

A business man and farmer: Enrico Rana

A definition of farming? Passion and devotion. An adjective for defining the world of farming? Fascinating and concrete

by L. C.

Enrico Rana was born in Asolo, in province of Treviso, in 1978. In 2004 he took his degree in viticultural and oenological sciences at Padua University, Conegliano branch. He started to work in this field in 2001, making experiences in various Venetian farms in charge of vineyard expert.

In 2005 he moved to Montalcino, in province of Siena, focusing his business into the management of the farm holidays "Poggio al Sole" and in August 2006 he founded OroClub, a consulting firm specialized in selecting wines and trading Brunello di Montalcino "Sole del Poggio", red Tuscany wine "Oro del Poggio" and white Tuscany wine "Donum" mainly to expert and people in general keen on the oenological world.

While working in this business, he kept collaborating with the winemaker Roberto Cipresso at his experimental wine shop WineCircus and at the consulting group Winemaking of Montalcino.



Why do you decide to make business in farming?.

During a holiday in Tuscany I fell in love with wine world e consequentially with the farming one.

Do you feel more a peasant, a farmer or a business men?.

A business man and farmer, the one complete the other..

A definition of farming.

Passion and devotion

An adjective for defining the world of farming.

Fascinating and concrete

A keyword for the future of farming.

Renewable energies and knowledge of the product from the beginning to the end of the productive process.

A model men.

Angelo Gaja, he is a real symbol of the Italian oenology.

Someone to... go to the hell.

All the adulterators of the alimentary products, the real ruin of the agricultural world!

A book concerning the rural world you'd suggest to read.

"Washerwomen" of Pascoli e "The Saturday of the village" of Leopardi are two poems the surely mirror my way of living and intending the rural world.

Your favorite book.

Dante's *Holy comedy*, a fantastic description of the human qualities, bad and good.

Your favorite song or composition.

"Hotel California", Eagles (1977)

Your unforgettable movie.

"The godfather" of Francis Ford Coppola (1972).

What would you like to find after passing away?

Another life.

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