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Demeter Italia launches farm tourism platform to promote biodynamic agriculture and rural experiences across Italy

New website connects visitors with certified holiday farms, aiming to boost domestic awareness and support sustainable rural communities

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Demeter Italia, a leading organization in the export of certified biodynamic products, has announced a new initiative to connect agriculture, rural hospitality, and cultural experiences through farm tourism. The announcement was made at a press conference held on July 15 at the Foreign Press Association headquarters in Rome. The project centers on a new website, agriturismi.demeter.it, which will serve as a platform for visitors to discover certified biodynamic holiday farms across Italy.

The event was opened by Giovanni Buccheri, Director of Demeter Italia, who explained that biodynamic agriculture is a holistic and regenerative method focused on the balance between people, nature, and the land. Buccheri noted that while the Demeter brand is well known abroad, it is less recognized in Italy. He emphasized the importance of using farm tourism to help both Italians and international visitors understand what it means to produce food biodynamically.

The new website features an interactive map and detailed profiles of participating farms. These farms are located throughout Italy, from the Alps to the south, and offer a range of experiences including nature-focused stays, guided tastings, educational activities, sensory trails, and artistic residencies. Many of these farms already attract foreign tourists and serve as important venues for sharing the connection between agriculture, food, and the environment.

Buccheri highlighted that every Demeter-certified farm is also certified organic but goes further by integrating animal husbandry, producing natural fertilizers like compost on-site, and working to regenerate soil for future generations. He described biodynamic quality as the result of farming that is alive and deeply connected to its territory.

Enrico Amico, Chairman of Demeter Italia and owner of Amico Bio, provided historical context for the Demeter brand. Founded in 1927 by farmers inspired by Rudolf Steiner’s ideas, Demeter is now present in 44 countries. Amico stressed that Demeter is more than a quality label; it represents a global movement aimed at regenerating soils and improving food nutrition through sustainable practices.

Exports remain a key strength for Italian Demeter farms. According to Amico, 77% of certified extra virgin olive oil (EVOO), 87% of vegetables, apples, table grapes and processed products, and up to 98% of some fruit-based products are exported.

Biodynamic wine exports reach 68%, with about 30% sold domestically. These figures show strong international demand for Italian Demeter-certified products.

However, Amico said it is now time to build greater awareness within Italy itself. He argued that farm tourism can reverse the traditional flow of goods by bringing tourists directly to the source—allowing them to experience firsthand how biodynamic products are made.

Anna Federici from Azienda Agricola Boccea shared her experience transforming an abandoned estate near Rome into a multifunctional biodynamic farm with olive trees, grains, livestock, and a farm store. She described how guided tastings and sensory experiences help visitors understand the difference between conventional and biodynamic products. Federici said these activities also highlight the social dimension and human effort behind each product.

Marco Marrocco, founder of Palazzo Tronconi in Arce (Frosinone), spoke about wine tourism as a way to revive lesser-known areas and traditions. His farm focuses on native grape varieties and adopted biodynamic methods early on. Marrocco explained that wine bottles become “postcards” from their territory—inviting people to visit not just for the wine but for the broader cultural experience. He also emphasized collaboration with local producers as essential for building a circular economy that supports rural communities.

At the close of the conference, Buccheri reported that about 28 holiday farms are currently part of the project. The goal is to expand this network to 40 or 50 host farms through ongoing collaboration with member farms. The initiative aims not only to provide accommodation but also to create an integrated network combining agriculture, tourism, education, art, and social engagement.

Buccheri concluded by expressing confidence that farm tourism can be a powerful tool for introducing people to biodynamics. He said tourists are seeking authentic experiences and that Demeter farms have much to offer—from grains to wine and from animals to cooking—each element contributing to well-being for land, animals, and people alike.