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The 2020 Viticultural Protocol: New Steps Forward for Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.'s Path Toward Sustainability

By **Press Release** - May 27, 2020

Following its widespread appellation-wide ban on the use of glyphosate, effective as of 2019, and thanks to the cooperation with the municipal governments within the Denomination, Conegliano Valdobbiadene is the largest zone in Europe to manage vineyards without this herbicide. Today the Consortium continues its activities of scientific observation of the zone, analysis of the gathered data, and development of strategies to assist its growers, in order to develop an ever-greater commitment toward environmental sustainability. One of the key functions of the Viticultural Protocol is to put the farmers in a position to choose what methods to use for managing their vineyards – whether organic or not – based on the real needs of their vines and soils at any given moment. To do this, the Consortium has made available technological instruments for gathering data that constantly photograph and document the activity in the vineyards (using small weather stations, publishing agronomic bulletins for the members, etc.). The real-time condition of the vineyards is transmitted by the Consortium to the growers so that they can choose the most appropriate action (notably with the least environmental impact) to take onsite.

