



Pastore on Zolla, tomatoes, and the real kilometre zero

Posted on September 22, 2026 by Luca Moretti

TARANTO, Apulia — On the Ionian coast near Taranto, Giovanni Pastore, 48, grows vegetables and writes code. Unable to tell neighbours when his harvest was ready, he built [Zolla](#), a free web app mapping local produce available nearby, right now. Less than 60 days after launch, he counts 260 users, 104 of them producers, across 13 regions and 74 municipalities. A Slovenian distributor, he says, has already found a supplier through it. Pastore tells Italy Now why it is not for sale.

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