



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Reference Region: Eastern Alps / Value Chain: Trento PDO Wine

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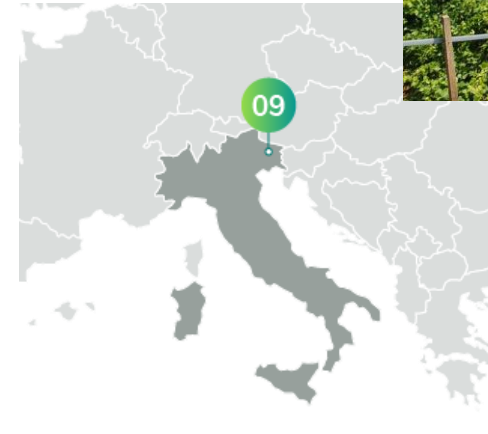
EU MAP webinar | European Quality schemes: the added value for mountain value chains



Reference Region - Eastern Alps



- Alpine and pre-Alpine chains of Trentino-Alto Adige, Veneto, Friuli Venezia Giulia and Slovenia
- Main agricultural activities:
 - Extensive Cattle production on pasture for the production of milk for PDO and quality cheese
 - Fruit production (apples and berries)
 - Grape production for PDO quality wine



TRENTO DOC WINE Value Chain



Historical and well-established value chain

Main product: sparkling wine

Diversity of business models: farmers' cooperatives (80%), large private wineries (e.g. Ferrari), small family wineries, small family grape producers

Favourable infrastructure: roads, water supply/reservoirs/distribution for irrigation, energy, digital

AKIS: high availability of training, research and advisory services/opportunities

Focus on sustainability issues, advanced cooperation with other economic sectors (e.g. tourism)

The "mountain" origin seems to be one of the key values for wine marketing strategy: official slogan of Trentodoc promotional campaign – “**Sparkling wines from the mountains**”

Up to 90% of the activities take place in the area and up to 80% of the value generated by wine production stays in the territory and the local community.



PDO regulations and implication on the mountain VC and the territory



The PDO standards of TRENTO DOC guarantee the following:

- professionalism in cultivating grapevines and attentive selection of grapes
- grapes' origin exclusively from Trentino
- varieties used Chardonnay and/or Pinot Bianco and/or Pinot Nero and/or Pinot Meunier
- wine-making process includes secondary fermentation in the bottle («traditional method»)
- long aging on the lees



So far...

- there is no specific linkage to the mountain origin of the product (grape) (maybe we have to define what is mountain)
- the standards do not include environmental and/or social sustainability characterization (it will be mandatory in the near future)

Next steps to improve the resilience and sustainability



- Connection of quality scheme to marketing strategy (differentiate wines produced on higher altitudes?), that can enhance credibility and increase added value of mountain origin products
- Introduction of environmental sustainability standards for every production stage from vineyard management to packaging
- Exploitation of currently favourable situation of wine market as a basis for better social sustainability practices: developing infrastructure, encouraging mixed family farming (extensive animal husbandry and berry production, touristic services), increasing rural vitality by attracting young professionals



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Thank you!



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