

Forbes

Food & Drink

Prosecco Producers Aim To Grow Without Glyphosate

Thomas Pellechia | Jun 18, 2019

The herbicide, glyphosate is under scrutiny for the possibility that some weeds can and do develop resistance. The effect of that resistance can mean more and more applications of the chemical, which some claim poses an environmental threat. But there may be another critical reason to scrutinize glyphosate, and even ban its use, especially in Northeastern Italy's Prosecco wine country.



Panettone classico with Bianca Vigna Conegliano Valdobbiadene Prosecco superiore extra dry millesimato 2013. La Caramella pastry shop. Bologna. Emilia-Romagna. Italy.

Innocente Nardi, president of the Consorzio Prosecco Conegliano Valdobbiadene D.O.C.G. (Consorzio) told

The Drinks Business: "This 2019 edition of the viticultural protocol is very important for us. First of all because the ban on the use of glyphosate makes the advice we give to the growers on sustainable, alternative vineyard management, such as the use of mechanical mowing, increasingly necessary."

"Our area is a unique test-bed for environmental sustainability in Italy, due to its ability to bring together all of the stakeholders involved. Further proof of this synergy is the gradual adoption – by all of the communes in the denomination – of the advice contained in the consortium's viticultural protocol in drawing up their individual municipal regulations regarding the general countryside."