

GREEN AGRITAINMENT

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Module 2, Lesson 4: Artisanal bread and Apulian Focaccia with Pascal Barbato

Igor Vitale International s.r.l.



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Green Agritainment:
VET strategies for Edutainment in European Agritourism



THE MODULE

Module 2, coordinated by IVI, focuses on the use of humor and comic strategies as educational tools in agritainment. The goal is to provide trainers, agritourism workers, and VET students with practical skills to use humor constructively during visits, workshops, and educational activities.

Through examples and narrative schemes, participants learn to:

- use humor to keep visitors' attention;
- integrate cabaret and entertainment techniques to facilitate content memorization;
- directing entertainment towards environmental and educational goals, transforming laughter into a tool for raising awareness;
- making farm experiences more engaging, memorable, and educational.

THEMATICS

- The evolution of the baker's profession: from a female domestic practice to organized male work in the post-war period.
- Differences between local and globalized flours.
- Bread as a cultural and social symbol.
- Apulian focaccia as a gastronomic heritage.



GOALS

- Understanding the historical origins of bread making in Puglia.
- Learn about the different types of flour and their properties.
- Learn the basics of leavening and kneading.
- Recognizing the identity value of bread and focaccia in Apulian culture
- Know how to distinguish between flours (durum wheat, soft wheat, rye, oats) and their functions.
- Describe the role of gluten and its importance in breadmaking.
- Prepare bread/focaccia dough and understand the baking process.
- To convey the cultural and community aspect of bread making.



INTRODUCTION

In this first lesson, Pascal Barbato explains how breadmaking was long a women's homework, until it became a full-fledged profession after World War II, with bakeries and night shifts. We then move on to an analysis of flours: durum and soft wheat, most typical of Puglia, and others like rye and oat. Gluten plays a key role, giving the dough structure and elasticity.

More specifically

The practical part is dedicated to Apulian focaccia, prepared with simple ingredients: flour, water, yeast, extra virgin olive oil, salt, and cherry tomatoes. After rising, the dough is rolled out on a greased baking sheet and garnished with cherry tomatoes and oregano, then baked until golden brown. Focaccia thus becomes an example of a food that represents identity, capable of recounting the history and conviviality of Puglia.

Beyond the technical aspect, the educational and community dimension emerges: bread and focaccia are tools for passing down traditions, enhancing the local area, and fostering conviviality.

Try making bread or focaccia with different flours (whole wheat, durum wheat, rye) and note the differences in taste and texture.

Use kneading time as a team building activity: kneading as a group encourages collaboration. Think about how to present the focaccia during an agrilab or agritourism event, perhaps by telling a historical or family anecdote.





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