



PROGETTO MARRUCA

In the livestock sector, where more and more nowadays, it is becoming increasingly important to enhance the value of typical products that nevertheless respect a consumer who is increasingly attentive to their sustainability, both environmentally and ethically. And it is with this in mind that the pilot project aims to produce sustainable beef. More specifically, within the livestock heritage of the Maremma area turns out to be the Maremmana breed. The Maremmana is a native breed of the Maremma that has adapted well to the area in which it lives, where prohibitive soil and climatic conditions and food availability preclude the breeding of other breeds. The enhancement of beef production is influenced by many variables; it arises first of all in breeding, where increasingly now animal welfare cannot but occupy a fundamental role. It is therefore a process that must start in the field to consider itself concluded in the final stages of packaging and putting the product on the market. In this regard, the consumer, is put in a position to be able to understand and appreciate, but also evaluate, the sustainability of production at all its stages.

With regard to Measure 16.2 "Support for pilot projects and the development of new products, practices, processes and technologies" PSR 2014-2020 of the GAL F.A.R. Maremma, in relation to the CUP ARTEA MARRUCA Project, the Agro-Environmental Research Center "E.Avanzi" of the University of Pisa will be in charge of the elaboration, after data collection, of indicators and possible future scenarios in order to establish a production specification suitable for a future EPD (Environmental Product Declaration). In addition, with a view to assessing the environmental impact that beef production from Maremmana animals has, a life cycle analysis, also known as Life Cycle Assessment (LCA), will be carried out. In fact, the purpose of a product's life cycle is to analyze all production phases (whether we are talking about a product, an activity or a process) in order to balance and make positive environmental impacts, as well as economic and social ones, by going to identify and quantify the consumption of materials, energy and emissions into the environment with subsequent identification and evaluation of strategies to decrease and/or mitigate these impacts.



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