Innovating Agriculture: “fresh and ready to eat” fruit and vegetables produced in Umbria

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3A- Umbria Agro Food Technology Park
Who we are

3A – Umbria Agro-food Technology Park (3APTA)
www.parco3a.org

Total area: 4,800 square meters.

- offices: 900 square meters
- laboratories: 1,400 square meters
- greenhouses: 1,000 square meters

3 operative companies
60 employees
12 consultants
Company profile

3A-PTA is a no profit company under the control of Umbria Region

3A-PTA conducts technology transfer, research & innovation activities with the aim of stimulating and involving Umbrian agro-food companies in qualified research projects in collaboration with international national and regional research centers. 3APTA is enrolled in the National Research Register (cod. 53555PYZ).

3A-PTA operates since 1998 as a Certification Body of products and management systems. 3APTA is a third Certification Body for PDO/PGI products and beef traceability. It has been accredited to develop fully its activities in the national and international context.

3A-PTA conducts three main activities: Research and Innovation, certification and International projects
http://biodiversita.umbria.parco3a.org/
## CONTEXT

**Umbria - the green heart of Italy**

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<thead>
<tr>
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<th>Umbria</th>
<th>Italy</th>
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<tbody>
<tr>
<td>Total Agricultural Area:</td>
<td>536,676 ha (3.1%)</td>
<td>17,081,099 ha</td>
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<tr>
<td>Utilized Agricultural Area:</td>
<td>326,877 ha (2.5%)</td>
<td>12,856,048 ha</td>
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<td>Mountain Area:</td>
<td>29.5% of the surface</td>
<td></td>
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<tr>
<td>N. of farms:</td>
<td>36,244 (2.2%)</td>
<td>1,620,884</td>
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<td>Average Farm size:</td>
<td>9.2 ha</td>
<td>Umbria surface: 845,600 ha</td>
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<td>Farms with UAA from 1 to 5 ha:</td>
<td>42.3%</td>
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<td>Farms with UAA from 5 to 10 ha:</td>
<td>14.6%</td>
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<tr>
<td>Farms with UAA from 10 to 20 ha:</td>
<td>9.3%</td>
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<td>Farms with UAA from 20 to 50 ha:</td>
<td>6%</td>
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</table>
**CONTEXT**

**MEASURE 1.2.4 - Umbria RDP 2007-2013**

“Cooperation for development of new products, processes and technologies in Agriculture Food and Forestry”

**Main Objectives of the Measure:**
- Strengthen relationships between farms, food companies and research centers in order to introduce innovation in agriculture, food and forestry;
- Develop **competitiveness** of agriculture, food and forestry through innovation;
- Create new **production processes**;
- Create new **products and services**;
- Improve the labor productivity through the introduction of **organizational innovation**;
- Improve the **environmental sustainability** of agro food enterprises;

**4 Calls:** 2009 – 2012 – 2013 – 2014

**100 projects financed**

**Project financing:** 70% of eligible expenditure

**Funds:** 20 Millions €
The Project

“Fresh and ready to eat” fruit and vegetables produced in Umbria

**Objectives:** improve farms competitiveness through
1) diversification of the main farms activities starting “fresh and ready to eat” fruit and vegetables production
2) creation of new market opportunities, mainly targeting large-scale distribution;
3) introduction of innovative and “environmental friendly” packaging

**Innovation:**
the innovative process aimed at keeping the freshness of products longer, increasing their “shelf life”. The main trials where done on Spinach and Melon. The project was carried out based on the farmers needs (bottom up approach)

**Partnership:**
- Farmers: Azienda Agricola Luca Treppaoli; Azienda Agraria Il Poggiolo s.s. di Ciucci M.M.G;
- Industries: Novamont SpA (Bio-based packaging and mulching)
- Research Centers: 3APTA (lead partner); Analysis srl; Food Technology Dept – Tuscia University;
The Project

“Fresh and ready to eat” fruit and vegetables produced in Umbria

Project Activities:
- field trials in order to produce fruit and vegetables suite for transformation in “fresh and ready to eat” products
- testing new processes and innovative techniques to achieve fresh and ready to eat products less damaged with longer shelf-life
- physical, chemical and organoleptic characterization of the products "fresh and ready to eat " achieved in the tests
- development of innovative and environmental friendly films for packaging that improve the functional characteristics of the product and lead to an extension of the shelf life

Results: Thanks to the project, the farmers diversified their productions, introduced new quality products, found new market opportunities
Results Dissemination

- Demonstration activities
- Workshops
- Conferences
- Press articles
- Scientific articles

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Conclusions (1/2)

Strengths:
- After 5 years of work on Measure 124, the cooperation between SMEs and research centers is increasing in the region.
- The innovation culture increased in the regional agro-food firms
- Small companies had the possibility to develop their innovative idea

Weaknesses:
Relevant difficulties in the accounting of the projects
Conclusions (2/2)

3APTA, during the last 6 years, has developed great experience on building partnerships through the "interactive innovation model", using bottom-up approaches and linking farmers, advisors, researchers, businesses, and other actors in operational groups that will be the engine of the European Innovation Partnership - Agricultural Productivity and Sustainability (EIP – AGRI) in Italy and in Europe.

Umbria’s Experience on Measure 124 can represent a model for other European Regions in order to develop Operational Groups foreseen in the New RDP 2014 – 2020.
Thanks for your attention

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