

Unmistakable wines, from producer to consumer

Vivo Cantine: a wide choice of bulk, bottled and distilled wines, created by enhancing soil properties and preserving the distinctive character of their vineyards

“Wine is territory and environment. It is passion and tradition, identity and intelligence. It is, at the same time, authenticity, personality and culture. In other words, it is a heritage to be protected and defended. With high competence and sophisticated technology. With a new, confident environmental, social and economic sensitivity. Without reservations. Without perplexity of any kind”. This is the horizon, says Franco Passador, general manager of Gruppo Vivo Cantine, an agricultural cooperative, which was created in 2012 through the merger between Cantina Produttori Campodipietra and Cantine Produttori Riuniti del Veneto Orientale, and now includes eight harvesting and vinification cellars, as well as Casa Vinicola Bosco Malera and Vivo Agricola, production and bottling wineries, all located in the lands of the Marca Trevigiana and of the Most Serene Republic of Venice. Vivo Cantine is committed to enhancing the DOC Prosecco, Venezia, Delle Venezie, Piave, Lison Pramaggiore and DOCG Prosecco Conegliano Valdobbiadene, Lison and Malanotte productions, and owes its commercial success to the secure territorial recognition of its products, for which it is one of the most important cooperative wineries in the Northeast. “Current-



Franco Passador, director of Vivo Cantine

ly - continues Franco Passador - we have more than 6,000 hectares of vineyards and more than 2,000 members, who operate in the provinces of Venice and Treviso where, given the morphological char-

acteristics of the soil, i.e. the non-invasive but decidedly pleasant presence of the mineral component, the uniqueness and personality of our wines emerge. After all, structure, complexity, elegance and histo-





Vivo Cantine Group participates in pilot projects of particular interest, developed and guided by various prestigious universities and by Cirve, the Interdepartmental Centre for Research in Viticulture and Oenology

ricity have always been strong objectives of our production". "Not only that. It is also worth noting the growing commitment of our members to enhancing the specific characteristics of the land and maintaining its organic fertility, the basis of a quality product. As well as using certified vine shoots, feeding the soil with organic substances, using the natural technique of sexual confusion as a method of controlling harmful parasites, maintaining hedges to provide shelter for various species in the ecosystem, and mowing with regard to the maturity of the essences". In addition to exploiting natural resources, members' activities also aim to safeguard them. In fact, they work scrupulously on soil management, limiting the use of phytosanitary products and synthetic fertilisers to a minimum, favouring environmentally friendly and eco-sustainable, or even organic, agriculture, managing



water resources appropriately through drip systems, according to the so-called 'emergency irrigation', a method allowing the correct supply of water, and avoiding waste of any kind. "Vivo farm is taking part in pilot projects of particular interest, developed and led by some prestigious universities and by Cirve (Interdepartmental Centre for Research in Viticulture and Oenology), which specifically involve the analysis of biodiversity and the calculation of environmental indicators such as the carbon footprint (i.e. the estimate of greenhouse gas emissions) and the water footprint (i.e. the measurement of water consumption) in the production phase, thanks to the cooperation with specialised companies, with which sophisticated integrated systems have been created to support operators. Other frontier study projects are being evaluated". "On the social and economic side - concludes Franco Passador - the concept of sustainability has been extended by adopting a code of ethics throughout the supply chain, with particular attention to the professional growth of operators. In addition to this, we also seek to ensure correct and effective communication with the end customer and/or the intermediaries who represent us in the various national and international markets". "Indeed - concludes the general manager of Vivo Cantine - every strategy, choice and solution is aimed at the end consumer. An increasingly well-informed and demanding consumer who wants a high-quality,



The numbers of success

Historically established in the Marca Trevigiana and Venice regions, Gruppo Vivo Cantine now boasts over 6,000 hectares of vineyards, 2,000 associates and 900,000 quintals of grapes delivered annually.

immediately recognisable wine. That is, a wine that is subjective and unique, but which also expresses, in a clear and powerful way, all the peculiarities of the local culture.

SALGAREDA (TV) - www.vivocantine.it