

# **GREEN AGRITAINMENT**

**2024-1-IE01-KA220-VET-000254134**



## **Module 2, Lesson 6:**

### **The Capracotta Pezzata festival as a good edutainment practice**

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Green Agritainment:  
VET strategies for Edutainment in European Agritourism



# THE FORM

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

- Sheep farming and traditional goat meat cuisine.
- The use of offal as a means of combating food waste.
- Sustainable local products (dairy, beekeeping, truffle farming).
- The festival as a community and tourist practice.

## GOALS

- Understanding the festival as a tool for agritainment and community identity.
- Understanding the value of pastoral tradition in Molise.
- Analyzing the festival as a model of food sustainability.
- Reflect on the educational role of festivals in transmitting culture and awareness.
- Present the festival as a good edutainment practice.
- Illustrate the preparation of pezzata and the value of offal in traditional cuisine.
- Discover local products such as cheeses, honey and truffles.
- Be able to explain how a popular festival becomes a cultural learning experience.



# INTRODUCTION

The Sagra della Pezzata di Capracotta, now in its 59th year, is presented as an example of an edutainment event that combines gastronomy, sustainability, and community. The star of the show is goat meat, cooked for a long time in large pots according to pastoral tradition.

## More specifically

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The pezzata recipe includes not only the meat, but also the offal. This allows us to valorize the entire animal, reduce waste and strengthen the sense of circular economy.

The festival is more than just food: it hosts producers of cheese, honey, and truffles, creating a sustainability market that connects farmers, tourists, and communities.

It is a learning experience where visitors discover the value of tradition while having fun and socializing.

The recipe for “pezzata”:

- Goat meat cut into pieces and boiled for a long time with aromatic herbs, water and salt.
- Use of offal (liver, heart, lungs) together with meat, to reduce food waste and enhance the value of the animal in its entirety.





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