

## Leader trasnational meeting





### Circular economy and (agriculture) food system

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Global Eco – Inno Eco, circular economy in the countryside, 2<sup>nd</sup> April 2019

#### Some empirical evidence



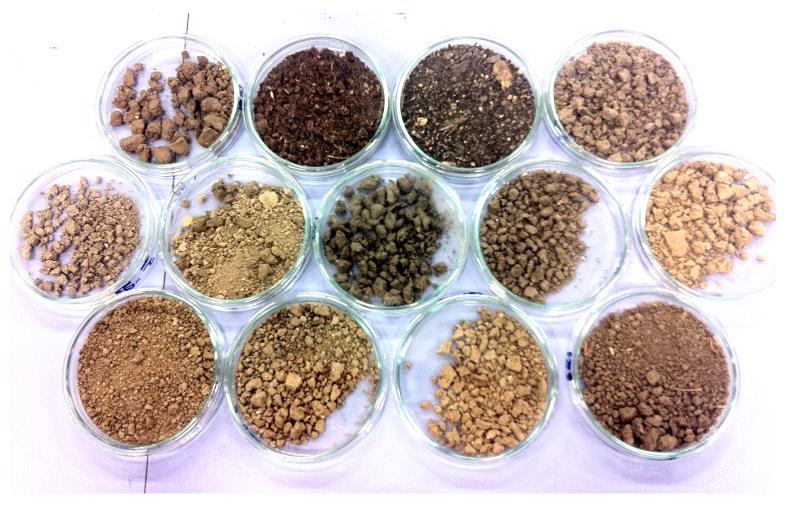
1. Analysis of Soils by means of Pfeiffer's Circular Chromatography Test (PCC)

2. Willingness to pay from a discrete choice experiment when dealing with sustainable food products



#### **Analysis of Soils by means of Pfeiffer's Circular Chromatography Test (PCC)**



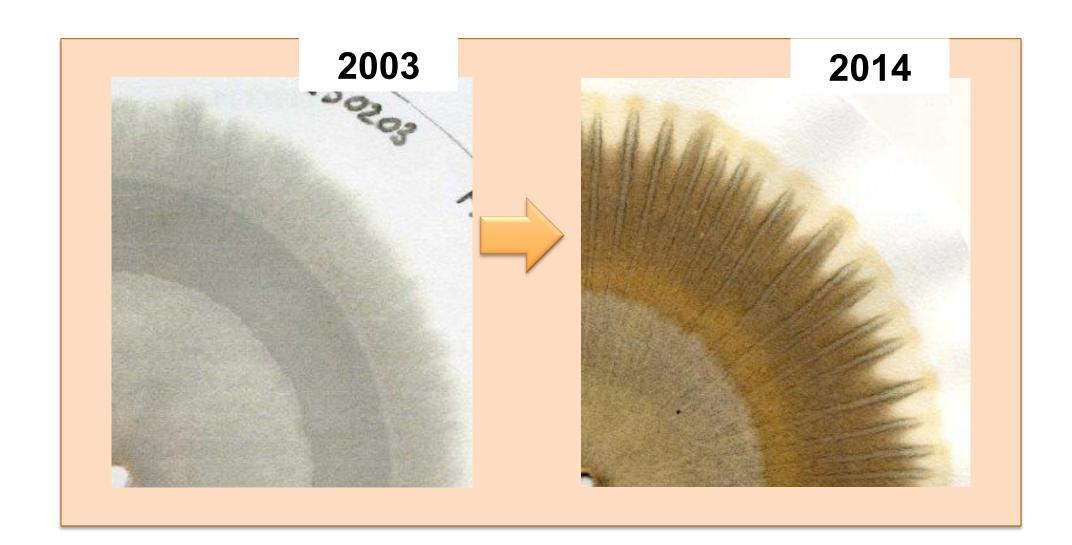


Soil samples of farm "Le Due Torri"



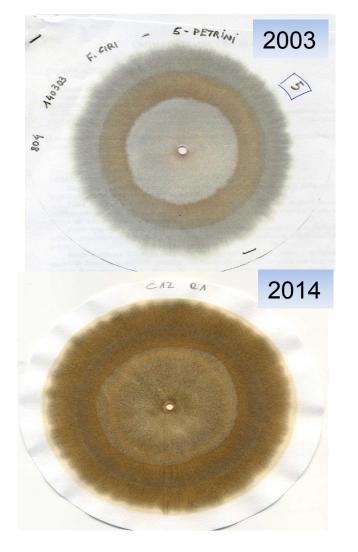


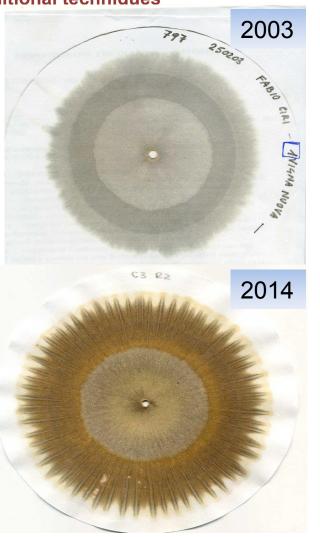
# Cultivated Soil's vitality evolutions Years: 2003 – 2014 CONVENZIONAL / BIODYNAMIC



#### **Analysis of Soils by means of Pfeiffer's Circular Chromatography Test (PCC)**

2003 - Land cultivated with traditional techniques



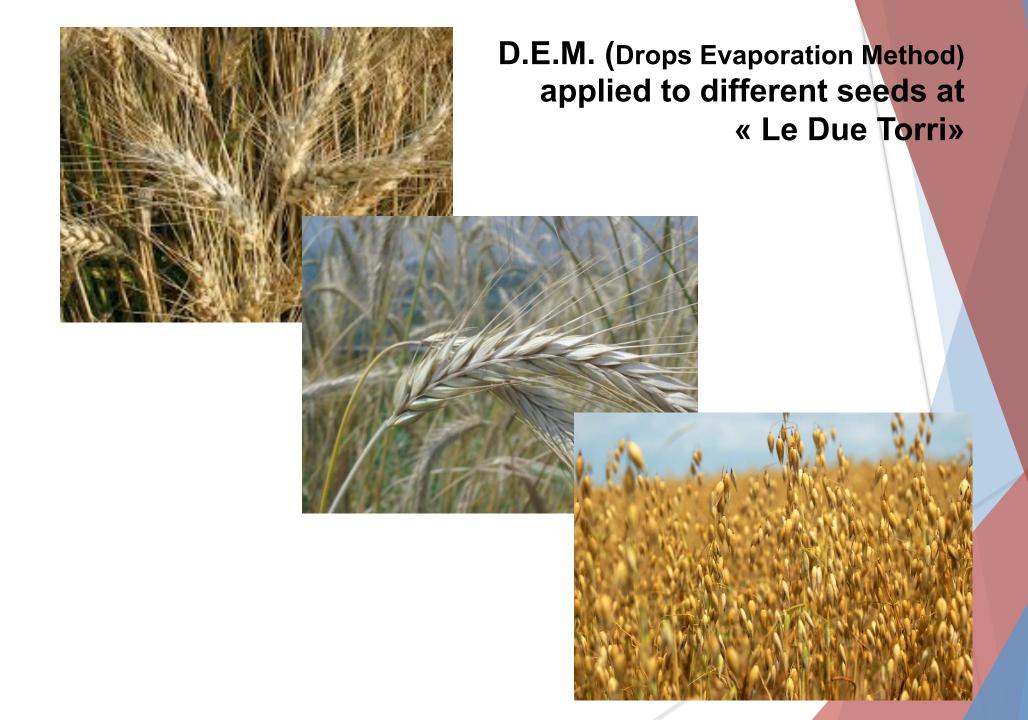


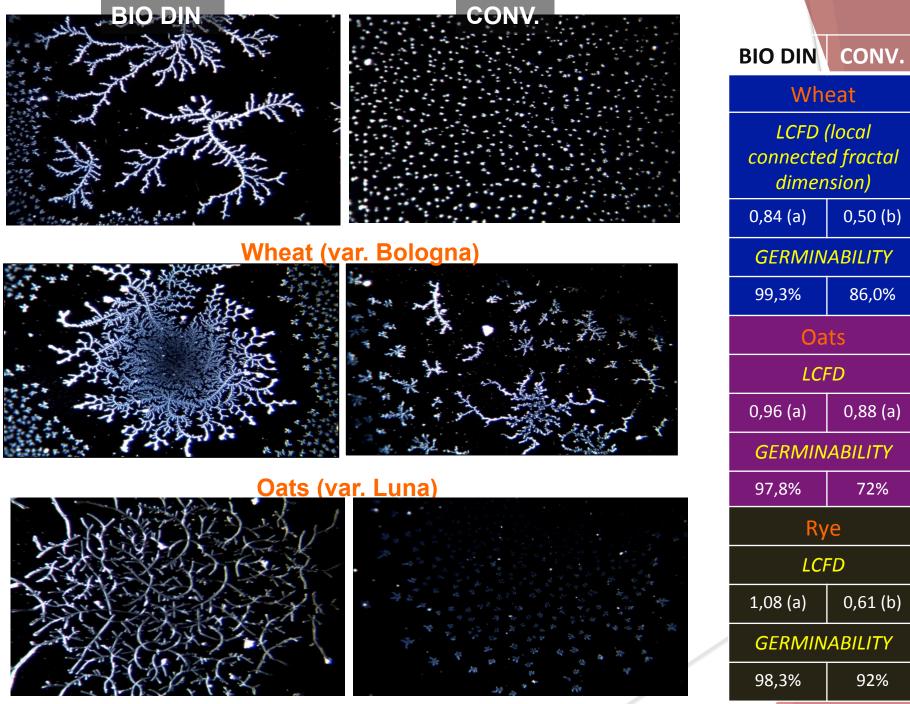


- > More humus
- Increased microbial activity
- Channels are present starting from the middle zone
- Tips are extensive and obvious

Land always cultivated with traditional techniques Land cultivated in biodynamic in the last 7 years







0,50 (b)

86,0%

0,88 (a)

72%

0,61 (b)

92%

Rye

Pyo (yar Schladler)

# Willingness to pay from a discrete choice experiment when dealing with sustainable food products







Willingness to pay for 1 kg of sustainable bread

Willingness to pay for 1 kg of poorly sustainable bread

