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LIFE Environment and Resource Efficiency

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# VITISOM LIFE

Demonstration Event Agenda

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VITISOM LIFE  
 Demonstration Event Agenda

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## 1. Introduction

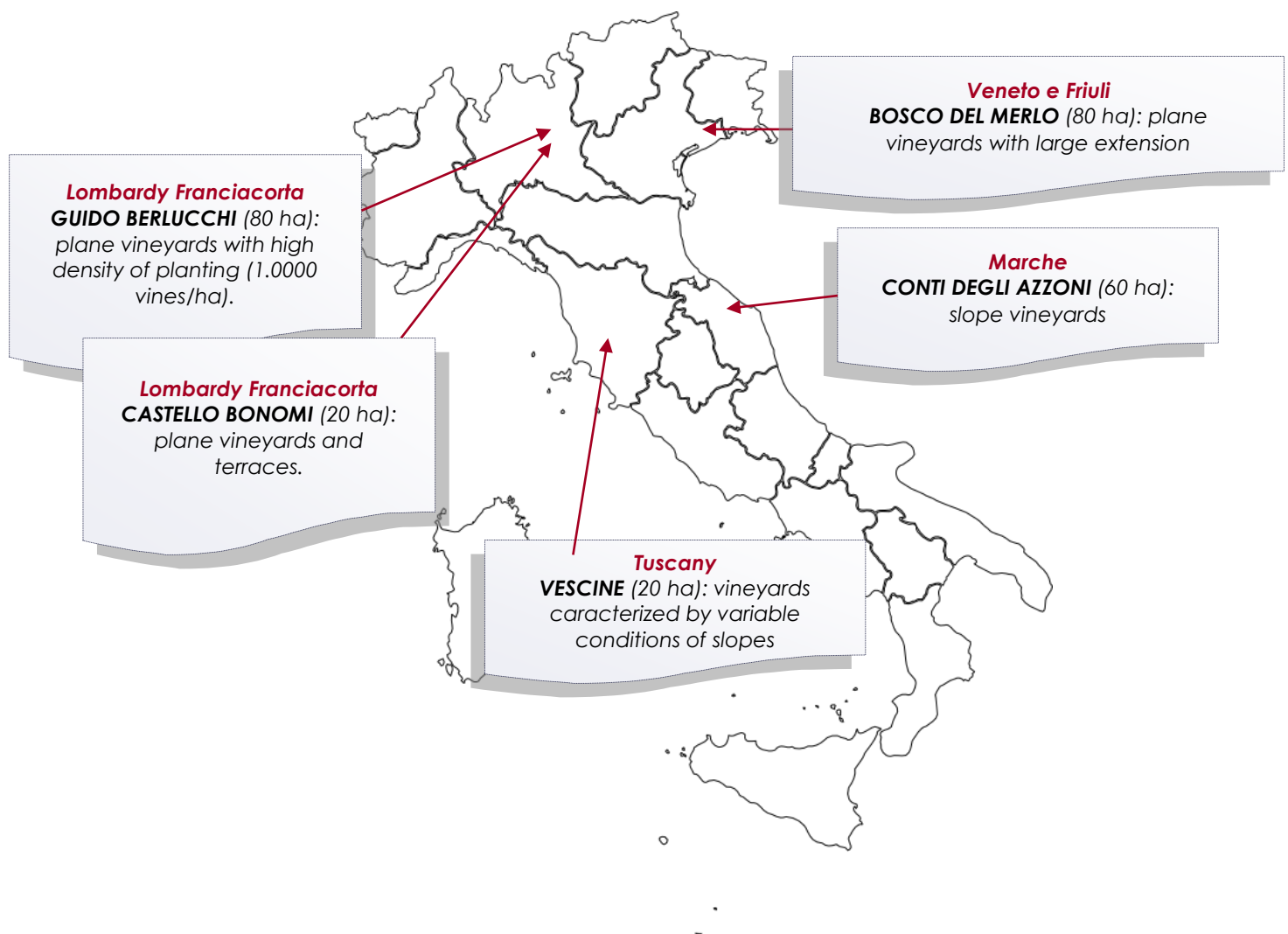
During the project 10 demonstration events will be organized in five areas (Lombardy-Franciacorta -2 testing areas, Veneto, Tuscany, Marche) by the companies involved in the prototypes testing activities. The events will be open to the general public with the aim to illustrate technical aspects, environmental performance, economic sustainability of the prototypes and promoting technological solutions to reduce land degradation and support organic farming.

The events one day long will be held in Italian and English, articulated in educational sessions and demonstrations conducted by a panel of speakers of the project partners, industry experts and local authorities (Public, Policy marker) and will be aimed at increasing participation and involvement of the project stakeholders.

The demonstration events will be aimed at consumers, particularly to residents in the testing areas and will focus on informative and educational messages, relating the importance of conservation of the health of the soil to ensure better sustainability of cultures and quality of consumer products.

The selected areas are representative of the main EU viticultural contexts, and therefore are intended to illustrate the different conditions of application of the prototypes in the specific soil nature, climatic conditions and phases of soil fertilization.

The demonstration events are concentrated in two main moments of annual distribution (spring and autumn) from the year 2017.



## 2. Testing sites involved in the demonstration activities

### Marche Region.

#### Azienda Agraria degli Azzoni Avogadro Carradori



CONTI  
DEGLI AZZONI

Conti degli Azzoni is a winery that has been producing wine for many generations. It is located in the heart of the Marche Region, in the middle of the rolling hillside in the province of Macerata.

It spreads over 850 hectares, 130 of which are vineyards.

All vineyards are located on hills of medium slopes (till 15% of slope) typical condition of that viticultural area. This winery has modified its management since a long time, focusing the attention on the sustainability of farming practices.

This leads to address its own objective to solve environmental problems and to the preservation of the land, finding solutions to upgrade the sustainability of different phases of the production-chain.

In particular, the company has recently started a study about biodiversity of its soils (through the method QBS) from which has already underlined interesting results about the connection between quality of grapes and biodiversity indicators. These results have been useful to focus the attention on the effect of soil management on flora and fauna even though this has to be reinforced. Moreover, the Company has pluriannual experience on variable rate in vineyard applied on chemical fertilization system. The desire of making its vineyard management more sustainable has lead to the need of adopting organic fertilisation.

This created the need of finding a solution to manage in a more efficient way the organic fertilisation of vineyards to improve the homogeneity of vigor and consequently reach a higher grape quality. Conti degli Azzoni has also tested different possibilities to manage vineyard soil in a more sustainable way through testing of sowing of particular essences. Aware that the strength of a company is measured on diversification, for more than thirty years Conti degli Azzoni has cultivated fresh basil, for the production of pesto, and parsley (both certified GLOBAL GAP), as well as arugula, nettles, radishes and other vegetables and legumes.





**Lombardy Region.**  
**Guido Berlucchi & C. SpA**

Guido Berlucchi & C S.p.A. has been established in 1955 by Guido Berlucchi, Franco Ziliani (current owner of the brand with his daughter Cristina and his sons Arturo and Paolo), and Giorgio Lanciani. As classic method sector leader in Italy, it acquires grapes produced on about 600 hectares of vineyards in Franciacorta and employs more than 90 persons in administration, winemaking, and vineyard operations. This winery is a leading company in the Italian market of sparkling wine, having a market share of about 30%.



Based in the heart of Franciacorta, the core business of its production is exactly this category of wines. Guido Berlucchi & C. S.p.A. can also be considered as the “inventor” of Franciacorta, in 1961 Guido Berlucchi and Franco Ziliani made in fact the very first bottle with the name Pinot di Franciacorta on the front label.

Vineyards belonging to the Company have been planted in two different planting densities (about 40 ha 6,600 plants/ha and other 40 ha 10,000 plants/ha). This choice is related to the concept of the importance of grape quality to obtain a good wine. As mentioned above Guido Berlucchi produces wine from grapes purchased from all over the Franciacorta territory, thanks to a relationship with many other Franciacorta winemakers.

This winery has introduced since several years a new sustainable approach of viticulture introducing innovations as solar panel installation and a system of GHGs emissions monitoring.

It is now converting to organic agriculture and previously, for more than a decade now, only low-impact substances have been used, focusing on those that protect useful insects and on reducing water applications. Soil management has also been considered in this new sustainable approach through sowing with specific grasses to naturally block the growth of noxious vegetation. This soil management also allows to protect soil fertility as well as stimulate biological activity and help vine vigor control.





## **Lombardy Region. Castello Bonomi**

Castello Bonomi is an historical winery located in the south part of Franciacorta. In particular, its 24 hectares of vineyard are enclosed in the wonderful natural amphitheatre of Monte Orfano, of which about 5 located on terraces. In recent years this company has conducted several studies to make its vineyard management more sustainable.

In particular, it has worked on soil management through the adoption of specific sowings and the exclusive adoption of the organic fertilization (solid fraction of digestate and compost). Castello Bonomi has already had experiences about vigor maps through the participation to a project promoted by the Consortium, with the aim to validate and apply TRL (multispectral remote sensing) in vineyard. Moreover, Castello Bonomi has monitored for several years its Carbon footprint through the adoption of Ita.Ca® (Italian Wine Carbon Calculator).

The Company is today managed by Lucia Paladin of Paladin family, which operates in other two agricultural Companies, one in Tuscany Region (Chianti wine area) called Vèscine and one located between Veneto and Friuli Regions, called Bosco del Merlo. This company, in collaboration with the University of Padua, built in 2013 within its own vineyards a small experimental vineyard equipped for the measurement of the absorption of CO<sub>2</sub> by the vineyard (Winezero Project) and many other micrometeorological variables. This vineyard and CO<sub>2</sub> monitoring instruments will be made available for the project LIFE VITISOM.

Results from all these research made possible to measure the company's carbon budget and this allows to set up a protocol of management of the entire supply chain based on the implementation of corporate sustainability by monitoring process efficiency and implementing new technologies.

In particular, through vigor maps time in the execution of the operation has been optimized while the introduction of the night time harvest has allowed to optimize the use of refrigeration for cooling the musts.





**Veneto Region.  
Bosco del Merlo**

The Bosco del Merlo estate winery started up in 1977 in Annone Veneto, founded by siblings Carlo, Lucia and Roberto Paladin. Thanks to a profitable collaboration with the Istituto Sperimentale per la Viticoltura di Conegliano, a careful and modern zoning technique was immediately implemented in order to get the best out of the terroir, working the vineyard piece by piece. In the nineties, in the small town of Lison di Portogruaro, the cradle of viticulture in this wine-making region, a further 50 hectares of land was acquired, which therefore doubled capacity, increasing it to around 100 hectares in total.

With Bosco del Merlo the Paladin siblings were pioneers in the production of quality through:

- the use of thick planting densities, rising from 2,500 to 5,000 plants per hectare
- careful use of the previously mentioned zoning technique
- the introduction of the spurred cordon method as a training system
- experimentation and management of organic viticulture for over 15 years, and more recently, the adoption of Reasoned Viticulture.

**Tuscany Region.  
Il Borgo di Vèscline.**

The Colle Petroso vineyard is cultivated with the unilateral cordon system and has an intensity of 5,000 plants per hectare.

Colle Petroso is located at an altitude of 560 m. above sea level and is one of the highest vineyards of the whole Chianti area.

The vineyard named properly Castelvecchi is located north-west of the Radda in Chianti town center and it stretches at the ideal altitude of 530 m. above the sea level. The soil consists of marl and sandstone. The exposure is perfect and supplies an optimal irradiation to the vines.

The vineyards of Castelvecchi and Colle Petroso are located right in the heart of Chianti Classico area. They were planted on the land in the medieval age between 1300 and 1400; they had the merit of making the famous wine that later took the name "Chianti Classico", being known and appreciated all over the world.









### 3. Demonstration events timetable

The events one day long will be held in Italian and English, articulated in educational sessions and demonstrations conducted by a panel of speakers of the project partners, industry experts and local authorities (Public, Policy maker) and will be aimed at increasing participation and involvement of the project.

Month	Region	SMEs premises involved
(9° month) Mar 2017	Marche Region	Conti degli Azzoni (CDA)
(10° month) Apr 2017	Lombardy Region	Castello Bonomi (CBON)
(16° month) Oct 2017	Lombardy Region	Berlucchi (BER)
(17° month) Nov 2017	Tuscany Region	Vèscine
(21° month) Mar 2018	Marche Region	Conti degli Azzoni (CDA)
(22° month) Apr 2018	Lombardy Region	Berlucchi (BER)
(28° month) Oct 2018	Veneto Region	Bosco del Merlo
(33° month) Mar 2019	Marche Region	Conti degli Azzoni (CDA)
(34° month) Apr 2019	Tuscany Region	Vèscine
(40° month) Oct 2019	Lombardy Region	Castello Bonomi (CBON)

2017			
March	April	October	November
			

2018		
March	April	October
		

2019		
March	April	October
		

Demonstration events timetable