



English Version

## **DONNE IN CAMPO - WOMEN ON THE FIELD**

The Italian Farmers Confederation promotes and organizes the commitment and the specific representation of farm businesswomen and of women interested in farming, through the Association called “Women on the field” (Donne in Campo). The Association is present at national, regional and local level.

In line with the European guidelines, it is convinced that the integration of women in the rural sector is a keystone strategy for the sustainable economical growth and rural development. Through active groups of women farmers and employees, Donne in Campo promotes the work of businesswomen, supports their networks, assists and creates alliances among them, promotes initiatives aimed to improve their capacities and skills in rural areas, as well as making easier for them to become members of the executive board in companies and associations.

Moreover, the Association is engaged in the maintaining of rural traditions in order to preserve the land, the environment, the biodiversity and to develop social services in rural areas. Donne in Campo organizes workshops, bazaars, local markets, training courses and other public initiatives.

Donne in Campo’s women farmers contribute to reinforce the multifunctional model of Italian agriculture:

- are more present in high-value-added productive sectors, such as the wine growing sector, where the Italian female workforce constitutes up to 35% ;
- pass down farming and gastronomic traditions to future generations (through teaching farms);
- develop territorial differences and productive specialties ( organic and niche products);
- expand the productive sphere to caring environments (social farms, farm kindergartens);
- establish a profitable relationship with the city ( farmers’ markets);
- promote the territory and a knowledge of farm products through agritourism: over 40% of farms that offer agritourism are run by women, producing a yearly turnover of around 500 million euro.

Donne in Campo is also represented at international level in:

*Copa Women’s Committee in Brussels and*

*World Farmers Organisation (WFO)*