



# INLAND AREAS STRATEGY and “ADOPT A COW”

adopta  
una vacca





Strategia  
Aree Interne

2014 Partnership agreement  
development of the “Inland Areas Strategy”  
for Italian particularly fragile areas, with depopulation  
but with very high environmental potentials





**European Union**  
European  
Social Fund



The European Agricultural Fund  
for Rural Development:  
**Europe investing in rural areas**



**EUROPEAN UNION**  
European Regional Development Fund



**Strategia**  
**Are Interne**

**National funds**

**NEW funds (591 million €)**



## In the areas improvement of:

- education services
- health services
- mobility

## Local development projects:

- protection of the territory
- natural and cultural resources; sustainable tourism
- agri food
- renewable energies
- handicraft

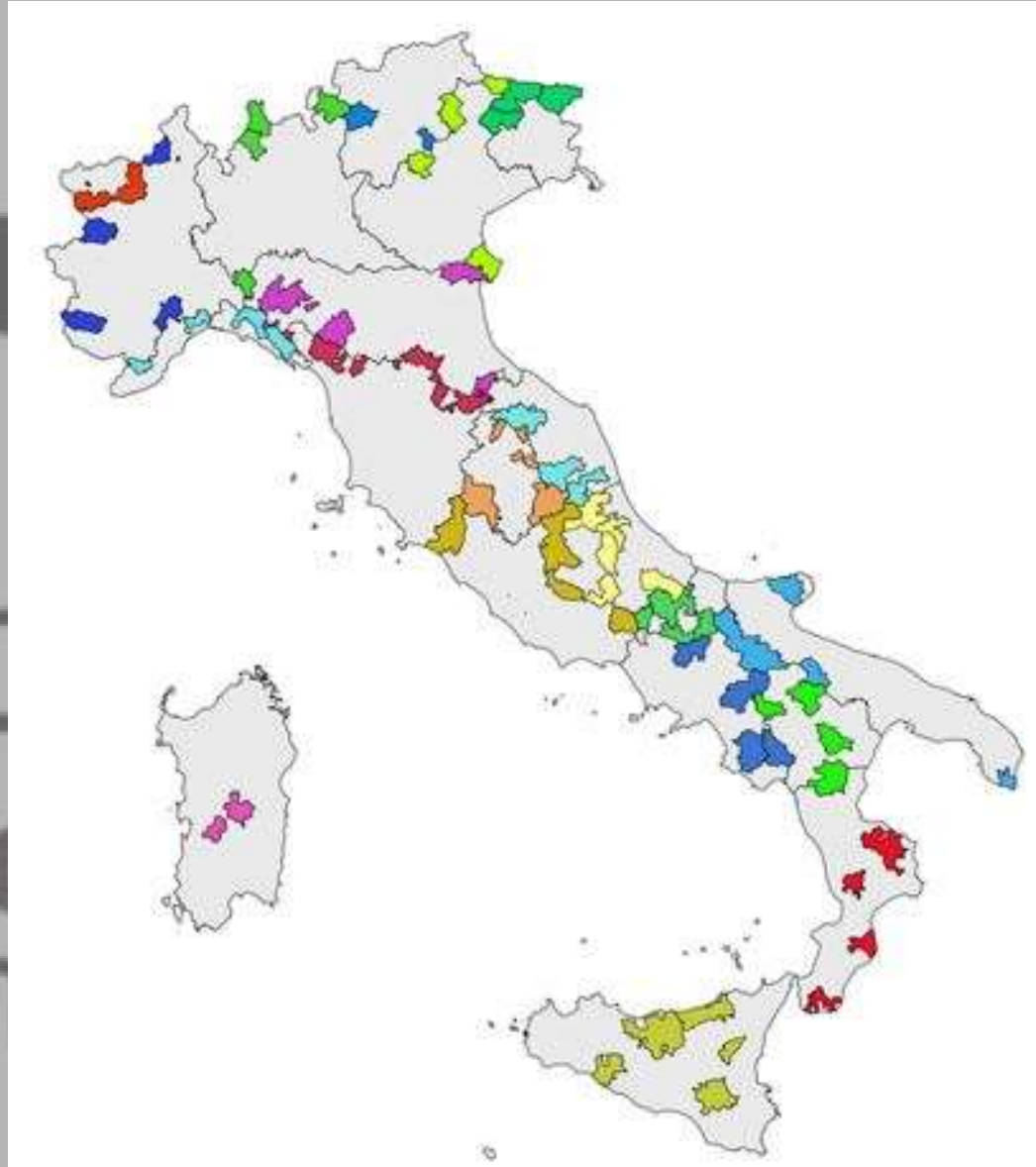


Inlands areas in Italy:

52% of municipalities

13,5 millions inhabitants  
(22%)

60% of Italian territory

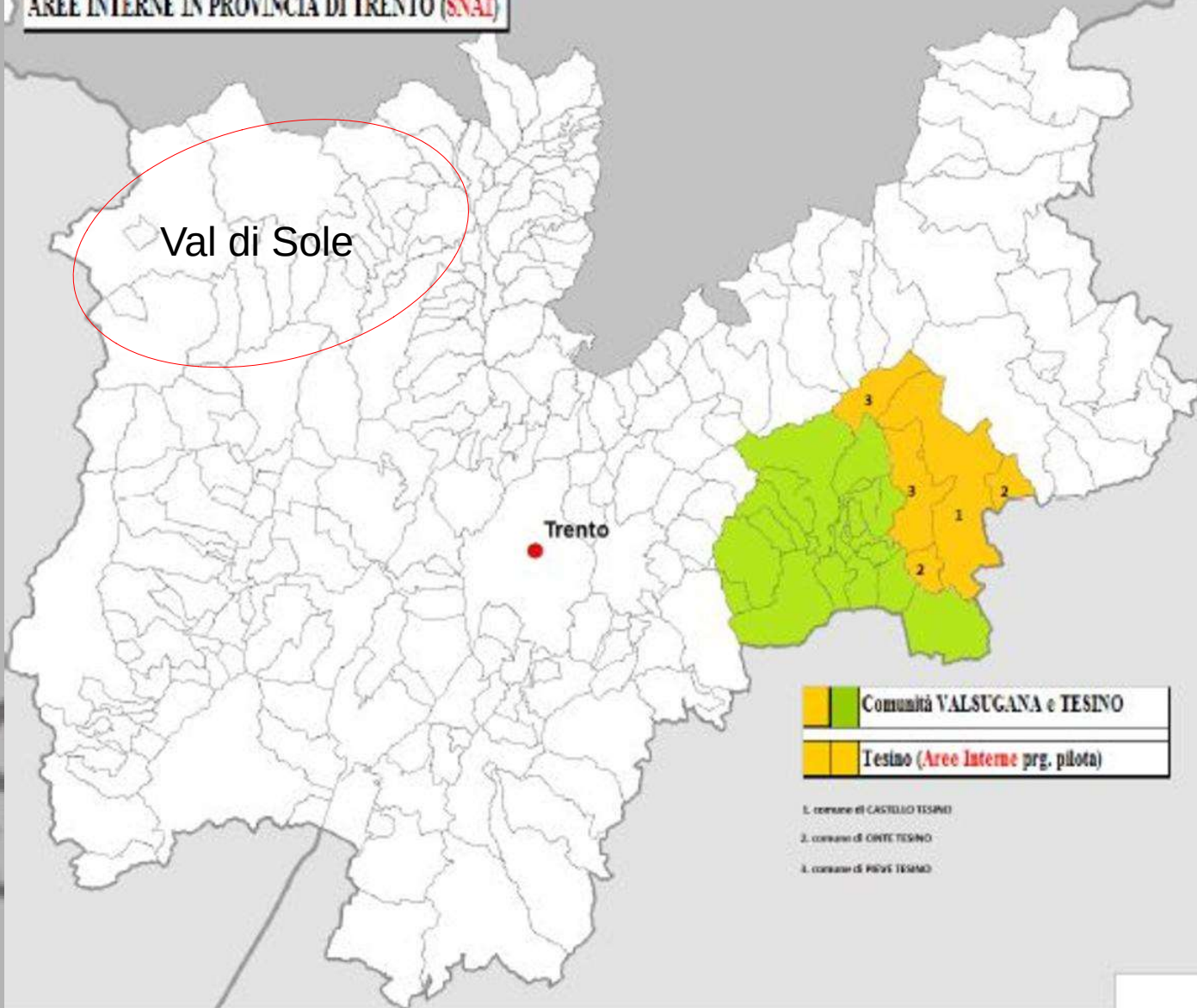


72 inlands areas

1.077 municipalities

2 millions inhabitants  
(3,5%)

17% of Italian  
territorial area



2.847 m





Campo Scout  
in Val Malena







Merano

Aidino

San  
AT





57 alpine farms

public

June-September

Cheese

Butter

Yoghurt

...

adotta  
una mucca





Coredo  
Tres

Egna

Cavalese

Ziano di  
Fiemme

Predazzo

Moena

Parco N  
Panev  
Pale  
Mar

Salorno

Segonzano

Brusago

Caoria

Cembra

Bedollo

Osteria  
Carlettani

chele  
tice

Miola

Sant'Orsola

San Francesco

Malene

Frassilongo

Fraineri

Telve

Scurelle

Castello Tesino

Pergine  
Valsugana

Canezza

Vetriolo  
Terme

Roncegno

Borgo  
Valsugana

Levico Terme

Novaledo

Marter

Sella

Cima XII

Grigno

Caldonazzo

Casare Trentin

Osteria del  
Termine

Ghertele

Casera  
Zingarella

Campomulo

Malga di  
Ronchetto

pellà

Ene

# “ADOPT A COW”



2005



# “Adopt a cow”

is a funny project born in Valsugana and Lagorai to let you know the beautiful nature of these mountains, to teach you how cheese is made following faithfully old recipes and to show you what it means to live in an alpine hut and watch over cows on mountain pastures

adotta  
una mucca



- € 65,00:
- € 50,00 to the alpine hut
- € 15,00 to charity projects and to project management

You **HAVE TO GO** to the alpine hut  
You will receive dairy products for the amount of € 50,00





Aims:

- to help a typical economic activity (Alpine farmers)
- to improve sustainable tourism in mountain areas
- to help specific social projects/associations

## THE ALPINE HUTS

What are you waiting for? Choose your cow!!



### MALGA SCURA

Altopiano della Marcesina  
Grigno

LOOK INTO BARN →



### MALGA COLO

Loc. Desene  
Ronchi Valsugana

LOOK INTO BARN →



### MALGA CAVALLARA

Passo Brocon - Loc. Cavallara  
Castello Tesino

LOOK INTO BARN →

# 2021: 12 alpine farms



## MALGA ARPACO

Passo Brocon  
Cinte Tesino

LOOK INTO BARN →



## MALGA CASABOLENZA

Val Calamento  
Telve di Sopra

LOOK INTO BARN →



## MALGA CASAPINELLO

Val Cavé  
Torcegno

LOOK INTO BARN →



## MALGA CAVALLARA

Passo Brocon - Loc. Cavallara



## MALGA CENON DI SOPRA

Loc. Cenon di Sopra



## MALGA COLO

Loc. Desene



## MALGA PALÙ

Altopiano di Vezzena  
Levico Terme

LOOK INTO BARN →



## MALGA SCURA

Altopiano della Marcesina  
Grigno

LOOK INTO BARN →



## MALGA VALCOPERTA SOTTO

Altopiano della Marcesina  
Grigno

LOOK INTO BARN →

addo  
una m



## MALGA VALFONTANE

Passo Brocon - Loc. Valfontane



## MALGA VALSOLERO

Val Calamento



## MALGA ZOCHI

Altopiano di Vezzena



2021:  
5/12 Under 40

5/12 women

2020:  
-2.500 adoptions

[www.visitvalsugana.it](http://www.visitvalsugana.it)

- € 125.000,00 to farmer  
- € 25.000,00 to project