

PASTIFICIO DEI CAMPI'S HARD WHEAT: OUR GOLD



A LITTLE STORY

Some years ago, Giuseppe Di Martino realized that the hard wheat traceability was not complete: you couldn't know where exactly the wheat came from. And he didn't like it. He understood that tracking the wheat origin had to be possible at 100%.

So he chose Puglia as production site and asked the local farmers for providing the wheat, with the high quality he wanted. But they told him it is not possible to assure the harvest every year, neither to assure the quality he required. Actually, such a high quality involved unsustainable costs for them, and they need to rotate every 4-5 years the crop, to fight the bad influences of monoculture. But Giuseppe found the solution by paying them every year, no matter if it is a wheat year or not. In this way, he got not only the best hard wheat, but also his own hard wheat. And he knows where exactly it comes from. This changed the world wheat market.

THE GROWING METHOD:

THAT'S WHY OUR HARD WHEAT IS UNIQUE:

- **WHAT'S THE "CLASSICAL" WAY OF GROWING HARD WHEAT:**

To minimize the costs, the farmers are forced to make minimal works to the fields, preparing them for the seeding in a minimal way, and to produce wheat for 4-5 consecutive years, adding nitrogen just one time a year. Actually the nitrogen treatments are very expensive. After 4-5 years they stop the wheat production, and seed other vegetables to enrich the field of nutrients. This year is called "Maggese".

In this way they get a very low quality wheat, low color, low proteins.

The semolina (that's the product of hard wheat milling) achieves maximum 11% of proteins .

- **HOW IS THE HARD WHEAT FOR PASTIFICIO DEI CAMPI GROWN:**

The growing rotation is triennial: one year other vegetables are grown; second year pulses are grown. As known, pulses are able to fix the nitrogen from the air and store it in their roots, enriching the field with nitrogen, ready to be kept by hard wheat next year.

The land is worked with soft ploughing and is addicted with nitrogen thrice: the first during the seeding, the second during the rising, the third one during the “botticella”, that’s the moment the plant starts making spikes. Moreover, seeding is very sparse, so that the plants absorb more nutrients and nitrogen.

The nitrogen is the chemical element necessary for proteins creation.

In this way, the wheat is produced in less quantity, but the quality is very high, the color is intense, and the proteins amount is decidedly higher than the wheat grown by usual methods. Actually, the semolina achieves 14% of proteins.

WHICH HARD WHEAT VARIETIES ARE USED BY PASTIFICIO DEI CAMPI:

The most used varieties are Saracolla, Gracale, Kore, Pietrafitta.

WHY IS ITALIAN HARD WHEAT BETTER THAN FOREIGN ONE:

During the shipping, often moisture and condensation often develop , with consequent growing of moulds. That’s why in wheat coming from abroad, even if in allowed-by law amount, there are often **toxins** produced by moulds, like DON or Ocratoxin, very dangerous for human health. This problem is completely absent in Italian crops. In particular, where hard wheat is grown the weather is hot , windy and dry and it’s absolutely unfavourable to moulds. Furthermore the tenacity and quality of **Gluten** in Italian hard wheat are greatly higher than in foreign ones.

THE BEST PASTA EVER

It’s common knowledge that raw materials of quality are necessary for making finished products of quality.

- The **water of Gragnano** is ideal for making pasta, because it’s perfect for mixing. Its taste doesn’t make any interference and eating pasta you can feel the taste of mature hard wheat, and nothing else.
 - The **hard wheat, 100% biological and Italian**, assures all the safety that a limited-kilometers wheat can give, like no toxins. During the growing it is enriched in proteins and achieves proteins values decidedly higher than the wheat grown by usual methods.
The proteins bear Gluten, an elastic woof that gives pasta the texture, holds the starch keeping it in cooking and makes pasta be always “al dente”.
 - The **bronze die**: makes the pasta rough, able to soak the sauces.
 - The **slow drying process with low temperature**: preserves the anthocianins (that are natural colouring substances, that are stable at low temperature, making pasta light-coloured and not too yellow), nutrients and Gluten and keeps the taste and smell at best.
 - The **expertise** that is handed down from father to son is another key element. Pasta is made in Gragnano from 500 years and all this knowledge, stored during the centuries, has never gone lost during the time.
- And, together with said-before elements, contributes to make our pasta... the best pasta ever.