

GUARDIA SANFRAMONDI 2035

Document 9

Agriculture, Wine, and Olive Oil Strategy

A practical strategy for connecting the centro storico revitalization program with vineyards, olive groves, local food culture, rural tourism, producer partnerships, education, and long-term economic development.

Purpose	Scope	Use
Turn Guardia's agricultural identity into an active economic, cultural, educational, and tourism pillar of the 2035 program.	Wine, olive oil, food culture, rural landscape, producer networks, agritourism, education, climate resilience, small business, events, and marketing.	For Comune discussion, producer outreach, GAL/CSR alignment, university partnerships, tourism planning, and grant-ready project sheets.

Draft status: This is a working civic planning document. It is not a legal, agricultural, tax, procurement, engineering, tourism-regulation, or grant-application opinion. Before adoption, each action should be reviewed by the Comune, qualified agronomists, producers, legal advisors, funding specialists, tourism operators, and relevant public authorities.

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1. Executive Summary

Guardia Sanframondi should not treat agriculture as a separate rural topic outside the historic-center revitalization program. Wine, olive oil, vineyards, olive groves, food traditions, rural landscape, and producer knowledge are central assets that can make the town more credible than a simple one-euro-house story.

The core strategy is to connect the centro storico to the countryside around it. A revived historic center needs year-round reasons for people to visit, work, learn, spend money, restore buildings, open small businesses, and return repeatedly. Wine and olive oil can provide that bridge because they are tangible, local, seasonal, educational, marketable, and connected to real producers rather than abstract tourism branding.

The recommended approach is not to invent a new identity. It is to organize and amplify what already exists: vineyards, olive groves, local producers, tasting culture, landscape, food, seasonal work, rural knowledge, and the town's potential as a place where heritage, agriculture, arts, remote work, and education can meet.

Core recommendation	Why it matters	First practical action
Make agriculture a main pillar of Guardia 2035.	It gives the plan economic substance beyond property marketing, seasonal tourism, or arts alone.	Create a Wine, Olive Oil, Arts, and Rural Innovation working group.
Connect producers to the centro storico.	Visitors and students need a walkable town experience plus rural field experiences.	Develop producer listings, tasting routes, event partnerships, and storefront/pop-up opportunities.
Use wine and olive oil for education.	Universities, field schools, food studies, rural development, and sustainability programs need real-world sites.	Prepare a Guardia field-week packet for agriculture, wine, olive oil, and rural innovation.
Create a flagship annual pilot.	A recurring event builds identity, press value, and partner confidence.	Launch a Guardia Wine, Olive Oil, Arts, and Rural Innovation Week.

2. Strategic Thesis

The strategic thesis is simple: Guardia's agricultural landscape should become the economic and cultural engine that supports the historic center, while the historic center becomes the public stage for agriculture, wine, olive oil, food, learning, and local enterprise.

A successful plan should avoid three mistakes. First, it should not reduce agriculture to photo opportunities. Second, it should not ask producers to carry tourism development alone. Third, it should not separate rural development from access, parking, arts, universities, trades, and maintenance. The agricultural strategy should be integrated into every other Guardia 2035 document.

- Wine and olive oil should support visitor programming, not just product sales.
- Producer partnerships should be practical, voluntary, and beneficial to the businesses involved.
- The town should build experiences that connect tasting, landscape, history, art, restoration, food, and learning.
- Agriculture should be used to attract universities, food and wine programs, rural innovation networks, and climate-resilience partners.
- The centro storico should become a place where local products are visible, purchasable, explained, and celebrated year-round.

3. Why Agriculture Belongs in the Centro Storico Plan

Historic-center regeneration cannot depend only on renovated houses. A town center needs reasons for people to enter, stay, eat, shop, learn, meet, and return. Agriculture provides those reasons because it is tied to seasons, labor, culture, landscape, family businesses, and local identity.

Agricultural asset	Centro storico connection	Regeneration value
Vineyards and wine	Tasting rooms, wine walks, producer talks, harvest events, restaurant pairings, wine education.	Creates repeatable experiences, press angles, and business opportunities.
Olive groves and olive oil	Olive-oil tastings, harvest demonstrations, food pairings, workshops, cultural heritage storytelling.	Extends the visitor season and supports rural heritage identity.
Local food culture	Markets, pop-up dinners, cooking demonstrations, food trails, small retail.	Supports hospitality, local products, and evening activity.
Rural landscape	Guided walks, photography, cycling, educational field visits, climate and land-use programs.	Connects town identity to place, not just buildings.
Producer knowledge	Lectures, field schools, interviews, oral history, school programs, apprenticeships.	Turns local experience into educational and cultural capital.
Seasonal agricultural cycles	Annual calendar of pruning, flowering, harvest, milling, tasting, and festivals.	Creates year-round programming rather than one-time promotion.

4. Core Assets and Challenges

The agricultural strategy should begin by acknowledging both strengths and constraints. Guardia has real assets, but those assets must be organized into products, experiences, partnerships, and funding packages.

Strength / challenge	Implication for the plan	Recommended response
Strong wine and olive-oil identity	The town has a credible base for rural tourism and education.	Build experiences around real producers rather than generic branding.
Fragmented producer capacity	Not every producer has time, staff, space, or interest in tourism.	Use voluntary tiers: listing, tasting, field visit, event partner, education partner.
Historic-center access limits	Visitors may struggle with parking, stairs, and navigation.	Tie agriculture events to mobility planning, shuttle routes, wayfinding, and easy-access venues.
Seasonality	Wine and olive-oil activity follows seasonal rhythms.	Build a year-round calendar using pruning, spring landscape, summer arts, harvest, milling, and winter education.
Limited coordination	Good ideas may not become repeatable programs.	Create a working group and appoint a coordinator or lead association.
Need for economic benefit	Producers must see practical value.	Track sales, bookings, visitors, press, student work, and follow-up partnerships.

5. Strategic Pillars

Pillar	Description	First-year output
Pillar 1 - Producer Network	Build a voluntary network of wineries, olive-oil producers, farms, food businesses, restaurants, artisans, and guides.	Producer directory with participation tiers and contact rules.
Pillar 2 - Rural Visitor Experience	Create simple routes that combine the centro storico, tastings, food, landscape, studios, and events.	Two pilot routes: wine/olive route and centro storico tasting walk.
Pillar 3 - Education and Field Learning	Use Guardia as a field site for wine, olive oil, food culture, rural economics,	One university or training partner packet.

Pillar	Description	First-year output
	sustainability, and village regeneration.	
Pillar 4 - Local Product Visibility	Make local products visible in town through signage, retail corners, tasting events, markets, and online storytelling.	Seasonal product showcase and website section.
Pillar 5 - Rural Innovation	Connect agriculture to climate adaptation, water, land stewardship, digital tools, remote work, and entrepreneurship.	Rural innovation workshop or roundtable.
Pillar 6 - Funding Alignment	Match agricultural projects to GAL/CSR, Erasmus+, Creative Europe where cultural, and Invitalia/private-business tools.	Grant-ready project sheets.

6. Wine Strategy

Wine should be one of the most visible external identities of the Guardia 2035 program. The strategy should support producers without turning them into unpaid tourism offices. Participation should be tiered, practical, and linked to business benefit.

Wine initiative	Description	Lead / partners	Potential funding or support
Guardia Wine Route Lite	A simple visitor route linking the town, producer listings, tasting appointments, restaurants, viewpoints, and events.	Comune, producers, tourism operators, associations.	GAL/CSR rural tourism, regional tourism, producer co-marketing.
Centro Storico Wine Walk	A periodic tasting event using accessible piazzas, galleries, studios, courtyards, and partner businesses.	Creative Quarter group, producers, restaurants.	Tickets, sponsorships, local business support, cultural/event funds.
Harvest Learning Days	Guided educational visits during harvest season with producer consent and clear group-size limits.	Producers, universities, guides.	Participant fees, university program fees, Erasmus+/education links.
Wine and Architecture Pairing	Events connecting wine tasting with stories of stone buildings, restoration, and historic-center reuse.	Producers, geometri/architects, cultural guides.	Creative/cultural sponsorship, ticketing, partner support.
Sannio Field Week	A field-learning package for wine, rural development, food culture, climate, and tourism students.	Universities, producers, Comune, local hosts.	University fees, Erasmus+ partnerships, regional rural programs.

7. Olive Oil Strategy

Olive oil is especially useful because it can extend the story beyond wine tourism and create educational, culinary, cultural, and seasonal programming. It also connects Guardia to landscape stewardship, traditional knowledge, food culture, and autumn/winter activity.

Olive-oil initiative	Description	First action
Olive Oil Heritage Map	Map local groves, mills, producers, tasting opportunities, old trees, landscape viewpoints, and food pairings where owners consent.	Create a voluntary producer and grove-interest survey.
Olive Harvest and Milling Days	Small-group educational events during harvest and pressing season.	Identify producers willing to host limited visits.

Olive-oil initiative	Description	First action
Oil Tasting and Food Pairing Series	Simple events in town connecting olive oil with bread, local dishes, wine, and producer stories.	Pilot one tasting event in an accessible venue.
Olive Oil and Arts Weekend	Photography, painting, writing, music, and food events tied to olive landscape and harvest.	Coordinate with Creative Quarter calendar.
Olive Knowledge Archive	Collect oral histories, farming practices, recipes, photographs, and landscape stories.	Partner with students, residents, and cultural associations.

8. Food, Markets, and Local Products

Food and local products are the daily bridge between agriculture and town life. The goal is not necessarily to create a large market immediately. The first step is to make local products visible, easy to understand, and connected to events.

Action	Description	Why it matters
Local Product Showcase	A recurring small display or event featuring wine, olive oil, preserved foods, bread, sweets, crafts, and seasonal products.	Creates a low-cost entry point for producer visibility.
Restaurant and Cafe Pairing Program	Encourage businesses to identify local wine/olive-oil pairings and tell the producer story.	Makes local agriculture visible to visitors without requiring new infrastructure.
Seasonal Market Tests	Start with occasional small markets tied to events rather than a large permanent market.	Tests demand and avoids overbuilding.
Producer Story Cards	Short bilingual cards or website profiles explaining who makes what, where, and how to buy or visit.	Improves buyer confidence and gives producers marketing material.
Gift and Shipping Feasibility	Explore legal, practical, and business options for local-product baskets, online sales, and shipping.	Converts visitors and international residents into repeat customers.

9. Rural Tourism and Visitor Experience

Rural tourism should be designed carefully. The goal is not bus-tour volume. The goal is quality visits that support producers, respect private property, reduce confusion, and bring spending into the historic center.

Experience type	Best audience	Operational needs	Risk control
Guided tasting route	Visitors, foreign homeowners, small groups.	Booking system, producer consent, route map, language support.	Limit group sizes and avoid unannounced visits.
Seasonal field visit	Students, journalists, food/wine travelers.	Agricultural host, guide, safety briefing, transport.	Respect farm operations and weather constraints.
Centro storico food and wine evening	Residents, visitors, artists, businesses.	Accessible venues, tickets, toilets, waste plan, volunteer/staff roles.	Manage crowding, licensing, and alcohol rules.
Rural photography / walking route	Artists, students, hikers, remote workers.	Map, safety notes, property boundaries, guide options.	Avoid trespass and unclear trail access.
Producer open day	Local residents, second-home owners, press.	Calendar, appointment slots, signage, communication.	Use opt-in participation only.

10. Education, Research, and Field Programs

Agriculture should be one of the strongest education lanes in the Guardia program. It can attract students and faculty in viticulture, enology, olive oil, food studies, rural economics, tourism, sustainability, climate adaptation, landscape studies, and cultural heritage.

Program concept	Possible partners	Outputs for Guardia
Wine, Olive Oil, and Rural Innovation Field Week	Universities, agriculture programs, food studies, rural-development programs.	Public presentation, producer profiles, visitor route ideas, rural innovation notes.
Climate and Agriculture Workshop	Agronomists, universities, producer groups, rural networks.	Risk and adaptation discussion, water/heat/drought priorities, funding concepts.
Food Culture Oral History Project	Students, residents, associations, cultural partners.	Interviews, recipes, stories, archive, exhibition material.
Agritourism Business Clinic	Invitalia advisors, business mentors, producers, young entrepreneurs.	Business ideas, grant screening, mentoring pipeline.
Landscape and Heritage Studio	Planning, architecture, geography, photography, and environmental programs.	Maps, route concepts, signage ideas, viewpoint documentation.

11. Innovation, Climate, and Land Stewardship

The rural strategy should be forward-looking. Guardia should not present agriculture only as tradition. It should also address water, heat, drought, soil, slope stability, biodiversity, abandoned land, labor shortages, digital marketing, precision tools, and business succession.

- Create a rural innovation roundtable with producers, agronomists, universities, young entrepreneurs, and Comune representatives.
- Use field programs to document climate and land-management concerns without claiming to solve technical issues without experts.
- Explore digital tools for producer storytelling, booking, visitor management, product sales, and route mapping.
- Connect restoration and agriculture through stone walls, terraces, drainage, paths, landscape maintenance, and rural heritage.
- Frame agriculture as part of resilience: local food identity, landscape care, economic diversification, and community continuity.

12. Funding and Capital Stack

The agricultural strategy should not rely on one funding source. It should use a layered capital stack: public rural-development funds, producer participation, event revenue, sponsorships, education fees, private-business incentives, and cultural funding where agriculture intersects with arts and heritage.

Funding lane	Best use	Likely applicant / lead	Notes
GAL Titerno / CSR Campania	Rural tourism, producer networks, smart villages, cooperation, small rural businesses, product routes.	Comune, associations, producers, eligible businesses depending on call.	Primary rural-development lane. Requires call matching.
PR Campania FESR	Tourism infrastructure, digital tools, accessibility, public spaces, cultural/tourism systems.	Comune or eligible partnerships.	Useful when agriculture connects to public infrastructure and territorial regeneration.

Funding lane	Best use	Likely applicant / lead	Notes
Erasmus+	Adult learning, agriculture exchange, sustainability, rural skills, youth learning, field programs.	Education bodies, associations, Comune partners, training organizations.	Best for partnership-based learning, not direct infrastructure.
Creative Europe / Culture Moves Europe	Agriculture plus arts, landscape, cultural heritage, residencies, storytelling, transnational culture.	Cultural organizations or consortium.	Use when the concept is clearly cultural, not purely agricultural.
Invitalia / business incentives	Agritourism, food businesses, wine bars, tasting rooms, rural services, tours, hospitality.	Eligible entrepreneurs and businesses.	Should reduce pressure on the Comune to fund private business directly.
Tickets, sponsorships, and producer co-marketing	Events, tasting walks, product showcases, printed materials, small communications.	Association, event organizer, producer group.	Good for pilots and matching funds.
University program fees	Field weeks, student studios, faculty visits, public presentations.	University or program operator with local host.	Can cover local coordination, guides, venue use, and materials.

13. Governance and Partner Roles

Agriculture needs its own working group but should not become isolated. It should report into the Guardia 2035 governance structure and coordinate with mobility, creative quarter, education, one-euro house, workforce, and maintenance groups.

Role	Responsibilities
Comune / public lead	Support coordination, public permissions, funding alignment, tourism strategy, infrastructure connections, and external legitimacy.
Agriculture working group	Coordinate producers, route concepts, events, field visits, grant ideas, and annual calendar.
Producers	Participate voluntarily at a level that fits their capacity: listing, tasting, visit, event, education, or sponsorship.
Restaurants / cafes / hospitality	Connect local products to menus, visitor experiences, package offers, and evening activity.
Creative Quarter partners	Link agriculture to exhibitions, photography, painting, music, writing, public art, and open studios.
University partners	Bring students, faculty, research, documentation, and public presentations.
Coordinator / project manager	Maintain calendar, partner contacts, grant deadlines, event logistics, website updates, and outcome tracking.

14. First Flagship Pilot: Guardia Wine, Olive Oil, Arts, and Rural Innovation Week

The first major pilot should be a manageable week, not a complicated festival. It should combine producer visits, local tastings, open studios, talks, student presentations, walking routes, food events, and a rural innovation roundtable.

Element	Example activity	Expected output
Opening evening	Public launch in the centro storico with wine/olive-oil tasting and project explanation.	Visibility, press photos, public buy-in.
Producer days	Small-group visits to participating	Producer profiles and future visitor-route

Element	Example activity	Expected output
	wineries, olive groves, or mills.	testing.
Creative link	Open studios, photography walk, landscape painting, music, writing, or gallery event.	Agriculture connected to the Creative Quarter.
Education day	Student/faculty workshop or public talk on rural regeneration, wine, olive oil, and village futures.	Partner leads and possible field-school pipeline.
Business clinic	Session on Invitalia, rural grants, tourism packages, digital marketing, and product storytelling.	Entrepreneur list and grant-screening leads.
Closing presentation	Public summary of findings, next steps, and project sheets.	Clear continuation instead of a one-time event.

15. 12-Month Rollout Plan

Timing	Action	Responsible lead	Deliverable
Months 1-2	Create agriculture working group and confirm producer participation tiers.	Coordinator / Comune / association.	Producer outreach list and participation form.
Months 2-3	Map initial assets: producers, views, routes, venues, food businesses, accessible gathering points.	Working group with volunteers/students.	Draft asset map.
Months 3-4	Create field-week and event concept sheets.	Coordinator and education group.	Two grant-ready project sheets.
Months 4-6	Pilot one local product showcase or tasting event.	Producers and Creative Quarter partners.	Event results and participant feedback.
Months 5-7	Contact GAL/CSR, universities, and potential food/wine education partners.	Coordinator / Comune.	Meeting notes and application calendar.
Months 6-9	Build website section with producer stories, routes, event calendar, and visitor guidance.	Communications group.	Public agriculture page.
Months 9-12	Run or prepare Guardia Wine, Olive Oil, Arts, and Rural Innovation Week.	Working group and partners.	Flagship pilot or launch-ready program.

16. Three-Year Growth Path

Year	Main goal	Target outputs
Year 1	Organize the base and test pilots.	Producer network, asset map, one product event, field-week concept, website section, funding calendar.
Year 2	Grow recurring events and education partnerships.	Annual wine/olive/arts week, university field visit, tasting routes, business clinic, grant applications.
Year 3	Institutionalize the rural-regeneration identity.	Recurring field school, rural innovation program, producer route, sponsorship model, measurable tourism/economic impact.

17. Success Measures

Measure	Year-1 target	Why it matters
Producer participation	10-20 producers/businesses contacted; 5-10 opt-in participants.	Shows real local base.
Events held	At least one tasting/product showcase and one rural innovation or education session.	Tests public demand and logistics.
Partner leads	3-5 university, training, or rural-development contacts.	Builds the education and funding pipeline.
Visitor-route materials	At least two draft routes or experience concepts.	Turns assets into usable visitor products.
Funding readiness	2-4 project sheets matched to funding lanes.	Moves from idea to application readiness.
Economic indicators	Track event attendance, producer sales/leads, bookings, press, and follow-up contacts.	Demonstrates benefit to partners and funders.
Public visibility	Website section, photos, stories, and bilingual summaries.	Makes Guardia's identity understandable to outsiders.

18. Project Sheets

Project	Description	Estimated budget	Funding stack	Outputs
Project 9A - Producer Network and Asset Map	Create a voluntary map and directory of wineries, olive-oil producers, food businesses, rural routes, viewpoints, event venues, and educational hosts.	EUR 5,000-15,000	Comune/association; GAL/CSR; sponsorship; university support.	Producer participation form, asset map, public/private contact system.
Project 9B - Guardia Wine and Olive Oil Visitor Route	Develop a simple visitor experience connecting the centro storico with producers, food, viewpoints, galleries, and events.	EUR 10,000-40,000	GAL/CSR, tourism funds, producer co-marketing, ticket revenue.	Route map, booking model, signage concept, website page.
Project 9C - Local Product Showcase and Market Pilot	Test seasonal product events in accessible town spaces before building permanent infrastructure.	EUR 5,000-25,000	Tickets, sponsorships, municipal seed funds, local business support.	One to three pilot events and evaluation report.
Project 9D - Wine, Olive Oil, Arts, and Rural Innovation Week	Create an annual flagship pilot connecting producers, artists, students, residents, visitors, and business development.	EUR 20,000-100,000	GAL/CSR, cultural funds, sponsorships, tickets, university/program fees.	Annual event program, press kit, partner packet, measurable outcomes.
Project 9E - Agriculture Education and Field Week	Offer Guardia as a field site for wine, olive oil, food culture, rural regeneration, sustainability, and landscape programs.	EUR 10,000-50,000 per pilot	University fees, Erasmus+, partner contributions, rural-development funding.	Field-week syllabus, local host list, public presentation.
Project 9F - Agritourism and Rural Business Clinic	Help eligible entrepreneurs and producers identify business models, funding tools, and practical next steps.	EUR 5,000-20,000	Invitalia advisory links, local business partners, GAL/CSR, chambers/associations.	Applicant list, business concepts, grant-screening pipeline.

Closing Note

Agriculture should give Guardia 2035 a grounded, credible, and locally rooted economic engine. The one-euro house program may attract attention, the Creative Quarter may create energy, and university partnerships may bring learning, but wine, olive oil, food, and rural landscape can connect all of those efforts to the real place and the real economy. The next step is not to announce a grand agricultural strategy. The next step is to organize producers, test a small event, prepare grant-ready project sheets, and build a repeatable annual calendar that makes Guardia known as a village where heritage, agriculture, culture, and innovation work together.