



REDERA + Revitalization and entrepreneurship for deprived rural areas in Europe

CRITERIA FOR THE SELECTION OF GOOD PRACTICES

1.- Name of the practice: ADOPT A COW

2.- Objectives and challenges tackled, according to RedEra Application Form (between 500 – 1000 characters)

“Adopt a cow” is a project that supports the activity of small farmers in a mountain area To raise awareness and value of the mountain pastures and dairy products of Valsugana and Lagorai.

Thanks to the conveyance of the mountain hut universe, the project proposes an educational approach to the mountains, the environment and the high altitude dairy tradition.

Tourists who arrive in Valsugana have the opportunity to live and understand how life goes on in a malga (mountain hut), how cheese, butter and other cheese-making products are made. They can also get to know the cow they have adopted in the previous months and of course collect the products they are entitled to thanks to the adoption.

It is not just a question of buying cheese, but of appreciating and enhancing a territory.

It is also important to remember that part of the proceeds go to solidarity projects.

3.- Brief description of the practice: (between 400 and 600 characters)

From November to June anyone interested can adopt a cow (even by giving the adoption to other people) on the website of the Valsugana-Lagorai tourism promotion company.

The person chooses both the hut and the specific cow.

The cost for 2021 is € 65.

In the following days he receives by email the documentation on how to reach the hut, the voucher for the products to which he is entitled (worth € 50) and the identity card of the cow.

The products can only be collected from the “malga”, during the mountain pasture season (from June to September).

€ 10 are intended for solidarity projects and € 5 for the management of the initiative.



4.- Among the following descriptions, which one will fit best to the practice?:

A) It is a practice developed:

- ✓ In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial

Other Comments (between 450 and 600 characters)

“Adopt a cow” is a territorial marketing initiative that has several objectives: to make the territory and its products known; make known the culture of the mountain pastures; support the economic activity of farmers working in mountain areas; it creates induced activities because those who go to the malga to buy the products then spend one or more days in the area; supports solidarity projects.

B) Target public of the practice

- Young people, in general
- ✓ Young people at work
- Unemployed young people
- ✓ Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other

C) Transferability of the practice

- ✓ Very high
- High
- Low

D) Which is the source of this practice

- Private initiative
- Public initiative
- ✓ Collective initiative

E) Agents involved

- ✓ Local administration
- Regional administration



- ✓ Companies
- Employers' associations
- Unions
- ✓ Civil Society Organizations (CSO)
- Others

F) What type of role, do the agents indicated in the previous question, play

- Funders
- ✓ Stakeholders
- Companies that take part in the offer of practices for young people

G) Sustainability of the practice (environmental, social and economic)

The initiative is sustainable from all points of view:

-environmental: it promotes sustainable tourism, linked to the territory, enhancing the aspects of the rural mountain and making the territory known and appreciated;

-economic: it sustains itself economically; in addition, it offers the participating farmers more opportunities to sell their products. -social: helps the conservation of a particular traditional activity;

-social: support specific solidarity projects every year.

H) How is the gender approach considered in the practice?

- ✓ It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced : Depends on the year Participants are balanced between men and women
- More women taking part for any other reason Local administration

While men are particularly involved in the cheese-making activity, women (wives, daughters and generally any women part of the family group) are generally more involved in other activities such as: accompanying tourists, introducing them to the territory and to the local traditions.

I) Is it an inclusive practice?

- It gather people with different capacities
- ✓ It focuses in specific collectives: By supporting specific solidarity projects
- ✓ It promotes inclusiveness in the territory . It facilitates the conditions of life in mountain areas



5.- Please, highlight some of the main results obtained to date

From an economic point of view: in 2020 more than 2,500 adoptions, with a total proceeds of over € 160.000.

Aside from the direct economical aspect of “adopting the cow” there is a positive impact on the territory. Many visitors stay longer on the territory, positive impact on the hotel industry (bed&breakfast and agritourism included). In addition to this local production gain in visibility and local products become known and attractive for the tourists.

From a social point of view: since 2005, support for 23 local associations / projects, as well as support for the various activities of the participating farmers.

From the point of view of local development: sustainable development of an economic activity typical of the area and promotion of the entire territory.

There are not a few young people who have approached the mountain pasture activity also thanks to "Adopt a cow".