



COOPERATION FOR DEVELOPMENT
OF NEW PRODUCTS, PROCESS
AND TECHNOLOGIES IN AGRICULTURE
FOOD AND FORESTRY.



Regione Umbria

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

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Head of Innovation and Research Dept
3A- Umbria Agro Food Technology Park



3A-PTA

3A - Parco Tecnologico Agroalimentare
dell'Umbria Soc. cons. a r.l.



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





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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. 3A-PTA is enrolled in the National Research Register (cod. 53555PYZ).



3A-PTA operates since 1998 as a **Certification Body** of products and management systems. 3A-PTA 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**





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<http://biodiversita.umbria.parco3a.org/>

BIODIVERSITA - Windows Internet Explorer

<http://biodiversita.umbria.parco3a.org/>

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BIODIVERSITA

Home | Normativa di riferimento | Didattica | Pubblicazioni | Registro Regionale | Eventi e news | Link utili | Contatti

LA BIODIVERSITÀ DI INTERESSE AGRARIO

LEGGE REGIONALE 25/2001
TUTELA DELLE
RISORSE GENETICHE
AUTOCTONE DI
INTERESSE AGRARIO

3A-PTA FONDO EUROPEO AGRICOLO PER LO SVILUPPO RURALE L'EUROPA INVESTE NELLE ZONE RURALI Regione Umbria

PROGRAMMA DI SVILUPPO RURALE PER L'UMBRIA 2007-2013 MISURA 214, AZIONE 1 - AGROBIODIVERSITÀ

Biodiversità

La perdita di biodiversità in agricoltura (erosione genetica) è un fenomeno che, pur attivo dal momento in cui l'uomo domestico per la prima volta piante ed animali, ha conosciuto un'accelerazione esponenziale a partire dalla metà del secolo scorso, con la progressiva industrializzazione del modello agricolo e la conseguente semplificazione degli agroecosistemi

LEGGI

Internet | Modalità protetta: disattivata

8:34



CONTEXT

Umbria - the green heart of Italy



	Umbria	Italy
Total Agricultural Area:	536.676 ha (3,1 %)	17.081.099 ha
Utilized Agricultural Area:	326.877 ha (2,5 %)	12.856.048 ha
Mountain Area:	29,5% of the surface	
N. of farms:	36.244 (2,2%)	1.620.884
Average Farm size:	9,2 ha	Umbria surface: 845.600 ha
Farms with UAA from 1 to 5 ha:	42,3%	
Farms with UAA from 5 to 10 ha:	14,6%	
Farms with UAA from 10 to 20 ha:	9,3%	
Farms with UAA from 20 to 50 ha:	6%	





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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 €



3A-PTA



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 were 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 suitable 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



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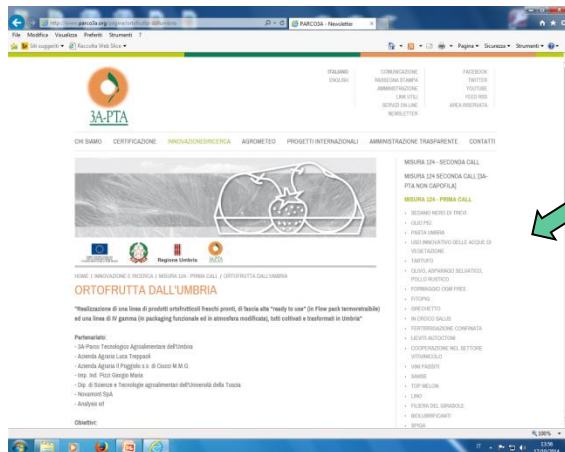
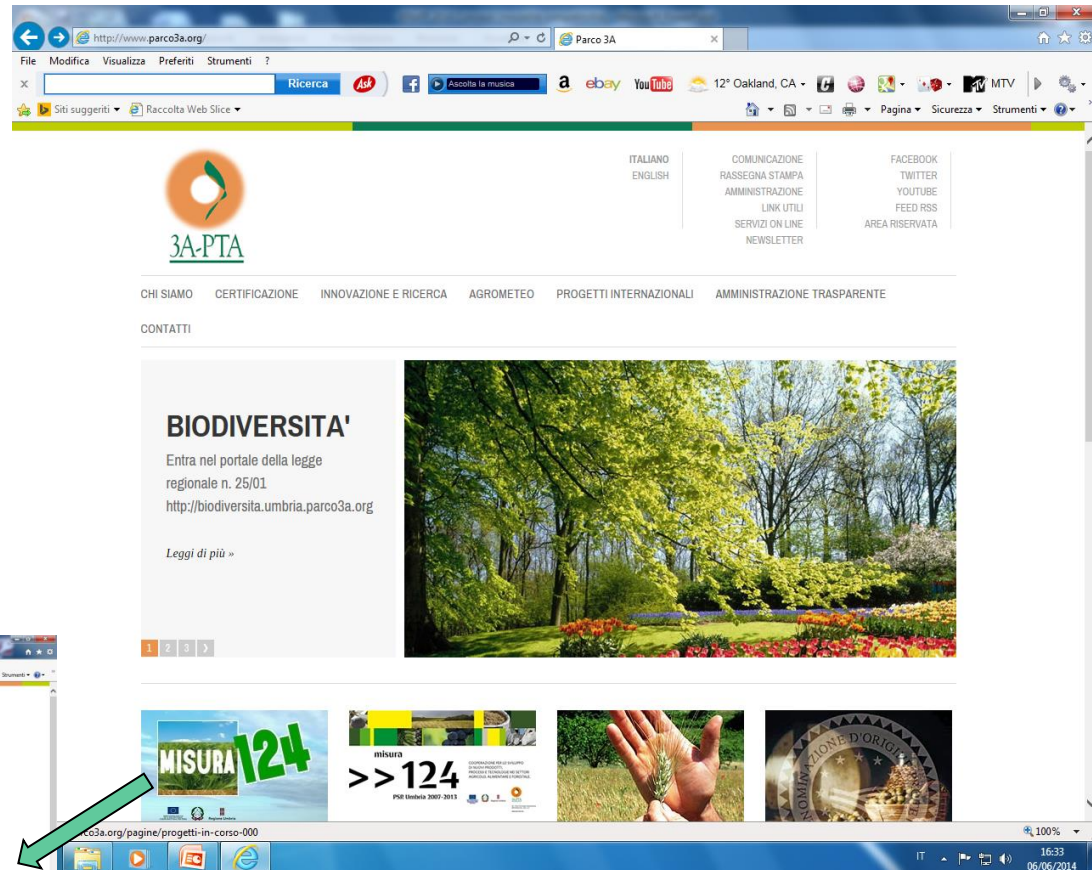


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Results Dissemination

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

www.parco3a.org



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



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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.





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Thanks for your attention

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