



MAGIS: Doing MORE for sustainable viticulture



The Italian Wine Grape Project



Bayer CropScience

Sustainable viticulture

“Global strategy on the scale of the grape production and processing systems, incorporating at the same time the economic sustainability of structures and territories, producing quality products, considering requirements of precision in sustainable viticulture, risks to the environment, products safety and consumer health and valuing of heritage, historical, cultural, ecological and landscape aspects.”

From RESOLUTION CST 1/2008, Organisation Internationale de la Vigne et du Vin

Environmental sustainability and respect for the environment are not just two of today's hot topics, but also a real commitment for many businesses that have made specific and targeted choices to promote sustainable development that meets the needs of the present without compromising capabilities and resources for future generations. The future path for Italian viticulture is that of balance: preserving traditional values, such as the vines and landscape while incorporating modern technologies and approaches.

How the idea came about

Italian wine is enjoyed across the world. It is Italy's second-largest agricultural product in turnover terms and first in export terms. This success is explained by the global reputation and credibility of the “made in Italy” brand, promoting not only a product but rather the uniqueness of its culture, history and origin as well as the local varieties, techniques and know-how – all enhanced by an ancient and inimitable passion.

In order to raise awareness and appreciation of the quality of Italian wine, Bayer CropScience met with the leaders of the wine-growing business to exchange experiences, and evaluate opportunities to support Italian production.

The conclusion from these meetings was that in order to satisfy and support production competitiveness, it is essential to accommodate four essential needs: efficient collaboration, innovation, training and communication. Hence, with the participation of the top 74 companies representing the major national producers and expressing the excellence of Italian wine-growing and wine production, the MAGIS project was born.

For the first time, wine producers, scientists, oenologists, trade associations and industrial groups are working together to improve and guarantee the safety and sustainability of Italian wine.



Who is involved in the project

The MAGIS project brings together the leading experts in Italian viticulture: promoted by the Italian Wine Union and the University of Milan, with the collaboration of the Italian Wine-Growing and Wine-Making Association (Assoenologi) and Bayer CropScience, the MAGIS project can also benefit the cooperation of CNR-ISPA Bari, the University of Turin (DEIAFA), the University of Florence (DEISTAF), leading experts in crop protection from the academic and research world, and a software-solution provider, ImageLine.

The University of Milan (U.I.V.): is involved in the field of agronomics, and in particular with activities relating to foliage management.

The representatives from the world of academia and research draft and update the guidelines for crop protection activities.

The Italian Wine Union: performs a complete range of qualitative tests on grapes and wines, and will coordinate the drafting of the Sustainability Protocol on completion of the project.

CNR-ISPA Bari: is involved with assessing levels of ochratoxin contamination in grapes, must and wine, and drafting measures for its prevention in the field.

The Universities of Turin and Florence: will draft protocols specifically for the optimal configuration of the range of equipment used in the field for distribution of plant protection products and ensure operators are suitably trained.

The Italian Wine-Growing and Wine-Making Association: will follow winemaking practices and perform wine sensory assessments.

ImageLine: has implemented a web-based management platform, to which each member organisation has access and which allows management of all data from the vineyard to the cellar.

The role of **Bayer CropScience** is to provide an effective and innovative crop protection programme, meeting the needs of economic, environmental and social sustainability.

The **partner wineries** have provided a portion of their vineyards with uniform characteristics and sufficient acreage to make it possible to produce wine from two separate plots testing the MAGIS line and the grower's line. In the section of the vineyard known as MAGIS, they have followed an optimised defence protocol applied by the growers' technical staff in collaboration with technicians from Bayer CropScience, adapted to local climatic conditions and related pest and/or disease pressure. In contrast, the so-called grower's line follows the technical procedures traditionally used by winegrowers.



The 74 vineyards taking part in the project are located all over Italy.

The Sustainability Protocol

MAGIS is creating a new tool, the Sustainability Protocol. This is a practical document borrowed from the field of medicine, where it has achieved exceptional success in terms of improving the quality of care, making the best existing skills available to every operator. This is real innovation, not only for wine-growing but also for the whole agricultural sector.

Just like the care protocol in medicine, this Sustainability Protocol will be continuously updated in order to evaluate and include all the innovations derived from research over time along with the experiences of the leading growers and leading wine experts, and then made available to the participating wine companies.

How wine growers will benefit

For participating wineries, the MAGIS project represents a unique opportunity in terms of:

- Making it possible to anticipate and prepare for upcoming regulation at European level
- Meeting the needs of consumers in relation to food safety and environmental protection
- Providing objective information to be communicated to consumers and customers in general, demonstrating the environmental, social and economic sustainability of wine production
- Preparing growers and producers for a certification of the production process from the vineyard to the bottle

Objectives

MAGIS intends to create value for growers and producers through optimisation of resources, providing them with objective and measurable parameters and means of communication to meet the demands of the sector.

The magis.me platform

This is a totally new web application. Participants can access by means of a user name and password; after logging in, they browse through an extranet subdivided into various pages e.g.: company master data, allotments, weather forecasts and plant protection treatments. The provision of this information supports the analysis of the activities conducted in the fields and cellars of the partners. The information is updated in real time, well organised and in a uniform format, which is essential for comparing protection strategies and production models. Its application guarantees detailed product traceability. As a result, it is possible to guarantee the safety of operators in the field as well as food safety and environmental compliance.





"The O.I.V., which is the organisation that brings together the best scientific and technical expertise, has as its main mission the scientific and technical support of 44 members through its resolutions that need to find effective implementation by individual states. These include the sustainable viticulture that Italy has put into practice in the vineyards with the sustainability project MAGIS wine."

Federico Castellucci, General Director of International Organisation of Vine and Wine



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DI MILANO



Bayer CropScience

IMAGE LINE®



Consumers are becoming increasingly conscious of the need for healthy nutrition. Food chain partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.



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