

I gladly communicate you that starting with the 2018 vintage, Erste+Neue has become the first Italian wine producer and the first cooperative to be awarded FAIR'N GREEN's Certificate for Sustainable Viticulture. We are thus in good company with such prominent wineries as Clemens Busch, St. Urbanshof, Künstler, Philipp Kuhn, Meyer-Näkel, Heymann Löwenstein and Dönhoff.

“For us members of a wine-growing cooperative that has evolved over the years, the respectful and transparent use of our resources goes without saying. Our FAIR'N GREEN certification (2018) underlines our holistic approach to viticulture – in terms of ecology, economics and the social aspects. And this is best done in a dialogue with the other top wineries in this alliance, which is of great benefit to us, together with the professional support provided by FAIR'N GREEN,” underlines Tobias Zingerle, the general manager of Erste+Neue.

FAIR'N GREEN (www.fairandgreen.de/en) is the seal of sustainable viticulture. It helps winegrowers to objectively measure and verify sustainability goals (e.g. reduction of CO2 emissions, higher biodiversity, social commitment) and to achieve them collectively. The FAIR'N GREEN Sustainable Viticulture Standard mandates each winery to set up processes to steadily improve its overall operations management, work in the vineyard, cellar management and marketing as part of a holistic sustainability approach. To achieve this all companies are given continuous advice and for each winery, an individual development plan is developed as part of the certification. In addition, further analyzes (e.g. life cycle assessment, carbon footprint) are carried out. As entry requirement, businesses have to reach 50% of the points in order to be able to seal the seal, and then improve annually by three percent. Independent institutes ensure the correctness of the certification according to scientific standards. We rely on a combination of consulting, testing and certification. Consulting and certification are divided into independent organizations:

FAIR'N GREEN means:

- Environmental protection and natural viticulture
- Promoting biodiversity
- Protection of natural resources
- Fair wages and social commitment
- Social responsibility
- Preservation and promotion of the cultural landscape