



The Green Experience is a collective, integrated and sustainable certification, dedicated to Piedmont wines.

The Green Experience has three aims:

- to preserve natural soil resources and biodiversity,
- to enhance the distinctiveness of production methods,
- to take care of the UNESCO hilly landscape of Langhe, Roero and Monferrato.

The Green Experience is the outcome of an experimental project that lasted three years and that is called “*The reconsidered and sustainable viticulture*”. It was born from the willingness of the Piedmont wine companies to meet consumers’ expectations and to surprise them with a project that integrates the ecological production mechanisms with environmental and aesthetics care of the vine-covered hilly landscape.

The Green Experience is a project by Coldiretti Cuneo. In the definition phase, it involved more than 1,200 wineries in the Langhe and Roero, experimenting with them more than 700 hectares of green manure and 500 for mating disruption.



- 1 Eco-friendly and sustainable viticulture and productions
- 2 Protection of biodiversity and of the natural environment
- 3 Aesthetic protection of the natural and anthropic landscape
- 4 Priorities to agronomic solutions and respect for the soil
- 5 Elimination of chemical weeding in vine-rows
- 6 Sowing of herbal and floral essences in the vineyard
- 7 Dissemination of useful pollinating insects
- 8 Location of nests for birds functional to cultivation
- 9 Respect and honesty towards consumers
- 10 Traceability of controls and external certification

2 ALTERNATIVE GUIDELINES



The **The Green Experience** guidelines, whose logo is characterized by a blue butterfly, are aimed at integrated productions attentive to environmental sustainability and the care of the landscape.



The **The Green Experience Plus** guidelines, characterized by a yellow/gold butterfly, are aimed at organic productions, with the addition of new parameters to increase the sustainability and the care of the landscape.

ECO·AWARENESS *What's your choice?*

The Green Experience is a collaboration proposal, made by the producer to the consumer, to achieve the dream of an ecological viticulture, good to drink and good to see.

The Green Experience is not a promise, it's a project. It will not change viticulture overnight, but it allows the producers, from the first day of their membership, to begin a process of ecological improvement in the management of the vineyard and the landscape, a serious and structured process.

The environmental sustainability promoted by *The Green Experience* is the fruit of a daily commitment of the winegrower, and those who join it have decided to obtain this result by collaborating also beyond the borders of their own vineyard.

Visit www.thegreenexperience.it
Discover the Piedmont network of producers who practice a *green*, reconsidered and sustainable viticulture.

The companies participating in The Green Experience are followed by the specialized technical assistance of Agency 4A of Coldiretti Cuneo and are checked and certified by an external control body chosen every year and recognized by MIPAAF.