FOOD, CULTURE AND TERRITORY: EN.FA.SI. FOR THE FAGIOLO CUNEO

new cultivation, transformation and distribution processes
on the basys of Systemic Design

Silvia BARBERO, PhD
Politecnico di Torino

Madrid, 25th April 2013
8th World Congress of Blue Economy
foreword and goals

EN.FA.SI.
L’ENergia e il FAgiolo in SISTema
energy and bean in system

valorisation of local territory

environment  economy  society
foreword and goals

EN.FA.SI.
L’ENergia e il FAgiolo in SIstema
energy and bean in system

local actors

Politecnico Torino
Agroinnova Grugliasco
CReSO Boves
Arese Franco Centallo
Agrindustria Cuneo
Molino Borgo S. Dalmazzo
Consorzio Cuneo

Progetto EN.FA.SI. 2011 finanziato dalla Regione Piemonte
POR FESR 07/13 – I.1.3 Innovazione e PMI – Poli di innovazione

EN.FA.SI 2 project
foreword and goals

EN.FA.SI.
L’ENergia e il FAgiolo in SIstema
energy and bean in system

FAGIOLO CUNEO IGP

6.200 ton/year
dried product
on 3.000 ha
7.400.000 €

15.500 ton/year
fresh product
on 1.900 ha
15.000.000 €

Billò variety

EN.FA.SI 2 project
foreword and goals

FAGIOLO CUNEO IGP

type of plant

Billò variety

nutritional value

territorial roots

EN.FA.SI 2 project
Foreword and Goals

FAGIOLO CUNEO IGP

Type of plant

4 supports in bamboo at hut

climbing plants
foreword and goals

FAGIOLO CUNEO IGP

nutritional value

EN.FA.SI 2 project
foreword and goals

FAGIOLO CUNEO IGP

territorial roots

this bean is in the area since 50’s
organisation in consortium
family tradition

EN.FA.SI 2 project
foreword and goals

the Systemic Design project pivots on food, culture and territory
foreword and goals

the Systemic Design project pivots on **food, culture and territory**

<table>
<thead>
<tr>
<th>input/output</th>
<th>relations</th>
<th>local actions</th>
<th>autophagy</th>
<th>human being at the center</th>
</tr>
</thead>
</table>

**quality of the system = quality of the product**
productive processes

FAGIOLO CUNEO IGP: actual situation

- Small-medium farms of fruits and cereals
- Mutual exchange with livestock sector
- Family run
- Convenience of manual techniques and machinery

10 municipalities with more than 100 ha farmed with Fagiolo Cuneo

EN.FA.SI 2 project
productive processes

farming  harvesting  selection  packaging
productive processes

actual situation: PROBLEMS / DESIGN SOLUTIONS
productive processes
14 NEW PRODUCTS

EN.FA.SI 2 project
changing the nature of INPUT and OUTPUT

- LEAVES TREATMENTS
- PRESERVING SEEDS
- OPPONENT MUSHROOMS
- AUSILIAR INSECTS

- MINERAL FERTILIZER
- CHEMICAL TREATMENTS
- WEED KILLERS

preventing integrated fights

< quantity

- SUPPORTS
  - stock and reuse
- CORDS
  - biodegradable
- BAGS
  - unbinding and reuse
- PACKAGING
  - bioplastic

no waste

EN.FA.SI 2 project
results

involving local players

19 LOCAL ENTITIES

EN.FA.SI 2 project
in progress

new Fagiolo Cuneo packaging

FUNCTIONAL ASPECTS

+ COMUNICATIONAL ASPECTS

PACKAGING DESIGN
application of the Systemic design on packaging and distribution of the new Fagiolo Cuneo

EN.FA.SI 2 project
in progress

systemic quality

from farming to distribution

packaging represent the values of the system

environment

economy

society
in progress

systemic quality

productive processes + promotional processes

from farming to distribution

packaging represent the values of the system

new FOOD

accessible safe

sustainable aware inclusive

representative

EN.FA.SI 2 project
thank you!

silvia.barbero@polito.it