



WOMEN-LED INNOVATION IN MULTIFUNCTIONAL FARMING

PRACTICE ABSTRACT 5

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Insights from FLIARA's case study comparative analysis show that women-led innovation in farming often entails offering different farm-related activities and services, targeting both the local population and tourists. In this way, farms come to signify much more than their agricultural production: they become places where people reconnect to agriculture, and to nature in general.

Among the services offered are: farm-based restaurants and accommodation, kindergartens for children of different ages, educational workshops and experiences for adults and children, cooking workshops, guided walks with animals, in-loco market and shops. Often, part of the offer targets specifically vulnerable groups such as disabled people.

By engaging in multifunctional farming, women:

1. **Spread awareness about ethical and healthy ways of producing and consuming food.**
2. **Enhance social inclusion**, while collaborating with schools and other local associations.
3. **Increase and diversify their income**, often employing local professionals such as teachers and guides and establishing partnerships with schools and tourist agencies.

Imagining and introducing new services on the farm makes it possible to use a variety of skills and knowledge (not just agricultural). Establishing collaborations with local institutions (e.g. schools, social welfare centres) could be useful to foster the use of the new services.

Women could also benefit from targeted economic support (e.g. through some CAP measures) and LAGs support.



Daniëlla de Winter, Tuin de Es. The Netherlands.



Belinda Schwarz-Wittigschlager, Hechelhof. Germany.



Luigia e Simona Soffritti, La Petrosa. Italy.

Useful links:

- See the experiences of: <https://fliara.eu/innovator/luigia-e-simona-soffritti/>; <https://fliara.eu/innovator/noora-pakonen-laura-huusko/>; <https://fliara.eu/innovator/stefania-lusuardi/>; <https://fliara.eu/innovator/belinda-schwarz-wittigschlager/>; <https://fliara.eu/innovator/daniella-de-winter-and-bart-pijnenburg/>; <https://fliara.eu/innovator/sofia-de-matteis/>



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