



News



“Identità Golose” and Scabin

The latest edition of haute cuisine fair “Identità Golose”, titled “The Strength of Freedom”, recently took place in Milan. Many top-tier chefs attended, like Davide Scabin, whose opening remarks are sure to leave a mark. “Critics and journalists”, he said, “are concentrating on storytelling because they do not know how to be critics”, before stating that “paradoxically, I would prefer GMOs, which are clearly labelled as such, to an organic vegetable garden in a polluted area, which is one of those things that “cool” chefs simply must do. And, enough with demonizing big businesses. Interacting with them means change: they are the only ones that do and I thank them for that”.



CMO funds not on time

Even if Minister Martina defined it “upcoming”, the decree regarding the distribution of CMO promotion funds for non-EU countries will not arrive before April, while regional decrees (which distribute 70% of the 100 million Euros for Italy) will follow suit in May. Producers will have to rush and probably many will be dissatisfied with the “less money, but more actors” approach that the EU guidelines suggest, contrary to what associations like Federvini, Unione Italiana Vini, “Istituto del Vino Grandi Marchi” and “Italia del Vino Consorzio” have suggested. No more than 50% of a project budget can be funded, for a minimum cost of 50.000 Euros, and new recipients will be favoured, particularly for new markets of non-EU countries - followed by consortiums, small producer coalitions and so on.

Report

Wine strong in mass retail

According to data from the research institute IRI, wine sales in Italian mass retail stores have awoken from their slumber, going up 2.8% in volume and 4% in value over 2014. Lambrusco is the most sold wine, followed by Chianti and Chardonnay. Among newcomers, Marche's Passerina shot up 34.2%, followed by Valpolicella Ripasso (up 22.2%), Pecorino and Nebbiolo. “Growth in value”, commented Giovanni Mantovani, General Director of Veronafiere, “means that consumers are looking for quality”.



First Page

Italian wine finds an ally in genetic research

While the European Union is still mulling over the distinction between transgenesis (GMO organisms), cisgenesis and genome editing, which allows transferring genes of the same species, supercharging the same process that takes place in natural crossbreeds, Italian wine is ready to choose genetic research as its future ally. This is the unanimous opinion from the symposium on the matter, which took place last March 4th in Susegana, promoted by Conegliano Crea - Vit. “This is a remarkable day”, Attilio Scienza, Professor of Viticulture at the University of Milan and one of the leading experts in the field, commented to WineNews, “because today a new and shared awareness has been revealed, namely that there is no future for our viticulture when it comes to issues like sustainability, resistance to climate change and plant illnesses without research and science”. Crea will manage the project for genetic strengthening in agriculture that the Ministry for Agricultural Policies promoted, which is worth 21 million Euros. Of course, some are still skeptical, especially when it comes to communicating to consumers, as both Slow Food and Coldiretti pointed out, but the entire wine sector seems to share the awareness that Professor Scienza spoke about. “Science is the only way to stay on the market”, Riccardo Cotarella, President of Assoenologi, said in a message, “and our Wine Research Team is giving its full support to use cutting-edge genetic strengthening techniques”. “One cannot help but take advantage of this perspective”, Domenico Zonin, President of Unione Italiana Vini commented, “in a competitive global scenario. And one must strengthen the collaboration between research institution and businesses”. “If we want to reduce the ecological footprint of winemaking”, renowned vintner Angelo Gaja stated, “We must try everything, even biotechnologies, which are not the same as transgenic GMOs”. Especially since the rest of the world is not sitting idle, and Europe “must interpret the future with new technologies in order to keep its current leadership in global winemaking”, Oscar Farinetti, founder of the “Vino Libero” initiative, commented.

Focus

Mattarella and Renzi at Vinitaly?

2016 is surely an exciting year for Italian wine in its entirety. The first DOC denominations (which today are DOCGs) are turning 50 years old, like Barolo and Brunello di Montalcino, and so is Vinitaly, “the most important event for Italian wine promotion”, as Minister for Agriculture Maurizio Martina defined it. In the last fifty years, Italian wine has grown a lot, hurdling many obstacles - such as the “methanol wine” sophistication scandal that took place exactly 30 years ago - and becoming one of the top-tier products of the entire “Made in Italy” sector, not to mention increasing its economic and environmental importance over the entire country. According to WineNews sources, the next edition of Vinitaly (Verona, April 10th-13th) might see among its visitors not only Prime Minister Renzi, who has attended past editions, but also the President of the Republic, Sergio Mattarella as well. It would be his first time, and the second, after 2010, that the holder of the highest public office of the country has visited Italian winemakers to meet both the businesses and the people that create one of the most important examples of “Italian style” in the world.



Wine & Food

A.Vi.To. is Tuscany’s “Consortium of Consortiums”

The Association of Tuscan DOP and IGP wines, A.Vi.To., has officially been created last week, and has already been dubbed the “Consortium of Consortiums” of the region, representing 21 different entities for the protection of DOC and DOCG wines and 5.100 businesses, with a yearly production of 200 million bottles and a combined global turnover worth 1.1 billion Euros. The lobbying association's first President will be Fabrizio Bindocci, President of the Consortium of Brunello di Montalcino, and will hold this office for one year.

For the record

Pizza a UNESCO world heritage?

“The Art of Neapolitan Pizza Makers” will be the only Italian candidacy for the UNESCO List of World Heritages, proposed by the Ministry for Agriculture - supported by the ministries for Foreign Affairs, of the University, of the Environment and of the Economy. UNESCO will evaluate the proposal late next year.

