

GRAINS

Greening Agrifood
in Social Economy



Co-funded by
the European Union



*PicenOpen - "Vinea Qualità Picena",
Network Contract experiences in Italian Wine sector*

Barbara Pancino, Università degli Studi della Tuscia
September 17th, 2024



Co-funded by
the European Union

Best practices



VINEA

The project is carried out by Vinea, a cooperative of wine producers operating in the province of Ascoli Piceno, with the aim of promoting products with a **controlled designation of origin** and those deriving from organic farming in the Piceno area.

Piceno Open is also synonymous with **tourist promotion**: the area offers in fact countless landscape, naturalistic and holiday itineraries which materialize in the precious work of farmhouses, country houses, bed & breakfasts and even companies and wineries that positively promote local aromas and flavours.



Best practices



VINEA History

- Vinea Cooperative Society of Offida was founded on 5th November 1979
- The cooperative, currently, among associates and non-members, collaborates with around 800 companies and has relationships with various regional organizations (Veneto, Tuscany, Lombardy, Piedmont) and at national level.
- Vinea's first activities were active anti-hail defense and an analysis laboratory for wine and oil, to offer advice and guidance to wineries in Offida and Piceno. Phytosanitary assistance also soon developed, encouraging the use of contact and non-systemic products.
- Today in the Marche there are approximately 6 thousand hectares of organic vineyards, of which approximately 60% are located in the provinces of Ascoli Piceno and Fermo; and Vinea represents over 65% of these.



Best practices



VINEA - Numbers

- Offida has an area of land cultivated with vineyards for **1,199 hectares**, becoming the most important municipality in the Marche region in terms of extension of vineyards, and **70% of these are organic**, thanks also to Vinea's commitment.
- To give an example, one hectare of land cultivated with wheat produces a value of approximately 2,000 euros; one hectare of alfalfa produces approximately 1,500 euros, one hectare of vineyard produces, in terms of grapes alone, without considering the value of the wine, around 7,000 euros: this means that the wine sector brings added value to the Offida area of well over **8 million euros per year**.
- In the Offida area there are approximately **175 wineries**, Vinea has made an important contribution to businesses, but also to the territory as a whole, given that there are many families who live around these activities and related activities.



Best practices



VINEA – Activities and events



Co-funded by
the European Union

GrAinS

Thank you !

For more information
bpancino@unitus.it



Co-funded by
the European Union

