Can the system deliver for future farmers?

Mario Grillo, First Vice-President Euromontana, President Turismo Verde (CIA)

XIV European Mountain Convention, Sallanches, 1 July 2026.

NotebookLM

Read a mountain farm the way you'd read a business.

> **I come from banking. As a business, the problem isn't production—it's value capture.**

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Kicker

The problem isn’t production. It’s value capture.



Farm income: around half the average wage (Copa-Cogeca / EU CAP Network).

“The value doesn’t disappear—it leaks downstream.”

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V2

Don’t produce more, climb the staircase.

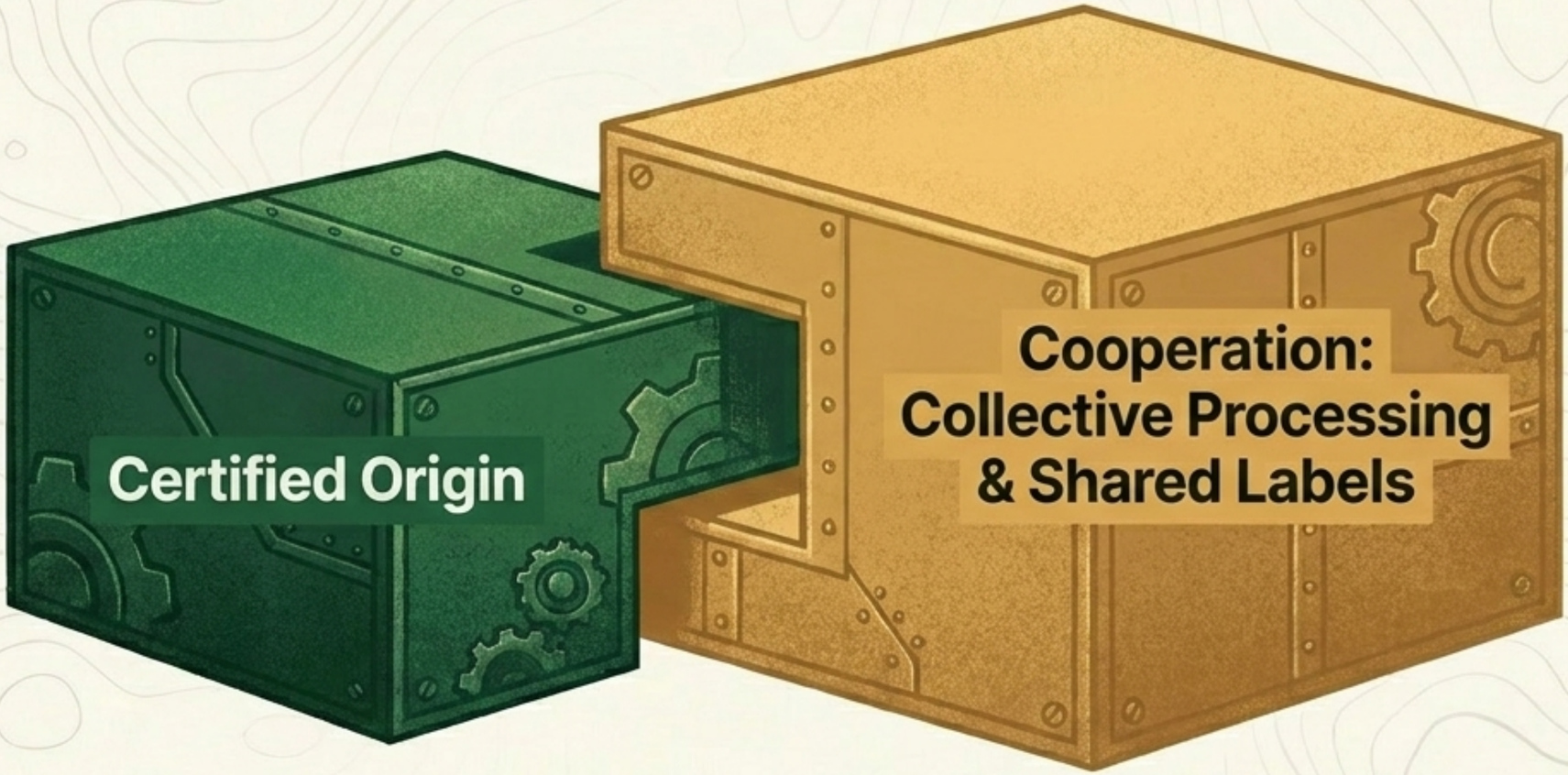
Honest caveat:
Not everyone can open an agriturismo. It is a niche, and it saturates.



(Each step: the farmer keeps more)

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The premium doesn’t need tourists.

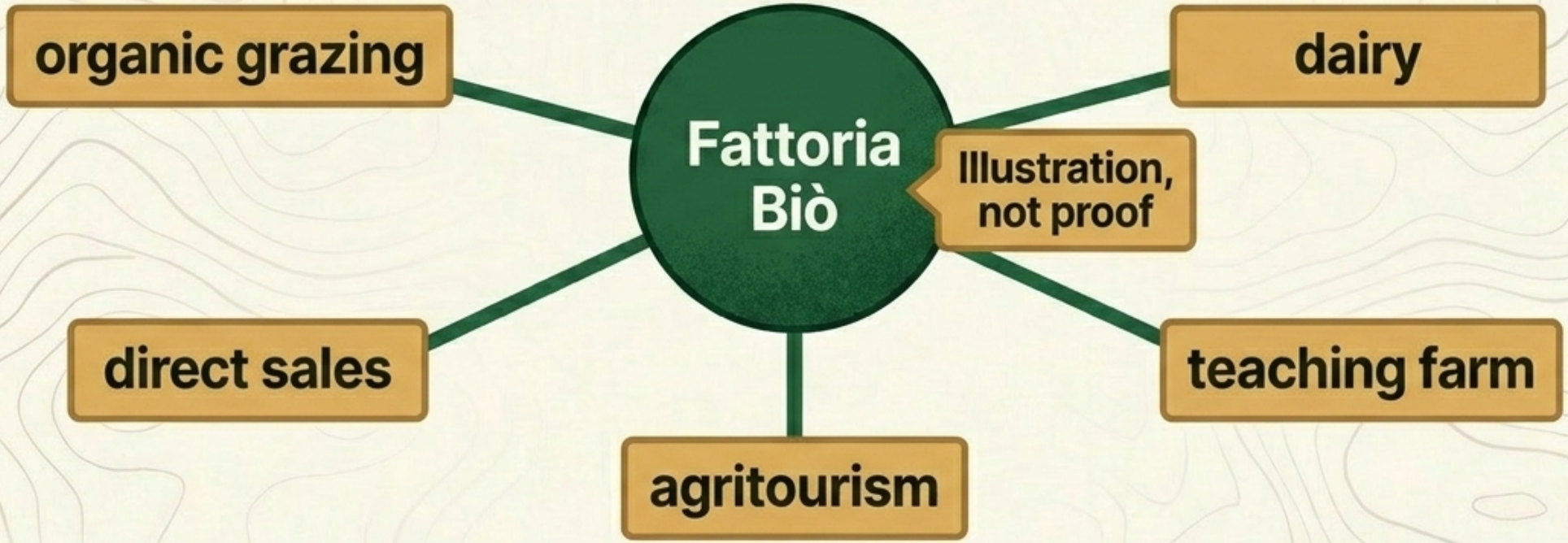


What scales is capturing margin on the same litre of milk. Certified origin and, above all, cooperation are levers even for valleys with no tourist flows.

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V3

One farm is proof it’s possible; the EU data is proof it scales.



Disclosure: My farm, next to a ski resort. Strip out the chairlift—a remote Alpine valley still has the first three steps

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V4

Turismo Verde: The land you protect is the product you sell.

Italy / ISTAT

€1.93 billion
market value

26,000
farms

4.5M
guests (~half abroad)

1 in 3
in mountains, doubled in 20 yrs

A replicable model. Sustainability becomes the moat, creating diversified, resilient income.

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We train people to produce, not to capture value.

Agronomy & Production

Business:

- Pricing
- Marketing & Storytelling
- Digital & Direct Sales
- Hospitality
- Cooperation
- Finance & EU Funds

The **unrealised value** is in **combination** and **cooperation**. AKIS rarely delivers this

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Turn forced pluri-activity into a designed business model.



Forced Necessity
one activity no longer pays

Designed Strategy
strength, spreading risk.
Worldwide, this is the norm.

Empty Valleys without visitors:

- Capture value through **collective brands**, processing **cooperatives**, and contracts paying extra costs.

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V5

Yes—IF we capture the value the mountain already creates.

The system is failing (average EU farmer age: 57). A **yes-IF, not on the farmer alone.**

MARKETS

paying for identity and origin

POLICY

FINANCING THE FUNCTION
the mountain performs for Europe.

Not a gadget—a human craft.

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