

AGRICULTURE FOR LEISURE IN ITALY:

FROM HOBBY TO URBAN FARMING

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NOMISMA

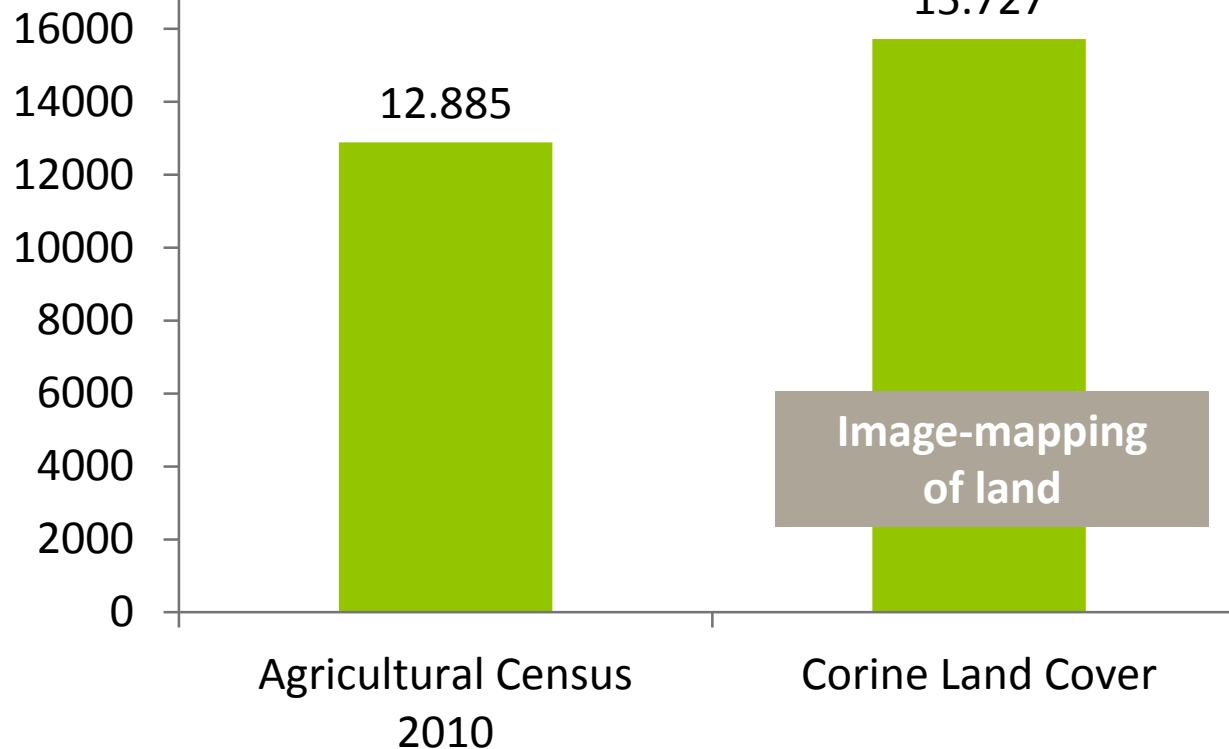


Nomisima

THE EVOLUTION OF ITALIAN AGRICULTURAL LAND: A COMPARISON AMONG STATISTICS

How does Nomisma interest in hobby agriculture have grown

.000
hectares



Diff.

2,8

Mln HA

Utilised
Agricultural
Area

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-spreading 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!

(millions)

**PROFESSIONAL
AGRICULTURE**

6,8

**HOBBY
AGRICULTURE**

Farm manager

1,6

Relatives involved in
the activity

1,3

1,2

Hobby Farmer

2,7

Kitchen gardens

.... 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%

6

AGRICULTURAL AREA CULTIVATED FOR RECREATION

900
thousands

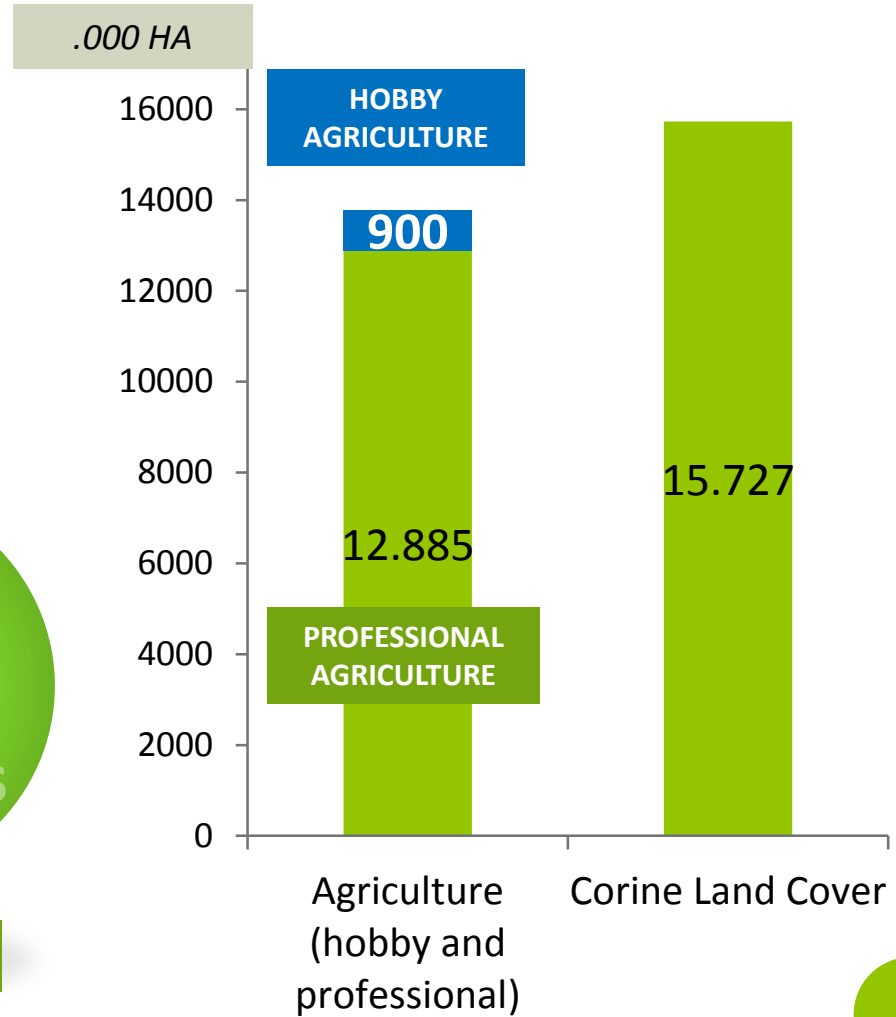
Hectares

864
thousands

Hobby Farmer

42
thousands

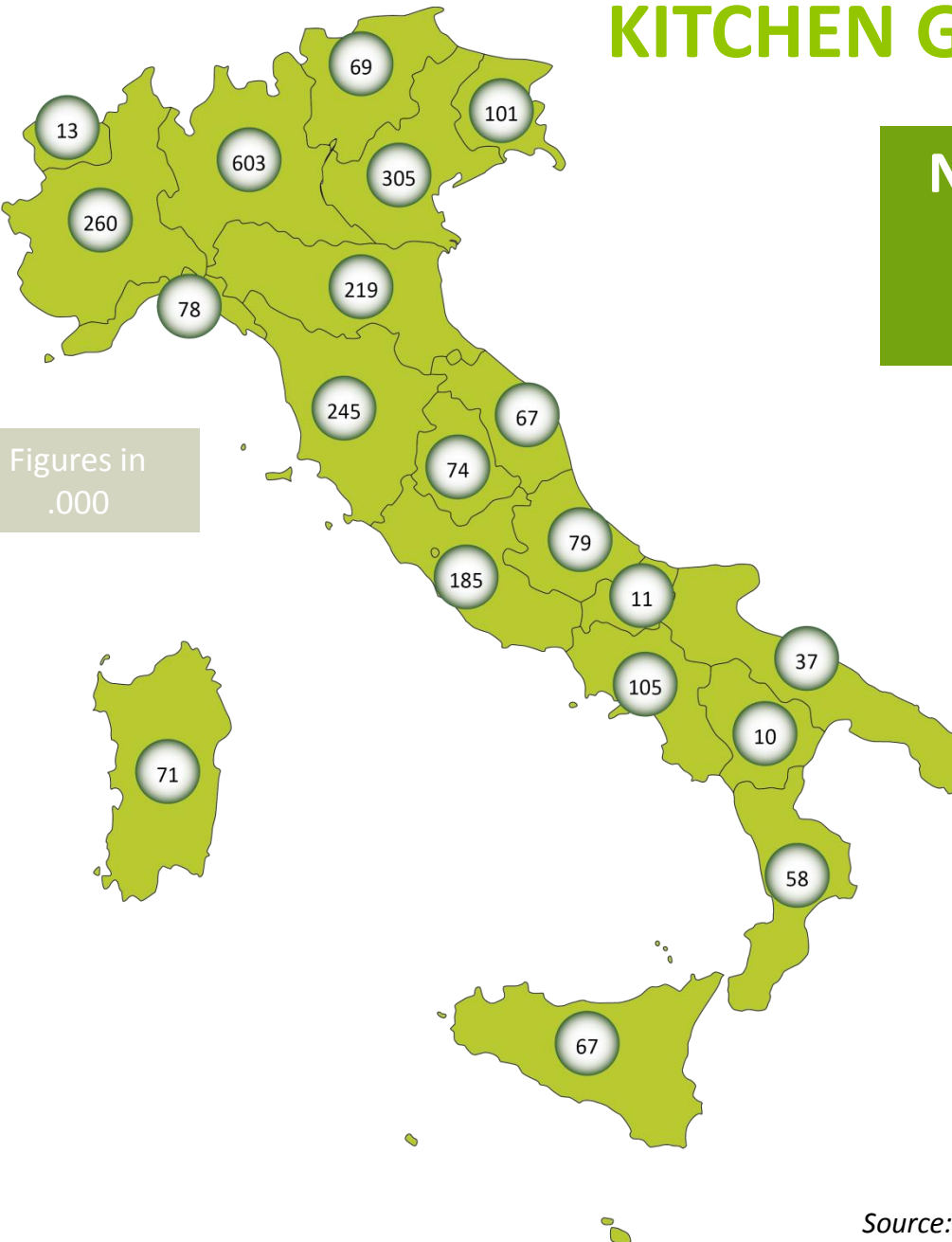
Kitchen gardens



KITCHEN GARDENS MAP, ITALY

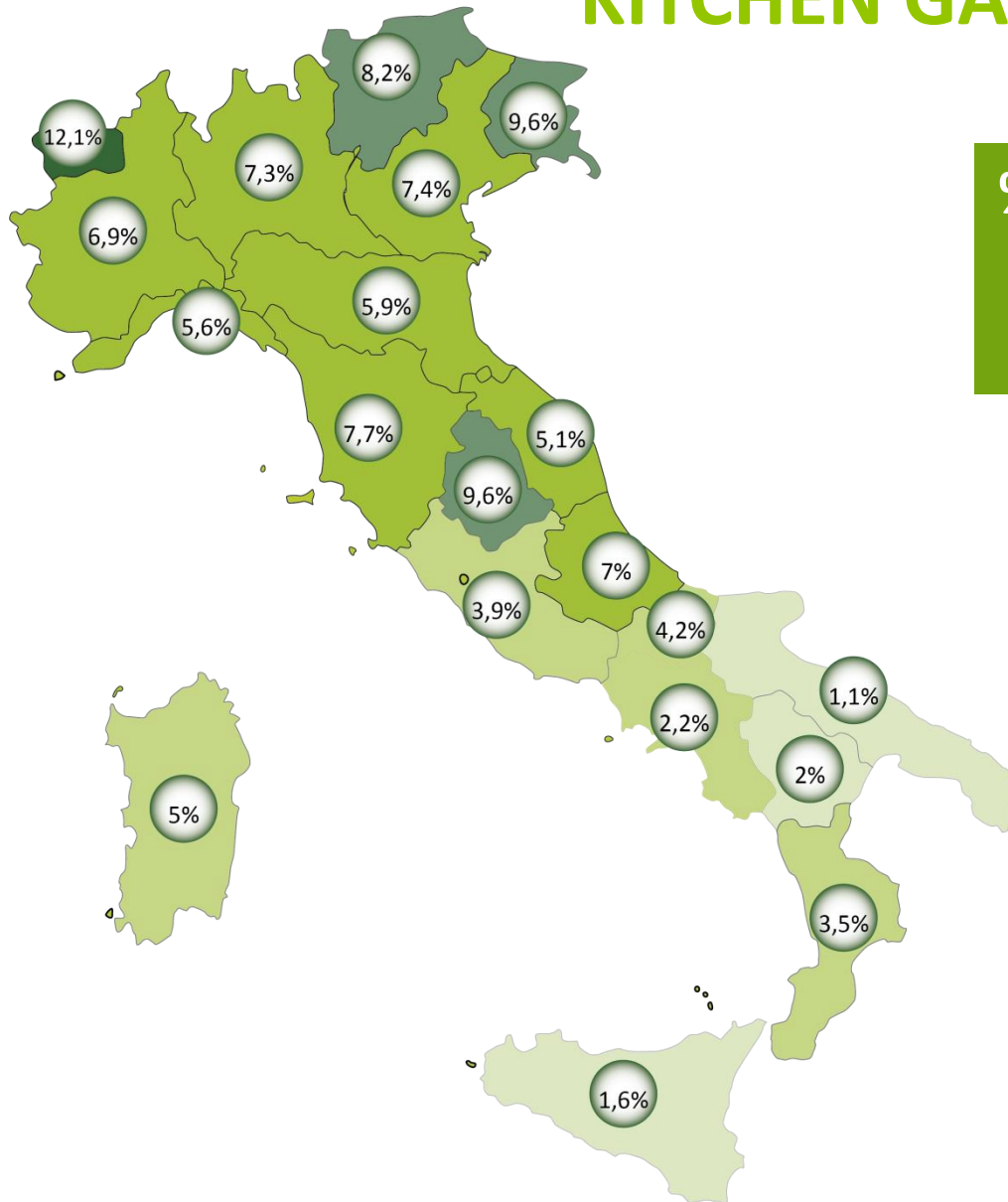
Number of kitchen
garden keepers
in Italy

ITALY
2,7
mln



Figures in
.000

KITCHEN GARDENS KEEPERS MAP



% of kitchen gardens keepers on population >18

ITALY
5,3%

URBAN GREEN AND COMMUNITY FARMING

% URBAN GREEN ON TOTAL TERRITORY AREA

ITALY

EMILIA
ROMAGNA

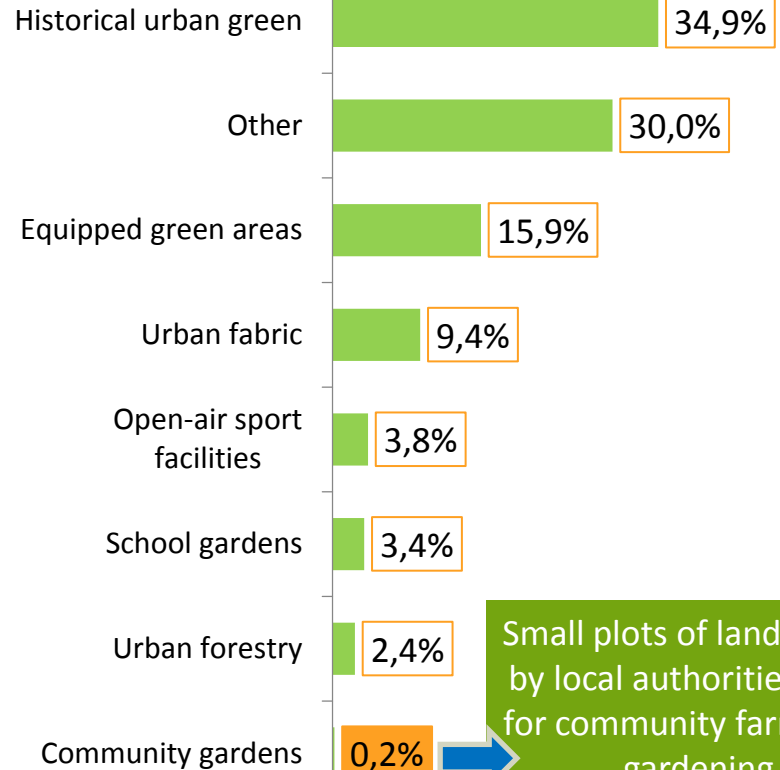
2,7%

3,1%

30,3
m² per
inhabitant

33,7
m² per
inhabitant

ITALY



Community gardens activated in 44 provinces in Italy

Florence is the city with more community gardens: 0,7%

10

MAIN FEATURES OF KITCHEN GARDENS IN ITALY

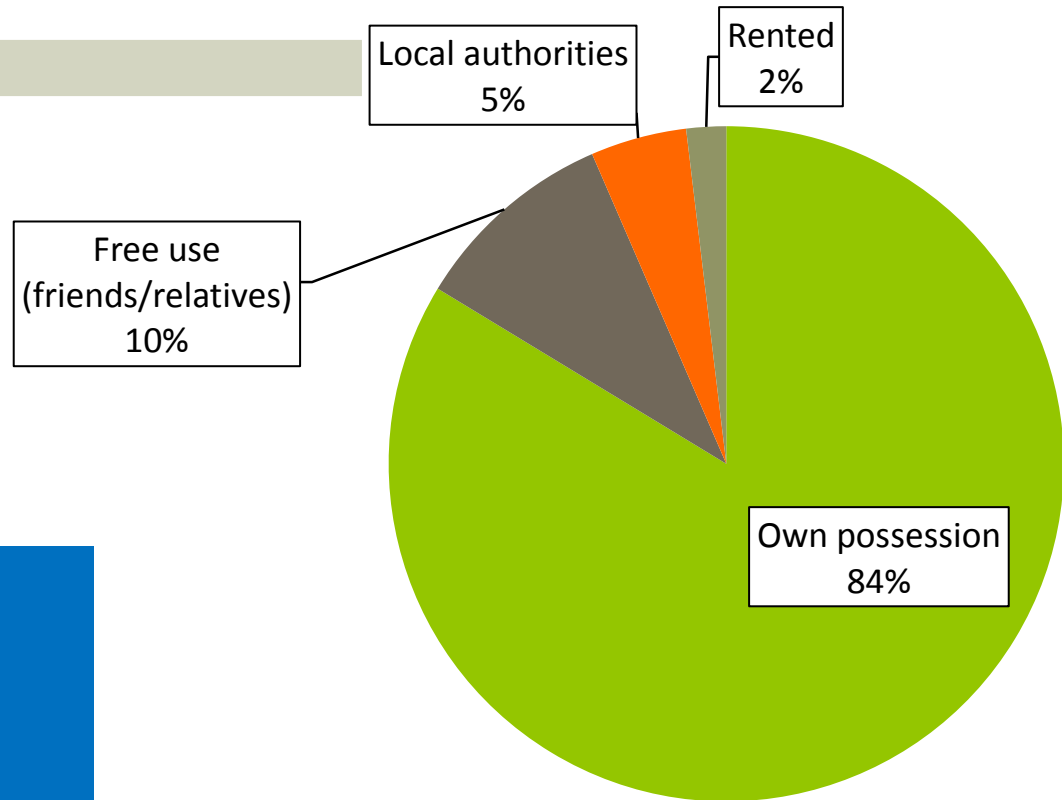
Ownership

Kitchen gardens granted by local authorities

122
thousand

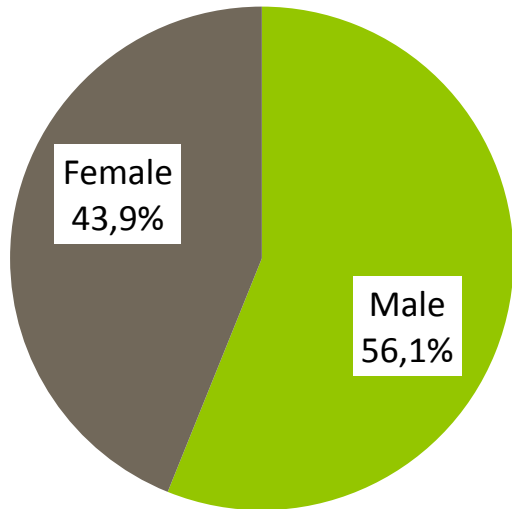
Average size

159 m²

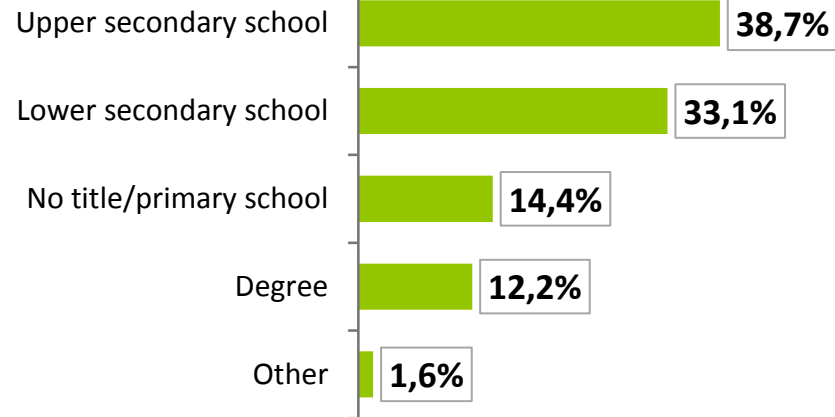


THE PROFILE OF THE KITCHEN GARDEN KEEPER

Gender



Education



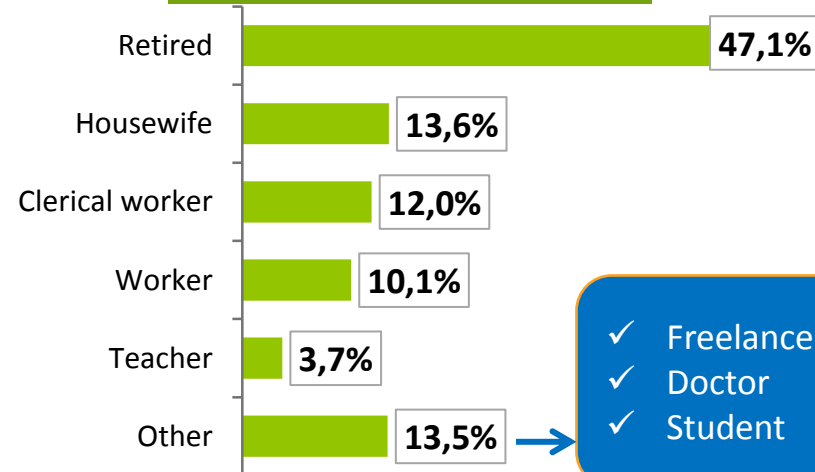
Average age

60
years

Time

7,5
weekly hours

Occupation



- ✓ Freelancer
- ✓ Doctor
- ✓ Student

12

HOW LONG HAVE YOU BEEN TAKING CARE OF YOUR KITCHEN GARDEN?

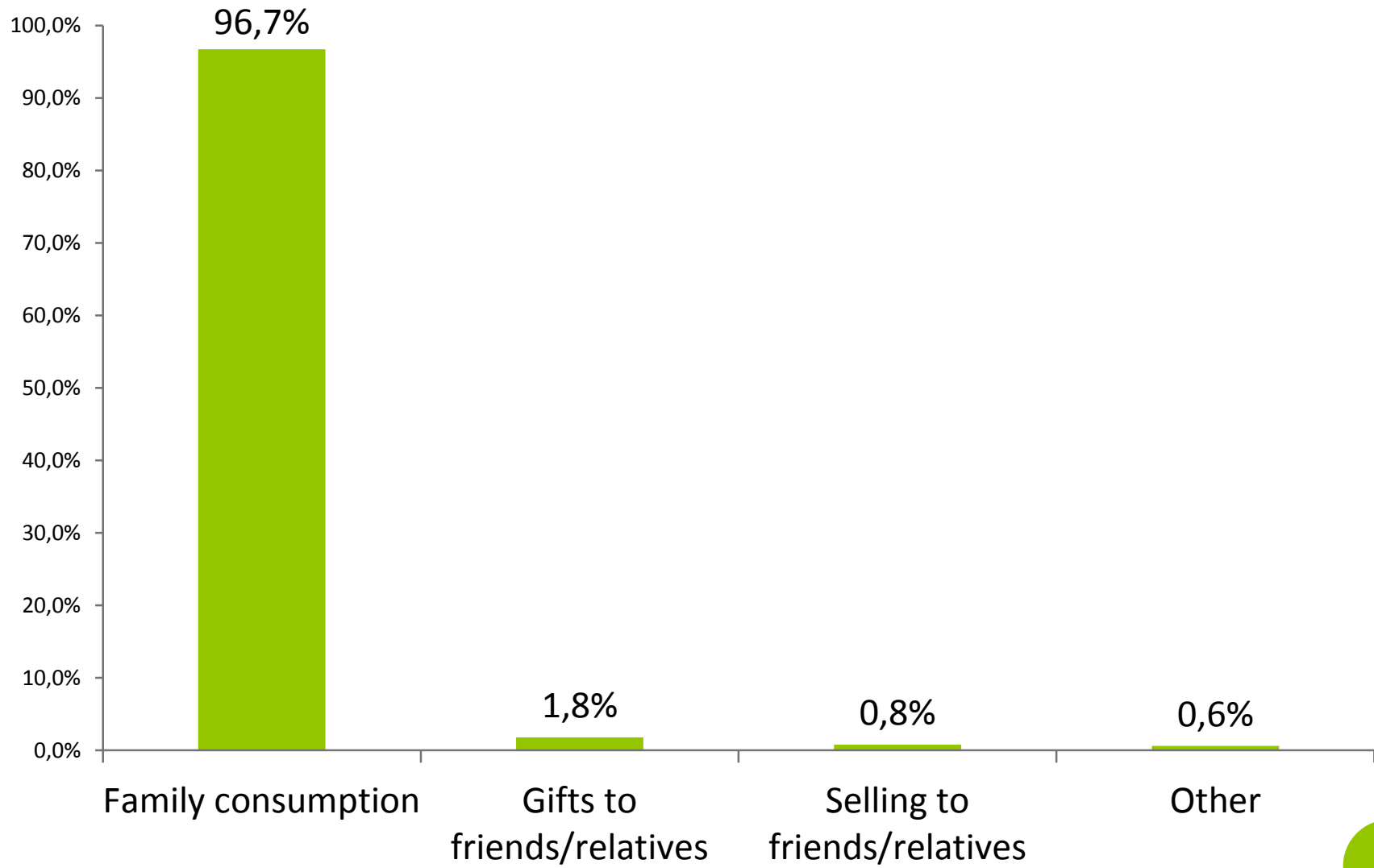
AVERAGE

**25
YEARS**

**19%
less than
5 years**

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

KITCHEN GARDEN: PRODUCTION END USE



THE REASONS BEHIND KITCHEN GARDEN KEEPING (MULTIPLE CHOICE ANSWER)



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



Nomisma

For further information

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