

Press release

## **VITICULTURE, ENOVITIS IN CAMPO: LIVE PERFORMANCE OF ITALIAN VINEYARD ENGINES ON 7 AND 8 JUNE**

**ON SHOW AT POLPENAZZE DEL GARDA (BS), 172 REPRESENTATIVES OF A SECTOR WORTH 2 BILLION EUROS A YEAR**

(Polpenazze del Garda - BS, 5 June 2023). On Wednesday 7 and Thursday 8 June, one hundred and seventy-two exhibitors at Enovitis in campo will be turning the vines of the Erian – Cantina Bottenago farm into the largest live exhibition in Italy of machinery and equipment for viticulture. Featuring at the 17th edition of the dynamic exhibition staged by Unione italiana vini will be the best of the latest innovation in terms of technology and environmental sustainability for the specialised machines sector at the service of the "Vineyard" sector, whose turnover stands at 2 billion euros per year. According to the survey on the wine supply chain in Italy carried out by the Uiv-Vinitaly Wine Observatory, there are in fact more than 10,250 people employed in about 400 companies operating in the vineyard in "Planting and nurseries" (470 million euros a year), "Protection and fertilisers" (800 million euros) and "Mechanisation" (730 million euros), for a total of 38.8% of the turnover of the indirect wine industry supply chain in Italy. At the event, which at each edition attracts winemakers, agronomists, technicians, winegrowers and wineries from all over the country, you can actually see at work the most modern technologies, materials and equipment that can be used in all agricultural operations: vineyard planting, phytosanitary protection and nutrition, soil and foliage management, irrigation, biomass management and recovery, control and detection systems for precision viticulture.

According to the Observatory's calculations based on ISTAT (Italian National Institute of Statistics), despite recording an 8% reduction on 2021's performance, last year foreign sales of machinery for agriculture (where the wine sector accounts for about 50%) exceeded 900 million euros, with a positive trade balance of almost 580 million euros. 6 out of 10 exported machines again concerned Community markets which, however, recorded a decline in demand between January and December 2022 of 21%, due to the double-digit decrease in purchases from France (-35%), Spain (-33%) and Austria (-40%). On the other hand, the response from non-EU markets was excellent, with the United States more than doubling its purchases (+109%) over the past year. The global trend returned positive (+38%) in the first two months of 2023, also aided by the recovery of the main European trading partners (France +116% at the end of February).

As far as the programme is concerned, everything gets underway on Wednesday 7 June with the awards ceremony (at 11:00, in collaboration with Vinidea) for the winners of the Lucio Mastroberardino Innovation Challenge 2023, the competition aimed at promoting the most innovative solutions presented at the fair. Then there is the "Vineyard of the future between quality and sustainability – Innovation Agri Tour" (at 14:00, held by Trattori magazine) and Pek Automotive's focus on the transition from manual work to automation (at 15:00). The first day closes with two events on the theme of water emergency, one on variable rate irrigation (at 15:30) by the University of Milan and Rivulis and the other on the "Drive Life Project: how to manage drought and water shortages" (at 16:00) by Image Line. The first in-depth study on Thursday morning by the University of Bologna, iFarming and Rivulis, will be on the same theme: "Multifunctional irrigation: cooling and anti-frost" (at 11:00). ICL will then focus on "customised nutrition to produce quality grapes according to the oenological objectives" (at 11:30), while Federbio Servizi will be closing the conference programme of the 17th edition of Enovitis in Campo with "The organic vineyard: planting, agronomic management and protection" (at 12:00). <http://www.enovitisincampo.it/>

### **Segreteria Generale**

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