

The innovator



Annalisa Pellegrini

Region

· Ruvo di Puglia (BA), Puglia (Italy)

Sector

· Agricultural Sector.
· Activities: planting and transforming lavender



Features of my innovator journey

- > **Naturalness:** Emphasis on aligning production processes with the rhythms of nature.
- > **Roots Exploration:** Using essential oils to reconnect with our most primitive and natural selves.
- > **Client Interaction:** Fostering direct and harmonious contact with clients through personalized consultations.

Innovation from 3 perspectives



01

Economic

- **Low resource consumption:** Lavender requires minimal resources, reducing production costs and environmental impact.
- **Self-sustaining model:** Autonomy in production through on-site distillation enhances economic resilience.
- **Diversified product line:** Offering fresh lavender, essential oils, hydrosols, seeds, and event decorations creates multiple revenue streams.
- **Long-term economic stability:** The model supports lasting economic balance through sustainable and innovative agricultural practices.

02

Environmental

- **Enhanced biodiversity:** The lavender field, free of chemical treatments, creates a habitat for pollinators and supports spontaneous growth of beneficial plants.
- **Circular economy:** Reusing all cultivation residues enriches soil health and closes the production cycle sustainably.
- **Soil regeneration:** Resting the land for six years after intensive grape production allowed for natural soil restoration.

03

Social

- **Community engagement:** Lavender fields attract visitors and foster social interactions through tours and educational activities.
- **Support for local economy:** Participation in fairs and local events provides product exposure and builds synergies with other local businesses.
- **Cultural heritage preservation:** Embracing traditional, hands-on soil management methods (like hand-weeding and scything) reconnects with ancient practices.

Barriers

> Insufficient logistics hinder production efficiency.

> Lack of access to training restricts skill development.

> Difficulties in navigating regulations impede both participation and growth.

> A lack of market clarity creates challenges in positioning and competition.

> Gender bias poses additional challenges to the company's acceptance and support.



"Farmers are creators of landscapes. We have a responsibility to transform a place and this transformation happens as a result of how we live it, care for it, grow it. The beauty we create and which nature gives back to us can change the way people perceive and experience the World and the Earth that hosts us."