

# BARILLA SUSTAINABLE FARMING

*Barilla*

Implementing an educational framework to increase farmers' application of sustainable practices.

*"How will Barilla assure an economically, environmentally and socially sustainable durum wheat supply from the foreign countries where it is purchased?"*

**The context:** sustainable agriculture  
13,5% of global greenhouse gas emissions arise from agriculture. To satisfy the need for wheat for pasta production and to increase sustainability, Barilla launched the Barilla Sustainable Farming project that promotes the adoption of more efficient and sustainable agricultural practices.

**Primary scope:** bring BSF abroad

Barilla aims to export BSF abroad: the first scope addressed during the graduation project consists of overcoming the barriers outlined by the different countries when **exporting BSF abroad and minimizing the resistance caused by the system in force**. The identified countries are Turkey and Russia.

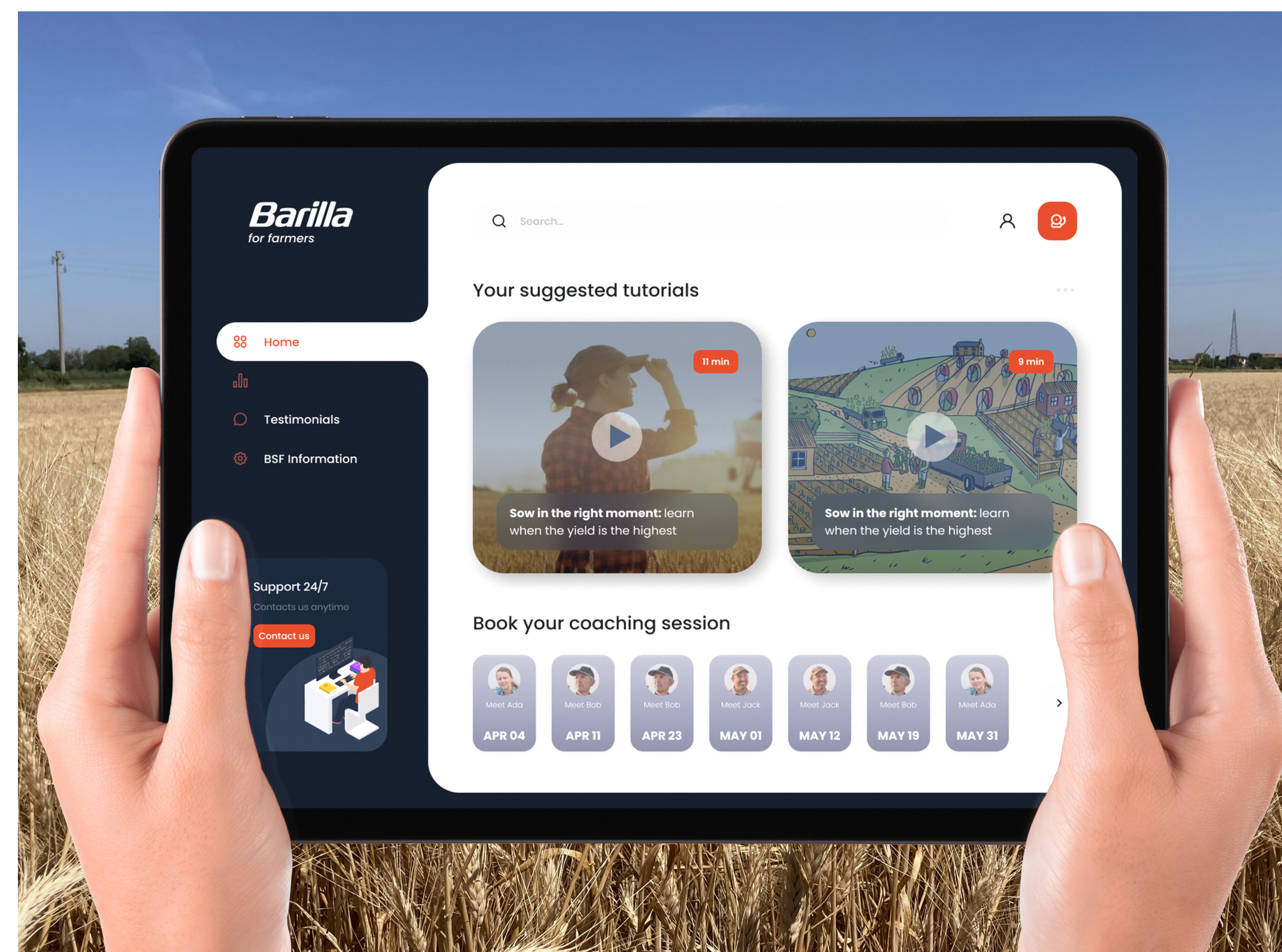
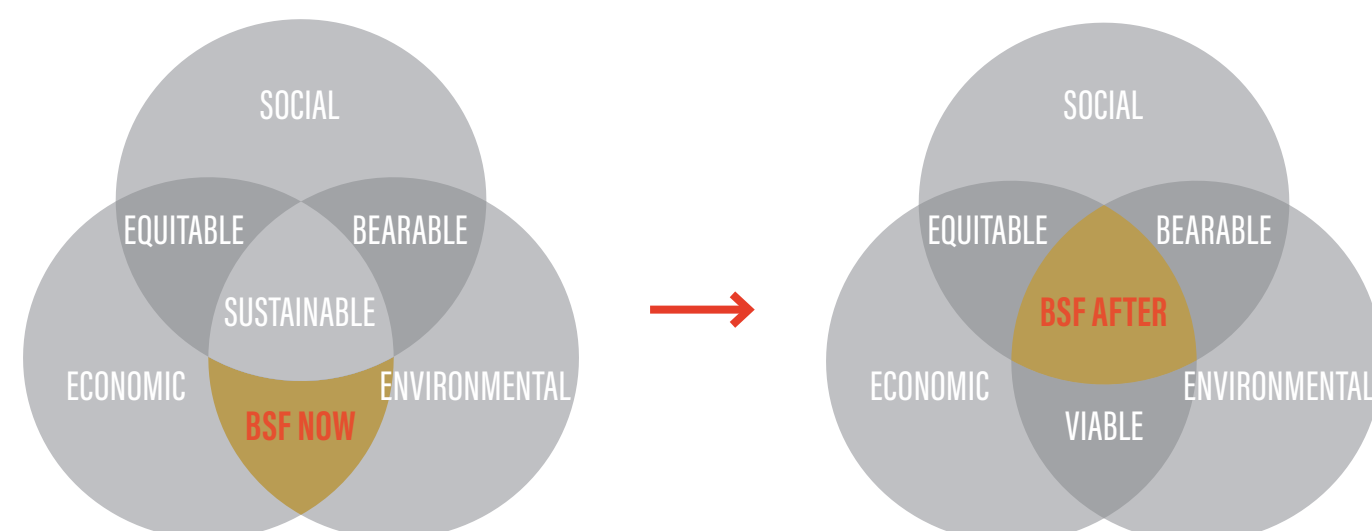
**Secondary scope:** convince farmers

Farmers are difficult to convince; the second scope consists of **swaying farmers about the worthwhileness of deployed methodologies** and the differences from their usual cultivating methods. The outcome is an educational framework to support the adoption of the tools and methodologies.

**INCREASING SOCIAL SUSTAINABILITY TO INCREASE THE OVERALL SUSTAINABILITY OF THE BARILLA SUSTAINABLE PROJECTS.**

**BY BETTER COMMUNICATE WITH FARMERS**

**BY EMPOWER FARMERS TO BECOME PARTICIPATIVE LEARNERS**



**Barilla for farmers: the platform**

To accomplish both the scopes of the graduation project, two roadmaps implement a supportive platform in Russia and Turkey, countries with low education levels. The platform will guide farmers in understanding Barilla's Guidelines for Sustainable Agriculture through microlearning activities and allow the participation to offline workshops. The roadmaps guide the company through a step by step process to implement the educational framework in countries where Barilla purchases wheat for pasta.

Gabriele Maria Schieppati  
Barilla Sustainable Farming: increasing farmers' application of sustainable practices  
15<sup>th</sup> December 2021  
Strategic Product Design

**Committee**  
  
Company

Giulia Calabretta  
Maurits Willemen  
Luca Fernando Ruini  
Barilla Fratelli S.p.A.

**TU Delft**