



# Ecological Vineyards Governance Activities for Landscape's Strategies

Deliverable T1.2.1.

## Structural Analysis of the Pilot Area “Val di Cembra” (Synthesis)

Responsible Partner

Autonomous Province of Trento

16th december 2020

## BASIC PROJECT INFORMATION:

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# INDEX

1 Territorial context.....	5
1.1 Geographical framework.....	5
1.2 Settlement framework.....	5
1.3 Socioeconomic analysis.....	7
1.3.1 Population.....	7
1.3.2 Economy.....	8
1.4 Environmental Framework.....	9
1.5 PILOT AREA.....	10
2 Land use.....	11
2.1 The Cultivated Land.....	11
2.1.1 FOCUS – Organic farming in the pilot area.....	12
2.1.2 FOCUS - Atlas of the terraced landscapes of north-eastern Trentino.....	13
2.2 Land cover analysis.....	14
3 Surveys with wine-farmers.....	16
3.1 METHODOLOGY.....	16
3.2 FINDINGS OF THE SURVEY (BULLET POINTS).....	17

## Project Summary

ECOVINEGOALS promotes sustainability and resilience in the winemaking industry by encouraging the transition of intensive viticulture towards agroecological management systems that protect natural habitats and landscapes, while reducing chemical and fossil fuel inputs and harmful emissions. The project aims to enhance stakeholders' skills in participatory local governance, to strengthen transnational cooperation and provide specific transnational instruments to promote, support and manage the agroecological transition.

### **Expected results**

- Sharing between partners in the ADRION countries of fundamental concepts and practices necessary for the transition from intensive viticulture management systems, towards agroecological management methods.
- Improvement of the participatory local governance skills of decision makers and all other viticulture stakeholders, both public and private, to jointly develop and define strategies and plans aiming to protect natural habitats and rural landscapes.
- Transnational communication, cooperation, and exchange between regional authorities and civil society organizations concerning common objectives to protect vulnerable environments, to promote ecosystem services, to prevent or mitigate climate change, and to avoid social conflicts in land use.
- An increase in the number and quality of tools and strategies available to support the planning and management of the agroecological transition of viticulture systems in the region.

### **Partnership:**

<b>PP1- LP</b>	<b>LAG EASTERN VENICE, VEGAL (IT)</b>
PP2	Autonomous Province of Trento, PAT (IT)
PP3	Chamber of Agriculture and Forestry of Slovenia, KGZS-Zavod GO (SI)
PP4	Research Centre of the Slovenian Academy of Sciences and Arts, ZRC SAZU (SI)
PP5	Agency for rural development of Istria Ltd. Pazin, AZRRI (HR)
PP6	Association for the promotion of employment, vocational training and education, INFORMO (HR)
PP7	Business Development Center Kragujevac, BDCKG (RS)
PP8	Foundation Business Start-up Center Bar, BSC BAR (ME)
PP9	Municipality of Bar, BAR (ME)
PP10	Mediterranean Agronomic Institute of Chania, CIHEAM MAICh (EL)

### **Associated Partners (APs):**

General Union CISL Cultivators Venice (IT)
Bio district of production and biological community of central-eastern Venice - BIO VENICE (IT)
IAL - Innovation Learning Work S.r.l. - Social enterprise (IT)
AIAB-Italian Organic Agriculture Association (IT)
Agroecologiki SP (EL)
Municipality of Topola (RS)
Šumadija winemakers association (RS)
Ministry of Agriculture and Rural Development (HR)
Agroecology Europe (BL)



# 1 TERRITORIAL CONTEXT

## 1.1 GEOGRAPHICAL FRAMEWORK

The Cembra Valley covers an area of approximately 135 km<sup>2</sup>, corresponding to 2.2% of the total area of the Autonomous Province of Trento. The territory is located along the lower part of the Avisio river, in Northeastern Trentino, close to the border with Alto Adige, connecting the provincial main town and the Piana Rotaliana with the valleys of Fassa and Fiemme.

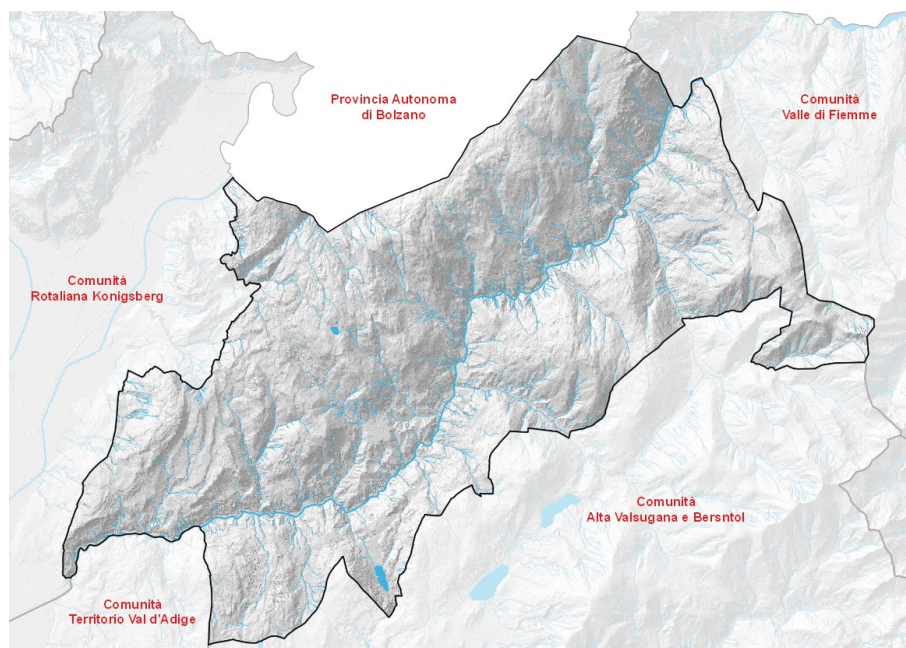


Fig.1: Geographical Framework (elaboration Agenda 21 Consulting srl on dataset ISPAT)

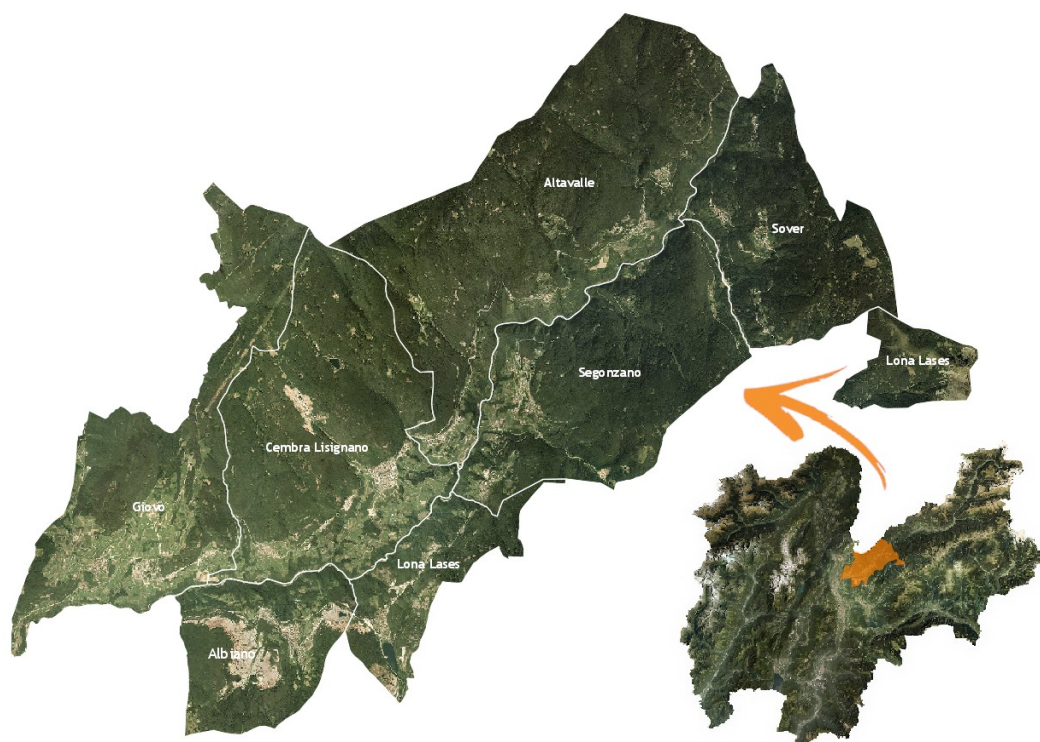
## 1.2 SETTLEMENT FRAMEWORK

Since 1<sup>st</sup> January 2016, the administrative organization of the Cembra Valley is structured on 7 municipalities: three on the right bank of the Avisio - Giovò, Cembra Lisignago and Altavalle - and four on the left bank - Albiano, Lona Lases, Segonzano and Sover.

Municipalities	Area [km <sup>2</sup> ]	Altitude [m a.s.l.]	Neighborhoods
Albiano	9,96	644	Albiano, Barco di Sopra, Barco di Sotto
Altavalle	33,55	672	Faver, Valda, Grumes, Gruano, Ponciach, Masi di Grumes
Cembra Lisignago	24,11	666	Cembra, Lisignago, Fadana
Giovò	20,81	496	Ceola, Masen, Mosana, Palù, Serçi, Valternigo, Verla, Ville
Lona Lases	11,37	639	Lases, Lona, Piazzole, Casara, Sottolona
Segonzano	20,71	660	Casal, Gaggio, Gresta, Luch, Parlo, Piazzo, Prà, Quaras, Sabbion, Saletto, Scancio, Sevigiano, Stedro, Teatio, Valcava
Sover	14,82	831	Montesover, Piscine, Facendi, Piazzoli, Settefontane, Slosseri, Sveseri, Montalto

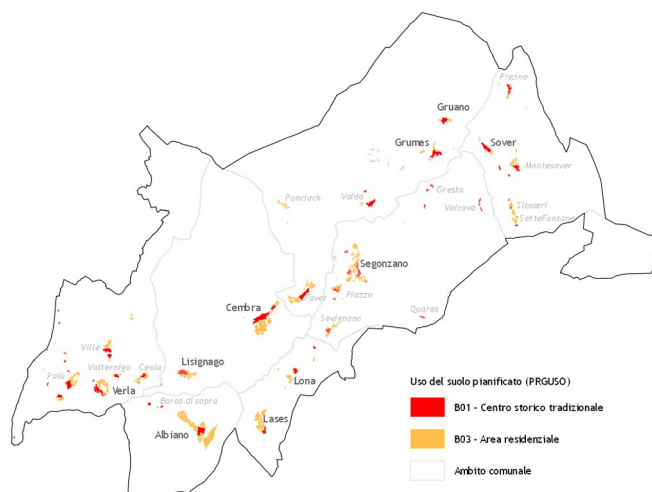
Tab.1: Municipalities of Cembra Valley (elaboration Agenda 21 Consulting srl on dataset ISPAT)

The map presented below shows the subdivision of the territory of the Cembra Valley into the 7 municipalities that compose it.



**Fig.2:** Valle di Cembra Community (elaboration Agenda 21 Consulting srl on dataset ISPAT)

The two most developed residential areas are Cembra and Albiano. In addition to a fairly complex and articulated residential urban fabric, the main craft and commercial activities are concentrated here and are also those that have developed the most in the last sixty years. In fact, since the last century, the urban development has been remarkable and has marked both sides of the Cembra Valley.



**Fig.3:** Use of the Planned Land (elaboration Agenda 21 Consulting srl on data set Carta di Uso del Suolo Pianificato PAT)

## 1.3 SOCIOECONOMIC ANALYSIS

### 1.3.1 Population

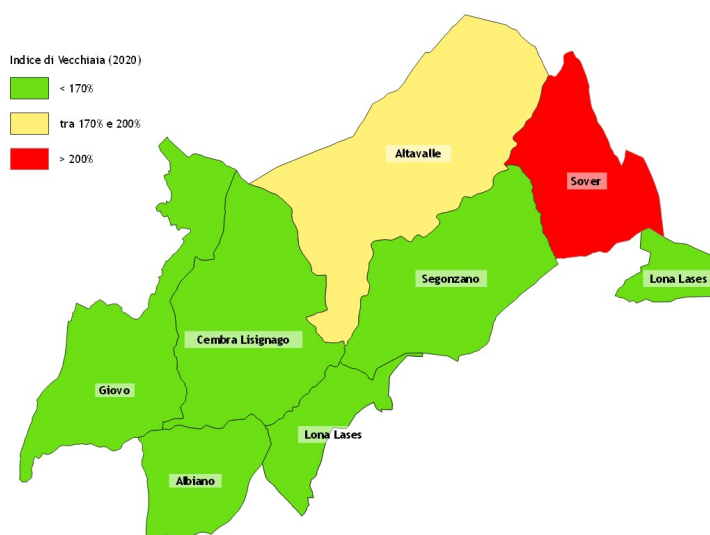
At 1<sup>st</sup> January 2020, the resident population in the Cembra Valley amounts to 11,053 inhabitants, which corresponds to approximately 2% of the provincial population (which in the same year was equal to 542,739 units).

The following table presents the data relating to the population, divided by gender, settled in each of the 7 Municipalities of which the Cembra Valley is composed.

Municipalities	Males	Females	Total
Albiano	769	716	1.485
Altavalle	808	802	1.610
Cembra Lesignago	1.191	1.147	2.338
Giovo	1.267	1.252	2.519
Lona-Lases	434	443	877
Segonzano	685	737	1.422
Sover	418	384	802
<b>Comunità Valle di Cembra</b>	<b>5.572</b>	<b>5.481</b>	<b>11.053</b>

**Tab.2:** Resident population, January 1<sup>st</sup>, 2020 (elaboration Agenda 21 Consulting srl on dataset ISPAT)

The next map represents the demographic structure of the population through the ageing index, i.e. the incidence of the population over 65 on young people under 15.



**Fig.4** Ageing index (elaboration Agenda 21 Consulting srl on dataset ISTAT)

### 1.3.2 Economy

In the Cembra Valley, in 2018, 1,083 active companies were detected, of which over 40% operate in the agricultural sector. The agricultural activity is in fact the most deeply rooted in the territory, in the history and time of the valley, coming from a centuries-old tradition that currently leads to an excellent wine production able to best represent the entire territory.

Economic Sectors	Companies [n]	Active companies on the total [%]
Agriculture	463	42,7
Industry	144	13,3
Construction	212	19,6
Services	264	24,4
<b>Total</b>	<b>1.083</b>	

**Tab.3:** Companies by sector of economic activity - year 2018 (elaboration Agenda 21 Consulting srl on dataset CCIAA TN)

The following table explains the division of the agricultural enterprises of the 7 municipalities in the different productions.

Municipality HQ of the companies	Companies [n]	Section	Productions							
			Fruct.	Vitic.	Zoot,	fruct/ vitic	fruct/ zoot.	fruct/ vitic/ zoot.	vitic/ zoot	other
Albiano	1	1°	1							
	2	2°	1							1
Altavalle	31	1°	4	11	1	14	1			
	14	2°	11				2	1		
Cembra Lisignago	32	1°	1	19	1	9	1		1	
	26	2°	25				1			
Giovo	72	1°	1	20	48		2		1	
	62	2°	1	40	20		1			
Lona-Lases	1	1°	1							
	1	2°	1							
Segonzano	21	1°	8	3	3	5	1	1		
	12	2°	8				1	3		
Sover	1	1°								
	2	2°	2							
Total	278		15	140	7	103	2	4	0	7

**Tab.4:** Agricultural enterprises by registration section and production - year 2019 (elaboration Agenda 21 Consulting srl on dataset APIA)



## 1.4 ENVIRONMENTAL FRAMEWORK

The Cembra Valley is characterized by the presence of an environment that shows significant naturalistic and landscape values, made precious in particular by the succession of wetlands and peat bogs in different stages of evolution. The territory, moreover, at medium-low altitudes is characterized by extensive sequences of terraces dotted with villages and small rural settlements, which allow it to be counted among the most significant traditional agricultural landscapes of Trentino. Avisio river stands out for the singularity of its landscape views as well as for the precious corners of wilderness that it still hosts.



The Community is characterized by extensive portions of environmental integrity, at the top of which stand the elements of the Natura 2000 Network covering a total area of 184.5 hectares. Another instrument for the conservation of the nature of the Valley is represented by the Val di Cembra-Avisio Natural Reserve Network. It is a tool for the management of existing protected areas, for the implementation of nature conservation interventions and for the enhancement of the territory and its peculiarities with a logic of sustainable development in harmony with the environment. The Network includes protected areas (i.e. Natura 2000 sites and Provincial and Local Reserves), ecological river areas (AFE), ecological integration areas (AIE), as specified below.

Type	Area [ha]
Special Zones of Conservation / Natura 2000 Areas	2178,3
Local Reserves	27,3
Ecological River Areas (AFE)	817
Ecological Integration Areas (AIE)	4778,6
<b>Totale complessivo</b>	<b>7.801,2</b>

**Tab.5:** Val di Cembra Avisio Reserve Network - Territorial extension (*elaboration Agenda 21 Consulting srl on dataset Rete di Riserve Val di Cembra-Avisio*)

As a confirmation of the importance of the agricultural landscape of the Valley, which represents the maximum of "heroic viticulture", recently (September 2020) the rural landscape of the "Terraced vineyards of the Val di Cembra" has been included in the National Register of Rural Historic Landscapes of Italy.

## 1.5 PILOT AREA

The pilot area, identified within the Ecovinegoals project, occupies the lowest part of the Cembra Valley. Overall, 7 municipalities are involved, specifically: the municipalities of Cembra, Lisignago, Altavalle, Albiano, Giovo, Segonzano and Lona Lases (partially). The surface of the area is 11,655.51 hectares, equal to approximately 86% of the entire territory.



**Fig.5:** Pilot Area – Ecovinegoals (*elaboration Agenda 21 Consulting srl*)

## 2 LAND USE

### 2.1 THE CULTIVATED LAND

This section contains some data relating to the agricultural sector as it is developed in the territory of the Cembra Valley.

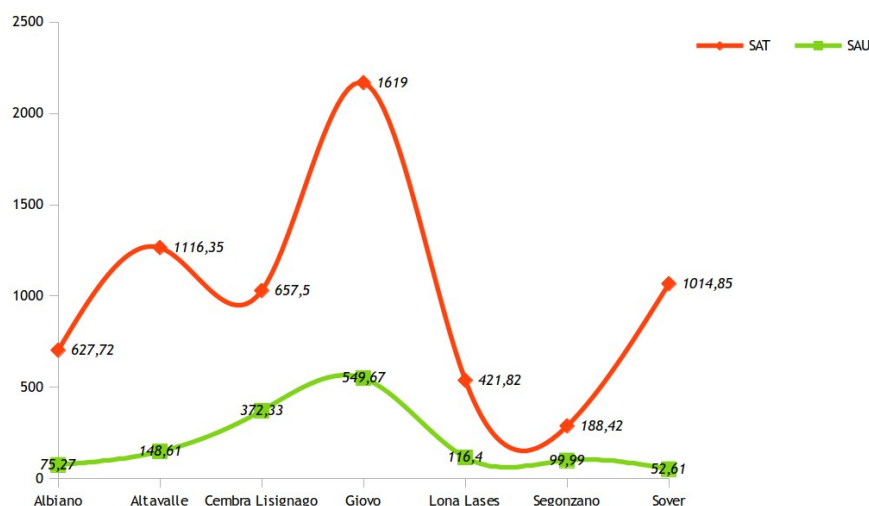
USED AGR. AREA (UAA)		TOTAL AGR. AREA (TAA)		Farms [n]	UAA Average [ha]	TAA Average [ha]
Farms [n]	Areas [ha]	Farms [n]	Areas [ha]			
875	1.414,88	876	5.645,66	876	1,62	6,44

**Tab.6:** Farms and connected UAA and TAA for the Cembra Valley – 2010 (*elaboration Agenda 21 Consulting srl on dataset ISPAT*)

In 2010, 876 farms in the agricultural sector were detected in the territory, with average values of the total agricultural area equal to 6.44 hectares, while the average utilized agricultural area was 1.62 hectares.

Cultivations	Farms [n]	Area [ha]	Impact [%]
Arable land	71	16,60	1,2
Woody agricultural crops	840	966,22	68,3
Of which vine	805	776,35	54,9
Family gardens	286	10,41	0,7
Permanent meadows	265	260,9	18,4
Pasture	27	160,7	11,3
<b>Used Agricultural Area (UAA)</b>	<b>875</b>	<b>1.414,88</b>	<b>100</b>
Woods and arboriculture	621	3.988,68	
Unused agricultural area	123	63	
Other area	269	180	
<b>Total Agricultural Area</b>	<b>876</b>	<b>5.646</b>	

**Tab.8:** Farms and related area invested for the main crops practiced - 2010 (*elaboration Agenda 21 Consulting srl on dataset ISPAT*)



**Fig.6:** UAA and TAA per Municipality (*elaboration Agenda 21 Consulting srl on dataset ISPAT*)

According to estimates referring to 2018 (source PAT publication “Agroalimentare in Trentino”, 2019), the areas used by product would be distributed as indicated below.

Production	Area [ha]
Apple tree (active production)	9.692
Wine grapes (active production)	9.600
Olive tree	385
Other wooden crops	439
Small fruits	416
Vegetables	500
Cereals	361
Permanent meadows and pastures	109.790

**Tab.09:** Area used per product (elaboration Agenda 21 Consulting srl on dataset “Agroalimentare in Trentino - 2019”)

The same publication also reports the data (broken down by municipal level) relating to the **vineyard areas** claimed by the companies, or areas that, from year to year, are actually used for the production of a specific denomination.

Municipalities	Area [ha]
Altavalle	85,88
Cembra Lisignano	239,22
Albiano	10,99
Giovo	301,99
Lona Lases	1,57
Segonzano	52,13
Sover	-
<b>Total</b>	<b>691.78</b>

**Tab.10:** Viticulture area by Municip. (elaboration Agenda 21 Consulting srl on dataset “Agroalimentare in Trentino - 2019”)

### 2.1.1 FOCUS – Organic farming in the pilot area

With regard to organic farming, the data relating to the pilot area show that the hectares cultivated organically are equal to 534.50, equal to approximately 37.8% of the total UAA. Deepening the analysis on the vine, it is observed that organic cultivation techniques cover 57.33 hectares out of the total 691.78, which correspond to approximately 8.3%.

Cultivation / Municipality	Albiano	Altavalle	Cembra Lisignago	Giovo	Lona-Lases	Segonzano	Sover
Woods, waters, tares, non-productive areas	12,35	2,83	7,11	21,24	319,24	4,62	1,40
Specialized tree crops - no grapes	4,51	0,58	4,08	17,02		0,81	
Specialized tree crops - wine grapes	0,98	16,60	23,13	15,88		0,74	
Pasture	0,79	0,27	0,50	0,37	71,14	2,03	
Arable land	0,21	1,70	0,96	1,50		0,44	1,47
<b>Total</b>	<b>18,84</b>	<b>21,98</b>	<b>35,78</b>	<b>56,01</b>	<b>390,38</b>	<b>8,64</b>	<b>2,87</b>

**Tab.11:** Area cultivated organically, by product (eprocessing Agenda 21 Consulting srl on dataset Ufficio per le Produzioni Biologiche PAT)

Comune	Vineyards [ha]	Vineyards - Organic [ha]	% Organic Vineyards
Altavalle	85,88	16,6	19,3%
Cembra Lisignago	239,22	23,13	9,7%
Albiano	10,99	0,98	8,9%
Giovo	301,99	15,88	5,3%
Lona Lases	1,57		0,0%
Segonzano	52,13	0,74	1,4%
Sover	-	-	-
<b>Total</b>	<b>691,78</b>	<b>57,33</b>	<b>8,29%</b>

**Tab.12:** Area cultivated organically, cultivated with vines (elaborazione Agenda 21 Consulting srl su dati Ufficio per le Produzioni Biologiche PAT)

### 2.1.2 FOCUS - Atlas of the terraced landscapes of Northeastern Trentino

From the comparison of the absolute data relating to terraced areas with the total territorial extension of the Pilot Area, it was found that the former cover 6.29% (851.70 ha) of the total area. The terraced areas currently in use have an extension of 478.95 ha, equal to 56% of the total terraced area, while the remaining 372.78 ha are abandoned and characterized, to date, by the widespread presence of the forest.

Municipality	Total terraced area [ha]	Abandoned terraced area [ha]	Used terraced area [ha]	Abandon rate [%]	Use rate [%]	Rate Use/abandon
Albiano	41,56	25,76	15,79	62	38	0,61
Altavalle	215,82	119,76	96,07	56	44	0,80
Cembra Lisignago	224,89	51,01	173,89	23	77	3,41
Giovo	136,72	10,76	125,96	8	92	11,70
Lona Lases	17,13	14,96	2,17	87	13	0,14
Segonzano	111,77	58,35	53,43	52	48	0,92
Sover	103,81	92,18	11,64	89	11	0,13
<b>Total</b>	<b>851,70</b>	<b>372,78</b>	<b>478,95</b>	<b>44</b>	<b>56</b>	<b>1,28</b>

**Tab.13:** Terraced area of the Cembra Valley (elaboration Agenda 21 Consulting srl on dataset "Rapporto sullo stato del paesaggio. Atlante dei Trentino nord orientale - Comunità della Valle di Cembra")

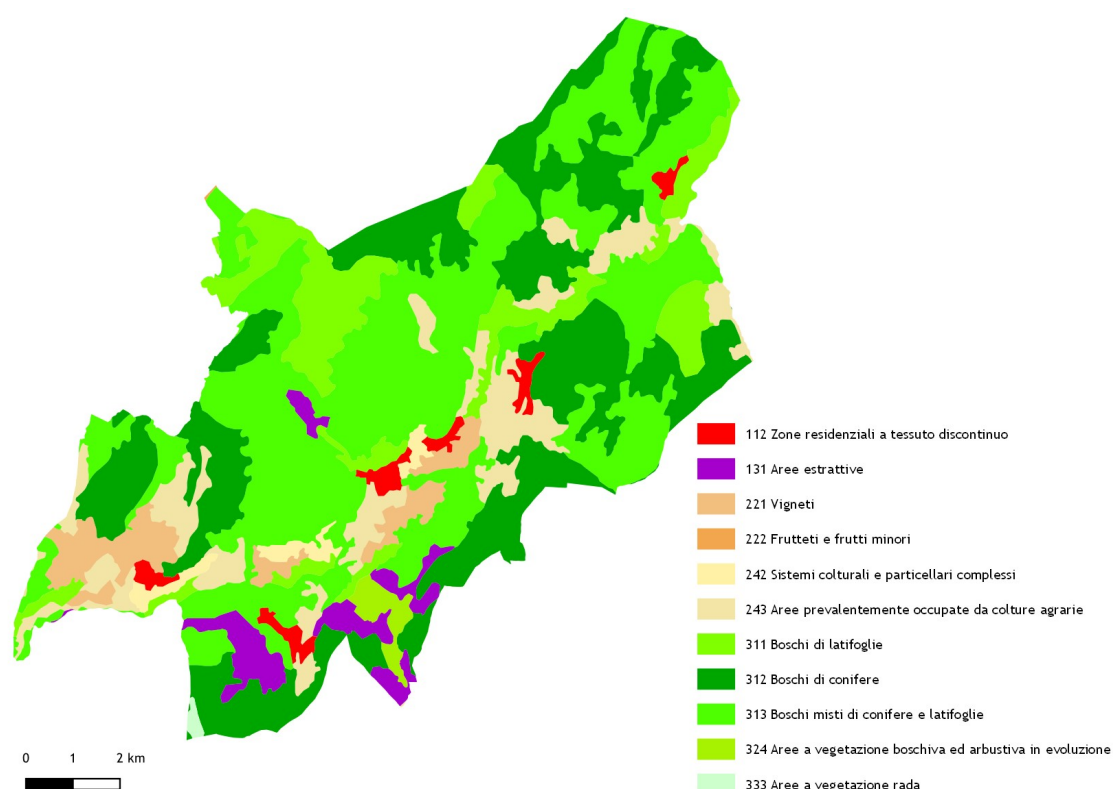


## 2.2 LAND COVER ANALYSIS

A further information base used to analyze and describe the use and land cover of the pilot area is that of CORINE Land Cover (Coordination of Information on the Environment). From an easy comparison obtained by overlapping an ortho-image of the territory on the CORINE cartography, it can be seen that many polygons belonging to classes 242 and 243, in reality correspond to vineyards.

Classes [3 <sup>rd</sup> Level]		Area [ha]	Impact [%]
112	Discontinuous urban fabric	215,74	1.85%
131	Mining areas	394,60	3.39%
221	Vineyards	503,55	4.32%
222	Orchards	1.42	0.01%
242	Complex cultivation patterns	148.26	1.27%
243	Land principally occupied by agriculture, with significant areas of natural veg.	1109.66	9.52%
311	Broad-leaved forests	1279.76	10.98%
312	Coniferous forests	3224.29	27.66%
313	Mixed forests	4640.80	39.82%
324	Transitional woodland-shrub	118.59	1.02%
333	Sparsely vegetated areas	18.84	0.16%
Total		116.55,51	100

**Tab.14:** CLC2018 3<sup>rd</sup> Level analysis - Pilot Area (elaboration Agenda 21 Consulting srl on CORINE dataset)



**Fig.7:** CLC2018 3<sup>rd</sup> Level map - Pilot Area (elaboration Agenda 21 Consulting srl on CORINE dataset)

To evaluate the evolution of land cover/use that occurred in the territory of the pilot area, the CLC2018 was compared with that relating to the year 2000.

Classes [3 <sup>rd</sup> Level]	CLC2000 Area [ha]	CLC2018 Area [ha]	2018-2000 Area [ha]
112 Discontinuous urban fabric	216,90	215,74	-1,16
131 Mining areas	387,47	394,60	7,12
221 Vineyards	252,56	503,55	251,00
222 Orchards	-	1.42	1,42
242 Complex cultivation patterns	333.54	148.26	-185,28
243 Land principally occupied by agriculture, with significant areas of nat. veg.	1228.12	1109.66	-118,46
311 Broad-leaved forests	1183.25	1279.76	96,51
312 Coniferous forests	3174.29	3224.29	50,00
313 Mixed forests	4699.86	4640.80	-59,05
324 Transitional woodland-shrub	179.52	118.59	-60,94
333 Sparsely vegetated areas	-	18.84	18,84
<b>Total</b>	<b>116.55,51</b>	<b>116.55,51</b>	

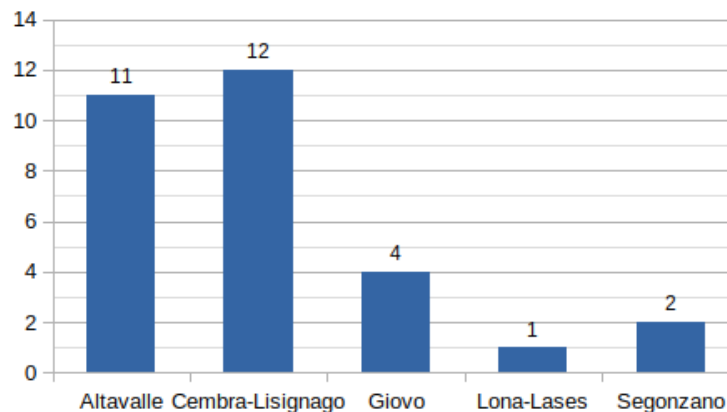
**Tab.15:** Variation of land cover/use from 2000 to 2018 (*elaboration of Agenda 21 Consulting srl on CORINE dataset*)

The analysis shows a strong expansion of the vineyards (class 221): in 2018 the surface area was double that recorded in 2000. On the other hand, there was a decrease of about 300 total hectares of classes 242 and 243, which in some case are reclassified in the vineyard and some see the assignment to the third category of wooded areas (symptomatic data of the advancement of the forest).

### 3 SURVEYS WITH WINE-FARMERS

#### 3.1 METHODOLOGY

The survey activity concerned a representative sample of the local wine-making farmers, selected through consultation with some key stakeholders in the area. This led to the selection and interview of 30 farmers in the Cembra Valley, diversified from each other on many aspects, but representatives of the whole sector of the Pilot Area.



**Fig.8:** Distribution of companies interviewed by municipality (*elaboration of Agenda 21 Consulting srl*)

The survey was carried out through a series of interviews and visits in the field, lasting about 2 hours, during which farmers were met and the farms visited. During the interviews a standardized model was used to obtain a synthetic picture of the main company characteristics through the following information:

- varieties and quantities grown;
- type of management (strengths and problems, landscape aspects);
- characteristics of the land structure;
- aspects relating to the production, transformation and sale of the product;
- adoption of agroecological best practices and interest in adopting new ones;
- knowledge of agroecology and organic cultivation.

Below is the subdivision by sections of the questionnaire (Annex 1) submitted to farmers during the interview, useful for following the expository reasoning of this chapter.

- Section 1. General information on the company
- Section 2. Cultivation/Production Data
- Section 3. Farm Management
- Section 4. Land structure, hydraulic arrangement, rural roads and terracing
- Section 5. Production of grapes, wine-making and market
- Section 6. Best Practices
- Section 7. Knowledge of Agroecology and Organic cultivation
- Section 8. Other information

### 3.2 FINDINGS OF THE SURVEY (BULLET POINTS)

The survey on the sample of 30 farms located in the Pilot Area showed that:

- the farms are on average small in size and managed directly by the entrepreneur alone or together with another family member, possibly with the help of some seasonal workers (harvest time), often members of the same family;
- the average age of the winemakers is around 40 years, with significant experience "in the vineyard" (over 15 years), which highlights a fair generational turnover in progress;
- the size of the cultivated areas is rather limited and is around 4.8 ha (median 3.5 ha), in rare cases it exceeds 8 ha;
- the cultivated areas of farms are for the most part fragmented into small lots, even very distant from each other; since it reflects the complex orographic nature of the Cembra Valley, rich in small side valleys, differences in slopes and nature of the soil;
- the cultivated areas in the Pilot Area are located at the extreme altimetric point of vine cultivation, the average height is in fact just below 600 meters above sea level, and in a context of high slope (over 50% of the Landscape Units identified have a degree of inclination between 30 and 50%, only 10% in "flat" territory), a condition that makes working in the field complex and the use of mechanical input difficult. In this sense, the definition of "*heroic viticulture*" appears well deserved;
- the viticulture practice is carried out almost exclusively on land facing mainly south (90% of the LUs are exposed to S, SE or SW);
- the varieties most cultivated, in terms of hectares destined and number of companies that produce them, are in order of importance: Chardonnay, Müller Thurgau, Pinot Nero and the Schiava and gradually all the others;
- most of the farms have a good degree of diversification of grape varieties grown; in fact more than 50% cultivate more than 4 varieties and more than 25% over 7 varieties, only two farms cultivate a single variety;
- in addition to the production of wine grapes, 12 farms interviewed cultivate other products, including apples and blueberries, only one farm also practices animal breeding for production purposes (alpacas) and only one farm out of thirty produces renewable energy (solar-thermal);
- more than 20% of the farmers are certified organic or are in the process of transition, the rest apply an "integrated" management system (minimizing inputs harmful to the environment), many of which define themselves as "*de facto* organic", none of the interviewees stated that they use "conventional" management. This shows to a good level of awareness and a general trend towards more sustainable practices in agriculture;
- the management of soil fertility takes place largely with organic matter (almost 60%), or using a combination of organic and chemical (33%);
- the soils are mainly sandy or mixed with a porphyritic rock base or, to a lesser extent, calcareous (a characteristic mainly concentrated in the Giovo area); in terms of fertility, the main mineral deficiencies reported mainly concern nitrogen and iron, while the presence of organic matter is medium tending to scarce;
- in most cases, the control of weeds is carried out mechanically and the use of chemical agents is limited (generally) to a single autumn treatment;
- the diseases/parasites that most afflict the vineyards analyzed are mainly of fungal origin (Oidium and Peronospora, cited by all farmers, and Mal dell'Esca, by about half of them) followed by Flavescence Dorata (66% of the farmers) and in to a lesser extent, but still mentioned, by parasitic insects (Moth and Drosophila). Among all these, the most perceived damage is that caused by Drosophila, albeit rare, followed by Mal dell'Esca disease and Golden Flavescence which in recent years is seen as a growing problem, while Oidium do not cause excessive concern;

- with regard to fungal diseases (powdery mildew, downy mildew) all the companies confirm that they carry out on average between 11 and 14 cupric/sulphurous treatments while for the moth there is sexual confusion and for the Flavescence Dorata and the Mal dell'Esca just eradication. The latter two pathogens, as well as Drosophila, appear less manageable to date;
- the needed water supply is coming in more than 67% cases through the distribution of the irrigation district (local consortium) and irrigation occurs almost exclusively through the "dropping" system, the quality of the water is evaluated as good by all farmers;
- the main cultivation system seems to alternate between the Trentino Pergola, still very widespread, and the Guyot, more and more frequent in the new plantations;
- 80% of the farmers give their grapes to a winery (most of them to the Cembra-Lavis winery), the remaining 20% keep the winemaking process in the company, allocating a variable (minority) portion of the harvest to third parties who make wine for them;
- the sale value of the bottles shifts from a minimum of € 9.00 to a maximum of € 16.00 (only in one case over € 20.00), the median stands at values between € 11 and € 12, while for grapes the average selling price of about € 1,100/t;
- regarding the agroecological practices used, about 75% of those proposed by the Ecovinegoals project are already in use in the Pilot Area, of which the best known and practiced are: canopy management, vineyard grassing, manual harvest, the mechanical processing of the sub-row, the sustainable management of irrigation, sexual confusion and the prevention of erosion (some of these are in fact imposed by the "heroic" context in which viticulture has been developed through the centuries);
- the agroecological practices not yet used, but which arouse interest in farmers, are: the activation of a biodistrict (by far the most cited), the implementation of a "Biodiversity friend" certification, the use of biostimulants, green manure technique, software/app to support decisions on treatments, planting of resistant varieties.