



**COLDIRETTI**

# Multifunctionality in agriculture

# MULTIFUNCTIONALITY IN ITALY

- With the entry into force of the so-called “legge di orientamento” (Legislative Decree No. 228 of May 18, 2001) the concept of farmer is definitively innovated by modifying the art. 2135 of the civil code which redesigns its role in the management of the company.



# LEGGE DI ORIENTAMENTO YEAR 2001

- In Italy the “legge di orientamento” describes an agricultural enterprise which, while remaining anchored to the agricultural sector, can carry out activities that trespass into the artisan and / or tertiary sector.

# TEXT OF THE «LEGGE DI ORIENTAMENTO»

- «It is a farmer who exercises one of the following activities:
  - farm land cultivation,
  - forestry,
  - animal breeding, and
  - **related activities.**



- **Are considered as however connected all the activities carried out by the farmer, aimed at the manipulation, conservation, transformation, marketing and promotion of products obtained from the farming of the agricultural land, of the forestm and from the animal breeding**

- ...and the **activities aimed at the supply of goods and services through the utilization of instruments or resources of the farm**, normally used for the farming activity, including all the activities of valorization of the territory and of the rural and forestry heritage, and the activities of reception and hospitality as defined by law.

- **Multifunctionality** is an economic opportunity for the farms, that can translate into forms of income compatible with the economic sustainability of the sector, through the provision of widely requested services.

## ***The agricultural diversification: opportunities for the farms***

- Starting from the traditional agriculture - which has often become insufficient to ensure full exploitation of resources - the search for value in today's agriculture takes place in three strategic directions: deepening, enlargement and repositioning.



## *The agricultural diversification: opportunities for the farms*

- Deepening, it concerns all the activities integrated to the traditional ones, attiene a tutte le attività integrate a quelle tradizionali, upstream and downstream of agriculture
- Enlargement, it concerns all those productive activities, or more often services, that are placed side by side to the traditional agricultural activity, aimed both at answering to new market needs (tourism, residential and cultivation) and to provide services to the community (environmental, landscape, etc.) from agriculture.

# *The agricultural diversification: opportunities for the farms*

- Repositioning, it concerns all the activities external to the agricultural one, but integrated and complementary with it in the rural area, aimed at providing employment opportunities to the factors of production (work in the first place, but also mechanical means, etc.) and supplementary income opportunities to the farmer and his family. This is the area of activities connected to rural integration and improving the quality of life

# MULTIFUNCTIONALITY EXAMPLES IN ITALY



# AGRITOURISM



# AGRICHEF





# AGRI BACHELOR/BACHELORETTE PARTY



# AGRI BOMBONIERE



# EDUCATIONAL FARM – CHEESE MAKING CLASS





# EDUCATIONAL FARM - SCHOOL VISITS



# AGRINURSERY



# SOCIAL AGRICULTURE AND PEOPLE WITH DISABILITIES' HOSPITALITY



# SOCIAL AGRICULTURE AND ACTIVE AGEING



# DIRECT SALE





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THANKS FOR  
YOUR  
ATTENTION!

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