



Joint Project Meeting

GREENRESILIENT

*Organic and bio-dynamic vegetable production in
low-energy GREENhouses – sustainable, RESILIENT
and innovative food production systems*

ProOrg

Code of Practice for organic food processing

ORGANIC PRODUCTS AND THEIR TASTE

Consumer awareness for a sustainable choice

In the framework of the Open Day “The LeavesEaters”,
researchers of CORE Organic Cofund Projects
GREENRESILIENT and **ProORG** meet the consumers

**Capua, Sunday 1st December 2019
La Colombaia Farm**



Premise

Modern agri-food system offers a wide range of products, but a limited diversity of fruit and leafy vegetables. Among consumers, especially among the younger ones, there is no awareness of the vegetable diversity which can be produced locally and of their different organoleptic characteristics. Very often, consumers are led to choose among options which are offered on the shelves of supermarket. Moreover, consumers lack often the basic knowledge and information on the way the vegetables they buy are produced and processed. Organic products are often described in terms of for what they are “avoiding” (farming “without” agrochemicals), while organic products are characterized by agronomic practices aimed to maintain soil health and fertility and provide ecological services to the agroecosystems. Transnational European projects **GREENRESILIENT** and **ProOrg** address these issues and have the common objective of increasing consumer awareness (food citizenship) in buying and consuming organic and biodynamic products. In this Open Day, organised by “La Colombaia” farm and titled “The LeavesEaters”, researchers of CREA involved in the projects welcome local consumers to show them the on-going experimental activities and to guide adults and children in tasting different species of winter leafy vegetables which are cultivated during winter time in protected conditions.

Program

10:00 Arrival to the farm and registration

10:30 Visit to the experimental greenhouses and description of the compared systems of production

11:30 Sensorial laboratory – Tasting and guide to sensorial quality of different species of baby leaves: the diversity of colour, taste and odour of local production

13:00 Conclusion of the day

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Scientific and Organizing Committee

Corrado Ciaccia (CREA Agricoltura e Ambiente) corrado.ciaccia@crea.gov.it

Elisabetta Moneta (CREA Alimenti e Nutrizione) elisabetta.moneta@crea.gov.it

Marina Peparajo (CREA Alimenti e Nutrizione) marina.peparaio@crea.gov.it

Elena Testani (CREA Agricoltura e Ambiente) elena.testani@crea.gov.it

Flavio Paoletti (CREA Alimenti e Nutrizione)

Scientific Coordinator PROORG Project flavio.paoletti@crea.gov.it

Fabio Tittarelli (CREA Agricoltura e Ambiente)

Scientific Coordinator GREENRESILIENT Project fabio.tittarelli@crea.gov.it

You are kindly invited to communicate your presence within the 29th of November by contacting Fabio Tittarelli - fabio.tittarelli@crea.gov.it