

CONSORZIO DI TUTELA DELLA RUCOLA
DELLA PIANA DEL SELE IGP

Rocket
The **Emerald**
from the Sele Valley



*Green is the prime color of the world,
and that from which its loveliness arises*
Pedro Calderàu de la Barca

With the contribution of



**MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE**



*Italian Ministry of Agriculture
Food Sovereignty and Forests*

**Rocket
The Emerald
from the Sele Valley**

Editions

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della Piana del Sele IGP

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CONSORZIO DI TUTELA
DELLA RUCOLA DELLA PIANA DEL SELE IGP

Rocket
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We have often wondered how much a branded product is worth.

In addition to its economic, social and cultural value, there is a multidimensional identity and reputational value linked to its cultivation method set out in the specification that guarantees the quality to the consumer.

The consumer finds in branded products transparency, sustainable cultivation systems, and awareness of a participatory control network that guarantees their traceability.

By purchasing a PGI/DOP branded product, the consumer contributes to improving its sustainable economic and social development.

This book is a contribution of the “Consorzio di tutela della Rucola della Piana del Sele IGP” to the promotion of the territory and to the knowledge of all the nutraceutical characteristics of the PGI rocket.

Vito Busillo

President Consorzio di Tutela
della Rucola della Piana del Sele Igp



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Presentation

The rocket, with its intense green colour, can be compared to emeralds shining in the long expanses of the Sele Valley, just as for the ancient Egyptians the pyramids represented rays of sunlight shining down on the earth.

Its organoleptic properties make the Rucola della Piana del Sele PGI (Rocket from the Sele Valley) different from any other kind of rocket grown in Italy.

As a matter of fact, smell, taste and colour are its distinguishing features.

In particular, the main characteristics of rocket are:

- its green colour, comparable to the emerald stone, due to the exposure to the sun's rays. The latter increase the pigment in the leaves, favoring the formation of vitamin C. One hundred grams of rocket from the Seley Valley contains 110 mg of vitamin C;
- its strong aroma and pleasantly spicy flavour thanks to characteristics of the soil of volcanic origin, rich in phosphorus, magnesium and potassium, as well as the benefits of mild climate and water.

The pungent taste of rocket can therefore be combined with various dishes and be able to enhance our fifth sense or the so-called umami as defined by the Japanese.

The mild climate, the abundance of water and humus are essential elements for the farmers of the Sele Valley, who indulge in nature by respecting fertility, giving greater

vitality to the soil and without neglecting the balance of the ecosystem. These concepts recall the foundations of biodynamic agriculture by Rodolf Steiner, founder of anthroposophy, who stated that everything alive is in continuous transformation.

A comparison between the present and the past through methodological verification of historical data and documents is necessary to reconstruct and understand dietary changes. Food is not only nourishment for our bodies, but it transmits energetic potential to the mind. This is why it is important to associate food with colours and nature to have positive feelings.

Hippocrates stated «*Let food be your medicine and medicine be your food*».

A close relationship between food and medicine had already led the ancient Romans to use certain vegetables as healing foods.

Pliny the Elder stated that an infusion with rocket seeds was useful for curing intestinal worms and was an excellent remedy against scurvy. Ovid, on the other hand, described rocket as an aphrodisiac herb in his book called 'Ars Amatoria'.

The benefits of rocket today are scientifically proven. We can define rocket as a functional food, as in addition to its nutritional value, it can promote several functions in the human body to prevent and partly cure various diseases.

The rocket from the Sele Valley is, in fact, rich in potassium, magnesium and mineral salts, as well as calcium, fibers and vitamins B and C. Research from Federico II University of Naples has also shown that rocket is an excellent bone tonic and immune system booster.

The close relationship between diet and well-being reminds of the teachings of the Salerno Medical School, also followed by the famous inventor Thomas A. Edison. He clai-

med in the late 19th and early 20th century that the doctor of the future would not only prescribe drugs but would also motivate his patients to take care of their bodies through proper nutrition.

This kind of holistic consumer approach is increasingly being followed. As a matter of fact, the Mediterranean diet was voted the best diet in the world for the fifth consecutive year.

Furthermore, IV gamma products allow people to eat more fruits and vegetables as they do not require any preparation and can be served right away.

We live in a new food era where consumers are more careful about what they eat and the all IV gamma products have a nutritional table, which provides detailed information about the product's place of provenance. In the case of the PGI rocket, a modern technology is used to define and identify its origin.

Food and culinary traditions are interesting ways to learn about a culture. Food is in fact the product of cultures.

Belinda Villanova





1

**Balanced
ecosystem
in the Sele Valley**

The territory of the Sele Valley

The Sele Valley, also known as the Eboli or Paestum Valley, is a large flat area covering about 500 square kilometres in the province of Salerno and crossed by the Sele River.

The Sele is the second largest river in Campania after the Volturno River. It springs from karst springs at 438 metres above sea level from Mount Cervialto (Picentini Mountains).

The alluvial action of the Sele River has made the soil particularly fertile due to the presence of silt, clay and volcanic particles.

This territory, which until the end of the 19th century was malarial, marshy and almost unlivable, underwent major land reclamation in the early 20th century. Gabriele De Rosa used to say: «The rural world appears shapeless and archaic, more tribal than pre-capitalist. The road system is never guided by criteria of economy but arises from the fear to escape the death that comes from the swamp or the sea»¹.

Today, the Sele Valley is one of the most developed areas in the Campania region, both from an agricultural and an industrial point of view. The most important centres are the historic Eboli (*Ebhura* for Indo-Europeans) and Battipaglia which is a more recently established town.

This development is due to the relentless work of the Consorzio di Bonifica in Destra del Fiume Sele.

For more than fifty years, following land reclamation interventions on private estates, vast unproductive and

abandoned lands were expropriated in order to carry out the necessary public works. The territory was profoundly changed as a result, not only in terms of population but also in terms of landscape.

The land reclamation is made up of various phases (synthetically indicated as hydraulic reclamation, integral reclamation, environmental reclamation) and with its works and activities has drained the land, making it cultivable. The reclamation also established a new and better balance not only from an agricultural point of view but also from a social one, favouring the development of areas that were once considered disadvantaged.

Using new crops does not only mean promoting environmentally friendly land development but also restoring the balance of the entire ecosystem.

Many crops were grown in the Sele Valley: wheat, tobacco, tomatoes, peaches, apples, and artichoke fields on small farms and large farmhouses.

Main crops in the Sele Valley

Until the 1950	Tobacco, wheat, legumes, tomatoes
Anni '50 - '70	Peaches, apricots, nectarines, plums, pears, tomatoes
Anni '70 - '80	Strawberries, fennel, escarole, lettuce, cabbage, cauliflower, broccoli
Anni '80 - '90	Kiwi, strawberries, corn, fennel, escarole, lettuce, cabbage, cauliflower, broccoli
Anni '90 - '95	Kiwi, strawberries, corn, fennel, escarole, lettuce, cabbage, cauliflower, broccoli
Anni '95 - '00	Rocket, lettuce, fennel, escarole, lettuce, cabbage, cauliflower, broccoli
Anni '00 - '18	Rocket, lettuce, spinach, valerian, basil, carrot, chard, radicchio, radish (in IV Gamma), fennel, escarole, lettuce, cabbage, cauliflower, broccoli

Source: Consorzio di Bonifica in Destra del fiume Sele

The of strawberry cultivation in the 1970s and 1980s further changed the morphology of the area: there was a shift from mixed crops that made the land colored to white greenhouses.

In the mid-1990s, due to the impoverishment of the soil and high production costs, farmers working in the Sele Valley turned to growing rocket, valerian and lettuce. To this end, farmers converted the greenhouse installations used for growing strawberries.

The increased consumption of vegetables, supported by the recognition of the Mediterranean diet as a UNESCO heritage site, has also led to a change in the population's eating habits.

In ancient times, in many areas of Campania, the diet was mainly based on cereals combined with scarce resources of animal origin and a varied quality of vegetables. This diet was more widespread among the working class than among the bourgeoisie and aristocrats. These preferences were a feature shared by elites throughout Europe².

People's primary need was to feed themselves. For those with greater economic resources, vegetables were a secondary opportunity accompanying the main foods. For most people, however, the consumption of vegetables was not incidental but essential.

Consumption of vegetables was certainly favored by the domestic dimension of the vegetable garden.

The nutritional aspect of many horticultural plants should not be overlooked, as well as legumes, which are rich in noble proteins. They were used in traditional soups or bread mixes that offered a high energy intake³.

Moreover, legumes (beans, broad beans, peas, lentils, chickpeas, chickling peas) could also be grown in the domestic dimension of vegetable gardens⁴ and were therefore widespread in the peasant production environment.

Dark green leafy vegetables such as cabbage, spinach, chard and wild rocket, which grew freely in the fields, were also popular.

Historical reflections

Rocket or ruchetta (from the Latin *eruca sativa*) has been widely used since Roman times as an herb with magical qualities. It was also used in love potions as it was considered an aphrodisiac.

Plinius used to say: *«It is believed that amorous desire is also stimulated by foods such as eruca». Discorides, a Greek physician, stated that 'One must eat a lot of raw eruca to arouse Venus».*

The Romans, considering the peculiarity of rocket, began to cultivate it in large expanses, calling it herba salax or 'lustful herb'. They also built statues with phallic symbols in the rocket fields, in honour of Priapus, the god of virility, and Ovid, the poet of love.

The Sienese physician Andrea Matthioli, in his book *Discorsi del Matthioli*, claimed that rocket should be eaten raw to arouse Venus; the physician Galen also wrote: *«it is preferable to eat it with lettuce because it alone causes excitement in men».*

Matthioli also pointed out that rocket dulls freckles and macules on the face and stated that it was already known to many peoples. In fact, the Greeks called it *ròka*, the Latins *eruca*, the Arabs *iergir*, the Egyptians *giardir*, the Germans *vueiszsenff*, the Spaniards *oruga* or *arugua* and the French *roquette*, while in Italy it was called *ruchetta* or *rucola*.

Virgil's *Moretum* describes the tiring day of the farmer Simulus. After working from dawn to dusk for his master, he used to retire to his hut, with its vegetable garden protected by a fence of old reeds, where he grew cabbage,

I DISCORSI
DI M. PIETRO
AND. MATTHIOLI
SANESE,

Medico del Sereniss. Principe Ferdinando
Archiduca d'Austria &c.

NE I SEI LIBRI
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Della Materia Medicinale.

I quai DISCORSI in diuersi luoghi dall'Autore medesimo sono stati
accresciuti di uarie cose, con molte figure di piante, & d'animali
nuouamente aggiunte.



Con gratia & priuilegio del Sommo Pontefice, dell'Illustrissimo
Senato Vinitiano, & d'altri Principi.

IN VENETIA,
Appresso Vincenzo Valgrisi,
M D. LXIIL

chard, mallow, elecampane, pumpkin, parsnips and leeks. Stimulus used to sell these products in the marketplace to make a living, while he satiated himself with reddish onions, sliced leeks, chicory and he ate rocket, which revived his languishing powers of love⁵.

In the 16th century, herbalist Matthias de Lobel reported that some monks had abandoned their vow of chastity because they ate rocket often and in abundance.

In the vegetable gardens of the Dominican friars, various vegetables were grown, except rocket, celery and parsnip (carrot), which were recognised as having natural aphrodisiac properties. A shrub of calming chasteberry leaves was always present in the garden to keep the monks' spirits calm.

The peasant diet lacked flavour, at least in everyday life; the prevailing common denominator of vegetarianism and the excess of starchy foods made the taste flat. Consequently, aromatic herbs were widely used.

In the Salerno area, rocket was already present in the Middle Ages. There are clear traces of rocket in the medical works attributed to the 'Salerno Medical School' and in particular to Constantine Africanus (1015-1087), a Carthaginian doctor, the first to spread Islamic medical science in the West, who came to Salerno in 1077 and wrote the work *Particulares Dietae*⁶.

De Flore is another interesting written work that deals with the relationship between food and the human body. In the chapter "The flower of diets - selection of dietary principles", the diet of medieval man in the Salerno area is discussed. The territorial area is therefore circumscribed. The text highlights the benefits of vegetables and cereals as well as meat, and suggests the use of legumes, fresh fruit and vegetables such as rocket, borage, asparagus, onions, and dill, always accompanied by good wine.

The Masters of the Salerno Medical School knew the

plant world well and they were skilled manipulators of herbs. In their various treatises, they divulged the various therapeutic applications defined as remedies; *Regimen Sanitatis Salernitanum*⁷ is one of the most important treatises of the Salerno Medical School.

It was not a treatise on medicine but was followed for centuries as a true medical treatise. It contained a remedy for every occasion and advice on how to preserve health from every ailment. The Salerno Medical School wrote the following to the King of England:

*If you want to be healthy, if you want to live healthy;
Banish grievous thoughts
and anger you consider harmful.
Drink little, eat soberly;
Don't get up after lunch;
Flee the sleep of noontide;
Do not hold your urine
or compress your belly for a long time.
If you faithfully observe these precepts,
you will live a long time.
If you lack doctors,
are for you doctors these three things:
a cheerful soul, quietness and a moderate diet.*

These brief remedies dictated by the doctors of the Salerno Medical School highlight the need to safeguard health by maintaining a perfect balance between man and nature.

In light of the above, it is clear that some vegetables, even if they seem to be an innovation in our diet, have always been present in various historical periods. Only the methods of cultivation in the open field and greenhouses have changed with the help of technological means of harvesting.

Rocket, so called “Eruca or Rucola”

Rocket is a herbaceous plant belonging to the Brassicaceae (*Cruciferae*) family, the same family as cabbage and broccoli. It is native to the Mediterranean area, where it grows wild. However, there are two types of rocket: cultivated rocket, whose scientific name, as mentioned above, is *eruca sativa*, and wild rocket, *diplotaxis tenuifolia*.

The plants are similar but differ in taste, colour and leaf shape. Wild rocket is a perennial plant, it has a strong flavour, the leaves are elongated and jagged and the flowers are bright yellow.

Cultivated rocket, on the other hand, can reach 50 cm in height; the leaves are supported by small, oblong, green, rosette-shaped stems with serrated edges; the smell is strong and spicy, as well as the taste.

The flavour, in particular, varies depending on the type of soil where the plant grows; the drier the soil, the greater the intensity of the flavour.

Rocket flowers consist of four yellowish-white or purple petals and bloom from February to June.

Rocket fruits contain small seeds that were once also used for sowing.

From a nutritional point of view, rocket is rich in minerals: magnesium, calcium and potassium as well as fibre. It also contains a good amount of vitamin A and group B and C vitamins; it has purifying and draining properties as well as toning and digestive properties. The Rocket contains few calories, so it is very suitable for slimming diets; it stimulates the metabolism, it fights anaemia and it is a good bone tonic. It helps strengthen the immune system, makes the body more resistant to allergies, fights insomnia and protects the skin from ageing and the damaging effects of free radicals.

This plant was an excellent natural aphrodisiac not only for the ancient Romans, as mentioned extensively in

the historical part but also according to researchers at the Faculty of Pharmacological Sciences at the Universities of Milan and Bologna.

Rocket also helps to lower blood pressure and protect the cardiovascular system.

Rocket is mainly used in salads, but it can also be eaten cooked.

The benefits of rocket

The Rocket consists of 31.7% water, 2.5% protein, 1.4% ash, 1.6% fibre, 0.7% fat, 2% sugar and minerals such as calcium, phosphorus, sodium, magnesium, zinc, iron, potassium, copper, selenium and manganese.

Rocket contains vitamins A, B1, B2, B3, B5, B6, C, E, K and J. It also contains beta-carotene, lutein and zeaxanthin, all powerful antioxidants. It counteracts the activity of free radicals and has a preventive effect on certain cancers and cardiovascular diseases.

Recent studies by the Universities of Pisa, Florence and Federico II in Naples and by the "Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia" in Bologna have highlighted that after chewing rocket the anti-hypertensive properties of glucosinolates are released by the enzyme called 'myrosinase'. This study was also published in the British Journal of Pharmacology.

As university studies have shown, the rocket has numerous benefits. The flavonoid compounds found in green leafy vegetables have anti-cancer properties, especially for the skin, mouth and lungs; the sulforaphane found in rocket plays an active role in preventing certain cancers such as breast, colon and prostate cancer; and the anthocyanins, phenols and carotenoids are also capable of killing cancer cells by apoptosis.

Rocket contains B and C vitamins, and iron and it prevents anaemia. It has a good antioxidant content due to the presence of prostaglandins and it is considered a vegetable with anti-ulcer properties. It strengthens the immune system as well⁸.

According to Chinese medicine, broad-leaved vegetables such as dandelion and rocket have liver benefits, especially when cooked, and have healing effects on stomach ulcers and nervous coughs.

Rocket also promotes the expulsion of gas from the intestine.

This is why in ancient times it was known as a herb with therapeutic properties: Pliny the Elder wrote in his works that an infusion made from rocket seeds was useful in curing intestinal worms and was also considered an excellent *anti-scurvy* food, as it was available all year round in the Sele Valley.

Scurvy is a disease due to vitamin C deficiency; it is currently quite rare, but in times past it was widespread in the Sele Valley.

Nutritionists and food experts have reported this information but it is not for curative purposes. Consequently, it is always necessary not to exceed the quantities of rocket and, above all, to follow your doctor's advice.

- 1 L. CASSESE, *Scritti di storia meridionale*, La Veglia Editore, Salerno, 1970.
- 2 Horticultural plants and plant foods in general were used differently by different social classes.
- 3 M. SENTERI, *Food and Ambrosia. Storia dell'Alimentazione mediterranea tra caso, necessità e cultura*, p. 181.
- 4 The alternative cultivation was not precise but coincided with the growth characteristics of the plants; dwarf or creeping plants were more suitable for field cultivation while climbing species found their cultivation habitat more suitable in small spaces and sluices of gardens.
- 5 M. CAROTENUTO *Disegni per il Moretum* Elea Press, verses 60-84.
- 6 Library of the Universidad Complutense de Madrid, Africanus Constantinus, *Opuscula Medica*, Sig. 116-Z-31, No. 119 of the Cat. de Villa-Amil. The existence of the codex is reported by JOHN F. BENTON, *Trotula Women's Problems, and the Professionalization of Medicine in the Middle Ages*, in *Bulletin of the History of Medicine*, 59 (1985), p. 41.
- 7 ARNOLDO DA VILLANOVA *Annotated Collection*, 13th century.
- 8 www.rucola - *properties and benefits*.





2

Rocket
from the **Sele Valley**

The cultivation of the rocket

The Rocket from the Sele Valley is particularly appreciated at the national level. In recent years there has been a constant increase in demand which has led producers to allocate the most suitable land for rocket cultivation and to adopt the techniques that best meet the quality standards required by the markets.

The soil is volcanic-alluvial, due to the eruptive phases of Vesuvius and the alluvial action of the Sele River. It is particularly fertile, as it is rich in potassium, with the right amount of silt and clay, which, mixed with particles, increases the water capacity for the crops.

As some agronomists say, no area has production capacities like those in Campania, although there are other areas with specialized farms in Lazio, Puglia and Calabria.

Due to the unique characteristics of our land, our grandparents used to say: *we live in the belly of the cow*¹.

Cultivation takes place in unheated multi-tunnels covered with polyethylene film to protect the crop from hail and excessive rain, which could cause harmful water stagnation.

Construction standards usually include a galvanized iron multi-tunnel, with a double opening for ventilation, with a width of about 7.20 metres, a length of between 40 and 50 metres and a height at the eaves of 2.20 to 4 metres.

Winter sowing starts in October and, depending on the crop succession, there may be 4 to 8 annual harvests. For each cut an average harvest of 400 to 500 grams of rocket can be estimated (see Table I).

Both soil preparation, sowing and harvesting are now completely mechanised and are carried out using specific and fairly sophisticated equipment which, as well as trimming the cut of the rocket, also sucks up the residues, thus putting the seedling sprout in the best conditions for restarting. In some cases and for particular market needs, harvesting can also be done by hand in bunches or with a sickle, with obviously different production costs.

Most irrigation systems are designed for sprinkling through several lines of sprinklers running throughout the greenhouse. The use of drip irrigation systems which sometimes occurs for rocket to be packaged in bunches, is rarer.

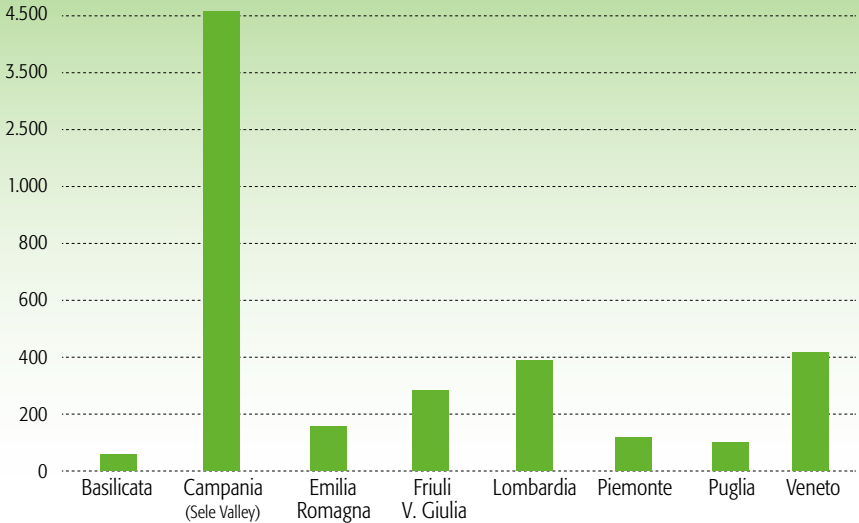
The cultivation area includes the municipalities of Battipaglia, Bellizzi, Eboli, Pontecagnano-Faiano, Giffoni Sei Casali, Giffoni Valle Piana, Montecorvino Pugliano, Montecorvino Rovella, Serre, Campagna and Capaccio in the province of Salerno. This territory is characterized by typically Mediterranean climatic conditions, with mild, rainy winters and hot, dry summers.

The specific climatic conditions of the production area are influenced on the one hand by the proximity of the sea that laps the western coast and on the other by the Alburni mountain range, which protects it to the north-east from the cold winds from the Balkans and allows rain from the west to be collected in natural underground reservoirs.

The environmental conditions described above in the production area are very special and suitable for the cultivation of rocket.

It has been scientifically proven that rocket grown in the Sele Valley, compared to that grown in other areas, has

Table 1 • Area planted with leafy cut vegetables in the main production regions



Source: *Leaf and Cut Vegetables* Ed. Veneto Agriculture

particularly high levels of dry matter, phenols and vitamin C. Such a rocket also has a strong antioxidant protein activity. As a result, it is a food with a crunchy, tasty flavour and great nutritional value.

In light of these quality characteristics and given the product's rapid success on the market, important entrepreneurs in northern Italy have gradually found it convenient to locate an increasingly large part of their supply areas in the Sele Valley.

The name *Rucola della Piana del Sele* has become commercially popular because of the high quality of the product, which is used both for fresh consumption and as an ingredient in numerous culinary recipes adopted by restaurants, holiday farms and pizzerias.

Fresh fruit and vegetables, washed, packaged and ready for consumption (so-called “IV Gamma”)

Local farmers are increasingly keen to cultivate rocket. They have become highly specialized in this field, cultivating it over the last ten years alongside lettuce, valerian, spinach, basil, radicchio, chard, carrots, radishes and various salads, products identified as *IV gamma* (the Fourth Range). Suffice it to say that the utilized agricultural areas amount to about 25,000 hectares, of which more than 6,000 hectares are in the greenhouse. Leafy crops belonging to IV gamma occupy no less than 4, 500 hectares.

It must be stressed that the time is short to guarantee the freshness of the product (from harvesting to processing and then to sale); as no preservatives are added to IV gamma products, cold is the only element that preserves the quality of the product.

The first controls start in the agricultural sector, i.e. in the fields, where it is necessary to comply with the Global Gap² which can be divided into three modules:

- 1) basic module used in all farms;
- 2) basic module used for cultivation activity;
- 3) fruit and vegetable module.

This will allow the company to monitor its practices and provide more assurance.

The production plant, on the other hand, is subject to a self-control system (HACCP) with frequent checks by official bodies for possible contamination.

In the industrial plant, IV gamma products are subjected to two washing phases in a tank with a continuous change of potable water or water made potable through technological systems. The surfaces where the product is processed are perfectly sanitized; after washing, the product is carefully dried to avoid residues of water that could cause deterioration.



IV Gamma

Collection

Sorting

Washing

Drying

Weighing

Packaging

Distribution

IV gamma vegetables retain all the nutritional aspects of I gamma (the first range) vegetables (traditional fresh fruit and vegetables).

The offer of vegetables, fruit and vegetables is divided into five distinct ranges according to the various processes applied to the product from harvesting to sale to the end consumer.

I gamma (the first range) refers to traditional fresh fruit and vegetables; II gamma (the second range) to fruit and vegetables preserved with sugar, water, oil, vinegar or other preservative liquid or substances suitable for preservation; III gamma (the third range) to frozen or deep-frozen fruit and vegetables; IV gamma (the fourth range), as has been mentioned several times in the course of this monograph, refers to fresh fruit and vegetables, which undergo a working process after harvest in special machines that cut, wash, dry, weigh and bag the product with a label making it ready for consumption and marketing on the market.

As time is getting shorter in today's society, V gamma (fifth range) is already in place, offering processed and reconstituted fruit and vegetables, packaged and ready-to-eat; the latter two distribution systems facilitate the use of these products by enabling everyone to follow a healthy and balanced diet.

Notes

- 1) cf C. LANARO *Rucola nella Piana del Fiume Sele* - 11 January 2016
- 2) Global Gap was created in 1997 as an initiative of the most important European retail chains. It is an agricultural product protocol for traceability and respect for the environment and health.





3

Consorzio di
Tutela della **Rucola**
della **Piana** del **Sele Igp**

Historical background of “Rucola della Piana del Sele PGI”

The rocket from the Sele Valley, so-called *Rucola della Piana del Sele*, received the Protected Geographical Identification (PGI) mark as well as the prestigious European Union recognition and implementing regulation in the EU Official Journal on 3rd August 2020.

This award is given to farmers who cultivate a certain product quality in a certain geographical area. Considering those requirements, this award has been given to rocket grown in the Sele Valley.

The journey of the *Rucola della Piana del Sele PGI* started in 2017 and 2018 by a promoting committee made up of various farmers from the Sele Valley - led by Vito Busillo - in synergy with the Campania Region, the Ministry of Agricultural, Food and Forestry Policies and the European Union.

A retrospective analysis is necessary to define the PGI bureaucratic process better. The rocket has been present in the Mediterranean area since the ancient Romans and was cultivated and worshipped; as it was the plant dedicated to Priapus, a mythological god and symbol of fertility.

There are also traces of rocket in the text of *De Flore*, an interesting work of the “Salerno Medical School”. As a matter of fact, the Salerno doctors used herbs as therapeutic applications and suggested the use of rocket as a remedy for various ailments.

Recent scientific studies by the University Federico II of Naples (Department of Agriculture - Section of Plant Genetics and Biotechnology) have highlighted the nutritional properties and vitamins of the rocket and in particular the high percentage of vitamin C.

Sample analyses were conducted between two geographical growing areas: rocket from Eboli (Salerno) and Martinengo (Bergamo).

This analysis showed a higher percentage of chlorophyll in the rocket sample from the Eboli area due to climatic peculiarities, soil characteristics, the inclination of the sun's rays, and the spicy and piquant flavour. For this reason, rocket from Eboli is also called 'Eruca' which means burning.

In order to obtain the PGI, the producers of the Sele Valley had to associate themselves with a public deed in which the social aims, the desire to register the rocket product, and the preparation of a production specification were mentioned:

- the product name 'rocket';
- the logo;
- a description of the product 'rocket' with its physico-chemical, microbiological and organoleptic characteristics;
- the description of the geographical area and the elements justifying the links with the production environment;
- the description of the control method;
- the specific labelling elements.

The elements mentioned above were examined and accepted for the product's suitability by the Ministry of Agricultural, Food and Forestry Policies (MIPAAF). They were subsequently published in the Official Gazette after examination of the specifications according to current EU regulations.

The European Commission's approval also entails authorisation to use the logo to recognize agricultural products registered with the PGI.

This logo is inspired by the twelve stars that make up the symbol of the EU with the yellow and blue colours of Europe.

Following the approval of the various Regulations, Community recognition was given to the protected productions. The Italian legislator entrusted control structures with the

task of guaranteeing the certification of the products based on the requirements of the specifications submitted and according to the various decrees of the MIPAAF, which set out the methods of control by the competent national authorities, and the procedures regarding the authorisation of private control bodies (DQA Dipartimento Qualità Agroalimentare s.r.l.).

The *Consorzio di Tutela della rucola della Piana del Sele Igp* was set up in 2021 in order to protect and promote the PGI mark. The main objective is to respond to a concept that is not only theoretical but also practical, as it was necessary to place 'the rocket vegetable' in a political, social, economic and legal context, for the valorization of the territory and an integrated approach in the Sele Valley agriculture for rocket cultivation.

The PGI mark, together with the logo of the "Consorzio di Tutela della rucola della Piana del Sele Igp", identifies the geographical area and the characteristics of the product as set out in the specification where the key concepts of the entire analysis are formulated.

In addition to the identification of a methodology, it is necessary to emphasise that we are in the presence of a dynamic phenomenon; therefore, it is appropriate to analyze not only the use of rocket in the short term, but also in the long term.

The success of this precious vegetable from the Sele Valley in Europe has yielded excellent profits and this incites continuous challenges for the future by investing in research and constant care of production.

The PGI rocket covers an area of about 3,100 hectares distributed in eight municipalities that make up this geographical area with an average production of about 400 million kilograms of product, which is 73% of the national production with a turnover of more than 680 million euro with 5,000 direct employees and 4,000 in the allied industries.

According to the economist Philip Kotler «the analysis, planning, implementation and control of programs aimed at carrying out desired exchanges with the markets determine the company's goal and scope of achievement».

As a matter of fact, rocket has been distributed to all European markets and will be increasingly expanding as the marketing used represents a combined strategic manoeuvre aimed at achieving maximum business objectives and all controllable factors from supply to demand.

The marketing mix is used to enhance the sale of rocket as an economic strategy in the markets. It is the set of actions summarised by Jerome McCarthy as the four P's (product, price, place, promotion).

Vito Busillo, President of the "Consorzio di Tutela della rucola della Piana del Sele Igp", also applies the cost-benefit analysis to reduce the energy costs of irrigation for various crops through autonomous renewable energy production.

With these innovations, the agriculture of the PGI geographical area represents a combination of production aspects and the ecosystem, a true model of sustainable development that together with Product, Price, Point of Sale and Promotion represent the decision-making levers of the success and profitability of rocket called the "Emerald" from the Sele Valley.





4

Product specification

for the Protected Geographical Indication

Rocket from the **Sele Valley**



**MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE**



**Italian Ministry of Agriculture
Food Sovereignty and Forests**

Department of the Central Inspectorate for the protection of the quality
and repression of fraud of food products.
Central Directorate for the recognition of control
and certification bodies and consumer protection

*Authorisation for the body called
"DQA Dipartimento Qualità Agroalimentare srl"
to carry out checks on the protected geographical indication
"Rucola della Piana del Sele" registered in the European Union.*

DQA - Dipartimento Qualità Agroalimentare srl, with a registered office in Rome, via Antonio Bosio 4, is authorised to carry out the inspection tasks provided for in Articles 36 and 37 of Regulation (EU) n° 1151/2012 for the protected geographical indication Rucola della Piana del Sele, registered in the European Union by Regulation (EU) n° 1767 of 20 November 2020.

Art. 1 • Name The Protected Geographical Indication (PGI) “Rucola della Piana del Sele” refers to the product that meets the conditions and requirements set out in this product specification.

Art. 2 • Product characteristics The name ‘Rucola della Piana del Sele’ PGI designates rocket leaves produced in the area defined in the following Article 3 belonging to the botanical species *Diplotaxis tenuifolia* (L.) DC. (Family: Brassicaceae), commonly known as ‘wild rocket’. The product is marketed fresh or ready-to-eat (IV gamma), having undergone minimal technological processes, comprising selection, sorting, cutting, washing, drying and packaging in bags, sealed trays or other containers, as described in detail in Article 8 below, possibly using a protective atmosphere.

When harvested in the field, ‘Rucola della Piana del Sele’ PGI must have the following characteristics:

Leaves: 2-5 cm wide and 8-25 cm long, and pinnatifid or pinnatisect or pinnatilobate with narrow, up to cm 4 long, denticulate lobes (sometimes with greatly reduced denticulation until they are completely entire). They are also glabrous (with almost no pubescence) and opaque-glaucous. The apical segment is elongated-trilobe and any upper leaves have narrow segments.

The rocket leaves must be intact, fresh in appearance, clean and free of any visible foreign matter with no foreign smell and/or taste. They must not suffer from parasites, and any damage caused by previous parasite infestations must be limited to 10 % or less.

Essential features:

- Particularly intense and penetrating spicy and piquant aroma;
- Perceptible crispy texture of the leaves;
- Perceptible sapidity of the product which could exclude the use of sodium chloride in the seasoning.

Art. 3 • Production area The production area of “Rucola della Piana del Sele” PGI includes the administrative territory of the municipalities of Battipaglia, Bellizzi, Eboli, Pontecagnano - Faiano, Giffoni Valle Piana, Montecorvino Pugliano, Montecorvino Rovella and Capaccio-Paestum, in the province of Salerno.

Art. 4 • Proof of origin In order to guarantee the origin of the product, each stage of the production process is monitored, documenting inputs and outputs. Product traceability is ensured by entering producers, packers and any intermediaries in special lists managed by the inspection body, and by reporting the quantities produced by individual producers to the inspection body on an annual basis. All natural or legal persons recorded in the relevant lists are subject to checks by the inspection body under the terms of the product specification and the relevant inspection plan.

Art. 5 • Method of obtaining the product The environmental and cultivation conditions must be those traditional to the production area suitable for giving the product specific quality characteristics.

Throughout the area referred to in Article 3 above, ‘Rucola della Piana del Sele’ PGI may also be grown using biological farming methods.

Typically, the cultivation of ‘Rucola della Piana del Sele’ PGI is carried out in unheated tunnels or multi-tunnels, covered with plastic film for the sole purpose of protecting the crop from hail and excessive rainfall that could cause harmful water stagnation. In the spring-summer period, it can also be produced in the open field or under protective netting.

In particular, the following should be noted regarding the cultivation techniques adopted:

Pre-sowing cultivation: as far as the production of 'Rucola della Piana del Sele' PGI is concerned, soilless cultivation is not permitted.

Green manure crops may be used before sowing to ensure the necessary quantity of organic matter in the soil. From mid-June, solarisation of the soil is permitted as a purely physical measure to disinfect the soil.

This is followed by the tilling stage, using special machines that submerge the soil and turn it over, and then the preparation of the seedbed.

Sowing: "Rucola della Piana del Sele" PGI must come from certified GMO-free seed. Sowing must be carried out using precision seed drills, on tilled soil, using 13-15 million seeds per hectare, i.e. 4-5 kg of seed per hectare.

Transplantation: The transplantation technique is allowed.

Mulching: The technique of mulching the soil is permitted.

Irrigation: Irrigation is carried out by sprinkling, using sprinklers located throughout the growing tunnel, or by ground drip or sub-irrigation.

Due to the good water capacity of the cultivation soils, irrigation is limited to a few specific phases of cultivation: the first immediately after sowing to ensure seed germination and the second once germination has taken place. After each harvest, irrigation is carried out to encourage the plants to 'regrow'.

In order to monitor its suitability for irrigation use, the water used for irrigation must be subjected to physical, chemical and microbiological analyses at least every six months to check that it complies with the quality parameters laid down in the specific regulations in force.

Fertilisation and plant-health protection: As regards the fertilisation and plant-health protection of 'Rucola della Piana del Sele' PGI, reference is made respectively to the specification for integrated production and the technical standards for integrated protection of the Campania Region. In

the case of organic production, reference is made to the specific technical standards for this method of cultivation. **Harvesting:** this is carried out using special harvesters or 'by hand', using scythes, sickles and knives.

The product is harvested when the leaves have reached a length of 8-25 cm.

Depending on the period, the number of harvests can vary from 1 to 10, with a maximum production per cut of 60 quintals of rocket per hectare.

Immediately after harvesting, on the same farm where the product was produced, it must be placed in boxes and cells suitable for cooling or in refrigerated lorries (temperature between +2 and +6°C) to maintain its essential freshness conditions intact for subsequent preparation for the fresh market or the preparation of IV gamma packages.

Art. 6 • Link with the environment The application for registration of the PGI 'Rucola della Piana del Sele' is based on the product's intense, spicy and sharp aroma, the typical crunchy texture of the leaves and their perceptible flavour, which could rule out the use of sodium chloride in the dressing. Such application is also based on the fact that the product has become renowned in the markets.

These specific characteristics of "Rucola della Piana del Sele" PGI are the direct result of the environment in which it is grown, which is completely distinctive as regards both the soil and the climate.

The land used to grow "Rucola della Piana del Sele" PGI consists of a thick surface layer of volcanic and alluvial soil. The volcanic element is due to past eruptions of Mount Vesuvius, while the River Sele and other surface waterways provide the alluvial component.

The soil is very rich in macro and microelements, espe-

cially potassium, calcium and iron, which play a role in the biological processes giving the product its typical characteristics of aroma, texture and flavour.

As regards the climate, the area in which “Rucola della Piana del Sele” PGI is grown contributes substantially to determining the product’s specific characteristics, in synergy with the soil characteristics mentioned above. This allows the crops to develop and grow in the best possible conditions, minimising the risk of harmful water and heat stress.

This important climatic specificity of the area is jointly determined by the thermoregulating action of the Tyrrhenian Sea on its west coast and by that of the Alburni mountain range, located to the north-east, which not only protects the area from the cold from the Balkans but also allows rain from the west to be collected in natural underground reservoirs for the benefit of the crops.

Rocket cultivation in the Sele Valley was already widely widespread in the Middle Ages, as shown by the “Opere Mediche”, attributable to the ‘Salerno Medical School’ and in particular the work of Constantino Africano (1025-1087), a Carthaginian doctor and author of the work *Particulares Dietae*, who came to Salerno in 1077. But it was only in the late 1980s, given the great economic opportunities in Italy in the nascent sector of IV gamma agricultural production, that farmers gradually started to cultivate salads - rocket in particular - for both fresh and fresh-cut markets, with increasing interest, care and skill.

Soon afterward, as numerous oral and written testimonies from farmers and local traders show, rocket cultivation became very widespread as a distinctive local high-quality crop in the area. At the same time, the name “Rucola della Piana del Sele” entered common use to denominate a product with a particular aroma and flavour which, because of its characteristic texture, is best suited to IV gamma preparations.

Precisely because of the product’s specific characteristi-

cs, major producers in northern Italy have begun choosing to relocate an increasing share of their own supply area to the Sele Valley, and local farmers have increasingly taken up the cultivation of rocket, a crop in which they have become highly specialized.

Some of the older local producers still have billing documents dating back to 1993, showing that the name 'Rucola della Piana del Sele', was already in use back then. It is now in common use in the commercial documentation of many farmers and traders in the region.

Since then, the name 'Rucola della Piana del Sele' has spread considerably. This is due in part to the numerous promotional events ("Sagra della pizza con la Rucola della Piana del Sele" - 1st edition - from 5 to 14 August 1994 and the 13th edition from 2 to 4 August 2007) and conferences ('Presente e futuro nella coltivazione della Rucola nella Piana del Sele' - 17 September 2001; "La Rucola della Piana del Sele verso l'IGP" - 1 March 2013), held in the area to emphasize the crops increasing presence, fine-tune farming techniques and highlight the high quality of a product that is becoming increasingly well known.

In addition, the following publications dedicated to the 'Rucola della Piana del Sele' are worth mentioning:

- *Eruca/Rucola nella piana del Sele* (Belinda Villanova, ed. Consorzio di Bonifica in Destra del fiume Sele, 2018);
- *La Piana del Sele - La Terra e i Contadini*, contains an entire chapter entitled "Gli anni del boom economico e la riscoperta della Rucola nella Piana del Sele" which is dedicated to the cultivation of rocket in the Piana del Sele (Belinda Villanova, Ed. Federazione Coltivatori Diretti di Salerno, 2003).
- *Ricette con la Rucola della Piana del Sele* (Belinda Villanova, Ed. Federazione Coltivatori Diretti di Salerno).

The "Rucola della Piana del Sele" is also mentioned in scientific articles, specifically:

- The article *Nutrizione razionale, un 'comandamento per la rucola* published in the magazine 'Informatore agrario' no. 24-25/2019, mentions the Piana del Sele as the main area where rocket is grown.
- The article *Rucola per IV gamma: aspetti produttivi e nutrizionali* published in the journal 'Informatore Agrario' n. 37/2016, provides information on a comparative study between wild and cultivated rocket. 'Rucola della Piana del Sele' was among the samples used for the study of cultivated rocket.
- The article *Quarta Gamma e baby leaf nella Piana del Sele - Torzella, rucola e crescione sempre più richiesti in Europa*, published in ARPA Campania Ambiente n. 54 of 15 October 2012.
- The article *Interventi di ricerca per l'innovazione della filiera della rucola nella Piana del Sele* published in the magazine 'Dal seme' (CREA, year IX - June 2016, n. 2, Pag. 11) states "The cultivation of wild rocket (*Diplotaxis tenuifolia* (L.) DC.) in Italy is a fast-growing sector. The Sele Valley (province of Salerno) in particular represents the largest national production pole and one of the main reference points in the European market".

The television program "La Linea Verde Orizzonti" broadcast on the Rai Uno channel on February 8, 2014 referred to *La Rucola della Piana del Sele* as *Green Gold from the Sele Valley*.

Rucola della Piana del Sele is part of numerous culinary recipes used by important restaurants, holiday farms and pizzerias ("Coroncine di risotto alla Nerano", "Rucola della Piana del Sele e fiore di zucca ripieno", "Scagliette di pecorino scamciato con Rucola della Piana del Sele", "Fusilli con pesto di rucola della Piana del Sele", "Tagliata di vitello, con Rucola della Piana del Sele, scaglie di parmigiano, pomodorini e glassa balsamica"; "Pizza Rucola, con pomodoro, mozzarella" e "Rucola della Piana del Sele"). A liqueur

product called “Ruculetta” is also made with an infusion of Rucola della Piana del Sele.

Article 7 • Controls Checks on the conformity of the product with the relevant product specification are carried out by a specific inspection body, as set out in articles 36 and 37 of EU Regulation n°. 1151/2012.

This control body is the *Dipartimento Qualità Agro-alimentare* (DQA), with a registered office in Rome (Cap :00161) via Bosio, n.4 - phone +39 06/85451240, e-mail: info@dqacertificazioni.it

Article 8 • Packaging and labeling When released for consumption, ‘Rucola della Piana del Sele’ PGI must be packaged in net bags or containers such as trays, bags, tubs, and crates, with or without the use of a protective atmosphere. These containers may be made of plastic, wood, cardboard or any other material considered suitable for that purpose under the terms of the law. The contents of each package must always be clearly visible. All packaging must be sealed in such a way that the product cannot be removed without breaking the packaging. Bulk sales are not permitted. The packaging stage of ‘Rucola della Piana del Sele’ PGI may also take place outside the production area.

In any case, to avoid any deterioration in the physical and organoleptic characteristics of the product, it must be always packaged at a temperature between +2 and +6°C.

Labelling

In addition to the information required by law, the label on the packaging must also contain:

- the European PGI logo;
- the “Rucola della Piana del Sele” PGI logo, which must not be smaller than any other markings used on the same packaging;

- the name or business name and address or registered office of the individual and/or producer association and/or packager;
- the net weight at the source

It is forbidden to add any other description that is not expressly provided for. References to names, business names or private brands may, however, be used, provided these have no laudatory purport and are not such as to mislead the consumer. Other truthful and verifiable references that are permitted under EU, national or regional legislation may also be used, provided that they do not conflict with the purpose and content of the product specification.



Logo

The logo of the designation is as follows:

It is a circular design containing a picture of a green rocket leaf (Pantone 7730 C), partially bordered in blue (Pantone 3005C) to represent the River Sele and the Mediterranean Sea. At the bottom there is a blue (Pantone 3005C) circle containing the letters "IGP" (PGI).

The words "RUCOLA della Piana del Sele" appear in the centre of the logo. The fonts used are: Alice Regular, Info Text Book and Info Text Semibold Tf Roman.

The logo can be adapted to different uses, respecting the 1:1 ratio, with a minimum of 1 cm per side.





5

Rocket Recipes
from the **Sele Valley**

Cooking Tips

It is important to choose what to eat in order to maintain good health.

In order to do this in a conscious way, we provide you with some simple rocket recipes.

It is preferable to eat rocket fresh, but for some of the recipes listed, it is necessary to cook it. In this case, it is advisable to blanch the rocket for a few minutes so as not to lose all those properties we mentioned earlier.

Vegetables are rich in fibre and should be eaten raw. In winter, however, a warm dish is preferable.

What could be more satisfying in winter than homemade soup?

For centuries vegetable soup has been the nourishment of entire families, in the past it was a survival dish, but today it is an essential dish of gastronomic tradition. The flavours are richer, soup is the most widely served food for both lunch and dinner, and it has no geographical barriers.

In order to maintain the nutritional values of the vegetables, little water should be used for cooking and they should not be cut or grated. Please do not cook vegetables for a long time and do not add bicarbonate during cooking, as it keeps the colours brighter but reduces the vitamin content.

The vegetables should be immersed in boiling water and cooked without a lid.

It is strongly recommended not to use a pressure cooker, but a stainless-steel pot.

In order to avoid darkening the iron-rich vegetables, first put them in a saucepan with lemon juice, a little flour and two tablespoons of oil and bring everything to a boil, skim off the foam and finish cooking. This is necessary for one type of vegetable that contains a lot of iron: artichokes, cardoons, Jerusalem artichokes, etc.

Vegetables are best cooked by steaming so that their nutritional properties are not altered.



Rocket and braid of buffalo Mozzarella from the Sele Valley

4 servings

1 buffalo braid
300 g cherry tomatoes
150 g rocket
Basil
Oil and salt to taste

Cut one part of the braid of buffalo Mozzarella into slices and the other part into cubes, then chop the cherry tomatoes and mix; season with a pinch of salt and a drizzle of oil; add some chopped basil and serve on a generous bed of rocket with cherry tomatoes around it. Then serve it at the table.

It is an appetiser, but it can also be used as a main course.

Spaghetti with courgettes and rocket pesto

2 servings

4 courgettes

6 cherry tomatoes

2 tablespoons of rocket pesto

Salt to taste

Wash the courgettes in cold water, remove the ends of the courgettes, cut them in half lengthways first and make 3 to 4 mm thick cross-slices. Cut thin strips and set them aside on a plate.

Blanch the spaghetti with courgettes in lightly salted water for about 2 minutes. Drain them with a fine-meshed strainer.

Dress the spaghetti with the rocket pesto and chopped cherry tomatoes and serve at the table.

The content of the dish is important, but so are the preparation and the colour. Use light-coloured dishes if you use strongly coloured ingredients such as green and red tomatoes..

Shrimp rolls and rocket

4 servings

150 g Philadelphia cheese

or other soft cheese

100 g rocket

100 g shrimps

2 slices of sandwich bread

Overlap the slices of sandwich bread on the longest side (by about 1 cm) and use a rolling pin to press them together.

Blanch the shrimps for 5 minutes, drain them and let them cool. Then peel them.

Spread the soft, creamy cheese, add the rocket and then the shrimps.

Roll up the slices of bread tightly and wrap the cylinder in cling film, leaving it in the fridge for at least 20 minutes. Before serving, cut the rolls and serve them on a serving plate.

Crescenza or stracchino cheese can also be used, and salmon or tuna can be used in place of shrimps.

Chicken strips lemon and rocket

4 servings

500 g chicken strips
200 g corn flour
1 bunch of rocket
Oil, butter
Lemon to taste
Salt and pepper to taste

Soak the chicken strips in lemon juice with salt and pepper and leave them to marinate for half an hour. Put the chicken strips in a saucepan with oil and butter, brown the strips in cornflour, add the lemon juice and finish cooking. Serve everything on a tray enriched with fresh rocket.

Rocket salad

(Single dish)

Ingredients for 1 person

- 50 g rocket
- 100 g carrots
- 100 g avocado
- 100 g salmon fillet
- 50 g squid
- 2 teaspoons of extra virgin olive oil
- Salt to taste
- Pepper to taste

Cut the salmon into small thin slices and steam it. Cut the squid into rings, wash them and boil them in boiling water for about half an hour. Let the fish cool in the blast chiller or at room temperature. Wash the rocket and dry it gently with a linen cloth. Peel the carrots and avocado. Take a salad bowl, preferably white, as the ingredients are already very colorful. Take all the ingredients and put them in the salad bowl, add the extra virgin olive oil, salt and pepper if you like and mix everything.

Please note: If we examine the individual ingredients of this nutritious salad, we notice that each of them has a specific role in our organism: rocket promotes the production of collagen, useful for the skin against ageing, because it is rich in vitamin C. Carrots contain beta-carotene; salmon, on the other hand, is rich in Omega 3; squid contains copper, useful for the formation of elastin, on which skin elasticity depends; avocado, on the other hand, is rich in vitamin E, a powerful antioxidant useful for slowing down cellular ageing. As we can see, all these ingredients are useful for sticking to good nutrition as well as for slowing down the ageing of our cells. It is therefore necessary to know how to combine foods well in order to get the right vitamins.

As we can see, all these ingredients are useful for good nutrition and for slowing down the ageing of our cells. It is therefore necessary to know how to combine foods well in order to get the right vitamins.



Home-made pizza with rocket

4 servings

(dose for two baking trays)

600 g ground semolina

400 g 00 flour (plain flour)

A small cup of olive oil

1 yeast packet (25 g)

1 level teaspoon (coffee) of fine salt

Water as required for a soft (not mushy) dough

Leave the dough to rise in a warm place for at least three hours. Roll out the dough with your hands greased with oil. Press your fingers around the dough to fill evenly the pan, if necessary help yourself with a drizzle of oil. Sprinkle with tomato sauce slightly heated. The oven must be hot, therefore turn on the oven at 180° before you start rolling out the dough.

Add the mozzarella when the pizza is almost cooked, just a few more minutes in the oven and it is ready. Add fresh rocket at the end.

Swordfish with rocket

4 servings

4 slices of swordfish
1 bunch of rocket
2 sachets of pine nuts
Extra virgin olive oil
Vinegar to taste
Salt to taste

70

Marinate the swordfish in vinegar with a pinch of salt. Then put the rocket and pine nuts on the serving dish.

Strawberry smoothie and rocket

4 servings

2 ripe bananas
4 tubs of strawberries
Rice malt to taste
Rocket leaves to taste
1 lemon

It is a smoothie to be eaten cool on summer evenings.

Blend bananas with lemon juice and about ten strawberries in a blender. Add a handful of rocket leaves and continue blending, adding water until you get the right consistency.

Sweeten with a tablespoon of rice malt.

Apple decoction strawberries and rocket

4 servings

1/2 sliced red apple with peel
2 strawberries, washed in half
6 cloves
1 cinnamon stick
1/2 liter of water
1 teaspoon of green tea leaves
10 rocket leaves

72

Place the basket with the apple slices, strawberries, cloves and a cinnamon stick in a teapot. Add the water and bring to the boil for a few minutes. Add the green tea and rocket leaves and leave to stand for 5 minutes.

Strain the decoction through a fine-mesh sieve. Serve immediately or pour into a glass bottle and store in the fridge.

Digestive liqueur with rocket

Ingredients for 1 liter

50 rocket leaves
1 liter of alcohol
1 liter of water
1/2 cinnamon stick
1 orange
1 lemon
700 g. sugar
Cloves, 1/2 vanilla bean

Let the rocket leaves macerate in the dark for about ten days in a liter of alcohol, together with the finely chopped peels of an orange and a lemon, half a cinnamon stick, half a vanilla pod and a teaspoon of cloves.

Then strain the liqueur and incorporate a syrup made with water and sugar.

Add the syrup to the alcohol, bottle it and let it sit for 30 days before tasting.





6

**General Bibliography
Archival Sources
Magazines and Abbreviations**

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n. 175, *La politica agricola comune e la fame nel mondo - Aiuto alimentare*;

n. 176, *Gli interessi del consumatore nell'ambito della politica agraria comune*;

n. 179, *Le esportazioni agricole e alimentari della Comunità*;

n. 183, *Coordinamento della ricerca agricola nella Comunità*;

n. 184, *L'aiuto alimentare della Comunità*.

Abbreviations

A.C.S. Archivio Centrale di Stato, Roma

A.S.S. Archivio di Stato Salerno

A.S.N. Archivio di Stato di Napoli

A.C.D.S. Archivio Storico Consorzio Bonifica Destra Sele

b. Busta

fasc. Fascicolo