TERRE DEL BAROLO
1958-2018

IN THE FOREFRONT ON SAFEGUARDING AND SUSTAINABILITY PROJECTS THROUGHOUT THE LANGA OF BAROLO WINE

Decisive steps towards sustainability for the entire wine growing supply chain in the UNESCO landscapes of the Langa of Barolo wine: this is the approach being undertaken with determination by Cantina Terre del Barolo over recent years, starting with the growing awareness of its growers: three hundred families who have a decisive role as trustees of the hills, with considerable responsibility for transmitting respect for the vineyard, soil, air and biodiversity that inhabits the hills to the new generations and tomorrow's vignerons.

Last year the winery launched projects aimed at all its grower members designed to fully eliminate chemical herbicides and mineral fertilizers from the vineyards on a voluntary basis. The target of 150 GREEN hectares in the first two years has been amply exceeded, and year on year there has been an increase of more than 50% of members signing up voluntarily to an increasingly shared virtuous approach (we have reached a total of 115 families joining the 2019 campaign) which sets out to be a driver for the entire vinegrowing area of the LANGHE.

Certified organic vineyards have practically doubled in surface area over the last two years, in a region like the north west of Italy where the climatic conditions often do not make it easy to follow the age-old, yet virtuous practices that safeguard the future of an area so extraordinarily tailor made for some of the most prestigious Italian red wines.

The ARNALDORIVERA project dedicated to the founder of the cellar and the great vineyards of Barolo has clearly been the standard-bearer in all these virtuous operations. With the 2018 vintage, its range was further enhanced with two of the historically most high profile additional geographical indications in the Langa of Barolo wine: Villero in Castiglione Falletto and Rocche dell'Annunziata in La Morra, which have been recognized as of the very highest quality ever since the appellation was first introduced. As a result, the project now includes 9 wines encapsulating the entire Barolo growing area in its most important and universally acknowledged terroirs/crus: a distinguishing characteristic of the cellar, showing how its coverage extends throughout the area.

While every effort is being made in the vineyard, just as much commitment and investment is being dedicated to the winery: the work extending and modernizing the maturing and ageing areas is resolutely focused on making the entire production process fully sustainable as well.

The wine cellar has set its sights on producing over 450kW of solar power, to be used in part for treating a total of 20,000 cubic metres of water a year with a completely innovative technology so that in the future it can be reutilized or returned directly to the river. At the same time, work has been done on improving the energy efficiency of the winery as it is. Great attention has been given to saving and correctly using power and heating sources through the implementation of cutting edge technology (such as all-LED lighting, insulation for the temperature-controlled areas, etc.) in order to prevent waste and to keep consumption in the various areas and plant under real-time control using multimeters and dedicated gauges, as well as specific analysis management software.

Furthermore, action has been taken to collect all the rain water in the winery area in an enormous underground storage tank holding more than 300 cubic metres. This prevents the river being suddenly inundated in the event of what are becoming increasingly frequent exceptional weather events, thereby making our contribution to trying to avoid flooding.

Work is also being undertaken on entirely renewable sources of thermal energy, including the production of hot water using solar energy with a potential output of almost 70kW, together with a 240kW-plus biomass boiler producing heat from organic matter sourced partly from the farming operations of the cellar's grower members, including hazelnut shells, wood, uprooted old vines, etc.

All these activities will be voluntarily certified by the most authoritative independent bodies, which will assess the impact on the environment (ISO14001 and EMAS) and energy management (ISO50001) and the implementation over the next few years of improvement plans in these fields with ever more challenging and ambitious targets.