

Landcare Europe Workshop

Local & suburban food production in & outside Natura 2000 areas – direct marketing from farm to fork



Dates: 27-29 April 2022

Location: Italy – Milan, Parco de Ticino & region

Venue: [Cascina Nascosta](#) at Parco de Sempione - Milan centre
With a field trip to *Parco Ticino* and *La Cascinazza* (1 hour to the West of Milan)

This workshop is part of a workshop series organised by "Landcare Europe", a network that aims to foster knowledge exchange between European Landcare associations and others on key factors for successful cooperative nature conservation. The workshops provide the opportunity to share experiences between participants, local farmers, decision makers, experts and project managers Landcare associations work with.

This first workshop on "promoting local, added-value products & label development in Natura 2000 areas and beyond" will be convened in the "hidden farmhouse" ([Cascina Nascosta](#)) in the Sempione Park, centrally located in Milano. The venue has a conference room and restaurant offering fresh regional/local, organic products. [Legambiente Lombardia](#) – a Landcare Europe member and workshop host – manages this venue in partnership with farmers' associations (confederations) of the Lombardy region, aiming to establish a market in central Milan for farmers to sell their produce and promoting "Km 0" products.

On day 1 participants will present and discuss the following core topics from a scientific, political and practical perspective, illustrated by best practices on-the-ground:

Topics to be addressed in this workshop:

- Promoting local, added-value products in Natura 2000 areas (and beyond)
- Consumer-oriented production of local, high-quality products, direct marketing from farm-to-fork
- Label development (branding) of local/regional products, particularly from Natura 2000 sites
- Sustainable management practices in Natura 2000 areas and beyond
- Linking nature restoration and sustainable farming
- LIFE projects complementing the implementation of biodiversity measures in CAP national strategic plans (SP)
- Agri-environmental measures in the Common Agricultural Policy (CAP) national strategic plans and beyond for more biodiversity
- Land stewardship approaches
- Sustainable water and soil management



Lombardia region in Italy

Map: www.reterurale.it

In addition to the formal sessions on day 1, the workshop includes a field visit on day 2 to *Parco Lombardo della Valle del Ticino* ([Parco Ticino](#)) and to *La Cascinazza* as well as a roundtable discussion on the last day how EU policies and in particular, CAP measures can support Landcare activities, such as local/regional product development in & outside Natura 2000 areas and direct marketing

About the field visit sites

Parco del Ticino was founded in 1974 and is situated in the Ticino Valley. It is the oldest regional park in Italy and a UNESCO Biosphere Reserve since 2002 and belonging to the Natura 2000 network since 2013. The park has been cooperating with farmers from the region on marketing their products with a label from the park that ensures that the farmer adheres to ecological standards and implements measures to improve and preserve regional biodiversity. Parco de Ticino established a strong relationship with several local farmers in order to valorise the local landscape and to promote their territory.



La Cassinazza is part of a close-by nature-inclusive farming area consisting of 7 farms and covering an area of about 1,500 hectares, rich in wooded areas, wetlands and cultivated land. The area is of great historical and cultural interest and one of the first agricultural lands successfully financed through the EU Common Agricultural Policy (CAP), which produces rice in a sustainable manner alongside nature conservation activities. In the last twenty years, trees have been planted and wetlands recreated resulting in repopulation with wildlife and a return of diverse flora and fauna in the area. The demonstrates how well managed agricultural production and environmental protection, even restoration, can be achieved in an integrated way.

About Landcare Europe

Landcare Europe is a network fostering biodiversity, resilient ecosystems and quality of life in natural and man-made landscapes in cooperation with farmers and conservationists.

We promote land management in Natura 2000 areas and beyond that sustains or regenerates healthy soils, clean water and air, stable habitats, rich biodiversity and diverse landscapes in Europe and helps to mitigate climate change.

We foster a more nature-inclusive agricultural system providing healthy food and other public goods and ecosystem services, which improve the quality of life for people and other living beings.

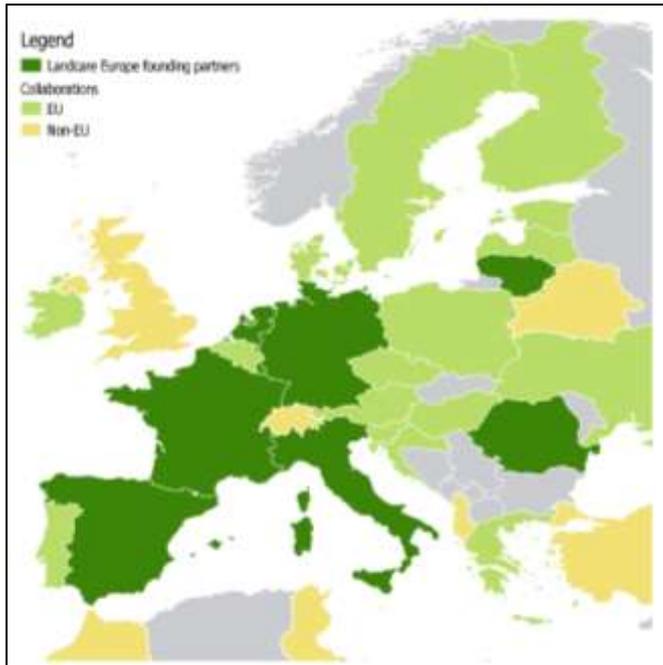
We work in a cooperative approach with land users, farmers, local communities, nature conservation organisations, political authorities and decision-makers to preserve and restore biodiversity and resilience in our European landscapes in a contemporary, innovative and sustainable manner.

We offer competent advice and knowledge exchange on all aspects of preserving landscapes in Europe. We bring together expertise from agriculture and forestry, nature conservation and politics, network the stakeholders. We support our members by representing and promoting their interests and experiences at national and European level.

How does the network "Landcare Europe" work?

- ✓ The network is open to all non-governmental (NGOs) & non-profit organisations who can identify with the vision & mission.
- ✓ Members shall be represented by the network while remaining independent in their activities.
- ✓ Membership is voluntary and reversible.
- ✓ Landcare Europe is the cooperative link between nature conservation, agriculture and communities.

Landcare Europe network partners (April 2022):



Deutscher Verband für Landschaftspflege e.V. (DVL), Germany

Agri-Cultura-Natura Transylvanicae Association (ACNT), Romania



Baltic Environmental Forum (BEF), Lithuania

BoerenNatuur, Netherlands



Fédération Conservatoires d'Espaces Naturels (FCEN), France



Legambiente Lombardia, Italy



SICONA-Sud-Ouest, Luxembourg

Trashumancia y Naturaleza, Spain



Objectives of “Landcare Europe”

1. Exchanging key factors for successful cooperative nature conservation with European partners
2. Engaging farmers in biodiversity-friendly land management
3. Sharing practical experiences & importance of Landcare activities with EU bodies to foster (financial) support for Landcare at national & EU level
4. Supporting implementation of EU policies & strategies (e.g. CAP)
5. Anchoring the protection of common goods and regenerative land use in all areas of society
6. Recommending agri-environmental measures to achieve national and EU biodiversity and conservation targets

Working areas of Landcare organisations

- Promoting local, added-value products & label development in & outside Natura 2000 and other protected areas
- Fostering direct marketing from farm to fork
- Supporting farmers & land users with innovative approaches that promote species protection & habitat restoration
- Testing & upscaling good-practice-based payment schemes
- Supporting farmers in managing large carnivores in rural areas for better human-wildlife coexistence
- Incorporating modern approaches in traditional farming & finding new income sources for traditional land use
- Promoting better water & soil management
- Elaborating measures to improve ecosystem services, biodiversity & yield in intensively managed (traditional) agricultural landscapes & agroforestry systems
- bringing together farmers, land users, political decision makers, environmentalists & communities
- Supporting & advising farmers on agri-environmental measures & funding options
- Raising awareness on importance of farming for biodiversity & ecosystem services

Agenda

Landcare Europe Workshop

Local & suburban food production in & outside Natura 2000 areas – direct marketing from farm to fork

27 – 29 April 2022

Milano (Italy)

Day 1 (Wed, 27 April 2022) – Presentations & networking

Venue: [Cascina Nascosta](#) Parco Sempione (centre of Milan)

13:00 Welcome coffee & snacks (networking)

- 14:00 Official start of workshop & opening address by European Commission (EC)
- 14:15 Short presentation of Landcare Europe - Sylvie Rockel, DVL, Landcare Germany
- 14:30 Presentations on local food production, direct marketing & agricultural heritage
 - Globally important agricultural heritage systems – Prof. Mauro Agnoletti, UNESCO chair of Agricultural Heritage Landscapes, University Firenze, Italy
 - Administrative challenges in direct marketing – Legambiente Lombardia, Italy

16:00 Coffee break & networking (30 min)

- 16:30 Best practices on product development & direct marketing of Natura 2000 products
 - Natura 2000 logo in agricultural product development - Lucía Iglesias Blanco, Nature Conservation Unit, European Commission
 - Creation of the regional brand "Juradistl" in Natura 2000 sites as income source – Werner Thumann, regional Landcare association (LPV) Neumarkt in der Oberpfalz, Germany
 - Direct marketing from farm to local day care – Claire Wolff, SICONA, Luxembourg
 - Supporting local cattle breeders in Natura 2000 grassland management and direct marketing – Oliviero Spinelli, Comunita Ambiente
 - Short presentation of relevant LIFE projects in Italy

18:30 End of day 1 & dinner at *Cascina Nascosta* (local restaurant at venue)

Day 2 (Thu, 28 April 2022) – Field trip to demonstration sites

- 8:00 Departure to *La Cascinazza, Giussago*
- 9:30 Tour around *La Cassinazza* site & discussion with owner (Francesco Natta) incl. coffee break

12:30 Lunch at *Cascina Darsena* (La Cascinazza)

- 14:00 Departure to *Parco de Ticino*
- 14:30 Presentation of projects at the park & discussion with park authority
- 17:30 Departure back to Milano

19:00 Dinner & socialising at *Cascina Nascosta*

Day 3 (Fri, 29 April 2022) – Best practices

Venue: [Cascina Nascosta](#) Parco Sempione (centre of Milan)

- 9:00 Roundtable discussion on how CAP measures can support Landcare activities, such as local/regional product development in & outside Natura 2000 areas and direct marketing

11:30 Coffee break & networking

- 12:00 Conclusions & recommendations

13:00 End of workshop & lunch (optional)