



Press release

VITICULTURE, ENOVITIS IN CAMPO STARTING WEDNESDAY

AT THE TENUTA DI NOZZOLE ESTATE:

161 BRANDS FEATURED AT THE 20TH EDITION

(Greve in Chianti – FI, 15 June 2026). Over 160 brands on show, dynamic demonstrations in the vineyard and a calendar of in-depth sessions and spotlights all dedicated to innovation in the vineyard. For the first time, the 20th edition of Enovitis in campo, the itinerant exhibition organised by Unione italiana vini (Uiv) on Wednesday and Thursday (17-18 June) will be staged in the heart of Chianti Classico, hosted by the Folonari family at the Tenuta di Nozzole estate in Greve in Chianti (FI).

With 250 machines and pieces of equipment engaged in live demonstrations, the two-day event shines the spotlight on applied technology—ranging from robotics to electrification, digital agriculture and sustainable soil and canopy management, all the way to biostimulants, crop protection products and vineyard planting materials—delivering an immersive experience among the vines designed for winemakers, agronomists, oenologists and industry professionals.

"For twenty years Enovitis in campo has been the meeting point between technological innovation and viticulture – said the Secretary General of the Unione italiana vini, Paolo Castelletti –. An event that allows companies to connect directly in the field, observing solutions in action and engaging with the developers of technologies that are transforming vineyard operations. The choice of Chianti Classico for this edition testifies to the desire to promote territories that are symbols of Italian wine excellence".

It all gets underway on Wednesday (17 June, 11:00) with the official opening ceremony, followed by the award presentation for the Enovitis in campo 2026 Innovation Challenge. Over the two days, in-depth sessions focussed on research, safety, productivity, digitalisation, plant protection and biostimulants will alternate with the traditional dynamic trials in the vineyard.

On the afternoon of 17 June, space is given to the themes of agronomic research and innovation with the meeting "The future is born in the field: research, safety, and productivity", promoted by the Provincial Agricultural Union of Siena, and with the in-depth look at the digital agriculture projects AgriCam and IN-VITE by Ixem Labs and the Polytechnic University of Turin. The first day will end with the presentation of the new John Deere 5EN series tractors by PM&B.

The programme will continue on Thursday 18 June with a session focussing on phytosanitary strategies and innovations in the control of grapevine moths, held by Certis Belchim BV, followed by insights into artificial intelligence and automation tools developed by Cobo. There is also space for the most recent innovations in the field of biostimulants with the meeting "X-PLANT®: from the physiology of the vine to the quality of the wine", a workshop dedicated to the discovery of the

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inactivated yeast range by VasonGroup and, in closing, the presentation of Yukon, the solution developed by UPL Italia driven by operational effectiveness and efficiency.

According to the Uiv-Vinitaly Observatory, the "Vineyard" segment – which includes plant protection products, fertilisers, plants and mechanisation – is a sector with an annual turnover of about 2 billion euros in Italy, with a workforce of over 10,000 employed along the supply chain. A strategic sector for which Enovitis in campo represents the main national event dedicated to technological innovation applied to viticulture.

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