**Introduction & Overview**  
*Group Size: 12 Students & Dr. Michael Gunderson*

"Made in Italy: Agricultural Economics in Central Italy" is a 10-day faculty-led student trip through the Italian regions of Tuscany, Umbria, & Liguria. This is a unique opportunity for a select group of Purdue University students to experience Italy in an authentic and immersive way.

The primary academic purpose of this program is to educate students on Italian artisanal food products through in-field experiences and workshops. Topics of study include local agriculture practices, small-scale sustainable food production, food-marketing, and international competition.

Throughout the trip, students will meet with various local producers and companies to learn about the production, marketing, and distribution of select local and international products. Of special note, students will visit producers of Pecorino Toscana cheese, Brunello di Montalcino & Martelli pasta. There will also be a handful of hands-on activities including a cooking lesson, a cheese production workshop, and a lesson on making authentic Italian pizza. By the end of the trip, students will have a strong understanding of the numerous artisanal producers operating and their place in the international food value chain.

Although the trip’s primary goals are academic, a wide array of cultural activities will be included throughout the trip to give students a wider appreciation of the food, history and culture of Italy.

### Suggested Trip Outline & Ideas

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**Monday, May 6**  
Depart from our home cities in the United States on an overnight flight to Florence, Italy. If you would like to depart early for Italy, contact Remarkable Journeys about setting up a hotel and tours in Florence (additional cost). Professor Mike Gunderson and your travel coordinators will be arriving in Florence on Sunday, May 7 to welcome early arrivals.

**Tuesday, May 7**  
On arrival in Florence, we will be met at the airport for a private transfer to our accommodations. We will be staying at a Tuscan "agriturismo" located just outside of the town of Chiusi. The agriturismo is run by an Italian family who work together to produce high-quality food products such as wine and olive oil. The remainder of the day is at our leisure to stroll through the forest trails nearby, take a dip in the swimming pool, or simply relax after a long flight. This evening, we will enjoy a casual reception and dinner at our farm accommodations.

**Wednesday, May 8**  
This morning we commence our formal research. Appropriately, we will begin on a small-scale organic farm located in the fertile hills of Tuscany. Hiking through sloping hills and forests, we will be guided by the local proprietor as he explains the agricultural practices used on his farm and in the region.

Following our morning tour we will learn how to prepare our own meals with a private cooking class. Our class will use fresh, local ingredients and combine education and fun as we prepare our dinner.

**Thursday, May 9**  
This morning we will visit a local olive mill to learn about production of extra-virgin olive oil. The mill owner will guide us around his factory explaining how olive oil is produced and how he differentiates his olive oil from producers around the world. Next we head to a producer of Pecorino Romana cheese. Guided by the owner, we will tour the fields and farms as we develop a better appreciation of animal husbandry and cheese production in the area.

Following our morning tours, we will transfer to the village of Montalcino, a walled medieval town that dates back to the Etruscans (4th Century BC). It is in this region that Tuscany's powerhouse red wine, the Brunello di Montalcino, originates. Being one of the first wines granted DOCG (Controlled Designation of Origin) status in Italy, it is no surprise that this variety is considered, by many, the premier wine of Italy. Following a short visit of the town, we will make our way to a nearby winery for a tour and dinner with the owners. This will be a fascinating stop for those interested in how Italian wine is regulated and sold throughout the world.

**Friday, May 10**  
After breakfast, we will depart for Umbria, Italy’s “Green Heart”, the only Italian region that borders neither the sea nor another country. Known for its landscapes, traditions and history, we will spend the next few days immersing ourselves in this new territory as we compare and contrast the region with neighboring Tuscany.

Our first stop will be our accommodations in Perugia where we will check-in to our hotel and get acquainted with our new host city. Perugia is the capital city of the region of Umbria and thus plays host to wealth of history and architectural styles. It’s historic center is a travelers dream of cobblestone streets, winding stairways and beautiful piazzas lined by mansions and cafés.

After a brief rest, we will have a group lunch with our hosts from the Umbra Institute. After our first taste of local products, we will get a brief lesson on Umbrian food history from a local professor. Next we head to a cheese workshop were we will get hands on experience on cheese production.

This evening we will be free to have dinner on our own.

**Saturday, May 11**  
**Sunday, May 12**  
After dinner, we will depart from Perugia, breaking the long flight to our home cities. If you would like to depart early for Italy, contact Remarkable Journeys about your travel coordinators will be setting up a hotel and tours in Florence (additional cost).
Today we get to visit a wealth of producers in the Umbrian region. We'll begin by visiting a granarium bakery where we'll learn about the entire transformation process of cereals. Next we will head to Assisi to learn about traditional Umbrian cheese. Umbria boasts a long-standing tradition, both in sheep farming and, consequently, cheese-making. Among the region's best known cheeses are its caciotta, crescenza, black truffle cheese, and pecorino. This will be a fascinating stop as we learn about how this producer differentiates their cheeses from local and international competition.

Finally we'll stop at the famous Lungarotti Winery. This is Umbria's premier winery which is credited with earning the region its initial fame, thanks to its pioneering wines and insatiable drive to promote Umbrian wine and culture. While Lungarotti produces a wide variety of wines (nearly two dozen), liquors and other gourmet products, the firm is best known for three iconic wines: San Giorgio, Rubesco (Umbria's first DOC-recognized wine) and Rubesco Vigna Monticchio (a single-vineyard Rubesco Riserva). This large-scale producer will be a fascinating comparison to the winery visited in Montalcino as we learn how different factors from soil to business models affect the final product.

After breakfast today we will travel to our next destination, the Italian Riviera and the village of Monterosso. The northernmost of the five villages, it also has the most visitors. Monterosso is a small and picturesque fishing town. In the morning we will have an opportunity to learn about local artisans and their products from the producers of ceramics, glass, and other goods. This afternoon we get a special lesson on one of Italy’s most famous international dishes, pizza! The short lesson includes an introduction on the history of pizza, the spatial thermodynamics of the oven, and then a few students get to try their hands at making the pizza. Dinner is included as we eat our creations.

Monday, May 15

Cinque Terre

After breakfast today we will travel to our next destination, the Italian Riviera and the villages of the Cinque Terre. Along the way, we will stop at a small, family-owned company that produce pasta by traditional, artisanal methods. Martelli makes their pasta by mixing the dough at low temperatures and then extruding it through bronze dies which makes the pasta cling to the sauce instead of sliding off. Martelli is one of the few artisanal pasta producers in Italy that exports their pasta to the United States. Continuing on, we arrive at Monterosso, the northernmost of the famed Cinque Terre villages (Monterosso, Vernazza, Corniglia, Manarola, and Riomaggiore). Our activities in the Cinque Terre don’t get much more elaborate than walking from one lovely village to another along trails that afford spectacular vistas.

Tuesday, May 14

Cinque Terre

Today is an open day to explore the Cinque Terre at leisure. There are a number of ways to experience the area: by foot, by ferry or by train. The ideal way to see the beauty of the landscape is by walking the well-laid out trails connecting each village to its neighbors. However, for a more relaxed and less strenuous approach, there is a passenger ferry service running between the five villages, providing a different vantage point of the rugged coastline and charming villages.

Wednesday, May 15

Cinque Terre

Today we will be guided tour through a vineyard of a unique Cinque Terre producer. We will travel by train to the town of Corniglia, Riomaggiore where we will meet our guide who will drive us to his vineyard. As we explore the vineyard, we will learn about the labor intensive practices that are used in the terraced vineyards. Many Cinque Terre vineyards are planted on perilously steep slopes, so close to the sea that the ocean spray forms a fine mist over the vines. Others enjoy the luxury and relative security of being located on terraces carved painstakingly into the hard cliff faces. Unsurprisingly, this awkward, inaccessible topography means that vineyard management is done manually, without the aid of tractors or trucks.

After the tour, the remainder of the afternoon and evening will be at your leisure. Don't wander too far, as this evening the group will meet in Monterosso for a farewell dinner.

Thursday, May 16

Depart

Transfers will be provided to Genoa for departures to the USA. You are free to continue your travels on your own.

Included Meals: Breakfast

Biography of trip host

Michael Gunderson joined Purdue University as an associate professor in the Department of Agricultural Economics in August 2012. In addition to his responsibilities teaching in Purdue’s undergraduate and graduate classrooms on campus, he is also heavily involved in designing, developing and delivering non-credit, professional development programs through the department’s Center for Food and Agricultural Business.

After earning his doctorate from Purdue in 2006, Mike spent six years in the Food and Resource Economics Department at the University of Florida (UF). While there, he taught undergraduate and graduate courses in agricultural finance, marketing and strategy. Mike’s research focuses on understanding the factors that influence the financial success of agribusiness firms. He has published 20 peer-reviewed articles on topics such as service quality in agribusiness input industries, agricultural land values and agribusiness management.

Summary of Services

- Accommodations for 10 Nights
- Private tours and guides throughout the trip
- Transportation throughout the trip
- Meals: 9 Breakfasts, 5 Lunches, 3 Dinners
- Entrance and Admission Fees
- Gratuities for guides, drivers, hotels & included meals

Price: ~$4,000 per person

Single Supplement applies

Included Meals: Breakfast, Lunch