

ENHANCING LINKAGES BETWEEN TOURISM AND THE SUSTAINABLE AGRICULTURE

E-Magazine

EDITORIAL.....	1
FARMELLANEOUS.....	4
BEST PRACTICES.....	6
FARMATORY.....	22
NEWS&EVENTS.....	26

Editorial Board

Editor

Marco Marzano de Marinis

Editorial Team

Alessandra Giuliani
Luisa Volpe
Valentina Gasbarri

Subscribe to

the monthly F@rmlletter
by sending an e-mail to
info@wfo-oma.org

World Farmers' Organisation

via del Tritone, 102
00187 Roma

TEL +39 06 42 74 11 58
MAIL info@wfo-oma.org
WEB www.wfo-oma.org



THE INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT 2017: POSITIONING TOURISM IN THE AGENDA 2030

Taleb Rifai

SECRETARY GENERAL, WORLD
TOURISM ORGANIZATION
(UNWTO), SPAIN



W

e have just begun 2017, one of the most important years in UNWTO's 40-year history.

The launch of the International Year of Sustainable Tourism for Development 2017 represents one of the greatest achievements of the

Organization but also gives us a high level of responsibility.

During the last decade, our Organization has prioritized working to position tourism in the development agenda and to raise awareness of the potential of the sector to lead economic growth, social inclusion and cultural and environmental preservation. We knew that a new consensus on goals, targets and indicators, the so-called post-2015 Agenda, was in process. And we were sure that tourism had to be present in that new international agreement.

UNWTO can say now to its nearly 160 Member States and 500 Affiliate Members that we have succeeded. Tourism is mentioned in three of the 17 Sustainable Development Goals (SDGs) – Goals 8, 12 and 14 – and its potential is recognized by national administrations, international organizations and civil society. Moreover, with its cross-cutting nature tourism can indeed contribute to all the 17 Goals – from poverty elimination to gender equality and the fight against climate change.

However, challenges remain to ensure that tourism is a right that can be enjoyed by all, to promote gender equality in tourism employment, to fight climate change and ensure respect for host communities.

We need to better measure and minimize the possible negative impact of tourism on local communities, and on the preservation of nature and of heritage. The International Year arises at the perfect time for us to redouble our efforts to these ends.

Taleb D. Rifai is Secretary-General of the World Tourism Organization (UNWTO) based in Madrid, Spain. He holds this position since 1 January 2010. He was unanimously elected at the 18th session of UNWTO General Assembly (October 2009), following the recommendation of the UNWTO Executive Council made in May 2009.

From January 2003 to February 2006, Mr. Rifai was the Assistant Director-General of the International Labour Organization (ILO).

Prior to this appointment, Mr. Rifai served in several ministerial portfolios in the Government of Jordan as Minister of Tourism and Antiquities; Minister of Information; and, Minister of Planning and International Cooperation.

From 1997 to 2000, he was Chief Executive Officer (CEO) of the Jordan Cement Company, one of the largest public shareholding companies in Jordan; and directed the first large-scale privatization and restructuring scheme in Jordan.

Mr. Rifai began his career as Professor of Architecture, Planning and Urban Design at the University of Jordan from 1973-1993. He received his Ph.D. in Urban Design and Regional Planning from the University of Pennsylvania, Philadelphia – USA (1983); and a MSc. in Engineering and Architecture from the Illinois Institute of Technology (IIT), Chicago – USA (1979). He also attained a B.Sc. in Architectural Engineering from the University of Cairo in 1973.

Mr. Rifai is a Jordanian national born in 1949. He is married and has five children.

For UNWTO and the international community, tourism is a right for all. Back in 1950, only 25 million people were travelling internationally. Today we have nearly reached the figure of 1200 million and in the year 2030 we will register around 1800 million international tourist arrivals, equivalent to 20% of the world population. We live in the 'Era of Travel' in which we have incorporated tourism into our existence. The more we travel, the more cultivated, open minded and sensitized about our environment we become.

But the increase in the number of people travelling does not have to lead to the inaccurately termed 'congestion of destinations'. Destination management tools allow us to

combat seasonality, secure authenticity and promote diversification of the tourism offer.

In brief, these are some of the major challenges that we need to continue working to solve through higher levels of multi-stakeholder cooperation. The International Year of Sustainable Tourism for Development 2017 is the perfect roadmap with which to articulate our efforts in the coming years and to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental.

Join us in celebrating the International Year and working to build a more sustainable tourism sector.

TOURISM AND THE SDGs

The 70th Session of the UN General Assembly gathered a record 154 Heads of State and Government at the UN Sustainable Development Summit in New York to formally adopt the 2030 Agenda for Sustainable Development, along with the 17 Sustainable Development Goals (SDGs), a universal plan of action for the planet and all people that calls on all stakeholders to act in collaborative partnerships. Among the SDGs, tourism is featured a target in Goals 8, Goal 12 and 14:

Goal 8 is for the promotion of "sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all". Tourism's contribution to job creation is recognized in Target 8.9 that states, "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

Goal 12, which aims to "ensure sustainable consumption and production patterns", includes as Target 12.b to "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products".

Goal 14, which mandates to "Conserve and sustainably use the oceans, seas and marine resources for sustainable development", states as target 14.7, "By 2030, increase the economic benefits of SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism".

UNWTO is committed to support the sector in advancing its contribution to the SDGs through technical assistance and capacity-building initiatives, while working with governments, public and private partners, development banks, international and regional institutions, UN agencies and international organizations.



TOURISM IN NUMBERS

In 2015, international tourism marked an impressive six consecutive years of above average growth in terms of international tourist arrivals, with a record total of 1,184 million tourists travelling the world.

This reflects a 4% growth or an increase of 50 million tourists that travelled to an international destination during the year. Growth was bolstered by the strong performances of Europe, the Americas and Asia and the Pacific, all of which grew 5% during the year.

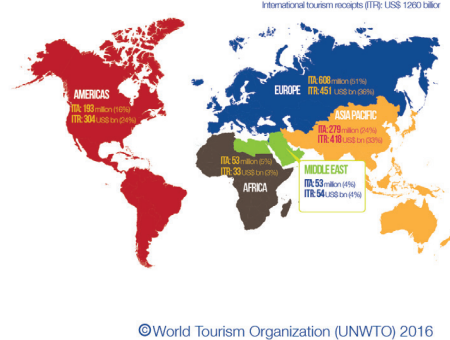
INTERNATIONAL TOURIST ARRIVALS 2015

Share (%)



INTERNATIONAL TOURISM 2015

International tourist arrivals (ITA): 1,186 million
International tourism receipts (ITR): US\$ 1,200 billion



©World Tourism Organization (UNWTO) 2016

PROSPECTS FOR 2016 REMAIN POSITIVE, WITH INTERNATIONAL TOURIST ARRIVALS EXPECTED TO GROW BY 4% WORLDWIDE.

2015 - International tourism's sixth straight year of growth with a record 1.2 billion tourists. International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, marking the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year since the post-crisis year of 2010. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014. Demand remained strong overall, though with mixed results across individual destinations due to strong exchange rate fluctuations, increased safety and security concerns, and the drop in oil prices and other commodities, which increased disposable income in importing countries but weakened demand in exporters.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded approximately 5% growth in 2015. Arrivals in the Middle East increased by 3% while data in Africa, albeit limited, pointed to an estimated 3% decrease largely due to weak results in North Africa, which accounts for over one third of arrivals in the region.

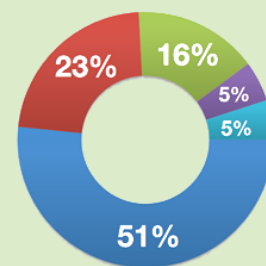
RESULTS BY REGION

Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year's decrease in arrivals. Northern Europe (+7%) and Southern Mediterranean Europe (+5%) also recorded sound results while Western Europe (+3%) was below average.

Asia and the Pacific (+5%) recorded 14 million more international tourist arrivals last year to reach 278 million, with uneven results across destinations. Oceania (+7%) and South-East Asia (+6%) led growth, while South Asia and North-East Asia recorded an increase of 4%.

International tourist arrivals in the Americas (+5%) grew 10 million to reach 192 million, consolidating the strong results of 2014. The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both of which recorded 7% growth. Results in South America (+5%) and North America (+4%) were close to the average.

International tourist arrivals 2015



- Europe - 609 million
- Asia & the Pacific - 278 million
- Americas - 191 million
- Africa - 53 million
- Middle East - 54 million

International tourist arrivals in the Middle East grew by an estimated 3% to a total of 54 million, consolidating the recovery initiated in 2014.

Limited available data for Africa points to a 3% decrease in international arrivals, reaching a total of 53 million.

Arrivals declined in North Africa by 8% while Sub-Saharan Africa saw zero growth, though the latter returned to positive growth in the second half of the year. (Results for both Africa and the Middle East should be read with caution as it is based on limited available data).

SOURCE:

http://cf.cdn.unwto.org/sites/all/files/pdf/annual_report_2015_lr.pdf

“A-grow-Tourism”: FEEDING THE APPETITE FOR AUTHENTIC EXPERIENCES

Jhannel Tomlinson

YPARD JAMAICA COUNTRY REPRESENTATIVE AND
FARMING FIRST SUPPORTER

For the tourist hoping to experience authentic local cuisine on one of our famous golden beaches, they may be disappointed to know that only a small fraction of food in our hotels is provided by local farmers and fishermen, with the majority being imported from areas outside the Caribbean basin. Unfortunately, inconsistencies in quality and quantity of produce, natural disasters and limited access to inputs mean that our farmers are unable to meet the aggressive demands of the sector. However, despite these challenges, there is a way for farmers and foreigners to take advantage of the fruits of our lands. Agro-tourism, a niche but growing market within the tourism industry, offers tourists an authentic experience embedded in local food and culture and combines “rural aesthetics” with agricultural production into a dynamic tourist package. It gives the traveller the opportunity to delve into environmental, cultural and agricultural activities. And, often nestled in verdant areas of low commercial development, the farmer can also create revenue. This seeding of the linkages between agriculture and tourism can be an opportunity for farmers who have been “left behind” to utilise their livelihoods to the benefit of themselves and their communities.

Strengthening the link: Tourism and agriculture

Nutrition, health and wellness are among global trends that have spurred the growth of agro-tourism, and the Caribbean is especially poised to take advantage of these benefits, given its climate produces a continuous growing season. It makes it easier for visitors to witness the movement of produce from “farm to fork”. For example, the Belmont Estate, in Grenada is a fair-trade certified business which offers a tour of the plantation where visitors are able to witness chocolate production. Woodford Market Garden, a small organic farm in the Blue Mountains of Jamaica, also provides a guided tour of its plant nurseries, open field plots and edible garden. In realizing this potential, policymakers across the Caribbean have formulated a regional strategy which seeks to provide the visions, goals and targets necessary to capitalize on the opportunities available to both tourism and agriculture. As a result, many institutions have been able to provide unique services to their guests effectively and have

further been able to maintain successful and sustainable business models.

Yet despite these accomplishments, there is a specific group that represents an even greater opportunity for growing sustainable agriculture: youth.

The role of youth in ‘A-grow-tourism’

As in many parts of the world, the number of young people considering a future in agriculture sadly remains low, with many put off by the high risks and low levels of investment. Nevertheless, there are several worthwhile initiatives to help young people enter agriculture. The Caribbean Agriculture Forum for Youth (CAFY), the FAO/FIDA-Youth Caribe, the 4H Initiative, YPARD Country Chapters and IICA’s Virtual Business Incubator and Resource Hub for Caribbean Youth are among the programs and platforms that provide information and knowledge to young farmers and agropreneurs across the Caribbean on the essential steps to becoming involved in and creating agriculture-based businesses.

And young people have a crucial role to play in helping to build the growing agro-tourism industry. With the majority of the world’s food being produced by ageing smallholder farmers, the next generation are more likely to adopt new, innovative ideas that have the potential to attract touristic interest and investment. Technology is one of the greatest tools of youths and Tech4Agri, a youth driven online media startup based in Trinidad and Tobago, is a testament to this. The platform helps realise the multitude of technological applications in agriculture and supports the development of young agropreneurs by providing an interesting and innovative agri-information service. Young agropreneurs could also develop similar platforms to promote agro-tourism, utilizing the internet for activities such as video blogs showcasing testimonials, meal preparations and on-farm activities, which can then be the basis for their marketing strategies.

The youth of the Caribbean is also perfectly placed to capitalize on the beauty and tranquility associated with agro-tourism, showcasing their talents in creating natural, organic,

“ The Caribbean might be most often portrayed as an idyllic tropical paradise of sun, sea and sand, but the region is also ripe for culinary exploration.

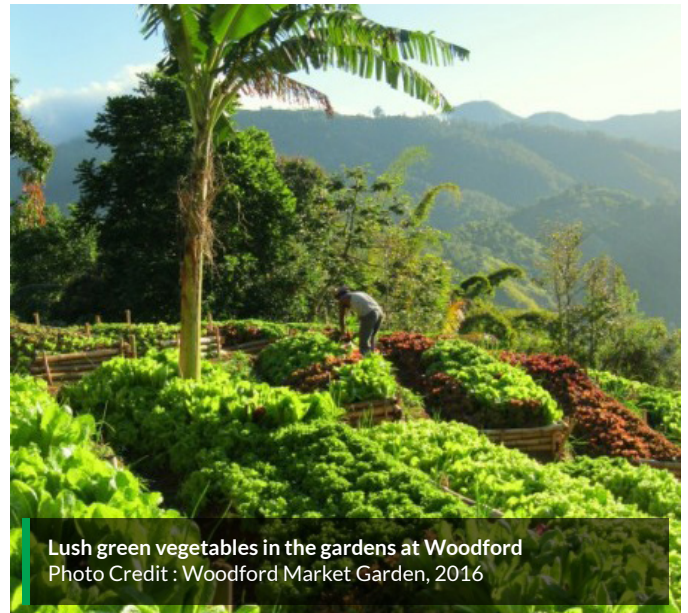
While many of the tantalising tastes of our distinctly spicy yet exquisite dishes now rely on imported ingredients, agro-tourism offers a creative way to engage with and invest in agriculture, especially for young farmers.

beauty treatments from the “fountain of youth”. Yaphene, a gourmet boutique based in St. Kitts, makes organic hair and skin care products using natural butters, oils, dried and fresh herbs and its vision is to become the island’s premier natural beauty product producer. Ibis Beauty Box is another modern, natural botanical skincare line that embodies the rich heritage of the Caribbean. Its inspiration stems from the indigenous and local Caribbean flora and the urge to create an extraordinary natural, organic and lifestyle brand.

While technology and beauty are important factors to consider, guests are often most intrigued by the delicious dishes that form the gastronomic component of agro-tourism. Taste of Eden, a business located in Paix Bouche, a village in Dominica, produces green seasonings and herbal tea bags. Tahomey Chocolate Company based in Haiti provides ongoing income for an estimated 50 people, and Dada B’s, a Jamaican based business in value-added agricultural products is seeking to become one of the Caribbean’s largest agricultural producers and food manufacturers (Caribbean 360, 2016). All three businesses are currently owned by young agropreneurs who stand to benefit from tourists’ desire to experience food being moved along the chain from the farm to final packaging. Chefs for Development, an effort being spearheaded by IICA and CTA further seeks take advantage of this by training young local chefs in both using and promoting local ingredients to prepare high quality dishes. Given such start-ups, it is evident that not all youth across the Caribbean have given up on agriculture; many are putting their time and effort into realizing their dreams. For the unconverted youth however, it is important to promote a change in the way agriculture is currently being perceived by increasing the awareness of different subsectors such as agrotourism and the opportunities that these markets hold for the youth.

While sensitization and improving awareness of opportunities are critical, targeted training will also prove useful in building skills in the sub-areas related to agriculture. Such training may encourage the youth to be more involved as it helps to view agriculture as more than just a mere farm but as a viable business. For these businesses to be able to materialize, governments should invest in their young agropreneurs by producing incentives, low interest loans and startup capital to these young business enthusiasts. Paolo Silveri, IFAD’s Country Programme Manager responsible for the design of the FAO/FIDA-Youth Caribe programme, said: “With youth unemployment rates that are among the highest in the world, reinventing the role of Caribbean youth in agriculture is critical both for the region’s future and, more importantly, for young women and men themselves.”(FAO, 2015).

Agrotourism could well hold the greatest potential to increase the involvement of the youth in agriculture, opening up innovative and creative opportunities to build successful and sustainable businesses. Where there is a supportive environment, the youth will be able to find groundbreaking ways to create a future for themselves while contributing to the overall well-being of their communities.



Lush green vegetables in the gardens at Woodford
Photo Credit : Woodford Market Garden, 2016



Soaps, oils and lotions from the Yaphene line
Photo Credit: Yaphene n Flauriel Foods, 2016

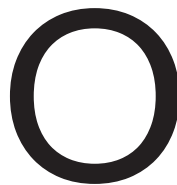


Fermented beans on display during the chocolate tour at Belmont Estate
Photo Credit : IICA/CTA, 2015

Farmhouse “La Campana”: A GROUP OF FAMILIES, THREE GENERATIONS, AND THE RECOVERY OF THE LAND



Dott. Alessandro Butta
CO-OWNER, AGRITURISM
LA CAMPANA, CIA



Our 20,000 Italian agri-tourism operators, from the first framework legislation on agri-tourism (dating back to 1985), have made miracles, revitalizing historic places, telling the story as well as the

tastes of those places located in the rural areas of Italy. They have also contributing to advancing the themes of farming culture, the authenticity, identity and belonging to the lands and the generational renewal in the agricultural sector.

Their stubbornness, courage, passion and work, have sparked a real positive revolution for the agricultural environment, food consumers and employment sector. In addition to classic goods and services, such as hospitality, catering, tasting and the sale of quality agricultural products, the farmhouses now offer goods and services that are finally recognized by the community. These include: educating on Italy's rurality (also coming out of the context of just addressing to schools, since this heritage of culture needs to be made available to all), environmental protection with nature and landscape management, biodiversity conservation, soil protection, fire prevention, and also on a social level, with the inclusion of the disabled, ex-convicts, and former drug addicts.

A peculiar tourism system has been created, which is capable to transmit the values of agriculture and nature for all, promoting and enhancing the sustainable and natural holiday.

We propose a virtuous example of a farm in the Marche region (center-Italy), which is associated with the CIA-Italian Farmers (Italian Farmers Confederation). Perhaps only the farm is capable to achieve a great part of what the man is really looking for.

After many years and experiences, it has become very difficult to give one definition to the farmhouse “La Campana”. Many things have changed since the early 80s, but now, as then, we are a community of life, born and raised on sharing and solidarity.

A group of families, the majority composed of young people and children, decided that urban life in Milan was no longer suited to their hopes, and moved to the Marche region, specifically in Montefiore dell’Aso (AP), where they gave life to an agricultural cooperative, back then the only legal form that resembled the life we dreamed of together.

Many things have changed: the land has improved and starts to give its desired fruits, livestock and production of preserves take shape, as well as the farmhouse, the research in agriculture, the natural colors, the sheep, the photovoltaic systems, and renewable energy. At every step, new findings are made together with new collaborations and new ideas.

We all live together, in the houses that we found ruined but that we restored, trying to respect the architecture and the initial material. They are the beautiful houses that you see when arriving at “La Campana” and some of them are dedicated to the farmhouse. They are located in the middle of the fields that we cultivate using environmentally friendly agriculture. It is in these fields that most part of our activity takes place, and each component plays a role. Although, over the years, these roles are often changed to follow the needs of the community: who writes has first cultivated flowers, then vegetables, then was a carpenter, a cheesemaker, and a natural dyer.

This last activity was born from the collaboration, since 1995, with Assam (Agency of Agribusiness Sector Services of the Marche Region) and the CIA – Italian Farmers Marche. We have recovered an ancient knowledge, lost many years ago, and we brought it back in the condition of being used also with innovative techniques. Our main color is indigo: we cultivate the plants that we have selected from wild strains, we

work the leaves and obtain a pure pigment, that is destined for dyeing our yarns and for exporting. But the range of natural colors that the Marche offers is vast and over the years we have become capable of applying them to any natural fiber.

For years we have bred sheep, with the assistance of the University of Camerino, crossbreeding the Sopravissana with the Merinos species, and obtaining a hybrid with a wool that can compete with the world's best wool. This work is over, and our sheep are now producing good wool in Abruzzo, allowing us to have the raw material for our products. A consortium known as Arianne arose between those who took part, universities and manufacturers, to coordinate the branches of the chain, made up of farmers, ranchers, dyers, spinners, manufacturers and merchants, and others who are part of the complicated world of natural fibers.

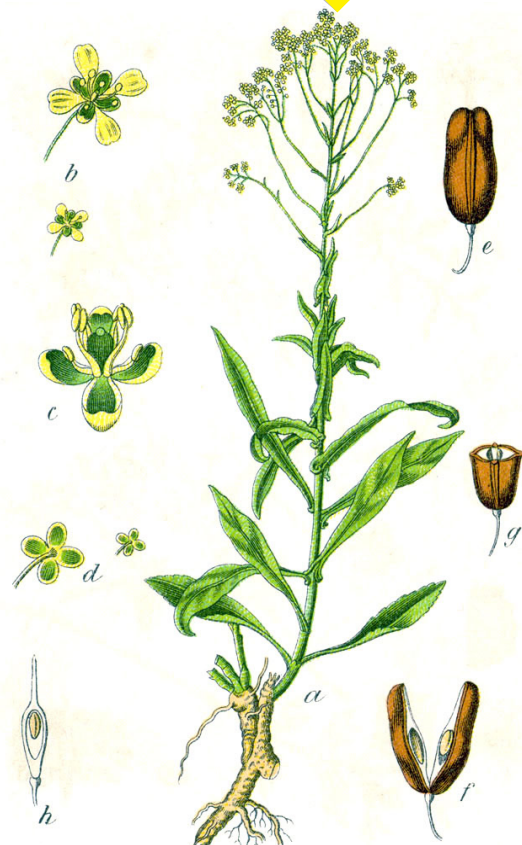
Just the way we are a sharing community, so are the sectors of "La Campana", which are integrated with one another to "collaborate".

Agriculture produces for the preserves sector, which sustains the farmhouse, and is the main economic driver for the agricultural products such as oil, wine, vegetables and meat to be served at the table; the energies used are of domestic production; water is handled, saved and reused; even what seems to be waste, is composted and reused. This "cross" sector has grown over the years and allows us considerable autonomy to what is coming from outside the farm, which is still of local or regional production (our pride). Food, energy, water, craft textiles, culture and health, to name a few, are produced on the farm.

We are committed to:

- reduce our dependency on fossil fuels, in favor of renewables, using: a small field with two photovoltaic solar modules for heating and hot water production; a pellet boiler that powers a small tele-heating system.
- practicing primary production and processing with the least possible environmental impact: we follow the principles of low environmental impact. We constantly grow at least 50% of our fields with perennial plants that improve soil fertility. We graze our sheep in 5 hectares of permanent pasture, during the time spent in the stable; we only feed them with fodder produced in our land. In order to avoid the use of GMOs we have eliminated soy and maize from the ration.

Agri-tourism is the sector that benefits the most from this integration: a good part of the farm products are traded with this vehicle: we are increasing the orchards to have more fruit to be processed, to meet the request of jams and fruit juices. The integrated multifunctional farm, that appears to be a recent discovery, where agricultural culture is the prominent element, is nothing more than the new vision of the old farm; this is perceived by our customers, who see in us the realization of their dream. The tranquility and peace of the countryside mean that these eighteenth-century houses are among the most suitable places to relax and regain dialogue within yourself. Hence the proposal of music listening activities, reading and writing.



Food Culture and Food Heritage

The cuisine is based on products produced on the farm and locally, ingredients that our cooks know how to combine with imagination and experience, to give delicious and genuine dishes with respect to the season.

All of this is supported by a strong research sector, which has always been committed to bringing in new business areas and new partnerships: with universities in the Marche, with those in all of Italy and also abroad. For everything that we face, we try to recover the best. Even though, at the beginning, it does not seem to have any economic relevance. The most important thing is that the majority of the processes are carried out in the farm, so that whoever is involved in such processes, recognizes the moral value of what they are doing.

The Guado plant, of which we did not know the existence at the beginning of the research, is an example of this philosophy at the farmhouse "La Campana". From the few seeds that arrived from the botanical gardens, we rebuilt the extraction system, details of which seemed lost. We have also built an agricultural extraction system and increased the initial cultivation surfaces, in order to have an economic impact.

Together with the Universities of Pisa and Ancona, agricultural and genetic research have been conducted. We have also participated in European research projects.

Meanwhile, we have refined agricultural and extraction techniques with innovative processes, in order to dye all natural fibers, wool, hemp and silk. We dye our fibers with our colors, which we use to produce hand-made garments, mainly in wool and silk.

We do not have everything. We would like to produce our own silk, as part of the Italian tradition. We are starting now: during these days we will plant the first mulberry trees, and it will be the beginning of a long journey with everything to rebuild from scratch, in our style of sharing: scientific contacts, collaborators, enthusiastic breeders, nurserymen and museums. This proposal seems to be ripe to be initiated, given the great interest it has aroused.

But from everything that we have achieved so far, which has made us a successful farm, and will still continue to do, the most important part is that we have succeeded in ensuring a good quality of life, environmental protection and culture to those who chose to be with us.



AGRI-TOURISM IN GERMANY EN VOGUE

Schmieg Franziska
DEUTSCHER
BAUERNVERBAND
E. V. (DBV), GERMANY

A

grotourism offers an additional economic advantage for 10,000 agricultural enterprises. In the past five years, the number of providing on-farm tourism has gone down to 50%, while the number of beds remained stable with 130,000. The farms grow

in their accommodation capacities and offer now 20 beds and more in their apartments and holiday homes. The trend in German agrotourism market goes into the direction of high-quality accommodation; therefore, a star classification was introduced to proof the quality. Many holiday companies specialize in special offers. There are children farms, horse farms, wineries, health farms and much more.

The Agriturismo “Katthusen” of Family Mushardt in Cuxhaven at the North Sea is a good example: <http://www.mushardt.net/>

The Agriturismo offers 40 beds in holiday homes and also mobile homes. The guests are offered numerous farm experiences, such as pony rides, playing in hay stacks and tractor driving. But also dayguests are welcome; each year around 3,500 guests want to experience country life just for a few hours or for a day. For local school classes and kindergartens a special program is offered, e.g. “From grain to bread” or “How do our farmers live?”. There are also special offers for adults, such as “Kneipp and herbs” or “outdoor cooking”.

“With our agrotourism, I can reach people who are interested in our work on the farm and in agricultural production. As a food producer we can be in direct contact with the consumer. Our guests can experience our daily work, they can even help us. They can ask questions and they experience the problems we have to deal with. We can inform our guests directly and objectively and provide insight into our production processes. The positive experiences and the direct exchange with the agricultural family lead to greater understanding and confidence in agriculture”, says Ute Mushardt, provider of agrotourism. As fewer and fewer people in Germany are familiar with the processes of today’s agriculture or are in regular contact with farmers, this dialogue with the consumer is irreplaceable.

Many guests are interested in the history of the farm, the agricultural production processes and, of course, modern technologies. “Watching a large tractor or combine harvester, or even driving along, is a special experience for all big and small guests.” In addition, it is the farmer’s animals and their own or regional products that interest guests.

The providers of on-farm tourism have been reporting increasing numbers of overnight stays for years. On average the holiday farms are booked on 160 days a year. Accordingly, 92 per cent of the farms which are organized in the Federal Working Committee for Farm Holidays and Rural Tourism in Germany state that they are very satisfied with the economic development of the tourist industry in the last 5 years.



3.5 million Germans spend their holidays on a farm each year. The holidaymakers appreciate the proximity to nature, the beauty of the landscape and the insights into agriculture.



AGRIBIKE = AGRI-TOURISM + BIKING.

Quo vadis Agriculture?



Stevano Ravizza
FARMER, MEMBER OF
COLDIRETTI ITALY

My story as agripreneur began in 2003, when my father and my mother decided to buy a small property with a country cottage, a prefabricated warehouse, an underground cellar and two hectares of vineyard

and renovate them. My parents, who were born respectively in 1960 and in 1961, were at that time in their forties.

Being an agripreneur was not part of our family tradition. My mother was a civil servant in the health service and my father worked as farmer in a property situated in Val Tidone in the region of Emilia Romagna. When my family decided to sell our house in the city and invest everything we had in this new adventure, I was only 17 years old and my sister 13.

At the beginning, it was not easy, as my father suffered of a health problem, and he was the only who had experience in the industry and the cornerstone of our new family business. My mother and I decided not to give up and, although we were aware of our inexperience, we rolled up our sleeves in what was one of the most delicate phases for our business: the start-up phase. A pair of absolute beginners who believed with all their hearts in what they were doing and were passionate about that house, that cellar, and, above all, that land.

At first, we sold grapes to other wineries but I was not satisfied. Therefore, I decided to start my first wine-making and I experienced my first mistakes. I felt the greatest satisfaction when a friend drew my first label, which represented a distinctive feature of a wine that I produced covering the entire supply chain from harvesting the grapes to the bottling. At that moment, I became aware of the world of wine, of its creativity, its tradition and of how much of you can be represented by a bottle of wine, which describes you and your land.

As the years passed, my winery grew up to about 15 hectares, and today we produce wines with *indicazione geografica tipica* (IGT - Typical Geographical Indication) and controlled designation of origin (CDO). Nevertheless, I was more ambitious and, following my passion and instinct, I threw myself into the industry of sulphite-free wine and into the organic vineyard management. I believed, in fact, in the idea that the concept of sustainability should belong to the vineyard, that means being able to enhance its characteristics in the most natural way as possible.

The desire to experiment is a family dowry so, not long afterwards, my sister and I decided to “reinterpret” the cooked must, a product linked to a specific time of the year: thus, after weeks of intense tests, we were able to create alcohol-free wine jellies to be tasted with cheeses and other kind of food. This unique product met in a short time the tastes of a large group of consumers and gained its place in the national and international market.

The success of alcohol-free wine jellies increased our desire to tell people about our land by strengthening even more the contact with the inhabitants and the visitors of the land: in September 2016, our tasting room became a family-run farmhouse aimed at narrating the local gastronomy, which our wines and jellies are part of.

The farmhouse and restaurant activities allowed me to fully express my potential as cooking enthusiast, despite

not being an expert in gastronomy. That was possible not least thanks to the strong collaboration with every member of my family and thanks to the people who shared with me the passion for the land, for the tradition but also for the innovation.

This is how I met Alberto, a self-taught chef of 28 years, who after leaving a degree course in Engineering, at the age of 23 began his journey to discover the Italian cuisine. Believing like me that food should be not only good but also nice to look, Alberto worked for 5 years in a wide multitude of restaurants such as hash houses, starred restaurants and bakeries, improving his technique and knowledge, after which he developed the willingness and the awareness to own a place where to instil his passion. This is why we started working to-

gether, making possible for the farmhouse to grow and telling people about the beauty of our land.

Alberto and Tiziana (my mom) are today the two artists of our farmhouse kitchen. My mom immediately showed her ability to bake cakes and Alberto was able to express his passion for experimenting and innovating in cooking. We have tried and we are trying to communicate what we do through social media making our recipes accessible on our social media channels and allowing consumers to get directly the raw materials used to create the dish through a cloud digital platform. The goal is to generate confidence in consumers through the web, offering in our farmhouse the very best of food and wine of our land. An example is available at the following link: <http://trust.techgapint.com/trust/trace/?f=8&mr=43&r=3#/summary>.



The last idea was to distinguish our farmhouse making it a meeting point not only for countryside lover gourmets but also for athletes who every day ride their bikes for kilometres in our land. The idea was born by chance, particularly by the desire to turn the necessity of co-existence with cyclists in an opportunity. After talking with my sister and listening to her complaints about cyclists passing on the road that leads to our farmhouse, I thought that instead of “cutting their tires”, it was better to fix them if they had holes in them, to provide an adequate service for inflation, supply of water, and, above all, offer them an adequate menu. The project was made possible thanks to a partnership agreement with the Ciclobby, a community that gathers recreational cyclists, and by not proposing ourselves as a bike-stop service in the hills of Oltrepò.

Our offer is not limited only to athletes but involves also a wider audience of users, who are those who simply want to take a ride in our lands through the rental of electric bicycles and enjoy the rural landscapes that animate our

hills as well as walk across the paths of our vineyards. This is why we created “Bike & Wine”, a project aimed at cycle-tourists who has become a start-up of crowdfunding known during the Expo by the work of Coldiretti. It is a service area with free wi-fi and all the services dedicated to cyclists. We have not thought only to cycle-tourists but also to those who love food and who appreciate the welcome in a rural area as well as the tradition of the farm kitchen, whose wine and rice are the two typical products prevalent in our area. We became famous for our risotto of croatina with salami pasta: a 100% Carnaroli rice enriched with salami pasta and a brushstroke of croatina glaze (traditional grape of Oltrepò) and a sprinkle of Grana Padano.

Digital marketing is the most useful tool and low cost tool that we have used. It includes Facebook posts sponsored with targets chosen according to the users who wanted to reach and Instagram through which we show our care in showing our dishes.

AGRI-TOURISM GROWING QUICKLY IN A SUSTAINABLE WAY AND PRINCIPLE IN FINLAND

Seppo Kallio

DIRECTOR FOR INTERNATIONAL
AFFAIRS, MTK - CENTRAL UNION
OF AGRICULTURAL PRODUCERS
AND FOREST OWNERS, FINLAND

Finland is the most northern EU country - small population of 5.5 million people and a relatively large area, beautiful nature with four seasons. Finland has 2.3 million

hectares of arable land, 21 million hectares of forestry and 180.000 lakes, a lot of water. We have 5.000 tourism entrepreneurs, of which 1.500 work also as agricultural producers. Accommodation services base on cottages and countryside villas, passionate about that house, that cellar, and, above all, that land.

Agri-tourism farms have a good network, organizations and cooperation with other companies which produce different services for tourists. Agritourism offers Finnish and foreign customers the overview of the Finnish countryside, agriculture and forests. The Finnish attraction is based on a variety of countryside landscapes, land and forest, lakes, rivers and sea including archipelago, uncontaminated and unique nature, in addition silence and security. Everyday's activities of Finnish farms create elements of interest in the tourists, including animals, nature events and large forest areas. Many entrepreneurs also offer a variety of activities including fishing, hunting, hiking, berry and mushroom excursions. In the winter time agritourism offers possibilities for skiing, snow mobile and dog team trips.

STEP INTO THE FINNISH COUNTRYSIDE

in a country where people move en masse to the countryside in the summer and where forest coverage is 75%, it's no wonder ecological tourism has taken off so rapidly and steadily. Old farms are opening their doors to visitors from all over the world and their organic food can be gobbled or gust nibbled while watching sheep pasturing in a green meadow.

The journey through quintessential Finland will take the ecological traveller horseback-riding, canoeing, gardening, or to a farm kitchen to bake bread using organic ingredients. The great old ancestral farm or the countryside inn might be a train or a car ride away but only a click-away from reservation. Hosts are often willing to collect visitors from the bus or train station.



SILENCE PLEASE!

In the rush and crush of modern life, the rarities are what we value most, such as space, quiet and time. The space to breathe, a time to dream... You can find these treasures in Finland, where the lakes are many and the people are few.

Most agri-tourism visitors come especially from European countries: Sweden, Estonia, Latvia, Lithuania, Germany, Switzerland, United Kingdom and some Southern European countries. During the latest time the tourists from Asia to Finland has increased significantly.

One of agri-tourism key element is high quality local food in which tourism entrepreneurs have invested a lot. Finland is relatively large country in the European scale which means that our country has many local and regional food specialties. The Finnish food is based on nature and air, high-quality technology and local professional skills. It is also a special feature that we have many wild products from our forests and national waters.

Today, farmers are concentrating on healthy and innovative production. The Finnish cuisining is simple and delicious. Good food is the important part of the Finnish agri-tourism.

Leipyöli Farm

The Leipyöli farm by the Kiskonjoki river in Perniö, in south-western Finland, is a historical residence of a king's bailiff with strong, centuries old traditions. The farm lays on a sunny southern hillside in a peaceful and beautiful country setting. The estate has a very interesting history due to

The Finnish countryside entrepreneurs use the sustainable methods in the whole working process, which includes environmental friendly, social cultural and economic responsibility in the planning, production and services. It is important to protect the nature and environment when the people are using the services of nature.

The Finnish tourism organizations and entrepreneurs have accepted the common principles of the sustainable development for the Finnish agri-tourism. These criteria consist of the Finnish wide and peaceful countryside, clean nature, food and environment, the skillful professionalism of the people, sense of community, traditions and the well-organized cooperation between the agri-tourism entrepreneurs, organizations and authorities.

MTK is strongly committed to the sustainable agritourism development in Finland.

it's ownersips. The owners have been among the prominent persons both in the secular as well as in the ecclesiastic societies. Today, 500 years later, Leipyöli is a farm tourism-, forestry and farming estate. The river Kiskonjoki, only 200 metres away, has a connection to the sea. Finnish domestic animals can be seen on the farm.

ACTIVITIES



Picking berries and mushrooms



Fishing



Boating, canoeing, enjoying animals and nature



Various handicrafts and hobbies



A separate lap hut with cooking facilities available in the woods for nature tours



Excursions and studies of rich local history

We collaborate with the Kirakka village flourmill farm which enables us to use the smoke sauna in the incredible and unique setting of the Grey Village. Moments in the atmosphere bygone times. Meri-Teijo leisure centre, Latokartano recreation area and Teijo Hiking Area of Metsähallitus close to the farm.

Highland cattle information

Highland cattle or kyloe are an ancient Scottish breed of beef cattle with long horns and long wavy pelts which are coloured black, brindled, red, yellow or dun.

The breed developed in the Scottish Highlands and Western Isles of Scotland. Breeding stock has been exported to the rest of the world, especially Australia and North America, since the early 20th Century. The breed was developed from two sets of stock, one originally black, and the other reddish.

Highlands are known as a hardy breed due to the rugged nature of their native Scottish Highlands, with high rainfall and strong winds. They both graze and browse and

eat plants many other cattle avoid. The meat tends to be leaner than most beef, as Highlands get most of their insulation from their thick shaggy hair rather than subcutaneous fat. The coat also makes them a good breed for cold Northern climates.

Highland cattle have been successfully established in many temperate countries. Their hair provides protection during the cold winters and their skill in browsing for food enables them to survive in steep mountain areas.

Camp School

Great place to learn about Finnish nature!

Guided nature, canoeing, fishing trips and other special experiences in the nature.



GREEN TOURISM IN JAPAN

Ryuichiro Yoshizawa

INTERNATIONAL RELATIONS DIVISION,
AGRICULTURAL POLICY DEPARTMENT,
CENTRAL UNION OF AGRICULTURAL
COOPERATIVES (JA ZENCHU), JAPAN



Orange picking is one example of experiential farming
Source: National Agricultural Cooperative Tourist Association

Introduction

Rural areas, which account for 90 percent of the land in Japan, have multiple functions, including the supply of food and conservation of national land and landscape. However, they also face many problems, such as declining birth rates and aging population, as well as agricultural labor shortage. Therefore, efforts are now required to address the dissociation between urban and less populated rural areas by promoting mutual interaction between densely populated urban areas and rural areas which helps foster the understanding of the charm and values of rural areas.

In 1992, the Ministry of Agriculture, Forestry, and Fisheries

of Japan (MAFF) defined “Green Tourism” as a trip and stay to experience local nature, culture, and life by interacting with local residents. It is now an integrated part of government policy from the viewpoint of promoting and revitalizing rural areas, and has been implemented for over 20 years.

The number of facilities related to Green Tourism has been rapidly increasing in recent years. As of 2010, there are 1,248 farmers’ restaurants (up 51 percent in 5 years), 2,006 farmers’ guesthouses (up 34 percent in 5 years), and 8,768 experiential farms (up 16 percent in 5 years). The followings are noteworthy examples where rural and regional agriculture were activated through Green Tourism.

CASE 1:

Food education with experiential planting and harvesting vegetables

JA Kitatsukuba, one of the Japanese agricultural cooperatives, is located in Ibaraki prefecture about 80 kilometers north of Tokyo. It provides an experiential program for families living in metropolitan areas which includes planting and harvesting of vegetables such as tomatoes, sweet potatoes and corns twice a year. The cooperative also conducts tours of the distribution center of agricultural products and farmers’ markets for children combined with the farming experience, not only to provide for urban dwellers an opportunity to participate in fun activities but also to learn more about agriculture. The participants of this program are also able to see the crop conditions on the website all the way from planting to harvesting, and thereby learn the whole process. This effort aims to get urban residents, who have no daily contacts in agriculture, to appreciate the enjoyment and charms of agriculture/farm village. At the same time, it becomes a place for rural residents to interact with consumers and to promote their local areas and agricultural products. Multiple short-term and experiential farming programs are available coupled with utilization of websites which facilitate active participation of urban residents, who find it difficult to take a long vacation.



Farming landscape in Shirakawa village, Gifu prefecture
Source: Shirakawa village office

CASE 2:

Farming volunteers to help farm work during busy seasons

National Agricultural Cooperative Tourist Association, one of the affiliate organizations of JA group, runs a program which recruits volunteers from urban areas who provide a helping hand for farmers in rural areas with serious labor shortages due to depopulation and aging. These volunteers provide assistance in harvesting various products such as mandarin orange, potatoes, shiitake mushroom, and sugarcane. After harvesting, they have opportunity to interact and exchange views on agriculture and life in the rural area with the local farmers. Through these activities, the volunteers gain a hands on appreciation of agriculture and rural areas.

There is no payment for the volunteer work, and instead the volunteers get agricultural products as a free gifts for their contributions, which attract many participants join the program.

This is the case where the needs of urban residents who want to enjoy the experience of the charm of farming match the needs of farmers who are suffering labor shortages, especially during the busy season.

CONCLUSION

Interaction between urban and rural areas is desired by both urban consumers and rural farmers, and Green Tourism plays a significant part for it. To conduct Green Tourism that fits individual needs, it is essential to fully grasp the diverse needs of visitors, local areas and people, and tourism industry officials, which helps maximize the use of the many resources of charming rural farming villages.

ENHANCING LINKAGES BETWEEN TOURISM AND THE SUSTAINABLE AGRICULTURE IN MAURITIUS

Gunsham Seeborun
PRESIDENT, FALCON CITIZEN
LEAGUE, MAURITIUS



Introduction

The island of Mauritius with a surface area of 2040 km² was born out of a primeval volcanic eruption found in the Indian Ocean between South Africa and Australia with a territorial sea area of 12 nautical miles. The island enjoys a great tropical climate with mild temperature of 15 to 33 degrees all year round and is surrounded by perfect white beaches with turquoise water and lush greenery in the central highlands.

In the past Mauritius was an agricultural island and its economy was dependent on the sugar industry 80%, Tea Industry 15% and tobacco industry 5%. With time and with changes in the European market our economy Mauritius has found another alternative to boost its economy through tourism.

Currently, the island welcomes over 1 million tourists yearly and this industry is gaining more momentum with new development in its economy. Mauritius is expecting an increase of 2% of tourist arrival in 2017.

Agro Tourism a Nature Travel

The Tourism sector has evolved over the years; from beach only to medical tourism, ecotourism and now the future avenue is Ago Tourism, which is an expansion of ecotourism. The current government of Mauritius is putting lots of emphasis on Bio Farming and Organic Farming so that in the years to come Mauritius will be a pesticide free destination for all Mauritians and tourists worldwide.

Practicing Agro Tourism at Falcon-BOFCOS

The concept of agro-tourism is a direct expansion of eco-tourism, which encourages visitors to experience agricultural life at first hand. Agro tourism is gathering strong support from small communities as rural people have realized the benefits of sustainable development brought about by similar forms of nature travel. Visitors have the opportunity to work in our fields alongside real farmers. We give them the opportunity to plant and learn the different techniques of natural farming in our Centre in a very pleasant environment. We show them the different stages of plantation and the benefits of natural farming during their visits. The one day visit starts in the morning where the visitors are given an overview of our natural farming project and its benefits. Then after lunch, they are allowed to cultivate the soil. They also learn backyard gardening where they can grow vegetables in pot in the kitchen and terrace.

MAURITIUS POPULATION V/S TOURIST ARRIVAL

Year	Population	Growth Rate	No of Tourists Visited Mauritius
2015	1 270 890	0.38%	1,018,571
2016	1 275 986	0.40%	1,127,093
2017*	1 281 103	0.40%	1,300,000

*Forecast

Falcon Bio-Organic Farming Co-operative Society Limited (Falcon-BOFCOS)

Falcon Bio-Organic Farming Co-operative Society Limited (Falcon-BOFCOS) is a cooperative affiliated with Falcon Citizen League (FCL). Falcon-BOFCOS objective is to protect the environment through the natural farming activities. For the last 3 years the Falcon-BOFCOS has adopted its integrated farm at Bois Pignolet, Terre Rouge. The farm consists of aqua culture, aquaponics, hydroponic, the natural farming plantation, tropical fruits trees plantation, a training centre and a guest house. The Falcon-BOFCOS is still growing and is targeting to become a pioneer in Agro Tourism in the years to come. The Falcon-BOFCOS has presently its own organic fish culture in a large pond of 200 m², two hydroponic plastic tunnels of 4000 m², organic fruit and vegetable production on one acre land.

We are having an increase in demand for such activities and even colleges and universities are sending their students to learn those techniques. The concept of zero chemical pesticides is in increase demand in Mauritius.

To encourage farmers in Mauritius to stop using Chemical Pesticides, we have introduced in the Mauritian Market 5 bioherbal pesticide products namely; Neemas, Brahmi, CapsiForce, Fertisol and DPA Tennesence to help farmers to reduce and eventually stop use of chemical pest control. All these products are made from locally available materials and leaves.

Many farmers are interested to move from traditional cultivation to natural farming as there is a great demand of natural growing produces in the tourism Industry, thus they are generating more profits and at the same time contributing for the protection of our environment.

Challenges for the International Year of Sustainable Tourism for Development

Rodrigues, an island of volcanic origin, in the tenth district

of the Republic of Mauritius with an area of 110 square kms and a population of approximately 36,000 inhabitants is doing much effort for complete bio farming.

Rodrigues depends entirely on its tourism industry with nearly 30,000 tourists per year. Fishing, animal rearing and cultivation are the main economic activities. They have already adopted natural farming on a national scale and they are using our Bio herbal pesticides for pest controls.

Falcon-BOFCOS is setting up an integrated Eco-Village for the increasing demand of Agro Tourism in Rodrigues and will consist of farms, fishing park, bungalows, natural farming market and a cultivation area with the collaboration of RCSS (Rodrigues Council of Social Services), another NGO with 45 years existence with whom Falcon-BOFCOS works in close collaboration in Rodrigues for the welfare of the Rodriguans. We have also received the visit of the Chief Commissioner of Rodrigues at our farm last year for more cooperation in the field of agriculture.



From left to right:

- Mrs Mala Ungamah coordinator of Reunion island;
- Mr. Gunsham SEEBORUN, President Falcon Citizen League;
- Mrs Nandanee Seeborun, President Falcon-BOFCOS;
- Mr. Serge CLAIR, Chief Commissioner of Rodrigues;
- Mr. Edward WILMODE, President Rodrigues Council of Social Services during the visit at our Centre in Bois Pignolet, Terre Rouge.

Bio Market and Restaurant

We will be launching the first Bio Market in 2017 after winning the first prize on a project submitted to NGO's Trust Fund in 2015. The market will sell only natural farming produces. Our strategy is to regroup all farmers

practicing natural farming and sell their produces. A restaurant will be operated in the Falcon-BOF-COS farm in order to receive tourists for tasting the local cuisine made from local products cultivated in the farm.



FCL integrated Bio-Farm at Bois Pignolet, Terre Rouge, Mauritius.

ENHANCING LINKAGES BETWEEN TOURISM AND SUSTAINABLE AGRICULTURE IN MOZAMBIQUE

Saquina Mucavele

MUGEDE & MMR, MOZAMBIQUE

2017 was declared by the United Nations General Assembly as the International Year of Sustainable Tourism, which entails greater investments for better use of natural resources in rural areas, transfer of technologies and exchange of experiences at all levels. As agriculture is a base of rural communities survival of rural, it must be accompanied by improved access to land and resources for prevention, adaptation and mitigation to the effects of climate change, combining learning to deal with resistant crops and adaptable to the various manifestations of the rural communities, farmers and particularly rural women (70%), who are the majority in rural areas and in agriculture.

Mozambique has great potential for sustainable agriculture and tourism (agri-tourism), due to the existence of natural and faunal resources, with a high intrinsic value, which combined together with tourism, can contribute to the development of rural communities and the country as a whole.

However, it is not yet being properly exploited due to a lack of infrastructure, technology transfer, and exchange of experiences, knowledge and appropriate strategies for its sustainable management.

Experience shows, therefore, that for agri-tourism to become real in Mozambique it is necessary to address a variety of problems as well as within communities. The solution of most external problems is the responsibility of the government, which creates the essential conditions to enable the practice of agri-tourism, in such a way as to guarantee the possession of resources and in particular the land to the communities.

According to the current Mozambican legislation (Constitution of Republic of Mozambique, Land Law, Environmental Law, Forest Law and Wildlife Law etc), one of the main success conditions of an initiative to exploit community resources is the need to return the benefits to the communities, this devolution can increase their power of control, avoiding that individuals from outside the community make use of their resources without them being banned. This legislation is operationalized through a series of actions that must be carried out within the principles of sustainability. These include, among others, improved access to resources and the generation of benefits from activities for local communities, which is also the basis of the convention for the conservation of biodiversity. On the other hand, conventions on climate change, combating poverty and desertification also express the need to use these instruments as a means of reducing vulnerability and generating benefits to improve the living conditions of the poor.

The agri-tourism initiatives in Mozambique, appear as a window of opportunity. The emergence of agricultural tourism, for example, promotes the emergence of certain initiatives in which communities begin to explore self-managed tourist resorts, prioritizing the sub-existence of the community, preserving culture, creating jobs, exchanging experience, transferring technologies, market and contribution to the national economy.

In Mozambique there are agritourism initiatives such as:

- 1. Chipanche Chetu** - district of Sanga in the Province of Niassa- Practicing agriculture, ecotourism and other activities,
- 2. Tchuma Chatu** - In the Tete Province- The activities are agribusiness and other activities
- 3. Ndzow Camp** - In the National Reserve of Chimanimani- They doing various activities in addition to agriculture,
- 4. Covane lodge** - In Massingir- Gaza Province - There are doing agriculture, traditional dances, walking accompanied by the leader to visit the healer and other activities
- 5. Madjadjane** - In Matutuine-Province of Maputo - Their activities are Agriculture, including production of rice and other activities
- 6. Sonhôte and Niviria** - district of Monapo- Province of Nampula- The activity is agriculture, horticulture, beekeeping, mushroom production, extraction of firewood, and raising small animals,
- 8. Chirizene** - In the province of Gaza- They doing farming, livestock, beekeeping, traditional ceremonies in a sacred forest as a way of preserving culture.

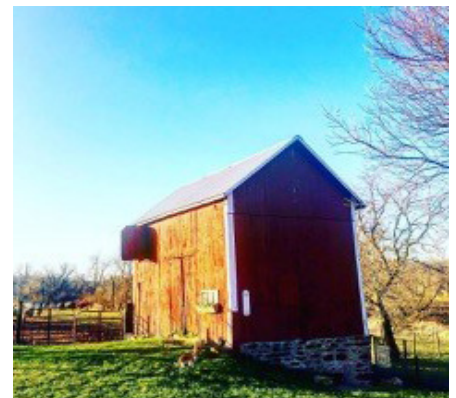
There are also many tourist places, such as:

- 1. In Maputo Province** - Catembe Beach, Inhaca Island, Macaneta Beach, Ponta de Otro Beach, Costa de Sol Beach.
- 2. Gaza Province** - Bilene Beach, Xai-Xai Beach, Chonguene Beach, Zonguene Beach, Chidenguele Beach,
- Chilembene Monument** - Where Samora Machel, First President of Independent Mozambique
- Nwadjahane Monument** - where the First Eduardo Chivambo Mondlane - First President of Frelimo.
- 3. Inhambane Province** - Zavala Beach, Zavora Beach, Tofo Beach, Vilanculo Beach, Beach
- 4. Niassa Province** - Lack Niassa
- 5. Cabo Delgado Province** - Ilha do Ibo- Which was declared by UNESCO as Humanity Patrimony, as before the independence of Mozambique, was the biggest prison of Mozambique., Ilha das Quirimbas, and here they practicing agriculture and fishing.

THE POTENTIAL FOR AGRI-TOURISM TO TRANSFORM POLICY, COMMUNITY AND LIVES IN THE US

Kriss Marion

PRESIDENT, CIRCLE M MARKET FARM
BLANCHARDVILLE, BOARD SUPERVISOR,
WISCONSIN FARMERS UNION
SOUTH CENTRAL CHAPTER, USA

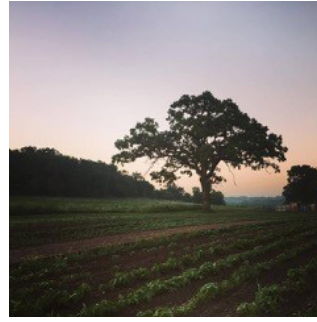


In America, children are fond of computer games. When my children were young, they played for hours at games called Age of Empires and Rise of Nations. These games, still popular today, are strategy-based storylines where each scenario begins with collecting resources – sheep, coal, minerals, wood – and clearing land for agriculture before building cities, and from there go on to build nations and empires. For an increasing number of people across the world, playing games like these are the closest contact they'll ever have with the reality that cities depend on rural resources. Most folks in developed countries are completely unaware that without healthy rural communities to steward and provide resources to the population, there can be no healthy urban areas. Without agri-culture, there can be no culture. Today in America, 2% of the citizens are farmers. This presents a policy problem when national leaders and legislators are elected by a population that is completely unconnected from food production and resource extraction. When voters are primarily consumers, it is increasingly difficult to elect leaders with an understanding of rural issues, agricultural issues, resources issues. In a world where, aside from computer games, people are increasingly separated from the rural communities they depend on, agri-tourism is a way to provide essential education and an opportunity to put people in touch with the source of their food, fiber, fuel and the basic building blocks of society. But perhaps even more importantly, agri-tourism is a way to share the myriad delights and benefits of a vibrant rural lifestyle and preserve those opportunities for the future.

When I moved to the country from urban Chicago eleven years ago, I came, essentially, as an agri-tourist. I was living in a cramped two-flat, raising four children, and suffering from the physical symptoms of an auto-immune disease. My rheumatoid arthritis left me aching in every joint, sometimes bed-ridden and looking for a change. I craved green views and open spaces and I found them on a lovely 20-acre property in rural Wisconsin. I added sheep for wool, goats for milk, chicken for eggs, steers and hogs for meat. I began working on local produce farms to learn how to grow vegetables. Within two years, my rheumatoid arthritis symptoms were gone and I was drug- and pain-free. Next thing I knew I was employing my teenage children and their friends to provide Community Supported Agriculture vegetable shares to 165 families. My greatest joy was bringing those customers out to experience the lifestyle – meaningful exertion, nourishing food, long agricultural views, clean air, healthy animals, living soils, abundant wildlife, and busy pollinating insects.

Without really intending to, I had transitioned from being an agri-tourist to running an agri-tourism enterprise. At its most basic, Community Supported Agriculture is an agri-tourism and local food access model by which neighbors pay a farmer ahead of the season to grow food for them. The neighbors become “shareholders” and reap dividends in the farm through a variety of models. Our model was to pack every-other-week boxes of produce for 20 weeks that customers picked up at the farm or at delivery sites in nearby towns and cities.

In addition, we printed a newsletter and published a blog whereby these customers could follow along with the weekly rhythms of the farm and get helpful tips and recipes for using up the veggies in their shares. (see circlemfarm.com and the Facebook page for Circle M Market Farm) Farm pick-up customers regularly wandered the farm and fields before taking their boxes, and the entire membership got tickets to monthly 7-course dinners on the farm. We hosted spring and fall day-long festivals with activities and potlucks. But my greatest joy was bringing those customers out to experience the lifestyle – meaningful exertion, nourishing food, long agricultural views, clean air, healthy animals, living soils,



In America, children are fond of computer games. When my children were young, they played for hours at games called Age of Empires and Rise of Nations. These games, still popular today, are strategy-based storylines where each scenario begins with collecting resources – sheep, coal, minerals, wood – and clearing land for agriculture before building cities, and from there go on to build nations and empires. For an increasing number of people across the world, playing games like these are the closest contact they'll ever have with the reality that cities depend on rural resources. Most folks in developed countries are completely unaware that without healthy rural communities to steward and provide resources to the population, there can be no healthy urban areas. Without agriculture, there can be no culture. Today in America, 2% of the citizens are farmers. This presents a policy problem when national leaders and legislators are elected by a population that is completely unconnected from food production and resource extraction. When voters are primarily consumers, it is increasingly difficult to elect leaders with an understanding of rural issues, agricultural issues, resources issues. In a world where, aside from computer games, people are increasingly separated from the rural communities they depend on, agri-tourism is a way to provide essential education and an opportunity to put people in touch with the source of their food, fiber, fuel and the basic building blocks of society. But perhaps even more importantly, agri-tourism is a way to share the myriad delights and benefits of a vibrant rural lifestyle and preserve those opportunities for the future.

When I moved to the country from urban Chicago eleven years ago, I came, essentially, as an agri-tourist. I was living in a cramped two-flat, raising four children, and suffering from the physical symptoms of an auto-immune disease. My rheumatoid arthritis left me aching in every joint, sometimes bed-ridden and looking for a change. I craved green views and open spaces and I found them on a lovely 20-acres property in rural Wisconsin. I added sheep for wool, goats for milk, chicken for eggs, steers and hogs for meat. I began working on local produce farms to learn how to grow vegetables. Within two years, my rheumatoid arthritis symptoms were gone and I was drug- and pain-free. Next thing I knew I was employing my teenage children and their friends to provide Community Supported Agriculture vegetable shares to 165 families. My greatest joy was bringing those customers out to experience the lifestyle – meaningful exertion, nourishing food, long agricultural views, clean air, healthy animals, living soils, abundant wildlife, and busy pollinating insects. This has in fact happened in the small town next to mine. For

five years the Chamber of Commerce in this town of 400 has been paying for ads to support the Farmers Market. In that time the market has grown from 3 to 10 vendors. This year, a new grocery store, a coffee shop, a deli and an antique store have all opened on that previously very bleak Main Street. We are hoping for the same effect in our town, and a community development association has given us a grant to advertise as well. Such financial support is essential to launch any effective community-based agritourism enterprise.

Ironically, the same agricultural consolidation that has removed families from farms and small communities has also created a situation where rural people suffer as much as urban people from a disconnection to food production. The vast majority of American farms now produce only commodities. The truth is that many rural people, at least in the Midwest, do not know much about preparing vegetables any more. So, in the case of the town mentioned above, the Chamber had to create interest in and enthusiasm for the Market. Rural Farmers Markets are an agritourism enterprise that is marketed primarily, at least at first, to locals. Studies show that farmers markets can infuse a tremendous amount of money back into a local economy, even at a much higher rate than dollars spent at a local store selling products sourced from outside the community. A Farmers Market that is well-supported by the community and grows to draw tourists can do wonders to lift a rural economy.

Anonymity enables thoughtlessness, and ultimately disdain and contempt. We tend to not trust people and things we don't know. We simply can't afford to not know and trust our agriculture, our farmers, our rural resource stewards. The situation is precarious when 98% of the population can't comprehend issues facing the 2% that provide their food, fiber and fuel.

In my experience, people who know their farmers or their farmland want to support and take care of their farmers and farmland. That's a great start. But the truth is, there is no possibility of sustaining culture on this planet if we don't sustain the agriculture that provides resources for the infrastructure.

Agritourism can play a significant part in educating people about the complicated issues pertaining to food production and resource extraction, but even more powerfully, agritourism can give people the opportunity to know and fall in love with the farmland and farmers that sustain them. This is a much more effective and human approach than investing in educational computer games.

Agri-tourism: WHERE TWO EMERGING GROWTH SECTORS MEET

Sarah McKinnon
NATIONAL FARMERS' FEDERATION,
MEMBER OF THE WFO WOMEN'S
COMMITTEE, AUSTRALIA

Many may not realise that agribusiness and tourism are two of the top five emerging growth industries to 2030. According to a recent report from Deloitte Access Economics, our sectors are two of the best positioned to take advantage of key features such as Australia's:

- large area of arable land;
- relatively low land use conflicts;
- strong biosecurity status;
- relative ease of doing business;
- technological readiness;
- high education levels;
- an innovative culture and
- close proximity to export markets.

Holding us back are a few key disadvantages, including regulatory burden, rainfall, water availability and water reliability, low soil fertility, an ageing workforce and high labour costs.

At least three of these six disadvantages are common to all Australian businesses, and are areas where we can find ways to work together to boost our competitiveness. And what greater way to seek to overcome them, and capitalise on the opportunities ahead for our sectors, by bringing them together under the banner of agritourism.

There are many definitions of 'agritourism', but the one we like the most is this one:

“

Inviting visitors into rural communities to experience landscapes, culture, produce & environment

”

Activities that fall under that umbrella are many and varied – farmstays, food trails, wine tours, rural escapes, farmers markets – these are only limited by resources and imagination.

Agritourism is important for two reasons, really. Firstly, because as this year's Rural Woman of the Year Sophie Hansen so elegantly described, consumers are HUNGRY for connection to the land, to its people and its animals.

And secondly, because of the economic opportunities it can bring. For farmers, who may only get one cheque a year, it is the opportunity to create a new income stream, to improve their quality of life, on their own terms. For rural communities, it is the opportunity to arrest decline and re-energise, to become destinations of choice by showcasing the great local produce of which they can be so proud.

The hunger for connection is a fascinating one, in this age of information overload. Forty years ago, most people either grew up on the farm, or knew someone who did. Many spent summer holidays helping grandparents out on the farm, feeding the animals or milking the cows.

These days, that connection is much more distant. And yet as we become less connected, our longing for connection grows stronger. Enter 'paddock to plate', and increasingly, city dwellers embracing the food tourism movement inspired by celebrity chefs and a love of great food and drink.

In a world of technology, smart phones are both a blessing and a curse. Everywhere, everyone has the world in the pocket, and the means to connect to it via social media.



The power to connect instantly and to share brings with it the power to influence but also to spread fear and confusion. Faced with a never ending barrage of tweets and Facebook posts, what is one to believe about where our food and fibre comes from, and how it made its way to our kitchen table, or our wardrobe?

What was once a 'healthy balanced diet' triangle has been swamped by new ideas ... vegan, paleo, vegetarian, raw, natural, sugar free, gluten free, lactose free, hi fibre, low GI, organic.. and the list goes on.

In their own way, these fads threaten the livelihoods of Australian farmers. And farmers are desperate to tell their story, their reassuringly positive story, about the animals and the land they care for and the effort they put in to feed us all three times a day.

Agritourism is an opportunity to tell that story in the place where it resonates the most. Bringing people on to the farm, allowing them to get their hands dirty if they want, and to ask questions – to learn about how food is produced, and to reassure themselves that it is produced well. Direct connection to the farmer makes produce more meaningful, and those are the stories that translate into souvenirs to enjoy and memories to relive with families and friends back home.

Growing new income streams can also help reshape agricultural businesses and improve their underlying value. Agriculture is still, by and large, a seasonal business. While stepping into the tourism space is not for everyone, for many it can create an additional source of income at quieter times of the year, or even year round.

As with any business, it can be on your own terms. Whether that means opening only for three months of the year, or only certain days of the week – it really is up to the individual to decide. Much will depend on the business plan – a critical element of any decision to set up in the agritourism industry.

For communities, economic opportunity is about re-imagining their offering as a destination of choice – tapping into local produce and existing infrastructure to create tourist experiences unlike any others. Margaret River is a great example of a community that was once in decline – and yet look at it now. It is images of great wine and great beaches – among other things – that come to mind – not a rural area struggling to overcome the challenges of young people moving to the cities, lack of investment and the like. In agriculture, provenance is value – and the Margaret River community figured it out, built its own brand, and has never looked back.

Like anything, there are barriers to be overcome on the road to success. Public liability insurance is a must for most businesses and likely to already be in place. Work health and safety risks can be harder to control in rural businesses than in others because of our uncontrolled environment, but they can be managed by seeking professional advice, undertaking

risk assessments and putting in place appropriate strategies to eliminate or reduce those risks.

Likewise, we can't control what people do with their smart-phones, but we can plan to limit their exposure to things they may not understand, or may find confronting. And to educate them, so that they do understand and so that they feel a connection, not just with the animals, but also the farmers who care for them.

Recognising the enormous value that agriculture can bring to regional tourism in Australia is the first step. It won't always be easy, but the opportunities are there, and only limited by our resources and imagination.

What do you have in your own local community that could create more value for your region? Who do you know who could work with you to get a project off the ground? Is your local Council aware of the opportunities, and prepared to support it? How can you inspire them into action?



YOUTH SET TO PROMOTE AGRI-TOURISM INDUSTRY IN THE DEMOCRATIC REPUBLIC OF CONGO

Andre Moliro

YOUNG SOCIAL ENTREPRENEUR,
COORDINATOR HOPE LAND
CONGO, MEMBER OF YPARD



Tourism is currently the leading economic sector in the world economy, before the oil sector and the automotive industry. With 74 million direct jobs and 250 million indirect jobs, it is also a major provider of employment in the world.

Tourism has no crisis according to the UNWTO: 898 million tourists in 2007 (growth of 6.5% per year between 1950 and 2017) 1.1 billion tourists in 2010 and 1.6 billion in 2020. In this area, the R&D Congo has major assets to attract tourists. In the 70s and 80s, thousands of visitors came to visit the parks and pace the most beautiful scenery more than today.

Indeed, the Democratic Republic of Congo (DRC) is certainly one of the most diverse and beautiful countries in the world characterized by breathtaking falls, endemic fauna, deep caves, remarkable flora and wild rivers ... Outside the cities, the major axis on which tourism could lean is agriculture, which already occupies nearly two-thirds of the population and whose potential for development is gigantic but not yet fully developed today.

Naturally multidisciplinary and multi-sector, Congolese agriculture can count more than 400 channels including:

- 250 crop species classified into 15 use groups,
- 20 animal species giving 15 products,
- 30 timber species,
- 30 forage plants,
- ± 100 wild plants for various purposes.

These channels count with many diversities of speculation offering many prospects for exploitation in production and processing companies as well as upstream and downstream services (NGO, agri-clinics, agribusiness, etc.).

Tourist agriculture seems to us an interesting and adapted track for the country. It is another declination of ecotourism, still closer to the agricultural sector. There is certainly a link between tourism and sustainable agriculture, by which the major assets for the development of our territories at local, national and international level, are more than obvious. Agritourism is a way of discovering the agricultural knowledge of the country as well as a type of rural tourism.

In Europe (and still more in the USA), agriculture is increasingly in the hands of a few agro-industrial giants. Within the recent years, more and more farmers have been forced to abandon the trade, because the necessary investments become too large.

So why not? Imagining an international association that would allow Western farmers to be sidelined but well acquainted with the trade, to contribute to the promotion of local agriculture in partnership with the Congolese? While taking time to travel and see the country. These "agricultural tourists" with their expertise would support local farmer organizations within a pre-defined framework with local Congolese authorities and technical and financial partners involved in development.

Shelter, cover and fruitful exchanges

How can the agriculture and tourism sectors be brought into line while respecting a certain traditional lifestyle of the population and guaranteeing it possibilities of earnings complementary to those provided by agriculture?

Agriculture is predominantly an activity based on a variety of customary and ritual practices widely practiced by women. There is therefore an important work of informing, sensitizing and then training to the peasant world. The Rural and Agricultural Councils (CARG) are undoubtedly the channel for transmitting this information and setting the framework for the development of ecotourism and agritourism in the DRC.

Congo must develop its agriculture because it is the sector that is today most likely not only to feed the population, to rebalance the trade balance with exports and to revive the country, but also to stop the rural exodus by creating thousands of green jobs and chasing youth unemployment, which today constitutes a real danger to the country if nothing is done in order to reduce unemployment among young people.



Thus, the role of young people in this framework would be to strengthen in a responsible way this agriculture, that is to say:

- An agriculture that corresponds to local needs;
- An agriculture that is respectful of the environment, which does not degrade it, does not hurt it but which fits well.

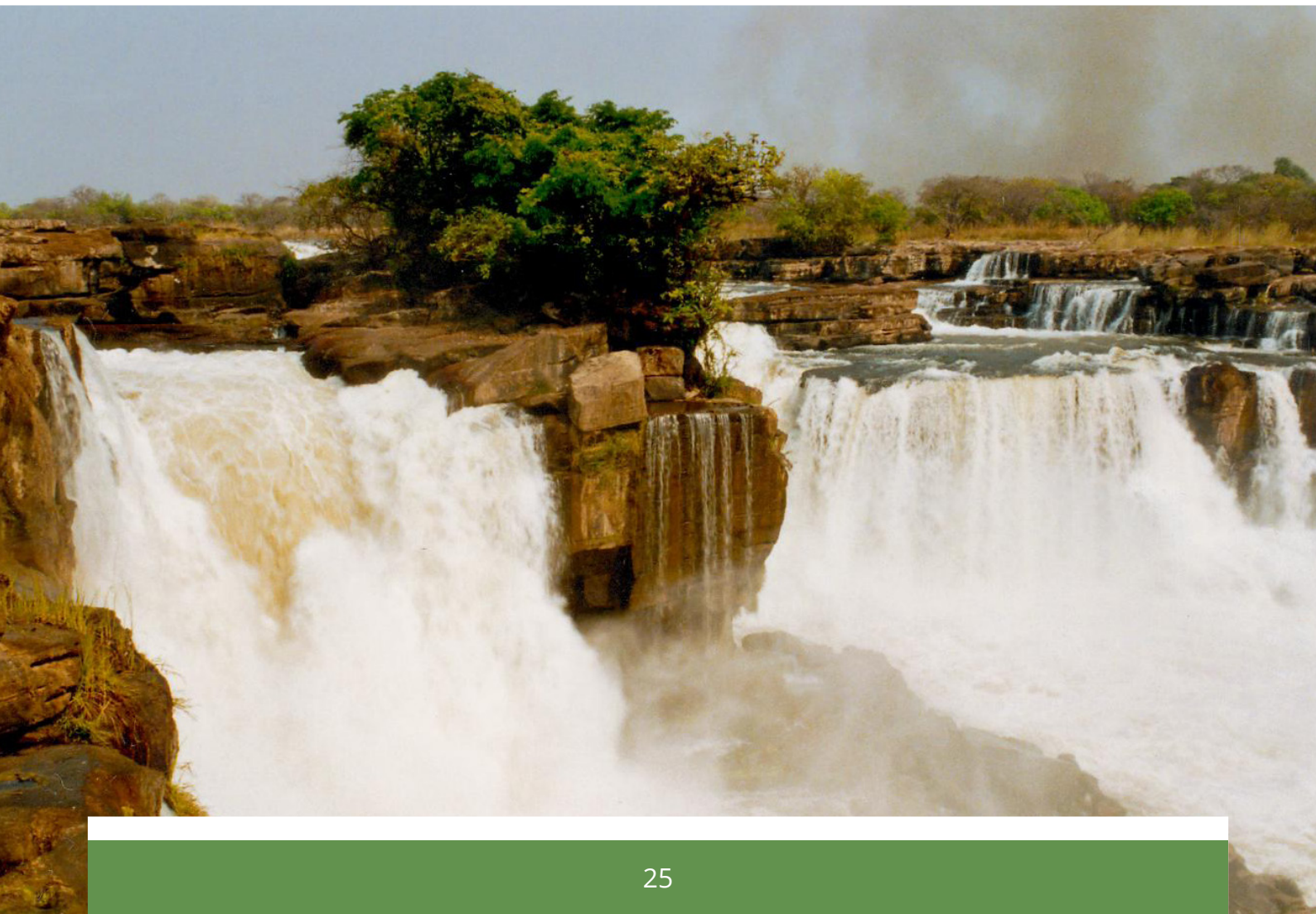
This agriculture will have to be a subject of interest to the tourists who would come to discover it in an ideal and an economic pragmatism allowing to respect the environment and enabling the premises to nourish the population

and generate income to be reality. Thus, this agriculture would give an occupation to young people allowing who's working in mines to find another professional activity that guarantees a better lifestyle while it could end this type of jobs.

The big question remaining is how many promoters, parents and teachers encourage children, pupils and students to implement green initiatives, which still have to be carried out at all levels for the sustainable development of the agritourism sector in Congo?

In conclusion, while much remains to be done in terms of tourism, we realize that it is also not impossible. In the Congolese context, there is an exceptional opportunity to seize the chance to revive the tourism without sacrificing the environment and the human factor. But time is running fast, because if the benchmarks of responsible tourism are not quickly drawn, the risk is to see them "confiscated" by the tourism industry with the objective of maximum profitability without taking into account other concerns. Several poor countries have paid the price for this "confiscation" and regret it nowadays

In the DRC, for the tourism sector like other sectors we will have to innovate, imagine, be bold, in order to bring solutions that are really adapted to the problems, rather than borrowing worn and inadequate solutions for that matter.



NEWS



We can eradicate hunger by 2030. Here's how.

Every day too many men and women in countries across the globe struggle to feed their children a simple, nutritious meal. When we talk about achieving the Sustainable Development Goals (SDGs), we're talking about transforming the lives of these families at the bottom of the economic pyramid. The SDGs are not simply aspirational, but offer us a results-driven blueprint for achieving worldwide peace and prosperity and recognize that we must first reach those furthest behind – whether in developing or developed countries.

https://www.weforum.org/agenda/2017/01/5-steps-towards-ending-hunger-worldwide?utm_content=buffer3216a&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer



WFO donates "Soil Quilt - Women of the World" artwork to the FAO Director General

Rome, 16 December 2016

On the occasion of the High-level Event "Step It Up Together with Rural Women to End Hunger and Poverty", scheduled for December 16 2016, at FAO headquarters in Rome, the World Farmers' Organisation (WFO) organized an Official Ceremony during which an artwork "Soil Quilt – Women of the World", realized by the artist Fausto Roma, donated to the Director-General of the Food and Agricultural Organization of the United Nations (FAO), José Graziano da Silva.

<http://www.wfo-oma.com/news/wfo-donates-soil-quilt-women-of-the-world-artwork-to-the-fao-director-general.html>



UN agency urges investing in agriculture science and technology to achieve 2030 'Zero Hunger'

13 December 2016 – The United Nations announced today at a meeting of the world's top agricultural scientists, that in order to achieve world's Sustainable Development Goals (SDGs) of defeating hunger and poverty by 2030, governments and the private sector must increase commitment to agricultural science and technology research.

<http://www.wfo-oma.com/news/un-agency-urges-investing-in-agriculture-science-and-technology-to-achieve-2030-zero-hunger-target.html>



New Report Ranks Countries on Nutrition, Sustainable Agriculture and Food Waste

The newly released 2016 Food Sustainability Index (FSI), developed by the Economist Intelligence Unit (EIU) with the Barilla Center for Food and Nutrition (BCFN) Foundation, ranks countries on food system sustainability based off three pillars: food loss and waste, sustainable agriculture, and nutritional challenges.

<http://www.wfo-oma.com/news/new-report-ranks-countries-on-nutrition-sustainable-agriculture-and-food-waste.html>



WFO meeting with Representatives of the Chamber of Agriculture of the Ariège (France)

On December 5th, WFO hosted a meeting with the representatives of the Chamber of Agriculture of the Ariège (South-West France) to showcase the work of WFO in representing and advocating for the farmers in international policy for and to discuss a possible collaboration and partnership with the Chamber of Agriculture.

<http://www.wfo-oma.com/news/wfo-meeting-with-representatives-of-the-chamber-of-agriculture-of-the-ariège-france.html>



UNIDROIT Symposium to develop a Fourth Protocol to the Cape Town Convention

Rome, December 2, 2016

WFO participated to the symposium organised by the International Institute for the Unification of Private Law (UNIDROIT) for its member States and States parties to the Cape Town Convention to discuss UNIDROIT's current project to develop a Fourth Protocol to the Cape Town Convention on matters specific to Agriculture, Construction and Mining Equipment (the MAC Protocol).

<http://www.wfo-oma.com/news/unidroit-symposium-to-develop-a-fourth-protocol-to-the-cape-town-convention.html>



Modern agriculture cultivates climate change – we must nurture biodiversity

As a new year dawns, it is hard not to be dazzled by the current pace of technological change in food and agriculture. Only last month, news emerged of a crop spray with the potential to increase the starch content in wheat grains, allowing for yield gains of up to 20%. This development comes hot on the heels of major breakthroughs in gene-editing technologies – using a powerful tool known as Crispr – over the course of 2016.

https://www.theguardian.com/global-development/2017/jan/09/modern-agriculture-cultivates-climate-change-nurture-biodiversity-olivier-de-schutter-emile-frison?CMP=share_btn_link

EVENTS



Official Opening Ceremony of the International Year of Sustainable Tourism for Development

18 January 2017

Madrid, Spain



1st UN World Data Forum

29-30 June 2016

This Forum will bring together public and private measurements experts, statistical producers, information system specialists, and users, as well as all other key stakeholders to discuss data for sustainable development.

<http://www.iisd.ca/undata/forum1/>



UNFF Working Group & Special Session United Nations Forum on Forests (UNFF) Working Group and Special Session

A Working Group of the UN Forum on Forests will meet at UN headquarters in New York City from 16-20 January 2016.

<http://www.iisd.ca/forestry/unff/wgss/>



CGRFA 16 Special Event: The Contribution of Biodiversity for Food and Agriculture to Resilience and 16th Session of the FAO Commission on Genetic Resources for Food and Agriculture (CGRFA 16)

CGRFA 16 will be held from 30 January to 3 February 2017, at the FAO headquarters, in Rome, Italy.

<http://www.iisd.ca/biodiv/cgrfa16/>



SDG 14 Conference Prep Meeting Preparatory Meeting for the High-level UN Conference to Support the Implementation of Sustainable Development Goal 14 - Our Oceans, Our Future: Partnering for the Implementation of Sustainable

Development Goal 14. The UN General Assembly will hold a two-day preparatory meeting for the high-level UN Conference to Support the Implementation of Sustainable Development Goal 14 (Conserve and sustainably use the oceans, seas and marine resources for sustainable development).

<http://www.iisd.ca/biodiv/cgrfa16/>



FOLLOW US ON

