



Germinale Agricultural Cooperative



INNOVATION JOURNEY

Giulia Jannelli is the co-founder of Germinale, an agricultural cooperative based in Demonte, a small village in Stura Valley, on the western Italian Alps. After graduating in political science in Milan, her hometown, Giulia lived and worked several years abroad. When she moved back to Italy with her partner, they no longer wanted to live in a big city. They decided to live in Demonte after a woofing experience there.

In May 2018, Giulia, together with other friends, started the agricultural cooperative. The cooperative understands agriculture as a tool for taking care of the land as well as for creating and strengthening bonds and relationships of solidarity in the area. They brought forward several agroecological projects. They cultivate chestnuts, vegetables, cereals and aromatic herbs, also working on abandoned land that has been brought back into production. They process their products that are sold locally.

In 2020 they took over the management of a small restaurant at the Shepherding Eco Museum in an Alpine hamlet located close to Demonte. This is not only a place where tourists can taste dishes cooked with local products (e.g. Sambucano lamb meat - a Slow Food presidium, cheeses, and cured meats as

well as products from the cooperative) but also a meeting place for local people. Since October 2023, the restaurant has become a “*Bottega dei servizi*” (funded by the Piedmont Region and FinPiemonte spa). This is a multi-functional shop where people can buy basic goods and access different services (e.g., home delivery, co-working space, renting sport gear etc.) They also organize debates, public meetings, and a film program.



THE INNOVATION IMPACT

The project is characterized by a strong focus on social sustainability. Since from the beginning Giulia and the Cooperative have worked to strengthen solidarity and community bonds. This is particularly remarkable in a remote rural area, where local institutions should support and provide space to develop these kinds of projects.

USEFUL LINKS

<https://www.facebook.com/germinalecooperativa>
<https://www.ecomuseopastorizia.it/la-pecora-nera-punto-degustazione/>