



PRACTICE ABSTRACT NR. 123

AUTHOR(S):

Cristina Micheloni;
Ekaterina Kleshcheva

Vinidea S.R.L

The future of farm advice for sustainable soil management in Italian viticulture

Italian viticulture nowadays is facing multiple challenges which ask for innovative solutions. An online scenario workshop with farmers, advisors, researchers and policy makers from Northern Italy explored the future role of the advisory system in introducing new strategies for vineyard soil management. Main challenges for all farmers pertain the environmental domain (SOM preservation, water use optimisation, biodiversity enhancement) and the economic domain (to grant a constant income during climatically uncertain years). Calculation of environmental value of different vineyard management practices, translated into transparent indicators, can trigger farmers and civil society, and facilitate the proper quantification of ecosystem services. Frontrunners need multidimensional training, structured horizontal networks, independent trials and space for participatory research and demo activities. Mainstream farmers need to increase trust, through long term experiences, good examples, consumers' awareness of farmers' operations and their value. A major problem with the current advisory system is extreme fragmentation. Public action is rather weak and often far from real territory needs. Local experiences are often poorly shared and mainstream farmers are often neglected by advisors. The situation can be improved by implementing a system for the identification of most urgent farmers' demands. Universities could play a relevant role if their 'third mission', i.e. extension, is triggered. Advisors (public and private) must build awareness of their strategic role and develop an active attitude towards life-long-learning. The proactive role of farmers is crucial in needs identification and knowledge exchange.

CONTACTS:

cristina.micheloni@vinidea.it

ekaterina.kleshcheva@vinidea.it

www.vinidea.it

COUNTRY/REGION:

Italy

KEY WORDS:

#farmadvisory, #FAS,
#knowledge,
#ruraldevelopment

ADDITIONAL INFORMATION

Practice abstracts, from 101 to 141 can be found here:

<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers-0>



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

DISCLAIMER:

"This practice abstract reflects only the author's view and the AgriLink project is not responsible for any use that may be made of the information it contains".



www.agrilink2020.eu

twitter.com/agrilink2020

pierre.labarthe@inrae.fr

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727577.

All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here:
<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>