

**G7 INTERNATIONAL FORUM FOR EMPOWERING WOMEN
AND YOUTH IN THE AGRICULTURE AND FOOD SYSTEMS**
“OPEN UP THE POSSIBILITIES OF AGRICULTURE BY EMPOWERING WOMEN AND YOUTH”

**ITALIAN MINISTRY
OF
AGRICULTURE FOOD AND FORESTRY POLICIES**




mipaaf
ministero delle
politiche agricole
alimentari e forestali

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FEMALE ENTREPRENEURSHIP

Official data from the last General Census in Agriculture
(Istat, 2010)

- in Italy about 487.000 women entrepreneur employed in agriculture;
 - 32% of all farmers;
 - a third of farms are run by women;
 - female entrepreneurship is a key element for agriculture.
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WOMEN ENTREPRENEURS RUN MULTIFUNCTIONAL FARMS:

- diversify their activities;
- new opportunities of income and employment;
- process and sale directly to the final buyer their own products;
- provide hospitality and fresh food to their guests;
- social farming activities.

(funds deriving from the Rural Development Policy and the EU Regulation 1305 of 2013)



MULTI-FUNCTIONALITY

Italian women entrepreneurs are able to implement quality experiences that make multi-functionality a key factor to increase their farm income, with a positive impact not only in the agricultural sector but also for local economy.



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Actions aiming at empowering women in agriculture:

- since 2001, the De@Terra Award is assigned to agricultural female entrepreneurs to give prominence and visibility to innovative women working in the agricultural sector.
- De@Terra Award is part of the Italian celebrations for World Rural Women's Day, which represents a real opportunity to get recognition and support for the multiple roles played by rural women.
- Two examples of the awarded entrepreneurs of the past years perfectly represent some of the positive aspects related to the multifunctional approach applied in the social context.



DE@TERRA AWARD

EXAMPLE N. 1

- The first entrepreneur, who lives in Northern Italy, started a project, called *Le Cascine-Lab*, which is implemented in cooperation with specialized centers. The project is addressed to dementia and Alzheimer sufferers and is intended to help these people to slow down the degenerative process of the illness and improve their well being through the activities proposed in the farm. The activities are accurately chosen according to the principles of the main Cognitive Stimulation Therapies.



DE@TERRA AWARD

EXAMPLE N. 2

- The second entrepreneur comes from Sicily, in Southern Italy. She has hosted in her farm children under 18 years old, either Italians or non EU. These children are mostly victims of abuses in their families. The project, named *Planting the future. The courage to care for others*, aims at helping these children through occupational therapy with the contribution of specialized personnel, in order to improve social inclusion and their job opportunities.



YOUNG FARMERS

Important issue:

AGING OF THE POPULATION EMPLOYED IN
AGRICULTURE.

- European Union the average of farms run by entrepreneurs under 40 is about 8%;
- In Italy the average of farms run by entrepreneurs under 40 is only 5%.



ACTIONS AIMING AT EMPOWERING YOUTH IN AGRICULTURE:

- In 2014, Italy has approved the action plan “Generazione Campolibero”.

Total amount invested - € 160 million:

- interest-free loans;
- funds to support the creation and strengthening of agri-food start-ups;
- funds to promote e support web marketing.



OTHER ACTIONS AIMING AT SUPPORTING YOUNG ENTREPRENEURS IN AGRICULTURE

- training courses;
- support to allow participation in national and international exhibitions;
- funding for applied research aimed at solving specific problems in collaboration with specialized research centers.



EUROPEAN UNION

(REG. EU No 1305/2013 ART. 19)

RURAL DEVELOPMENT POLICY

- Resources addressed to the generational renewal in agriculture:

Young farmers under 40 setting up for the first time in an agricultural holding receive a business start up aid after the submission of a business plan, compliant with the good agricultural and environmental condition.



FUNDINGS FOR YOUNG FARMERS

- For the programming period 2014/2020 has allocated about 450 million Euros of the European funds to the measure for young farmers starting up a new agricultural holding plus 450 million Euros of co-financed national resources up to about 900 million Euros.

Expectations:

- Through these measures about **20.000 young farmers** are expected to be able to start up new business in agriculture.



Thank you for your attention

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