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Experiences of conservative viticulture and olive growing mechanization in the European Cross Border Project MARS +

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- Grape-olive growing conservative: the term conservative refers conservative agriculture or blue agriculture. More specifically, in the case of coastal areal and mountains, the farmers act as custodians of the land. Since the 90s the research and development of handicraft productions and, to a lesser extent, industrial dedicated has made available an increasingly a large variety of technological innovations, today's rapidly changing.

  The technology landscape has been collected as part of the Mars + and references are shown in the web: www.martepiumeccanizzazione.it

- The demonstration events carried out by the research group of the University of Florence, and between those of Mars Project +, have been conducted over the years with a constant focus on the participatory approach (feedback). Farmers, retailers, manufacturers, researchers, local authorities, in a sharing of proposals, critical comments, and relative valuations in the sector settled in their workplace, have brought manufacturers to improve further their machines, farmers to adapt cultivation techniques and employment practices, researchers and administrators to calibrate their response actions.

- The research development, the development of new technologies for precision farming and ITG (information and communication technologies), with the most recent applications of monitoring and mapping of factors of production, communication, telemetry and organization of information systems WEB-GIS has been applied in the particular conditions of viticulture and olive growing conservative and may be an element of monitoring and measurement of the various special factors of production process. All this can be an important element to enhance traceability and shared on the web of processes and products that are developed.

- The increasingly popular technologies Smart Network Communication represent therefore a showcase of great effect to communicate whole collection of wealth provided by the multifunctionality of companies agroforestry and multi-activity offers an increasingly urbanized population, a larger user expanded and has need of recreation, re-appropriation of social, cultural and environmental.

- Future generations can very effectively help farmers and businesses in the development of this new and emerging component in the development of rural activities. Their already acquired knowledge of these technologies makes them prime movers in this development process that sees our generations exploit and ask for help to the young.