

SUSTAINABLE VITICULTURE

DOES GRAPEVINE FEED THE PLANET?

It produces wine: alcoholic drink, with many faces, full of meanings and nutritional components, whose consumption conscious follow us from millennia, contributing to personal and social wellbeing.

It produces fruit: table grapes, nutritious, refreshing, healthful available from July to Christmas. Moreover, energetic and fragrant juices may be produced.

It produces raisins: nutritious and tasty ingredient, essential in many desserts and dishes.

It produces income: wines, table grapes and raisins are exported and appreciated worldwide.

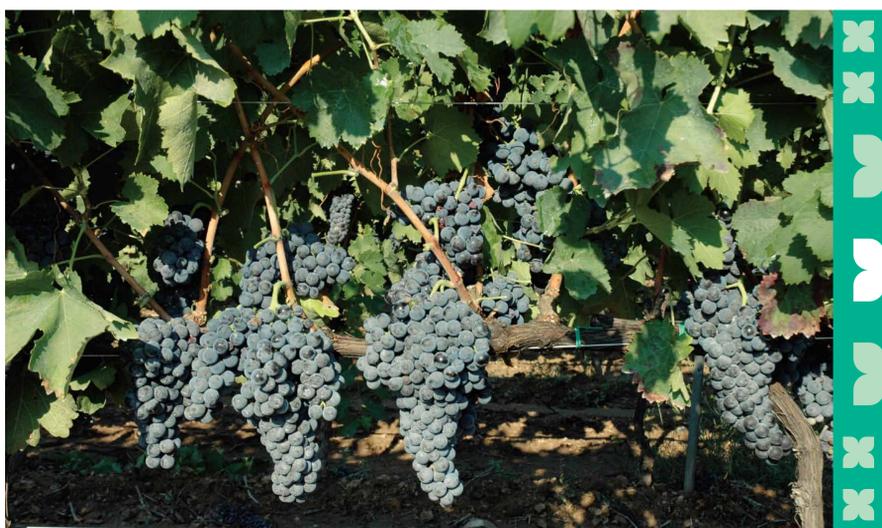
It produces landscape and rural development: our wine-growing areas are highly required tourism destination from the mountainside of the Monte Bianco to Pantelleria isle.

Produces culture and cultural identity: from the Caucasus to the Iberian Peninsula, from Argentina to New Zealand, the wine approaches the cultures, tells the story and teaches geography.

TO MAKE SUSTAINABLE VITICULTURE

Integrated production

Economical production of high **quality** grapes that gives priority to ecologically sound methods, minimizing the undesirable side effects and use of **agrochemicals**, to protect the environment and the safeguard of human health.



Objectives

to promote a viticulture that respects the **environment**, is economically viable and provides for the **multi-functionality** of agriculture, i.e. to the social, cultural and recreational aspects; to ensure the sustainable production of **healthy grapes** of high quality; to protect the health of the winegrower when he uses **agrochemicals**;

to promote and maintain a high **biological diversity** in the ecosystem of the vineyard and surrounding areas; to give priority to the use of **natural regulatory mechanisms**; to preserve and promote long-term **soil fertility**; to **minimize the impacts** on water, soil and air.

Rules

Enhancing biodiversity: choose the grapevine varieties best suited to the climate and soil of the area of cultivation.

Enhancing the territory: adopt the vinicultural model best suited to the potentiality of soil and climate resources;

Adjust the vegetative-productive development of the vines: to improve the quality of grapes and reduce the need for crop protection by agrochemicals.

Protect the vineyard from disease and pests with the strategies of integrated pest management.

Protect the soil with controlled grass cover for its conservation and to improve the habitability for the roots of the vine.

Use the fertilization and irrigation according to the principles of integrated production.

Collect grapes at the right degree of ripeness.

Progetto



finanziato da

