

## The innovator



### Amada de Salas

#### Region

· Castilla y León (Spain)

#### Sector

· Agriculture (dryland herbaceous crops and vineyards), and wine production

#### Number of head/ha/products

· 150 ha dryland; 20 ha irrigated; 50 ha vineyard. 250,000 litres of wine

#### Breed/crop/activity

· Barley, wheat, sunflower, peas, grape vines. Wine with Cigales Designation of Origin



## Features of my innovator journey

- > Integration of primary production, processing, and distribution, covering all links of the food supply chain.
- > Preservation of ancestral knowledge, adapted to current market demands.
- > Agricultural activity complemented by wine tourism.
- > Commitment to rural development through active participation in fairs, workshops, and other events for promotion and visibility.

## Innovation from 3 perspectives



01

### Economic

- Higher economic margins due to the use of homegrown raw materials, with minimal transportation and covering all links of the food supply chain: production, processing, and distribution.
- Added value of the wine, as it belongs to a quality brand recognized by the Cigales Designation of Origin.

02

### Environmental

- Contribution to landscape preservation through the traditional bush vine system.
- Maintenance of permanent crops that minimize the carbon footprint.
- Traditional underground winery construction, integrated into its surroundings.
- Minimal waste production during winemaking, as lees are returned to the land.
- Limited use of phytosanitary treatments due to controlled production through traditional pruning.
- Zero-food miles commercialization.
- Biodiversity-supporting agricultural practices, which benefit protected species of flora and fauna.

03

### Social

- Work carried out entirely in rural areas, creating employment in my village.
- Growing wine tourism activity, with both national and international visitors.
- Participation in events to highlight rural work, especially the role of women.
- Member of a cooperative and an agricultural organization.
- Affiliation with the association of winegrowers and winemakers under the Cigales Designation of Origin Regulatory Council.

## Barriers

- > Barriers to rural entrepreneurship due to an ageing population and resistance to change.
- > Individualistic society prioritizing individual goals over collective action.
- > Excessive bureaucracy limits time for productivity.
- > Family businesses struggle to compete with large multinationals.
- > Lack of incentives and high taxes hinder medium- and long-term investments.
- > Shortage of skilled workers in agriculture and tourism.



“My goal has always been to achieve a balance between ancestral wisdom and the demands of today's society. Authenticity in agricultural production should be an inspiration as we move forward into the future. We have a social responsibility to preserve our agricultural heritage for the sake of future generations.”