



Ferrari Trento: Leadership in Sustainable Viticulture

Ferrari Trento, Italy's most awarded sparkling wine producer, crafts its bottle-fermented wines from the slopes of mountainous northern Italy's Trentino region. All vineyards under the stewardship of the third generation of the Lunelli family for the production of Ferrari Trentodoc achieved **organic certification** this year. Ferrari Trento brought about this initiative by focusing on the natural soil fertility, environmental protection and sustainable working conditions at the heart of its farming activities.

A Leader in Sustainable Wine Production

Ferrari Trento's journey to organic certification began over 20 years ago. A number of studies and pilot projects have been carried out in the field in partnership with **Fondazione Edmund Mach**. Research has demonstrated that once the proper balance of a vineyard is found, organic vineyards in alpine regions will yield excellent results. Ferrari's leadership in ensuring top-notch quality plants and grapes has positively affected its surrounding region, which today boasts a richer biodiversity as a result, attested by the "**Biodiversity Friend**" certification awarded by the Worldwide Biodiversity Association. Over time, the concepts of sustainability and respect for the land have been **shared with the more than 500 families** that provide Ferrari Trento with grapes, through training and educational activities led by Ferrari's own team of agronomists. The result is "**The Ferrari Vineyard**" protocol.

"The Ferrari Vineyard" protocol for a sustainable and healthy mountain winemaking industry is hinged on the

concepts of grape quality, farmers' health and environmental protection. The protocol, developed in partnership with Fondazione Edmund Mach, is certified by **CSQA**, one of the strictest food quality certification schemes in Italy. Its rigorous standards and sustainable methods entail the total ban of chemical herbicides, mite killers and pesticides to enhance the natural fertility of the soil. Ferrari continues to put the natural integrity of the soil at the center of its work by reintroducing ancient agronomic practices and the use of green manure. Photos are available at [Ferrari Trento Organic Vineyards](#).

