

## Martesana durum wheat supply chain with zero chemical residue

### Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

FRUDUR-0

Tematica

Difesa da malattie e infestazioni

Information

Time frame

2019 - 2022

Durata

36 months

Partners (no.)

9

Regione

Lombardia

Comparto

Cerealicoltura

Localizzazione

ITC4C - Milano

Costo totale

€724.870,32

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP007: Italy - Rural Development

Programme (Regional) - Lombardia

Parole chiave

Pest /disease control

Fertilisation and nutrients management

Farming practice

Agricultural production system

Sito web

<https://frudur-0.it/>

Project status

completed



### Objectives

The main purpose is to develop a production protocol characterized by a reasoned application of all cultivation practices, in particular the one that is aimed for defending against adversities and an optimised organisation of the various operations in the durum wheat supply chain, aimed at obtaining a product for consumption with "zero chemical residue", equivalent to the biological one (presence of residues of phytosanitary products <0.01 ppm) with high unit production levels and low environmental impact.

### Activities

Experimental activity aimed at developing one or more cultivation paths to achieve zero residue durum wheat production. The selection of Plant Protection Products with suitable chemical-biological characteristics and the optimization of their application for timing, doses, thresholds and according to the criteria of integrated management and precision farming. The preparation of an "operational working protocol" must be respected by all farmers. Establishment of the durum wheat supply chain and marketing of " Pasta della Martesana zero residue "

### Context

The production of durum wheat in Northern Italy, although marginal (15-18%) overall, is characterized by a higher productivity of about 6.0 t / ha of grain, as an average for the 12017 and 2018 marketing years, compared to that of the other regions of about 3.2 t / ha and a higher protein and gluten content. In particular, this crop is very compatible with the organisation and structure of cereal farms and contractors in Lombardy and in the Martesana area in particular. In fact, this crop shares the equipment and much of the knowledge and agrotechnical know-how with

the other winter cereals, as it is neither an unknown nor a novelty. Rather, what has been identified the need to modulate and develop an agrotechnics aimed at durum wheat and not borrowed from soft weath without appropriate precautions. Finally, given the presence in the territory of very active milling and processing activities, a product of traced territorial origin with a high quality and health profile (absence of phytosanitary residues - PF) already meets a strong demand. The emerging need of the GO is therefore to restore the profitability of the agricultural enterprise. One of the step to achieve this recovery lies in the diversification of cultivation systems with the introduction of crops capable of recovering greater profitability without affecting the cost structure and investments. The production of durum wheat with a high quality and health profile due to the absence of PF residues is a possible way for GO farms to regain profitability. In other terms, the abandonment of commodities for the adoption of a specialty.

### Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	Agricola 2000 S.C.P.A.	Via Trieste 9 20067 Tribiano MI Italy	02 90631186	info@agricola2000.com
Partner	Università degli Studi di Torino - Dipartimento di Scienze Agrarie, Forestali e Alimentari (DiSAFA)	Via Largo Braccini,2 10095 Grugliasco TO Italy	011 6708791	michele.lonati@unito.it
Partner	Distretto Adda Martesana	C.na di Mezzo 20060 Liscate MI Italy		distrettoaddamartesana@gmail.com
Partner	Società Agricola Pirola Roberto Snc	C.na di Mezzo 20060 Liscate MI Italy	02 95350372	roberto@cascinadimezzo.it
Partner	Azienda Agricola Ceriani Maria Antonia	C.na Claudina 20060 Truccazzano MI Italy		maric.80@tiscali.it

Role	Azienda	Address	Telephone	E-mail
Partner	Azienda Agricola Mapi di Giudice Pietro	C.na San Pietro 14 20080 Cisliano MI Italy		pietrogiudice@live.it
Partner	La Madonnina Srl	Via Roma 102 20060 Bellinzago Lombardo MI Italy		
Partner	Società Agricola San Bernardo S.S.	Via Piatti 5 20081 Abbiategrasso MI Italy	029465621	agricolasanbernardo@libero.it
Partner	Donà Mariangela	Via L. Da Vinci 1 20080 Vermezzo MI Italy		donamariangela@gmail.com

## Pratiche abstract

### Description

Developing a durum wheat production protocol for defence against adversity through:

- Targeted use of plant protection products (PPPs) chosen among the most environmentally friendly and with the best health profile (basic substances and low-risk substances in line with the EC Directive 128/2009) aimed at obtaining a consumer product with ""zero chemical residue"", equivalent to the biological one (presence of residues of plant protection products < a 0.01 ppm)
- Use of tolerant/resistant varieties to adversities and therefore better suited to the project's objectives and the environmental characteristics of the Martesana area

### Description

Develop a production protocol for hard wheat to reduce the impact on biodiversity and climate to:

- Reduce climate-altering gas emissions precision practises;
- Prevent the presence of pests and cryptogames through the use of monitoring strategies, agro-ecological crop management and the use of biocontrol techniques and Plant Growth Promotion techniques

### Description

The project will make it possible to lay the foundations for the establishment of a zero-residue durum wheat chain of excellence, in which farms will play a leading role in the entire production cycle. The process will allow the establishment of the 'Pasta della Martesana a residuo zero' brand, will lead to a highly qualified product that will increase its competitiveness on the market and enhance the profitability of the associated farms.

## Description

The adoption of an advanced communication plan to publicise the project, its potential and positive effects on the territory and consumers

## Link utili

Titolo/Descrizione	Url	Tipologia
Sito web del progetto	<a href="https://frudur-0.it/">https://frudur-0.it/</a>	Sito web
Linkedin	<a href="https://www.linkedin.com/company/frudur-0/?viewAsMember=true">https://www.linkedin.com/company/frudur-0/?viewAsMember=true</a>	Link ad altri siti che ospitano informazioni del progetto
Facebook	<a href="https://www.facebook.com/Il-progetto-Frudur-0-102810021416128">https://www.facebook.com/Il-progetto-Frudur-0-102810021416128</a>	Link ad altri siti che ospitano informazioni del progetto
Experimental trials. Location: Liscate	<a href="https://www.youtube.com/watch?v=C1K90xK_-XI">https://www.youtube.com/watch?v=C1K90xK_-XI</a>	Materiali utili
Objective - aims - partner	<a href="https://www.youtube.com/watch?v=_6t-Eb7CZ7g">https://www.youtube.com/watch?v=_6t-Eb7CZ7g</a>	Materiali utili
Project presentation	<a href="https://agronotizie.imaginenetwork.com/difesa-e-diserbo/2020/06/17/frudur-0-l...">https://agronotizie.imaginenetwork.com/difesa-e-diserbo/2020/06/17/frudur-0-l...</a>	Materiali utili
Project activities	<a href="https://www.linkedin.com/company/frudur-0/?viewAsMember=true">https://www.linkedin.com/company/frudur-0/?viewAsMember=true</a>	Materiali utili
Project activities	<a href="https://www.facebook.com/Il-progetto-Frudur-0-102810021416128">https://www.facebook.com/Il-progetto-Frudur-0-102810021416128</a>	Materiali utili
Project activities	<a href="https://agronotizie.imaginenetwork.com/difesa-e-diserbo/2022/06/23/frudur-0-s...">https://agronotizie.imaginenetwork.com/difesa-e-diserbo/2022/06/23/frudur-0-s...</a>	Materiali utili
Dissemination	<a href="https://www.facebook.com/rolffabio/posts/pfbid02BYm5kB7Dw9NX38fmmjQVmxAUmmjX3...">https://www.facebook.com/rolffabio/posts/pfbid02BYm5kB7Dw9NX38fmmjQVmxAUmmjX3...</a>	Materiali utili

---

Titolo/Descrizione	Url	Tipologia
Radio interview	<a href="https://www.facebook.com/RadLiberta/posts/4869112393203190">https://www.facebook.com/RadLiberta/posts/4869112393203190</a>	Materiali utili
Radio interview	<a href="https://www.facebook.com/watch/?v=299385372169862">https://www.facebook.com/watch/?v=299385372169862</a>	Materiali utili
TV	<a href="https://fb.watch/f72lu-zWjM/">https://fb.watch/f72lu-zWjM/</a>	Materiali utili

---