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FATTORIE FAGGIOLI



Creation and development

...when the village style used to be a part of our everyday life and made it possible for everyone to gather around the large fireplace and have a glass of Sangiovese under the penthouse, when people used to wander about the village stores and gathered on the square... Let us resurrect the forgotten traditions and start living in that calm and "human" dimension which belonged to our ancestors... further back in time.....

This is the atmosphere Fausto has never forgotten during the eleven years he worked as a trade executive for a big international company. Of course, this warm, family atmosphere can improve not only his life, but also the lives of many other people. In 1982 he decided to move to the countryside together with his family. The place he chose is the Val Bidente valley, part of the Apennine; an abandoned area, considered as inappropriate tourist destination.



However, according to Faggioli, the village has a huge potential for economic development and, through the "farm" project, he invests in the two elements which had no economic or trade meaning back in the days: the values and the traditions of the village world. He adopts the experience he gained as a manager into an environment he always loved. This is how the first farm was established. Its doors are always opened for everyone who wants to "run away from the everyday city life" and taste the fragrances of a nature which turned into a way of life for the Faggioli family.

Throughout the following years, other farms joined this very first one and today they are all united under the name "Faggioli Farms." Engagement, capacity and creativity turned those farms, otherwise agricultural and abandoned, into one big "Multifunctional Farm," capable of offering everything from hospitality to the typical product, from an educational basis for eco-tourism to European projects for territorial marketing. The European Union, because of the quality, versatility and completeness of their range of offers and pilot projects, defines them as "paradigm farms." Fausto's engagement to create jobs and stable development in such a village region, has contributed to the development of projects, recognized by the European Union as projects with high quality and value for "United Europe." "The farm Project" serves as a model for many contractors who turned to the working team of "Faggioli Farms," so they can get information about the possibility to undertake analogous actions and establish their own farms.



FATTORIE FAGGIOLI



**SOME TIMES
IT IS NOT
WHERE
YOU ARE GOING
BUT HOW
YOU GET THERE.**

This was a brave choice during the 80's. The phenomena "agritourism" was not in wild use and the farmers from the valley were not at all confident in the final success of this activity, considering the village world could not be of interest to the tourists.

The first significant change took place when the local women were included in the initiatives of the farm by making typical products from the region and baking breakfasts for the passing by tourists.

As a result of this humble attempt to make a living out of tourism, local inhabitants became more active in their work for the farm. They extended the number of products being offered, either natural or remade, but always connected to the region.



FATTORIE FAGGIOLI



**ONE OF THE
PECULIARITIES
OF THIS ACTIVITY
IS THE ABILITY
AND DESIRE
TO PARTICIPATE
INTENSIVELY
AND TO
COOPERATE
AMONG ALL
THE TERRITORIAL
SUBJECTS.**

Since the beginning, the main activities were:

- **integration of women ("azdore" local dialect)**
- **establishing a network of connections with local partners, including the population, associations, firms and all the people or organizations in which the region might have an interest.**
- **investing in support of the supply in order to strengthen the competitiveness. Touristic product, in order to be profitable, should be characterized with strong territorial identity and must be adopted as a way of life by the local population, so it can deliver authentic emotions and values related to the territory.**
- **reevaluation of the role and significance of the farmer; new approach to village life through the offering of a territory and tradition with deep roots in the everyday life and temper of people who live like that since centuries; adding new values to the culture of the village man.**



FATTORIE FAGGIOLI



The engagement of all the subjects from the village community happens through meetings between the firms functioning on this territory, so different ways of managing can be compared. The conclusions, drawn from those meetings, contribute to the decision making and also to the measures being taken for improving the activity and optimizing the work of the firms on a given territory.

We used a managing approach that came as a result from a previous working experience, but the love for our own land, traditions and community was of primary importance.

As a result of the intensive offering of products and services we attracted the interest of different tourists and every single one of them found exactly what he desired. We achieved satisfaction thanks to the effort we put into it, and the tourist left satisfied by our services.



WHEN WE CREATED FAGGIOLI FARMS WE HAD DIVERSE SORTS OF DIFFICULTIES AND OBSTACLES ON OUR WAY, BUT THE ACHIEVED SYNCRONY IN THE COLLECTIVE WORK AND THE AWARENESS OF "THE POWER TO BE TOGETHER" ON A LOCAL COMMUNITY LEVEL CONTRIBUTED TO THE SUCCESS OF ALL FIRMS ON OUR TERRITORY.



FATTORIE FAGGIOLI



**Passion, a way of life, love of the land and cultural traditions:
the most important foundations at the heart of our agritourism and rural hospitality.**

Since more than twenty years, the Faggioli family is personally involved in the distribution of its experience through creation of graduate and undergraduate programmes in Universities, Institutions, Educational organizations, Public administration and among the contractors in the region, because the family believes that one firm, even if it is successful, should function in synchrony with all other firms on the same territory: agricultural, craft, merchant or tourist. With faith in the village's resources, the Faggioli family organizes an internship in the farm for workers and future experts. The "Faggioli Farms" project has developed day after day with the help of the two daughters Francesca and Federica, who participated intensively in the everyday work in the farm whenever they had some free time from school. When they reached majority in 1999, they decided to join their father and develop a one-man firm in a small cooperative union. Nowadays they both work full-time in the firm. The contractor's initiative, their parents began in the Val Bidente valley more than twenty years ago, is completely fulfilled today, if we can judge by the achieved results on the market and the wide reaction the "Faggioli Farms" prepositions cause in the world of information.



Francesca, Fausto, Federica, Mila

**Editorial by Elena Tibiletti
"Sole 24 Ore" Group Reporter**

**We are inspired by our passion, we truly love our work.
This is why Fattorie Faggioli has gone from strength to strength.**



FATTORIE FAGGIOLI



**OUR PROJECT FOR
EDUCATIONAL,
MULTIFUNCTIONAL
BIO-FARM
WAS COMPLETED
SUCCESSFULLY.**

“A lot of water flew out under the bridges” since 1982 and Faggioli Farms continued their journey. They oriented their transformation towards something, which is no doubt a **priority in the list of necessities for high quality of life: to make the guest feel, in a natural environment, everything that contributes to the health of its spirit and body.**

One priceless philosophy for good health and complete life, through providing unforgettable experiences. Mountain trips for herb gathering, hay baths, healthy sauna with herbs and mud-baths. Aromas and places that provide fun and rest for the guests and for transferring of power and harmony through the four major elements of life: Air, Fire, Earth, Water.



A bath made of recently gathered hay is a bath of youth for all the fans of wellness in the beauty center with sauna, Turkish bath, hydro massage, bath with salt with additional herbal tea and pleasant musical background. Authentic atmosphere for a complete rest!





OUR PROJECT FOR EDUCATIONAL, ECOCOMPATIBLE AND MULTIFUNCTIONAL FARM



The search for a territorial identity was the main aspect we worked on during the filtering of project prepositions, in order to develop the typical characteristics and give value to the territory.

The materials chosen for the construction are natural materials such as **ROCKS** and **STONES** for the fundamental part of the building with suitable size. **WOOD** for the beams, the roof, the penthouses and the inside stairs; **TERRACOTTA** for the floor, tiling and doorsteps; **TILES** for covering the roof.



Lesson in Farm.

BIOLOGICAL AND BIODYNAMICAL SEPARABLE GATHERING

The separable gathering of the garbage and its reuse reduces the quantity of the substances to be thrown away; subsequently it reduces also the search for resources. For this purpose we planned processing the waste matter of the farm and their reuse.

CLEAN ENERGIES AND COMPATIBLE TECHNOLOGIES

To bring under control the consequences of the overuse of natural resources and pollution we constructed installations for absorbing solar and wind energy. The solar energy is modified into electrical energy through special solar panels by using the chemical-physical characteristic of silicon. Furthermore, a 3KW wind generator, thanks to the rotating power of wind, is capable of generating pure energy, enough to satisfy the needs of the Farm.

PURIFICATION OF WASTE WATERS

The purification installation functions through python-clearing, by using the roots of some plants such as fern etc. There is also a system to gather the rain water. Everything is connected through a channel into a collecting bath. The bath is equipped with a pump that distributes the collected water. In this way, the supply with water and the purification of the already used one contributes to its reuse outside the household: for irrigation, toilet use and so on. As a result we achieve a sustainable economic outcome, but most importantly, we contribute to the protection of the environment.



INTERNSHIP IN THE FARM



For the realization of a particular educational experience, which, through the closer relations between the world of education, the world of contractors, checks the ability of the young, their orientation and professional



The purpose is to provide the students, in the real context of the work itself, with the opportunity to experiment with their "ideas - projects" by turning them into active participants in the organization of the Firm's activities and Territory.



****system of specific methods, established throughout a period of many years of research and work, coming from our experience "on the field."**
****individual and group growth, developing human potential.**



I.A.E.R.T.

(International Association of Expert in Rural Tourism and Agritourism).

The association stimulates the research and projects for agricultural development around the world. Faggioli Farms are a member of the association in the sector of Village Tourism.

TASTE SCHOOL

Uno Stage One of the internships in the farm, which makes the young generations go mad about those values related to culinary traditions, which constitute cultural and historical heritage, offers interesting opportunities for new profession and firms. In "Taste School," if you want to pass from education about food to education about taste, you should maintain the relationship with the Territory, the seasons, health and cultural ties of eating. In order to add value and to sell our huge gastronomical heritage, which the Western European market expects, we should have organized effective offers.

IN.FOR.MENT *International High School for Innovation in Information, Education and Management*

It came as a result of an agreement between the Italian Universities and Faggioli Farms for activating the initiatives, which respond fast and flexible to the needs of education, of actualization and realization of pilot, national and European, projects in the sphere of cultural and economical development of the Territory.

EDUCATIONAL FARM AND GREEN WEEKS

With projects "Going to school in the farm," by using courses on special topics, we offer the "key for understanding" the environment, in order to contribute to the growth of a conscious consumer, who enjoys not only his health, but will contribute to the improvement of production, market and eventually quality of life.



OUR PROJECTS



Faggioli Farms worked successfully on the promoting of bio-products in the sphere of tourism through the innovative formula Happy Bio. Also offering a Happy Hour with breakfast made of bio-fruits and bio-vegetables and Traditional Dinners served at the seaside resorts' hotels.



EQUAL

Contractor's support to the socio-economical structure in Valnerina. The cooperation between BIM consortium, Territorial Tourist service and Faggioli Farms is trying to give value to the economical potential of the contractors in Abbazia di San Felice di Narco (PG).

SUDNORDSUD

Faggioli Farms cooperate with Italy Lavoro Spa's stocks for help and support regarding the governance of location, education and help for support to partnership and transfer of models of governance in the sphere of stable tourism.



European Academy
for Rural Territories Hospitality

E.A.R.T.H. Academy is a European Network for exchange of effective practices for territorial governance, which could unite tourism, agriculture, crafts, environment, culture and education in one common plan for development of the Village Territory. All the citizens, schools and educational institutions, together with the tourist who visit this Territory are being favored in a definite way by the efforts for reaching a particular goal.

LEONARDO DA VINCI "Agritourism Management"
Creating opportunities for employment based on the quality of particular skills.



COUNTRIES

Austria
Bulgaria
Denmark
Germany
Greece
Italy
Latvia
Netherlands
Poland
United Kingdom
Romania
Slovenia
Spain
Sweden
Turkey

Creation and Governance of PMI Andine:
Peru - Colombia - Ecuador - Bolivia
Financed by the Ministry of Foreign Affairs and organized by Bertinoro-FC University center. Themes of the project: the connection agriculture-tourism-environment and the establishment of touristic systems as major strategies.





OUR PROJECTS



PROMUOVITALIA REPLAY PROJECT

A project of the Chairmanship of the Council of Ministers, the department for development of tourism, supported by ENIT and Promuovi Italia Association, which gives the opportunity for development of governance skills. The trainees are educated right on the field, in the conditions of a functioning structure: how to start a business in the sphere of tourism and how to present and develop the image of agritourism through giving value to the Territory.

"NON Valley" TERRITORIAL MARKETING Project for the valorisation and promotion of the Municipalities of "NON Valley"-TN

TERREDIMANFREDI Engaging the young generation with a new model of development of Valley "Alto Platani" Mussomeli (CL)

TERREDISARDEGNA Working group for the village development of Sardinia, Nulvi (SS)

PSIE EWIV-GEIE- European Group of Economic Interest for exchange between European countries through Agriculture, Environment, Tourism and Culture. Austria-Germany-Italy.

MASTER "RURAL TOURISM AND NEW TOURISM"

This Master's program, the first program of this sort in Italy, propagandizes cooperation between the Territories, by creating actual networks of touristic producers. This is a tourism, which stresses on the emotional aspect, on the cordial hospitality and on the ability to offer unforgettable experiences. The master's program analyzes local and global touristic issues, culture and identity of the Territories, governance services, local marketing, stability, creation of networks and mastering the new technologies.

MASTER "Junior Manager for rural development"

This Master focuses on the development of a professional figure with a future in enterprise in the hotelier sector. Faggioli Farms are partners with Master's program designed by PZ Touristic System

INTERREG/CARDS-PHARE INTEGRA Development of a control model, planning and stable governance in order to give value to protected zones.

INTERREG/DIR The village region as an economic model of integration of territorial producing systems.

"EMISSIONE ZERO"

Foods for collective dinning business through the creation of a list of agricultural firms, craftsmen's firms and small and medium firms from the food and tobacco industries for delivering high quality products to the restaurants.

MIG L'Altra Romagna (FC)

FARMER'S MARKET

For improving the local market's access to local foods through engaging municipalities with providing appropriate places for agricultural contractors, who intend to sell their products directly.



FF AGRICULTURAL ACTIVITIES & TYPICAL PRODUCTS



OLD RECIPES

One carnival of meals, made by environmentally considered products, cultivated with no additional chemicals; with a guarantee that it is all for the general good of the consumer, the producer and the environment.

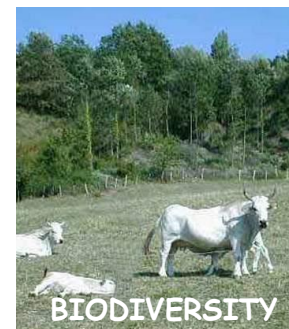


ANCIENT "POMARIO"

If we add some traditions to the fruit, torn from the orchard, we will give new value to this fruit, it will bring to the consumer information for the world of agriculture and will increase his knowledge in the sphere of biological variety.

TO EAT BY FOLLOWING THE RHYTHM OF SEASON

All the foods we eat transform to muscles, knuckles, blood, and energy and contribute to our development by increasing our immunity against diseases. Because man is surrounded by nature he must keep a balance between himself and environment. This can only happen if we consume the available foods. By eating we help the different organs of our body to function. Every organ is related to a different season. In such a period we should protect them for our own good. We must consume the products according to the season: tasty, healthy and nourishing and able to protect our health.



VANISHING SPECIES

Authentic races for sustaining the biodiversity and for preserving those species, which might soon be extinct. Successfully adapted to our climate and environment, they have a century-long history that enriches us with new knowledge about the Village Tradition and the life among Nature.

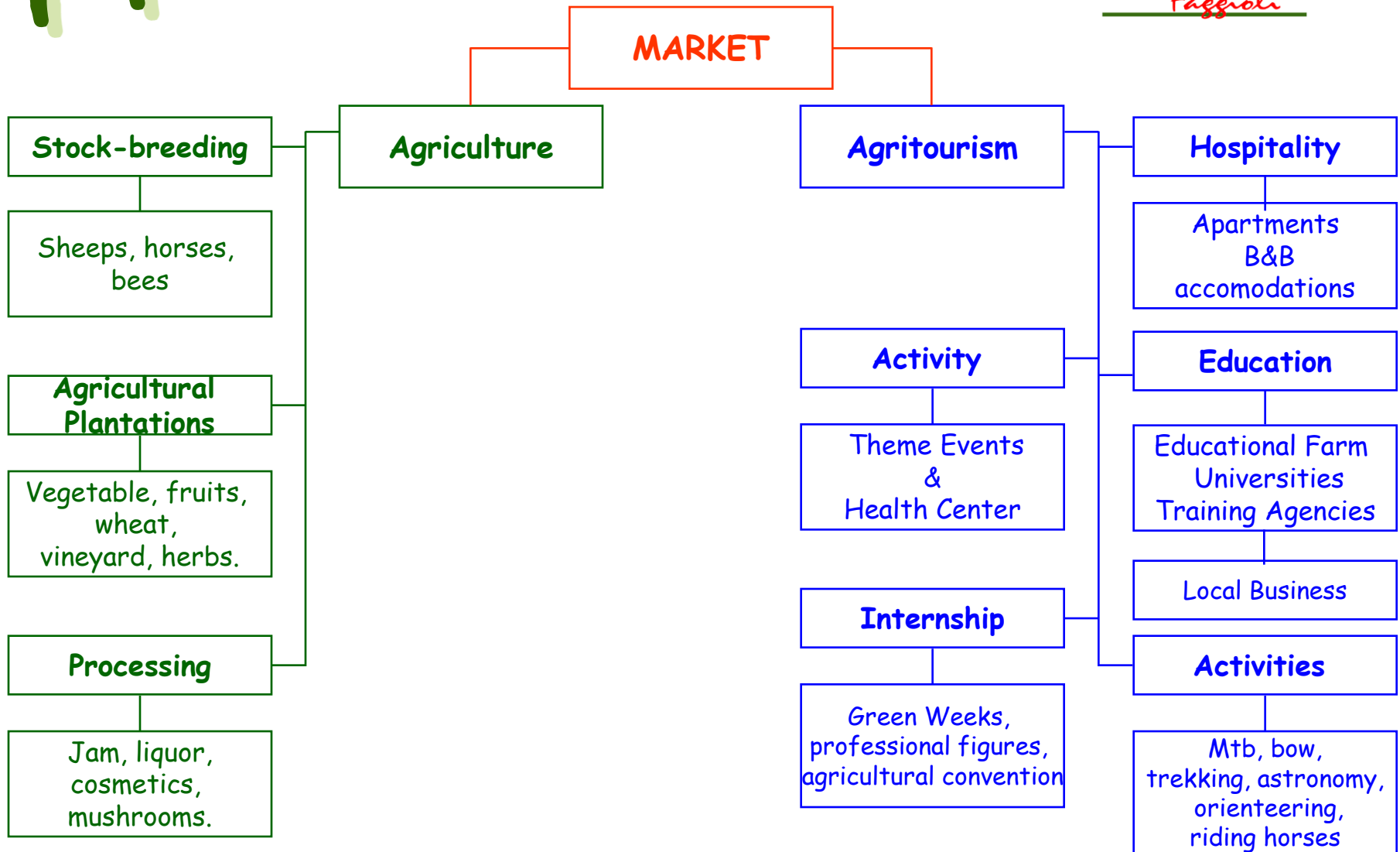
THE AGRICULTURE OF OUR FARMS PROTECTS THE ENVIRONMENT AND THE TRADITIONS. SO IT CAN OFFER TO OUR GUESTS A HIGH QUALITY PRODUCT.

Our offer comes as a result of a deep research for finding Tastes and Aromas from the past, with recipes, related to the rhythm of seasons and with an ancient experience gathered around the huge fires or under the shadow of the venerable oaks. A carnival of Taste, which we offer through the products, cultivated in a completely natural way and processes with no additional chemicals whatsoever.



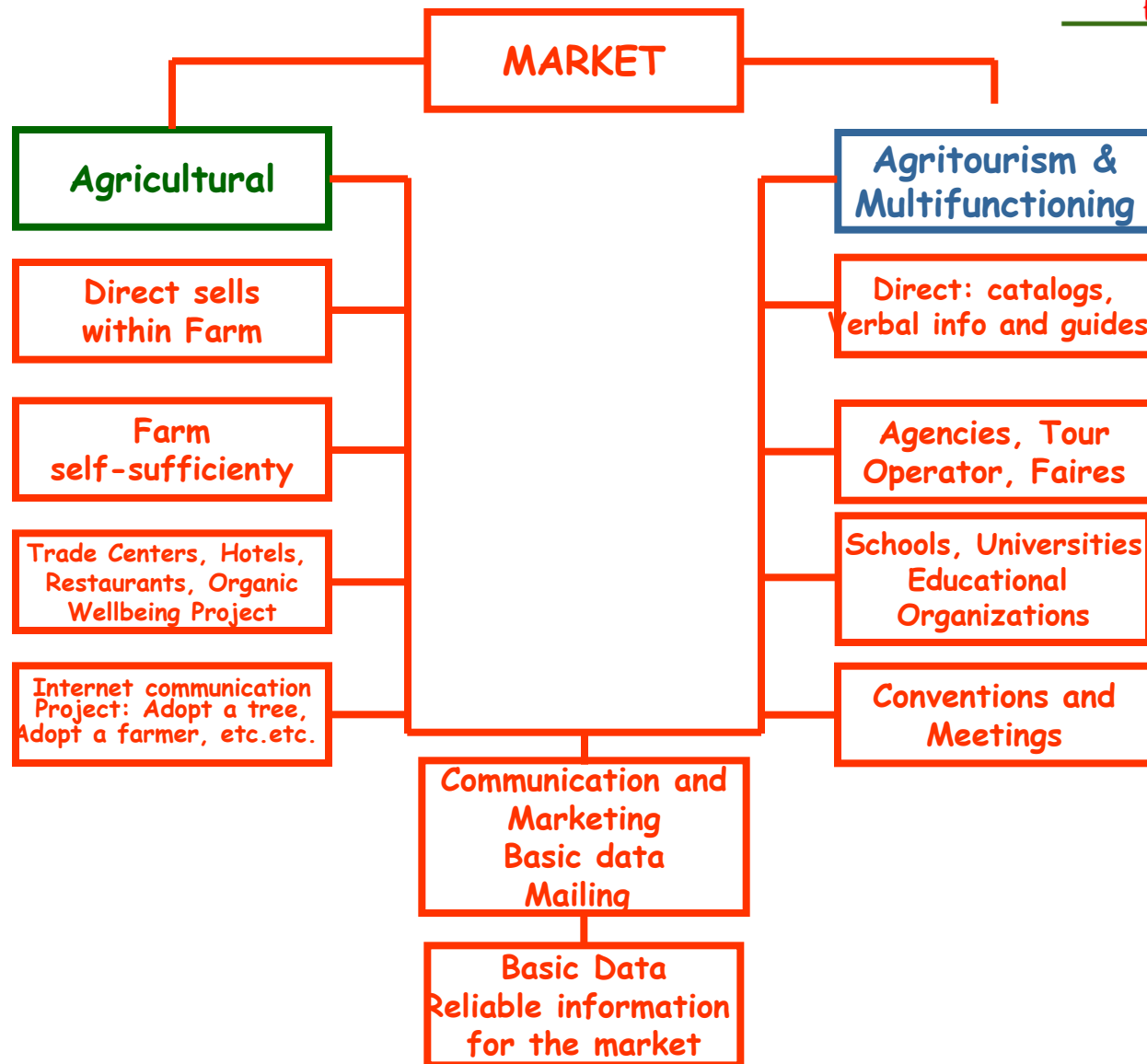


OUR OFFERS





OUR MARKET





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