

# PADIMA

Policies Against Depopulation in Mountain Areas



## Truffles Cultivation in Bracca - Valbrembana (I)

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Supported by:



# Some words about the area



Bracca is a small, rural Municipality situated in Valle Brembana (Regione Lombardia), 1.131 mt, 755 inhabitants.

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# What was the problem?



- In Bracca there isn't a strong depopulation, but the disappearance of the traditional jobs (especially in agricultural sector) has forced the population to move to other areas to find job.
- Risk of Depopulation in the future due to low job opportunities, especially for young people and women



- Marginalization of the area

# What?



Picking wild truffles (a very valuable mushrooms) is a traditional rural activity in Bracca. The area has strong opportunities in touristic sector, especially in gastronomic tourism, because truffles are widely used in local restaurants.

The practice aims to enforce the activities connected to truffles's picking and cultivation. Improving truffles's cultivation can sustain local economic sector

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# How long?

Projects starts in 2009, with study and research activities.

In the following years: individuation of sustainability areas for truffles cultivation, creation of a cultivation field, promotional activities.



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# Who got involved?



- Municipality of Bracca
- Comunità Montana Vallebrebana
- Local touristic actors (restaurants)
- Local associations of truffles's expert
- Local farmers and the whole population of the village

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# How did we do?



- 1) Promotional initiatives (in partnership with local restaurants)
- 2) Educational activities (in partnership with associations of experts)
- 3) Creation of a field for truffles's cultivation (in partnership with local farmers)



# Financial framework

The project was implemented with:

- Public resources (regional and european founds)
- Privat sponsorship



# Does it work?



- One field for truffles cultivation was created;
- Organization of promotional initiatives;
- Courses for operators of touristic sector for cooking with truffles;
- Improving of touristic offert of the area;
- Increasing of touristic presences in the area.

# How does it contribute to the economic diversification?



The project aims at using a in a new way a traditional local product.



Traditional not profitable activities like picking truffles, can become a business opportunity for local community with the support of institutions

# Single initiative/Strategy?



- Strong interaction with territorial marketing policies
- Strong interaction with promotional policy of the Vallbrembana: using and promoting traditional local products to promote the whole territory as a tourstic destination



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# Transferability to other areas

- Transferability is very difficult (impossible), because truffles need specific climatic and territorial conditions to grow up.
- Using creativity and capacity and with the support of local institutions, traditional not profitable activities can become a business opportunity for local community

