



Good practice: MANUFACTURING HIGH-QUALITY PASTA RESPECTING TRADITION & IMPROVING LOCAL AGRICULTURE SUSTAINABILITY

Pastificio Attilio Mastromauro Granoro produces a wide range of pasta and related products. Combining a family tradition of pasta produced with 100% local wheat

- Pastificio Attilio Mastromauro – Granoro Srl” Company is based in Corato, in Puglia, a region in the south of Italy known since Roman times as the area where the best durum wheat in Italy and Europe are produced and a traditional production area for pasta made from durum wheat semolina.
- Granoro’s Organic Range offers a wide range of products suitable for everyone, adults and children alike. It is produced using raw materials grown in accordance with Italian methods of organic agriculture, using the method of production defined and regulated on a European level by the EC 834/07 regulation, implemented in Italy by Ministerial Decree 18354 dated 27/11/2001.
- The stakeholders are all the actors in the chain from production to consumer
- Beneficiaries are the consumers

Resources needed

in 2016 the revenues were of € 68.979.414,00, (Earnings Before Interest, Taxes, Depreciation and Amortization MOL) were € 5.425.361,00, employees 104.

Evidence of success

There is a Producers organization where are gathered the farmers that furnish their products to be processed by granoro. The number of farmers is not available.

Potential for learning or transfer

This initiative has public and private funding that has been a driver for its success. Besides respecting the environment having a Certification from ICEA (the Environmental and Ethical Certification Institute) ensuring that all of the raw materials used are grown in accordance with agricultural methods that do not use chemical products or pesticides and guaranteeing the control of the entire supply chain, the local typical products are valorized using the local varieties in

such a way creating a market for the local farmers favoring the local development and creating profitability and job opportunities.

This initiative can be a good lesson for other regions, where the focus should be on encouraging the local varieties production in ecofriendly way that will have also a socio-economic impact.

Tags: local wheat varieties , family tradition , organic pasta , Biodiversity preservation ,

Support to sector (organic food)

Project

SME ORGANICS

Main institution

ciheam bari

Location

Puglia, Italy (Italia)

Start Date

January 1967

End Date

Ongoing

Further information**Contact**

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