



Montagnam

LA VALLE STURA IN TAVOLA

THE TASTE OF
VALLE STURA



**OUR MISSION IS TO PROMOTE OUR LOCAL
TERRITORY AND ITS NATURAL AGRO FOOD PRODUCTS**

Montagnam project was designed to spread the values, the customs and the traditions of Valle Stura worldwide.



**A BRAND WHICH CERTIFIES THE QUALITY
OF HANDMADE AGRO FOOD PRODUCTS**

Montagnam certifies the origin of local products, and, above all, the passion and commitment that local producers infuse in their work.

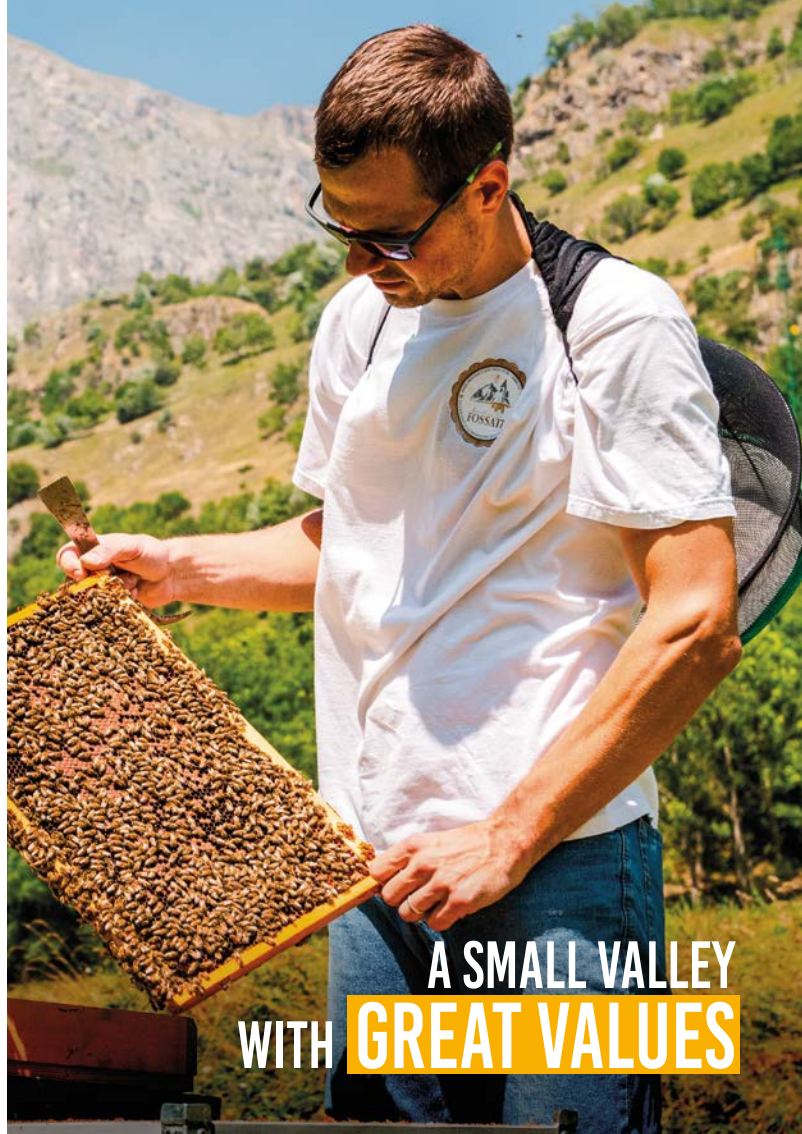


**AN ETHICAL
AND WELL-STRUCTURED PROJECT**

Montagnam is regulated by a set of specifications, but this does not just entail the ethics of production. On the contrary, it presents an opportunity for the producers who joined the program to clearly display their honest and good intentions.



FEASR
Fondo europeo agricolo per lo sviluppo rurale:
l'Europa investe nelle zone rurali
Programma di Sviluppo Rurale 2014-2020
Sottointervento 16.4



**A SMALL VALLEY
WITH GREAT VALUES**



MONTAGNAM MEANS RESPECT FOR THE ANIMALS

WE DO PREFER **PASTURES**

The **exclusively extensive livestock farming** is what we practice here, and our animals graze in pastures as long as the seasonal weather allows them to. This is done for it ensures biodiversity, gives extra flavours to our cheese and makes our meat even more delicious. Animals are fed naturally in the stable too: just local hay with just one authorized integrator: 5% of GMO-free flour, during lactation.

WE DO KNOW OUR ANIMALS, **EVERY SINGLE ONE OF THEM**

Goats, cows and sheep all have their names: no matter how numerous the herd may be, **we know all of its members**, with their peculiarities and personalities, thanks to which each animal is different, practically unique.

WE DO FOLLOW THE ANIMAL'S **BIOLOGICAL RHYTHMS**

Our agro food products are made according to the **animal's biological rhythms**: meat products are packaged only when appropriate and do not prevent the animals' offspring from being breast-fed to make cheese with their mothers' milk. Even the honey collection process does not interfere with the beehive balance, since we always leave some honey left, for the honeybees' sustenance and the winter to come.



MONTAGNAM MEANS CARING FOR THE ENVIRONMENT

WE DO HARVEST ONLY **SEASONAL PRODUCTS**

Green fruit and vegetables are never harvested, we do **await for them to properly ripen though**, so that our customers can enjoy our most natural products, on the base of their seasonal availability.

WE DO NOT STRESS THE SOIL

The soil, whose fruit is **hand picked**, is set by working it lightly, to have the slightest impact on its biological life. We do our best to keep the woods clean, for our chestnut trees to grow strong and healthy. Plus, we do not burn the leaves around the trees to avoid damaging them.

WE DO COMPLY WITH NATURE

Nature is doing most of the work alone: we provide support throughout the whole production process with **crop rotation, intercropping, prevention and choice of variety**-practices aiming to preserve and promote biodiversity. We do use **natural fertilizing methods**, just using manure or certified organic fertilizers.



RETRACING **OUR FAMILIES' STEPS**

We have just turned **our fathers'** hobbies into full time activities and reopened the stores that would belong to **our granmas**.

Marta of Bars Chabrier, rediscovered **her roots** in Sambuco as a herder, while **Andrea and Barbara** of Fiori dei Monti joined together their **historical family legacies** as *margari* (herders).

Debora of Andata e Ritorno, reopened the place that her grandmother Catterina had been running until the 1970s, **Alberto** of Apicoltura Fossati has inherited his father's **passion** for honeybees and cultivated it to the extent it has become the flagship of high mountain organic beekeeping. **Remo, Stefano and Marinella's** expertise in chestnut growing, which was **passed down from generation to generation**, is put into practice in their farm L'Arbol.

MONTAGNAM MEANS **FAMILY**



WE DO LEARN FROM OUR ANCESTORS

Garrone Rosso chestnuts, the patriarch variety from our valley, are selected and then dried out in **sécou**, traditional local structures that were then restored. When possible, **hand milking** is practiced to keep the mutually beneficial man-animal relationship alive and **raw milk cheese** is made, in the name of respect for old traditions, quality and aroma complexity. The herds are taken to high mountain pastures in the summertime, for the **transhumance** ritual, which is not just a long walk but a glimpse of culture, dating back generations.

WE DO CONSTANTLY INNOVATE

We do process fruit and vegetables in **state-of-the-art laboratories** and dry them out through the **"cold" drying method** to best preserve the way they look and taste and their texture too, as if they were just harvested. The old **stone mill** tradition is still alive with us, since chestnuts are still being ground there, with an improved grain sizing mechanism to use the resulting flours for a wide range of applications. The old practice of **apitherapy** was also reintroduced locally, through a groundbreaking use of beehive-related products to the people's benefit.

MONTAGNAM MEANS
INNOVATING TRADITION



WE ARE **MONTAGNAM**

ANDATA E RITORNO

Debora



SMILING IS A TRUMP CARD

Back in 2018, in Rittana, a welcoming place, a mix between a grocery store and a bar, opened its doors for the people to buy groceries there, have tasting sessions of local products, or have a coffee and a friendly chat with some local residents. The beauty of rural life in a small and lively mountain village can be rediscovered at Debora Orso's, thanks to **the owner's smile and passion** - two key ingredients of her daily work. This is where to find all the natural, high-quality and highly local Montagnam products. Debora will walk you through the wide product selection, helping you choose what best fits your needs, always with a touch of **kindness and friendliness**.

Andata e Ritorno di Debora Orso

Via Roma, 20 - Rittana (CN) | +39 347 825 1432

APICOLTURA FOSSATI

Alberto



MOUNTAIN BEEKEEPER

Alberto Fossati is the young face of a historical company that was founded by his dad in Sambuco, in high Valle Stura, in 1980. Nowadays, this company is a reference point for high-quality certified organic mountain honey. Alberto's bees follow seasonal blooms and make many different types of honey: **acacia, chestnut, dandelion**. Even high-mountain special types, such as **polyfloral, rhododendron** and **fir honeydew**. **Pollen, royal jelly, candy, nougat** (torrone) and **makeup products** complete the wide selection of honey-based natural products, while a wellbeing apiary, close to the company, provides a relaxing meditation experience.

Apicoltura Biologica Fossati

Via Cuneo, 12A - Sambuco (CN) | +39 348 911 7823

BARS CHABRIER

Luca and Marta



BREEDERS, HERDERS AND PRODUCERS

Luca Giacosa and Marta Fossati have been rearing goats to make **raw milk goat cheese** and goat-based products since 2016. A wide range of products is available from April to November - fresh ones: **ricotta cheese, fresh tomino cheese and yoghurt**, and seasoned ones (in an increasing seasoning order) **French style goat cheese, caciotta cheese, milk-based ricotta cheese, toma cheese and seasoned toma cheese**. Other goat-based products are also available, in accordance with the natural seasons of the animal's life-cycle, such as: **finanziera** (originally, a poor men's plate that used the less noble parts of slaughtered animals), tomato free **goat meat sauce**, goat meat sauce with tomato, stew, goat **salami**. The very tender **kid meat** is available in spring months.

Bars Chabrier

Via Cuneo, 26 - Sambuco (CN) | +39 320 830 9801

FIORI DEI MONTI

Andrea and Barbara



THE SCENT OF MOUNTAIN PASTURES

A family-run company founded by Barbara Viale and Andrea Colombero who decided to move to low Valle Stura in 2016, where they rear Piemontese, Abondance and Valdostana cattle breeds to make **raw milk cow's cheese**. This is no-standard cheese, adjusting to the raw material available on a certain day. The product range includes, beyond **butter and yoghurt**, in an increasing seasoning order: **Moiolina fresh cheese, mid-seasoned Tajarè cheese, Alpine Toma cheese, Nostrale cheese, Castelmaigre cheese, Bleu cheese and Saben cheese**.

Azienda Agricola Fiori dei Monti

Frazione Maigre, 1 - Moiola (CN) | +39 345 410 7533

GERMINALE

Agro-ecological community cooperative



COMMUNITY COOPERATIVE

Germinale is an agro-ecological community cooperative undertaking to promote their local territory through growing, breeding and integrating practices. Germinale offers a wide range of products: seasonal **fresh vegetables, wild berries, jams, fruit juices, dried fruit, pickles, herb flavoured salts, spreadables, seasonings, biscuits, egg-based pasta, herb teas and Sambuco's kid meat** (processed by an outsourced company).

Germinale Cooperativa Agricola di Comunità

Via Paschero, 2 - Demonte (CN) | +39 338 106 8347

L'ÀRBOL

Remo, Stefano and Marinella



GARRONE ROSSO CHESTNUT PRODUCERS

Remo, Stefano and Marinella are chestnut growers: 95% of their crop consists of **Garrone Rosso**, a variety standing out for its peculiar shiny shape and excellent organoleptic qualities.

Chestnuts are hand-picked and selected to be later processed in a lab, where they are being dried and beaten, then hand-selected again and cleansed off any remaining skin. This is how high-quality products are obtained: fresh and **dried chestnuts**, stone ground **chestnut flour** and **chestnut flour-based cakes**.

Azienda Agricola L'Àrbol

Via Mameli, 6 - Moiola (CN) | +39 331 412 3210

LA FRAGOLINA

Ilda



ORGANIC GROWING

A certified organic farm producing **seasonal fresh fruit and vegetables**. **Dehydrated fruit and vegetables** are available all year round, by means of the cold drying process. The mushroom greenhouse houses **Shiitake and Pleurotus mushrooms**.


These are highly sought after varieties for their organic actions and widely beneficial properties, excellent either fresh or dried. **Juices and syrups** are also made out of La Fragolina's fruit in certified organic labs.

Società Agricola La Fragolina s.s.

Via XI Settembre, 15 - Borgo San Dalmazzo (CN) | +39 349 236 6221

CHOOSE MONTAGNAM and you'll help
protect local biodiversity and preserve the
flavours and traditions from mountains
that really do not want to be abandoned.

All of **Montagnam products**
can be found at the shop **ANDATA E RITORNO**
Via Roma, 20 Rittana (CUNEO)
and on **MONTAGNAM.COM** website

  @montagnamvallestura



FEADER
Fondo europeo agricolo per lo sviluppo rurale:
l'Europa investe nelle zone rurali
Programma di Sviluppo Rurale 2014-2020
Sottosettore 16.4



REGIONE
PIEMONTE