Consumers’ perception of sustainability in viticulture

S.E. Legler¹, M. Macconi², T. Caffi² and V. Rossi²

¹Horta S.r.l., 29122 Piacenza, Italy;

²Istituto di Entomologia e Patologia vegetale, Università Cattolica del Sacro Cuore, 29122 Piacenza, Italy.
Sustainability in viticulture

Sustainable agriculture has its roots in the concepts of IPM and IP.

IOBC Principles and Technical Guidelines - Integrated Production:

1. Integrates natural resources and regulation mechanisms into farming activities to achieve maximum replacement of off farm inputs

2. Secures sustainable production of high quality food and other products through ecologically preferable and safe technologies

These objectives address the basic intentions of a sustainable agriculture.
Sustainability in viticulture

Clear and efficient communication plan of the sustainability concepts
**ViniSost.net**

**Aim:** giving value to the sustainable grape and wine production through a system approach which starts from the vineyard and ends on the bottle.

**Project Partners:**

- **Horta S.r.l.**, spin-off company of the Università Cattolica del Sacro Cuore, that develops Decision Support Systems (DSSs) for sustainable crop management;

- **SL Design S.p.a.**, a company devoted to the graphical design of agro-food products;

- **Campana S.n.c.**, a grape and wine producer of the “Colli Piacentini” grapevine growing area in North Italy.
ViniSost.net

The system approach “from the vineyard to the bottle” involves:

- Sustainable management of the vineyard
- Understand consumers’ needs
- Develop a communication plan
- Intelligent bottle labels
Sustainable management of the vineyard

The use of the DSS vite.net® is the basis for the sustainable management of the vineyard. The decision supports given by vite.net® are formulated on the basis of weather-driven, mechanistic models for plant growth, main grapevine pests and diseases, abiotic stresses, and pesticide use.

See presentation of V. Rossi

The DSS calculates different sustainability indexes for the vineyard which refer to the following compartments: water, air, soil, energy, biodiversity, and human health.
The system approach “from the vineyard to the bottle” involves:

- Sustainable management of the vineyard
- Understand consumers’ needs
- Develop a communication plan
- Intelligent bottle labels
### The wine of the future: safety and sustainability

Informative survey for the realization of Martina Macconi’s thesis about Sustainable Viticulture within the Doctoral School on the Agro-Food System Agrisystem, Università Cattolica del Sacro Cuore (Piacenza, Italy).

The collected data are protected by the statistic secret and they will be assayed in the respect of personal data protection normative according to Italian Legislative Decree n.196/2003. You may be contacted again for an in-depth analysis about sustainability in the case you have given consent to the release of your personal data in the specific section of the investigation.

For further information: martina.macconi@unicatt.it

*Campo obbligatorio

#### Wine sector

### General information

With which frequency do you perform the following actions? *

**Age**
- [ ] 18-25
- [ ] 26-35
- [ ] 36-45
- [ ] 46-55
- [ ] 56 or more

**Gender**
- [ ] Male
- [ ] Female

**Nationality**

**County / Region of residence**

**City / Town of residence**

### Wine communication

When buying a bottle of wine, are you interested in knowing this information? *

- [ ] Yes
- [ ] No
- [ ] I do not know

### Wine value

How much do you usually spend for a bottle of wine? *

- [ ] Up to 10€
- [ ] 11-20€
- [ ] More than 20€

### Sustainability trademarks

Do you think a guaranteed wine sustainability trademark would be effective? *

- [ ] Yes
- [ ] No
- [ ] I do not know
Aspects that make people chose a product: quality > price > environmental impact > brand
Questionnaire - results

How do you think these sentences are related to sustainable grape and wine production?

- No relationship
- Weak relationship
- Strong relationship
- I don’t know the meaning

<table>
<thead>
<tr>
<th>Sentence</th>
<th>No relationship</th>
<th>Weak relationship</th>
<th>Strong relationship</th>
<th>I don’t know the meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>It doesn’t use chemical products</td>
<td>15%</td>
<td>3%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>It reduces the energetic waste and prefers renewable resources</td>
<td>4%</td>
<td>13%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>It keeps the natural characters of the wine</td>
<td>5%</td>
<td>4%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>It doesn’t use additives for the production of wine</td>
<td>5%</td>
<td>3%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>It is linked to the territory of origin</td>
<td>3%</td>
<td>3%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>It is traceable</td>
<td>3%</td>
<td>4%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>It protects workers</td>
<td>3%</td>
<td>6%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>It assesses environmental and social impact</td>
<td>3%</td>
<td>4%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Slightly more than half of EU citizens say they know (55%) about the environmental impact of the products they buy and use.
Questionnaire - results

Where would you prefer reading wine information?

- On the label: 88% Yes, 12% No
- On a leaflet accompanying the bottle: 58% Yes, 42% No
- On a website written on the label: 55% Yes, 45% No
- On a website directly accessible through a QR code: 53% Yes, 47% No

81% 32% 34% 24%
• 55% agree that green products are good value for money
• 77% are willing to pay more for environmentally-friendly products if they were confident that the products are truly environmentally-friendly
The system approach “from the vineyard to the bottle” involves:

- Sustainable management of the vineyard
- Understand consumers’ needs
- Develop a communication plan
- Intelligent bottle labels
ViniSost.net – Communication plan

Disclaimer of the sustainable wine
ViniSost.net – Communication plan

Other pillars of the communication plan:

Intelligent bottle labels
ViniSost.net – Your feedback

IOBC-WPRS Meeting of the Working Group on “Integrated Protection and Production in Viticulture”

13-17 October 2013 – Ascona, Switzerland

Feedback from the IOBC-WPRS meeting attendees