PRESS RELEASE

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– #BACKTOTHELAND –
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CORRIERE Cesenate
Settimanale di informazione della Diocesi di Cesena-Sarsina

Tappa in Romagna per visitare le aziende del territorio

Friday
June 19th. 2026

The European partners of the Erasmus+ project “Back to the Land” stopped in Romagna, meeting agricultural entrepreneurs, tourism operators, and cultural associations across the Valmarecchia, Rubicone Valley, and Savio Valley, as part of the European Erasmus+ project “Back to the Land” dedicated to rural tourism.
Stop in Borghi, Roncofreddo, and Mercato Saraceno.

In recent days, ten representatives from Italy, Greece, France, Cyprus, and Croatia–European partners of the Erasmus+ “Back to the Land” project–met with the local authorities of the Municipality of Borghi, as well as agricultural entrepreneurs, tourism operators, and cultural associations spread across the Valmarecchia, Rubicone Valley, and Savio Valley, to learn about experiences in rural tourism.

The initiative was organized by Andrea Succi and Aura Mundi, a specialized tour operator managed by Katia Mastroeni, in collaboration with Sergio Diotti, coordinator of the Rubiconi Food and Wine Area.

Among the stops was a visit to the “Il Satiro” farm for a cheesemaking experience, Villaventi in Roncofreddo to discover winemaking techniques and the “Tempi di recupero” project aimed at reducing food waste, and finally the La Clorofilla farm in Mercato Saraceno. Here, the group was welcomed by Matteo Pagliarani, who also serves as Vice-President of the European Council of Young Farmers.

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Back-to-the-land projects
The project aims to strengthen the skills of associations, local administrators, and farmers in welcoming and supporting promoters of back-to-the-land initiatives, also highlighting the opportunities available for young farmers and families who are increasingly choosing to return to living in contact with nature.

This Italian visit was the fourth of five "learning expeditions." The next will take place in June in Croatia, where participants will explore inspiring projects and exchange with local actors on challenges, opportunities, and shared approaches adopted in each country. A training methodology with specific modules will also be developed and tested in the five participating countries.

Rural areas, essential for our food
"Back to the Land" will conclude in 2027 with a major European meeting in Lyon, where a publication on the work carried out will be presented and the creation of a European network of organizations, operators, and local stakeholders involved in back-to-the-land movements and the vitality of rural areas will be announced.

Rural areas in the European Union cover 44.6% of the continent's territory (in Italy, inner areas represent 58.8%) with 20.8% of the population (in Italy, 22.5%).
According to the European Rural Pact, rural areas are now essential because they produce our food, safeguard natural and cultural heritage, and play a key role in the green and digital transition. However, the right tools are needed so that these rural communities can fully seize future opportunities and address the challenges of depopulation.