

# Sustainability at Gruppo Mezzacorona



# Mezzacorona, pioneer of and witness to sustainability.

The Mezzacorona Group operates in a context of high environmental value, in the heart of the Dolomites, a recognised UNESCO World Heritage Site. It is here that our wines of quality and excellence, with **Denomination of Controlled Origin(DOC)** come from.

This is why the Group's cultivation, production and transformation choices are so attentive to environmental sustainability at all stages of the production process, 'from the land to the bottle'.

Underlying these choices is a wine-making tradition that links technique to a natural environment favoured by different microclimates (Alpine, continental and Mediterranean) that allow the production of wines with different characteristics and organoleptic qualities.

This production philosophy, consolidated over time, has received a strong boost since 2017 with the achievement of the **SQNPI Certification** – System of National Quality Production-, which offers the consumer the guarantee that the wines of the Mezzacorona Group contribute to the sustainability of the environment, to the protection of biodiversity and preserve the beauty of the landscape. A result obtained thanks to the Group's investments, which for forty years has led the way, focusing on **agronomic techniques and production processes that boast both efficient and cutting-edge production processes.**

## 4 Mezzacorona Group Cornerstones

### 1 Geographical area of production

Trentino.  
In the heart of the Dolomites - UNESCO World Heritage Site.

### 2 Organisational Model

Vineyards cultivated in Trentino-Alto Adige and owned by the 1,457 members of the Mezzacorona S.c.a. cooperative.

### 3 Climate varieties

Alpine, continental and Mediterranean climates.

### 4 Industrial redevelopment and landscaping

The 'Wine Citadel': one of the most important examples of industrial redevelopment.  
Conceived with bio-architectural and energy-efficient criteria.

## Sustainability : from the land to the bottle



### In the vineyard for healthy soil and grapes



#### Vine breeding

The Mezzacorona Group prefers physical means (man) to mechanical means: approximately 600 hours of tillage per hectare, compared to 60 hours per hectare in fully mechanised vineyards.

- Choice of cultivation environment and suitability in order to fully exploit the specificities of the different Trentino wine-growing areas.
- Use of the Trentino pergola, a traditional system that shelters the bunches from direct sunlight, favours natural aeration of the bunches and captures sunlight that improves the quality of the grapes.
- Exclusive use of **barbatelle certificate**.



#### Care of the vine and grape

- Integrated production, an agronomic technique for defending against adversity using methods that respect the environment and the health of the vine growers, which guarantees the wholesomeness of the product and the quality of production.
- Reduced use of agrochemicals.
- Sexual confusion, a natural defence technique against insect pests (a substitute for treatments with common insecticides).
- Manual vineyard management.
- Reuse of pruning material as organic matter.
- Drip irrigation to optimise use of water resources.
- Protection of biodiversity and maintenance of dry stone walls to provide shelter for animal and plant species, attention to the ripening of essences, careful choice of crop protection agents to safeguard pollinating insects.
- Constant agronomic assistance to support winegrowers in caring for vines and grapes.



#### Grape Harvest

- Manual harvest and selection of bunches.
- 3,000 pickers mainly from the local community.



## In the cellar: to reduce the impact on the environment



### Conferment of the grapes

- Total quality control thanks to the constantly updated register of grapes conferred by each individual winegrower.
- Manual harvesting and selection of each individual bunch.
- High-quality production thanks to the premium system of raw material payment based on quality.
- Analytical and organoleptic control of every single batch delivered.



### From grape processing to wine

The crushed grapes are sent to the pressing stage (white vinification) or directly to the fermenting tanks (cold maceration or red vinification). Following the fermentation, maceration, racking, racking phases produce a wine declined according to varieties and blends guaranteeing

- water efficiency in the plant cleaning phases.
- Use of detergents with low environmental impact.
- High-performance biological purification plant, upgraded in 2019 in efficiency and sizing.
- Energy efficiency (natural lighting in a large part of the cellar, progressive replacement of 100% of the lighting with LED lighting control system, air handling units for controlled air conditioning).
- Energy supply from renewable sources.
- Energy production from renewable sources, 1 integrated photovoltaic system on the rooves of the "Cittadella del Vino" (from 386 kWp) 278 panels for the production of solar thermal energy.
- waste reduction – initiative of stalks for energy recovery or composting and initiative of marc for distillation.



### From ageing to bottling

- Adopting physical / natural processes for preparing wine for bottling (cold stabilisation with recovery of refrigerants, membrane filtration without the use of finings).
- Recovery and reprocessing of production waste (screwings, defective bottles, etc.).
- Energy efficiency by burying 75% of the spaces.
- Natural light and air conditioning in bottling rooms for the well-being of operators and for the control of microbial proliferation and containment of insects.
- Optimisation of raw materials for packaging.
- Separate collection of 100% of total waste.
- Green areas covering about one third of the surface area of the 'Wine Citadel'.

## 40 years of continual commitment towards integrating nature into agriculture.

1989

Publication of the book 'Nature and Agriculture is distributed to all members, documenting the integrated protection through knowledge and valorisation of beneficial insects and mites' for educational/informative purpose on pests and their natural' control.

1991

Introduction of the practice of sexual confusion for the moth (*Lobesia botrana*) on 13.7 hectares in the Sottodossi area, within the built-up area of Mezzacorona. 55 winegrower members of Mezzacorona S.c.a., the local ESAT technician and the Istituto Agrario di S. Michele all'Adige. Without the involvement of the cooperative structures, the application of this method would be prevented in Trentino.

2001

Extension of the sexual confusion method for the moth (*Lobesia botrana*) to all Mezzacorona S.c.a. members.

2003

Over the entire Trentino wine-growing area, a good 9700 ha, sexual confusion is applied.

2013

Sexual confusion: introduction of triple spreader for three lepidopteran species, moth (*Lobesia botrana*), moth (*Eupoecilia ambiguella*), and eulia (*Argyrotaenia ljugiana*).

2017

Sexual confusion is extended to approximately 500 hectares in the areas of Ala (Vallagarina) and Arco-Dro (Alto Garda) for the mealybug (*Planococcus latus*) that is also spreading in Trentino as a result of rising temperatures and climate change. This is thanks to the experimentation successfully started in the Sicilian companies of the Mezzacorona Group. In the same year, through the Consorzio di Tutela Vini del Trentino, the label "Sustainable Quality" mark for wine in accordance with the Sistema di National Quality System for Integrated Production (SQNPI).

1983/87

Re-introduction of copper instead of antiperonosporics (dithiocarbamates), with the benefit of reducing the use of dangerous pesticides, safeguarding beneficial mites and to eliminate the use of acaricides.

1990

The Comitato Vitivinicolo Trentino (today Consorzio di Tutela Vini del Trentino), supported by the Autonomous Province of Trento, set up the Protocol of Self-discipline for Wine Production to which winegrowers adhere to and which becomes an instrument with rules and indications for practising 'integrated' viticulture.

2000

Publication of the volume 'Nature and Agriculture, integrated production through knowledge of the main fungal diseases of apple and vine', distributed to members to diffuse knowledge and control of pathogenic fungi.

2002

Sexual Confusion: Introduction of the Double Diffuser valid for two lepidopteran species, moth (*Lobesia botrana*) and moth (*Eupoecilia ambiguella*).

2009

Self-Regulatory Protocol: adoption of criteria for the choice of pesticides to be used in wine-growing in Trentino, aimed above all at protecting the health of the vine grower who carries out intensive manual work.

2016

Through the Consorzio di Tutela Vini del Trentino, obtaining the "Sustainable Quality" mark for the grape production in compliance with the Sistema di National Quality System for Integrated Production (SQNPI).

2020

Teams of agronomists together with members carry out checks in the vineyards to report vines affected by "Flavescence dorée". Over the two years, a total of 2,325 hectares are checked (almost 90% of the members' vineyards in the territories from Salorno to Ala), an activity that made it possible to report almost 27,000 plants with symptoms of yellowing.



# The Mezzacorona Group, certifies for the health and safety of consumers

## Wine sector



SQNPI Ministerial Certification (Ministry of Agriculture, food and forestry policies) aims to valorise agricultural productions obtained in compliance with regional and autonomous provincial Autonomous Provinces of Trento and Bolzano of integrated production. The following are certified grapes from Trentino Alto Adige and some product lines.



VIVA Ministerial Certification (Ministry of Ecological Transition) for wine sustainability which, through specific specifications, measures the sustainability performance of the vine-wine supply chain with regard to AIR, WATER, TERRITORY AND VINEYARD. The company controlled by the Mezzacorona Group which is certified is Solsicano S.a.r.l. in Sicily.



EQUALITAS addresses sustainability according to these three pillars: social, environmental and economic. For each of these, requirements and indicators are defined verifiable and measurable. Organisational certification has been obtained by Nosio S.p.A, a sub-holding of the Mezzacorona Group.



SMETA (Sedex Member Ethical Trade Audit): audit and verification protocol for the demonstration of commitment to social issues, ethical and environmental standards in its supply chain. The audit was conducted by Nosio S.p.A.



EMAS (Eco-Management and Audit Scheme): European environmental certification for the organisation's direct and indirect activities that certifies compliance with current legislation, the management of continuous improvement and the willingness to make environmental information public. The Certification has been obtained by Solsicano S.a.r.l..



BIOLOGIC (ORGANIC) Guarantees compliance with EU regulations on organic production. Organic Certification is present on certain product lines of wine and apple products.

