Marcialis</b>
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<p><b>Short summary for practitioners in native language</b> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).</p>	<p>L'azienda agricola ha iniziato la sua attività negli anni '70 operando prevalentemente nel settore dell'olivicoltura e della viticoltura. Nel 1992 i proprietari decidono di diversificare il reddito aziendale con lo sviluppo dei servizi agrituristici e, successivamente negli anni, con la realizzazione della fattoria didattica. L'opportunità principale è stata quella di intercettare e coinvolgere i consumatori che vivono in una vasta area urbanizzata vicino all'Agriturismo, e fornire loro prodotti alimentari di qualità e locali, così come la possibilità di fare esperienza diretta in un'azienda agricola.</p> <p>Un'ulteriore necessità ma anche un'opportunità è stata quella di aumentare la consapevolezza sulle attività produttive e sull'importanza di mangiare prodotti alimentari locali e piatti tradizionali della Regione. I prodotti dell'Agriturismo vengono venduti direttamente in azienda ai consumatori e durante le attività della fattoria didattica.</p> <p>Con il supporto di un consulente, l'azienda agricola ha sviluppato il progetto e ha ricevuto il sostegno finanziario da fondi pubblici. Il finanziamento ha sostenuto lo sviluppo dell'agriturismo come formula per vendere e valorizzare i prodotti aziendali attraverso i servizi di ristorazione e catering.</p> <p>Il ruolo dei consulenti è stato fondamentale per fornire la formazione necessaria ed obbligatoria allo sviluppo e gestione dell'agriturismo e della fattoria didattica (sostegno ricevuto da LAORE – Agenzia regionale di consulenza per l'agricoltura).</p> <p>Inoltre, il supporto dei consulenti della rete Campagna Amica ha contribuito a migliorare la visibilità dell'Agriturismo nel territorio con migliori strategie di marketing e coinvolgimento in iniziative locali.</p>
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