AGRICULTURE FOR LEISURE IN ITALY:
FROM HOBBY TO URBAN FARMING

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THE EVOLUTION OF ITALIAN AGRICULTURAL LAND: A COMPARISON AMONG STATISTICS

How does Nomisma interest in hobby agriculture have grown

<table>
<thead>
<tr>
<th>.000 hectares</th>
<th>Agricultural Census 2010</th>
<th>Corine Land Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12.885</td>
<td>15.727</td>
</tr>
</tbody>
</table>

Source: Nomisma elaborations and Istat and ISPRA data
THE «CLUES» AND THE STARTING QUESTIONS

- Which possible destination can be assumed for the agricultural area that “escapes” from Agricultural Census sector categorization (not only due to statistical methodology)?

- Is it possible to identify social and environmental implications related to the dynamics of counter-urbanization, leading to a growing appreciation of “rural practices and lifestyles”?

- Which is the economic value attributable to those who are keen on farming and gardening activities for leisure?
AIMS OF NOMISMA OBSERVATORY ON HOBBY AGRICULTURE

- **Goals**: to map and quantify the number of hobby farmers, as well as keepers of kitchen gardens and gardens (or terraces) for leisure, thus producing innovative evidences about a wide-spread phenomenon - but characterised by a lack of information.

- In addition to a national and regional quantification of hobby farmers and “green lovers”, the research allowed to outline the respective socio-demographic profiles, the structural and productive characteristics of the surfaces cultivated for recreation, and the motivations.

8.100 interviews
ITALY: A COUNTRY OF FARMERS!

PROFESSIONAL AGRICULTURE

6,8

Hobby Farmer

1,2

Kitchen gardens

2,7

RELATIVES INVOLVED IN THE ACTIVITY

FARM MANAGER

1,6

1,3

Source: Nomisma Observatory on hobby agriculture, Istat
AND A GREEN LOVING COUNTRY

GREEN LOVERS

Multiple choice answer
(more than one type of cultivation is possible)

More than
10

(millions)

1,2
Hobby Farmer
2,4%

2,7
Kitchen gardens
5,3%

3,5
Gardens
6,9%

4,5
Terraces
8,9%

Source: Nomisma Observatory on hobby agriculture
AGRICULTURAL AREA CULTIVATED FOR RECREATION

- Hobby Farmer: 900 thousands hectares
- Kitchen gardens: 864 thousands hectares
- Professional agriculture: 42 thousands hectares

Source: Nomisma Observatory on hobby agriculture, Istat; Corine Land Cover
KITCHEN GARDENS MAP, ITALY

Number of kitchen garden keepers in Italy

Figures in .000

ITALY 2,7 mln

Source: Nomisma Observatory on hobby agriculture
KITCHEN GARDENS KEEPERS MAP

% of kitchen gardens keepers on population >18

Source: Nomisma Observatory on hobby agriculture
## URBAN GREEN AND COMMUNITY FARMING

### % Urban Green on Total Territory Area

<table>
<thead>
<tr>
<th>Category</th>
<th>ITALY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical urban green</td>
<td>34,9%</td>
</tr>
<tr>
<td>Other</td>
<td>30,0%</td>
</tr>
<tr>
<td>Equipped green areas</td>
<td>15,9%</td>
</tr>
<tr>
<td>Urban fabric</td>
<td>9,4%</td>
</tr>
<tr>
<td>Open-air sport facilities</td>
<td>3,8%</td>
</tr>
<tr>
<td>School gardens</td>
<td>3,4%</td>
</tr>
<tr>
<td>Urban forestry</td>
<td>2,4%</td>
</tr>
<tr>
<td>Community gardens</td>
<td>0,2%</td>
</tr>
</tbody>
</table>

### Italy's Urban Green

- **ITAY**: 2.7%
- **Emilia Romagna**: 3.1%

<table>
<thead>
<tr>
<th>Area</th>
<th>Urban Green per Inhabitant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>30.3 m²</td>
</tr>
<tr>
<td>Emilia Romagna</td>
<td>33.7 m²</td>
</tr>
</tbody>
</table>

Florence is the city with more community gardens: 0.7%

Source: Nomisma elaborations on Istat data
MAIN FEATURES OF KITCHEN GARDENS IN ITALY

Ownership

- Own possession: 84%
- Local authorities: 5%
- Rent: 2%
- Free use (friends/relatives): 10%

Kitchen gardens granted by local authorities: 122 thousand

Average size: 159 m²

Source: Nomisma Observatory on hobby agriculture
THE PROFILE OF THE KITCHEN GARDEN KEEPER

Gender

- Female: 43.9%
- Male: 56.1%

Average age: 60 years

Time: 7.5 weekly hours

Education

- Upper secondary school: 38.7%
- Lower secondary school: 33.1%
- No title/primary school: 14.4%
- Degree: 12.2%
- Other: 1.6%

Occupation

- Retired: 47.1%
- Housewife: 13.6%
- Clerical worker: 12.0%
- Worker: 10.1%
- Teacher: 3.7%
- Other: 13.5%

Source: Nomisma Observatory on hobby agriculture
HOW LONG HAVE YOU BEEN TAKING CARE OF YOUR KITCHEN GARDEN?

AVERAGE

25 YEARS

19% less than 5 years

89% will continue keeping a kitchen garden in the next 2/3 years

Source: Nomisma Observatory on hobby agriculture
KITCHEN GARDEN: PRODUCTION END USE

- Family consumption: 96.7%
- Gifts to friends/relatives: 1.8%
- Selling to friends/relatives: 0.8%
- Other: 0.6%

Source: Nomisma Observatory on hobby agriculture
THE REASONS BEHIND KITCHEN GARDEN KEEPING (MULTIPLE CHOICE ANSWER)

- I consume healthier and natural products: 60.2%
- I relax myself: 31.8%
- I can stay outdoor: 23.1%
- I can save money: 17.7%
- It belongs to a family tradition: 16.4%
- I reconcile with nature: 8.2%
- I go back to the places of my origins: 3.5%
- Other: 5.7%

Source: Nomisma Observatory on hobby agriculture
SOME FINAL REMARKS

- Hobby farmers and green lovers represent a significant share of the Italian population, though characterised by regional and typological specificities.

- The cultivation and care activities involve sharply "distant" socio-demographic profiles; these subjects should not be confused with part-time farmers or with small farms (as unrelated to the primary sector).

- The reasons behind the phenomenon are attributable solely to non-economic aspects, in particular personal (both leisure and consumption), social and traditional.

- The engagement (in work and economic terms) devoted to such activities is significant, both currently and in prospect.

- The phenomenon has to be monitored, both for its social relevance and drifts.
THANK YOU FOR YOUR ATTENTION

For further information

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