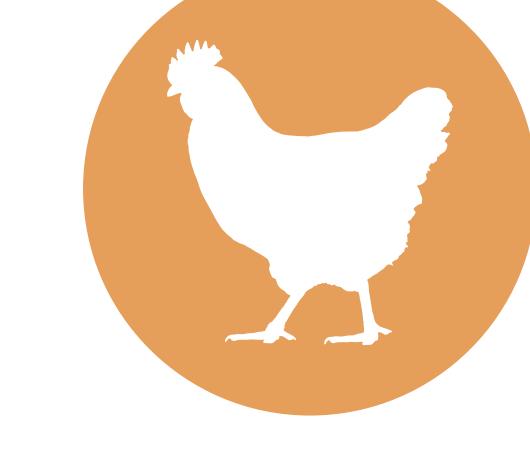




## **Silk eggs**

### **Happy hens, good eggs, free woman**



#### **The innovator**

**Miriam Del Re**

**Region:** Puglia (Italy)

**Sector:** Breeding

**Number of head:** 250

**Breed:** Laying hen breeding: Leghorn and Isa brown

**Founder of the Silk Eggs brand within the company "Azienda Agricola Colle di seta", a family-run agricultural reality supporting Short Chain and KMO**



#### **Features of my innovator journey**

- A self-employment chance for a young woman on available land
- A family-run agricultural reality
- A consolidated commercial system managed by her partner's family
- Development of interpersonal relationships thanks to door-to-door selling
- Implementation of optimal breed conditions to guarantee the hens' welfare

#### **Innovation from 3 perspectives**

##### **Economic**

Earn a living in a rural area  
A consolidated commercial system  
Optimisation of the land's productivity  
Extra products, more choices in the same place  
Opening up to educational farm activities  
Planning of a touristic gastronomic journey



##### **Environmental**

Using and redeveloping abandoned lands  
Animals eat the scraps of cultivated vegetables which cannot be sold  
Recovery of hen manure used as soil organic amendment  
Respect for the ecosystem's natural heritage



##### **Social**

People's curiosity and new interest in the farm  
Family visits to see animals living in their own environment  
Improve the general knowledge of the territory  
Relationships made by door-to-door selling  
Sharing of social media contents about hens' life and breeder's job



#### **Barriers**

Lack of trust in a girl: working with the land is considered physically hard and even the suppliers have this prejudice

Lack of specific training in the sector

Customers are often not as interested in techniques as they are in the personal story

Lack of institutional safeguards in case of pregnancy and breastfeeding for a woman entrepreneur

**“ I am not a “pink” quota. I am a free woman with dirty hands and the dream to give something back to nature in exchange for my happiness”. Miriam Del Re, farmer**



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101083408



[www.grassceiling.eu](http://www.grassceiling.eu)

