



Title: PANACEA - production chain of Stupinigi flour. PANACEA - La Filiera della farina di Stupinigi.

Description of best practice: Panacea is the first certified ethical and environmental bakery in Turin / laboratory for the production of natural quality leavened bread with sourdough of common wheat flour cultivated in the Stupinigi fields, produced exclusively with natural ingredients and with a natural leavening process. The project is developed within a multifunctional centre that collects several craft workshops in the Barriera district of Milan, which is subject to urban redevelopment. The project will provide employment and training opportunity for unemployed and disadvantaged staff of the Cooperative, which will produce bread for daily consumption at an affordable cost that can be a real alternative to industrial bread.

Promoting actor: Enterprise

Nature of promoting actor: Private

Country: Italy

Productive sector: Agriculture

Food chain: Cereal

Problem to respond: Occupation
Protection and workers' rights
Traditional products

Innovation Level 1: Process innovation

Innovation Level 2: Food preparation

Realized innovation: Ethical and environmental bakery

Patent: no

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