



Greta Moser Organic Farm

INNOVATION JOURNEY

Greta Moser inherited her father's farm in 2023, after moving back to her native village in a rural area close to the city of Trento, by the Italian Alps. Before, she studied arts at University of Venice and worked as a cook in Milan. As her father announced his retirement, she felt the desire to move back and take over the small family farm. Although she does most of the work by herself, her parents are still helping her with the management of the 2,5 hectares farm.

The entire production is done by sowing in a 'circular agriculture' perspective, and not by planting seedlings. She practices biodynamic and organic farming in the most careful and attentive way for the local ecosystem. She grows both local traditional crops such as grains and bitter roots as well as crops from other countries. Examples are different varieties of cucumbers, dill, Japanese squash, fresh coriander, trumpet courgettes.



She also produces local varieties of grapes, which she partly sells at the local wine consortium and partly uses to produce natural wine for family consumption. Eggs are also produced on the farm. She sells everything at local weekly markets, especially in the city of Trento, as well as in loco.

THE INNOVATION IMPACT

Greta's practice is characterized by a strong focus on environmental sustainability. Her activity also entails a cultural sustainability dimension. Indeed, she aims at preserving local farming practices, traditional crops, and rural lifestyles, which few young people in the region decide to embrace.

In relation to this, she is also in the process of opening a "rural space" in the family house where she lives, next to the farm. She would like this space to become a meeting point for local people, where ancient and traditional farming techniques can be learned and preserved. At the same time, she is also planning to open a food processing laboratory to produce jams, flour, etc.

USEFUL LINKS

<https://www.giornaletrentino.it/cronaca/trento/la-tradizione-contadina-vive-ancora-con-greta-moser-1.3539166>