

A NEW PATH FOR SUSTAINABLE DEVELOPMENT. FIRST RESULTS IN A VENETIAN "BIO-MÉTAÉTHIQUE COMPANY" (ITALY)

Authors: Vasco BOATTO¹, Giovanni CARGNELLO², Stefano SCAGGIANTE^{1*}, Gianni TEO¹, Cristian BOLZONELLA¹, Stefano LUNARDELLI², Luigi GALLETTO¹, Eugenio POMARICI¹, Luigino BARISAN¹

¹CIRVE: Centro Interdipartimentale per la Ricerca in Viticoltura ed Enologia del TESAF: Dipartimento di agronomia animali alimenti e risorse naturali e ambiente dell'Università di Padova: Conegliano-Treviso (Italy).

²Conegliano Campus 5.1C.

*Corresponding author: stefano.scaggianti@unipd.it; Phone +39 0438 450475

Abstract:

This paper will show the results of changes in income in a Veneto winery located in the municipality of Motta di Livenza (Treviso) in the North East of Italy, determined by the application of the "Holistic Universal Sustainability Charter" Metaethic 4.1CC "or" Sustainability Charter BIO-MétaÉthique 4.1CC "of GiESCO (Carbonneau, Cargnello, 2017).

These activities allowed the realization and subsequently to certify "Company BIO-MétaÉthique 4.1CC" according to the new, innovative, revolutionary "Direct Certification and Warranty of Sustainability 4.1CC" (Cargnello, Carbonneau, 2018).

Total cost of production and the "Gross Seleable Product" (GSP) of the uncertified grapes and wine "BIO-MétaÉthique 4.1CC" with those certified "BIO - MétaÉthique 4.1CC " were compared.

The application of the "Sustainable Holistic Universal Metaethic Charter 4.1CC" or "Sustainability BIO-MétaÉthique 4.1CC" of GiESCO and the related " Direct Certification and Warranty of Sustainability 4.1CC " resulted in an increase in the net profit for the company between 16 and 25%.

This change in profit for the company is due to the containment of the production cost obtained above all in the vineyard by the rationalization of the management of the soil, the plant and the phytosanitary treatments and the increase in the price of certified "BIO-MétaÉthique 4.1CC bottle compared to the non-certified one.

These results will be verified with further observations in the international markets.

Keywords: direct certification, sustainability, BIO-MétaÉthique 4.1CC, holistic approach

1. Introduction.

A new path for sustainable development. First results in a Venetian "BIO-MétaÉthique Company" (Italy).

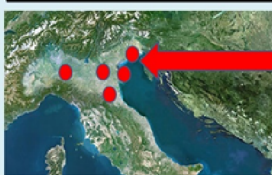
Boatto Vasco¹, Cagnello Giovanni², Scaggiante Stefano^{1*}, Teo Gianni¹, Bolzonella Cristian¹, Lunardelli Stefano², Galletto Luigi¹, Pomarici Eugenio¹, Barisan Luigino¹

¹CIRVE: Centro Interdipartimentale per la Ricerca in Viticoltura ed Enologia del TESAF: Dipartimento di agronomia animali alimenti e risorse naturali e ambiente dell'Università di Padova: Conegliano-Treviso (Italy).

²Conegliano Campus 5.1C

*Corresponding author: mail- stefano.scaggiante@unipd.it; Phone +39 0438 450475

Sustainability certifications respond to the need for transparency and warranty and represent a tool for communicating economic, environmental, social, existential, ethical policies. The first adoption of the "Direct Certification and Warranty of Sustainability 4.1CC" increased the net profit between 16 and 25%.



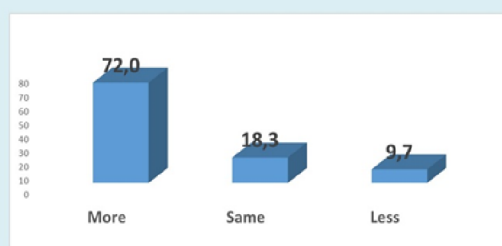
The study has conducted in a pilot winery located in Veneto region (Italy) in the municipality of Motta di Livenza (Treviso).

Data has been collected directly by questionnaire in the 5 shops of the winery

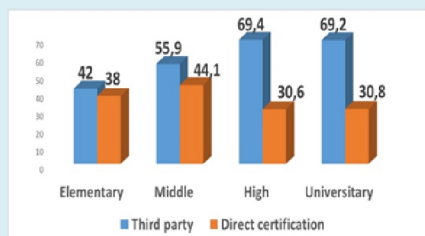
360 buyers interviewed



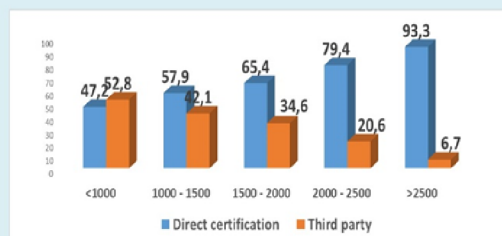
Preference between direct and indirect certification (%)



Willingness to pay for the direct certification (%)



Educational level (%)



Monthly wage (%)

Conclusion

The analysis highlights the need to overcome the problems of the indirect certification as conflicts of interest, imposed methodology, bureaucracy, and high transaction costs. Problems that can be fixed by the indirect certification.

The study shows a high propension of the buyers for the direct certification. In particular direct certification is preferred from the highest income classes and the ones who declared themselves acquaintances of the wine world.

The certification leads on increase in profits due to a greater willingness to pay and lower costs of 16% for still Verduzzo, 25% for sparkling wine and 22% for dessert wine. This change in profit for the company is due to the containment of the production cost obtained above all in the vineyard by the rationalization of the management of the soil, the plant and the phytosanitary treatments and the increase in the price of certified "BIO-MétaÉthique 4.1CC bottle compared to the non-certified one.

References

Cagnello G. (2013h): Nouvelles Perspectives Relatives A La Soutenabilité Pour Une Viticulture Durable En Vue D'une Activité "Métaéthique" Selon La «Grande Filière Métaéthique» Du "Conegliano Campus". Acts 18 Th International Symposium Giesco From The 7-11 July 2013. Porto (Portugal). Pp. 1072-1077.