

**Let's ~~not~~ talk about a gender**

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**Floriana Fanizza**  
National president of Donne Impresa, Coldiretti




## WHO IS FLORIANA FANIZZA?

### **Can you tell us about yourself? (what you studied, where you live and where you work etc.) What made you decide to do the type of work you do?**

My name is Floriana Fanizza, I have a degree in Political Science and a PhD in demography and economics of large geographical areas. I had therefore started my university career with a post-doctoral scholarship, research grants, and also an adjunct professor at the University of Chieti / Pescara. But subsequently not seeing future trajectories, I decided to return to the family farm. It is located in Fasano, in the Apulia region (South Italy), and consists of 150 hectares of olive groves and arable land, and a 17th century farmhouse.

The farm is associated to the farmers' organization Coldiretti and since 2019 I'm the national president of Donne Impresa, the movement of Coldiretti representing women farmers.

### **Can you tell us about your job, what does it entail and how you are connected to SmartAgriHubs?**

Among the trulli (the traditional homes made of limestone with conical roofs) of the Itria Valley and the large centuries-old olive trees overlooking the sea of Ostuni and Fasano, our "Masseria Mozzone" is a farmhouse where Italian and foreign tourists are welcomed. We prefer to call them guests as who come to our farmhouse feel free to discover every little detail, to look around, to admire our large olive trees, to admire the dedication we have for our land, to collect fiononi (figs which grow in the Apulia region) and pears "recchia falsa" directly from the tree and, why not, also a nice "tomato of the queen". Our lunches or dinners become convivial moments where we try to create real food and wine experiences with all the products we produce, from EVO oil to turnip tops, barterers and all the vegetables that distinguish our territory with a necessary attention their seasonality. All this continuing a family business that was born with my father Grazio, has become multifunctional with my brother, my husband, and myself who consciously put a degree and a PhD in the drawer to devote myself to Agri-culture.

Our strength point is the production of EVOO. Over the years, we have continued to innovate and improve the product: we have a line of monovarietal oils that enhance and value our territory even more. We produce in total 6 different EVOO, from the least fruity to the fruitiest, belonging to the line called Graziù named after our father Grazio. Personally, I'm not yet connected to SmartAgriHubs but the farmer's organization which I belong to, Coldiretti, is co-leading the Regional Cluster Italy&Malta. As farmer, I look with attention at innovation in agriculture programming ad hoc investments.

## CONCERNING YOUR JOB

**How is gender equality connected to the field you work in? What is your experience in projects (e.g.: division of tasks, behaviour/attitude towards different genders)?**

Today, I am a partner and administrator of the family business. With my brother and my husband, decisions are made uniquely without any kind of gender discrimination. In the same way, even among our collaborators, having a multifunctional company, the sector leaders can be women or men depending on the activity they have to carry out.

**How do you think your work field considers gender mainstreaming (the strategy towards realising gender equality and combating discrimination)? Does this correspond with your view?**

I always like to remember how the role of women in agriculture has increasingly established itself in the agricultural sector. About thirty years ago, women did not count for anything in business decisions and many times they were only owners of the farm itself. In 2001, a new Italian law regulating the agricultural sector, strongly boosted by Coldiretti, changed the women conditions in agriculture. Thanks to this law, known as "orientation and modernisation of agriculture, forestry and fisheries", woman began to carve out her production spaces within the company by carrying out multifunctional activities: agritourism, educational farm, agri-kindergarten, social agriculture, direct sales. I am extremely convinced that today the presence of women within a company gives an extra gear and a broader perspective to the company itself.

## YOUR MESSAGE

**What barriers related to gender do you see in agritech and what do you think would help break these barriers. What should agritech businesses be doing better to strive towards more gender mainstreaming? How can we inspire a more diverse and inclusive future in our industry?**

From a farmer perspective, I believe that there are no gender barriers in agritech as such. I believe that the sustainable and digital transformation of the agri-food sector is important to draw the guidelines for the agriculture of the future: from the precision calculation of the water needs of a crop to the prevention of certain plant diseases to identify in advance the pests that could attack them; from the traceability of the supply chain to the data collected at each step. This will allow us, all farmers, irrespective of our gender, to have data that can be used to create a short supply chain with the highest quality food produced in a sustainable way. Consumers increasingly prefer products with a strong health connotation while governments are increasingly sensitive to a sustainable agricultural policy. The EU Green Deal and the Farm to Fork strategy confirm this trend in favour of a more fair, healthy, environmentally sustainable food system. Progressively, we see the integration of technologies for the so-called Agriculture 4.0, with the internet, sensor networks and calculation systems that allow data management and sharing between the subjects of the supply chain and the optimization of production processes. We have to exploit the opportunities that come from the policies: the Next Generation Eu program focuses on an innovative development of rural areas, on the spread of agriculture 4.0 in agricultural enterprises, on technologies to support supply chains, on the identification of new indicators and targets starting from the guidelines of the new

CAP, on the evolution of risk management in agriculture. We all, female and male farmers, have the potential to intercept these opportunities.



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