

Progetto BiOrganic LifeStyle

The "BiOrganic LifeStyle" project promoted by FederBio, provides some informational and promotional actions in Germany, Italy and Belgium; its aim is to valorize the certification of organic products, their qualitative characteristics, the awareness about the EU labelling and the organic logo guarantees.



CAMPAIGN FINANCED
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AND THE ITALIAN
GOVERNMENT



THE SUCCESS OF ORGANIC WINE IN EUROPE AND IN THE WORLD

51ST VINITALY

International
wine & spirits exhibition

VERONA

MONDAY - APRIL 10, 2017

h.15.00 - 17.30

Puccini Hall - Centrocongressi Arena

Researchers from the University of California¹ trawled through the expert reviews for more than 74,000 wines of different vintages, varieties and production regions which appeared in **the Wine Advocate, Wine Enthusiast and Wine Spectator**.

They discovered that organic wines - scored an average of 4.1 points higher than their non-organic counterparts, out of a score of 100: "Our results indicate that eco-certification is associated with a statistically significant increase in wine quality rating".

The researchers speculate that the adoption of organic practices with the banning of synthetic pesticides favor the vigor of microorganisms representing the living component of soil organic matter, which enhance the grape flavor, giving a more authentic representation of the terroir and the natural environment of the vine. A role concerning the best organoleptic performance in wine is also attributed to the refusal of synthetic fertilizers, so reducing the yield in the vineyard, resulting in better quality of the grapes.

The world organic vineyard area now covers 335,000 hectares (293,000 in Europe), 4.7% of world vine surface, with a +6.7% increase from 2014 to 2015 (and it has tripled since 2006).

In 2015 the Italian organic vineyard covered 83,643 hectares (+ 15.6% on 2014); not only surface is increasing, but also home consumption and export: not a single wine-maker is expecting a market with negative trends.

The entire wine sector is called to deepen the organic wine phenomenon: with the constant growth in the appreciation of the Italian and global consumer, with its quality results and its strong environmental background it plays the role of an increasingly viable alternative for sustainability.

¹ Delmas, Magali A. and Gergaud, Olivier and Lim, Jinghui (2016), Does Organic Wine Taste Better? An Analysis of Experts' Ratings. *Journal of Wine Economics*, 11 (3), 329-365

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Program

Moderator: **Lorenzo Tosi** - Journalist VVQ Edagricole

- h. 14.45 Registration of Participants
- h. 15.00 **WELCOME AND INTRODUCTION**
Verona Fiere
Maria Ines Aronadio - Manager Office Agribusiness and Wine - ICE
Roberto Pinton - Managing Director - FederBio
- h. 15.20 **TECHNICAL ASPECTS OF ORGANIC WINE-MAKING AND IMPACT ON THE ORGANOLEPTIC PROFILE**
Organic Vineyard Management and Impact on the Quality and Health of the Grapes
Enzo Mescalchin - Mach Foundation
The Winery Phase, the Experience of Barone Pizzini in Franciacorta
Leonardo Valenti - University of Milan
- h. 16.00 **UK, GERMANY, ITALY: DATA AND TRENDS OF ORGANIC WINE IN THE EUROPEAN MARKET**
Silvia Zucconi - Nomisma
- h. 16.20 **THE ORGANIC WINE MARKET IN USA**
Salvo Bonanno - Deputy Secretary General - Italian-American Chamber of Commerce of Midwest
- h. 16.35 **THE ORGANIC WINE MARKET IN JAPAN**
Marco Colosi - Junior Analyst - The Italian Chamber of Commerce in Japan
- h. 16.50 **DISCUSSION WITH THE PARTICIPANTS AND CONCLUSIONS**