

PROTECTION IN VITICULTURE: INNOVATION NEEDS AND PERCEPTION OF THE SOCIETY

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EIP AGRI and National Rural Networks

European Network for Rural Development



EIP AGRI network (2013)

Objectives among others:

- analysis of critical points of the food, agriculture and forestry sectors
- support to the dissemination of knowledge and innovative solutions
- transfer of the innovation potential to enterprises

EIP AGRI and National Rural Networks

RETERURALE
NAZIONALE
20142020

EIP AGRI contact point in Italy is set up within the National Rural Network



Focus group on “Protection in viticulture” (2018), with two lines of activities:

1. Phytosanitary protection in viticulture
2. Communication of phytosanitary protection to citizens

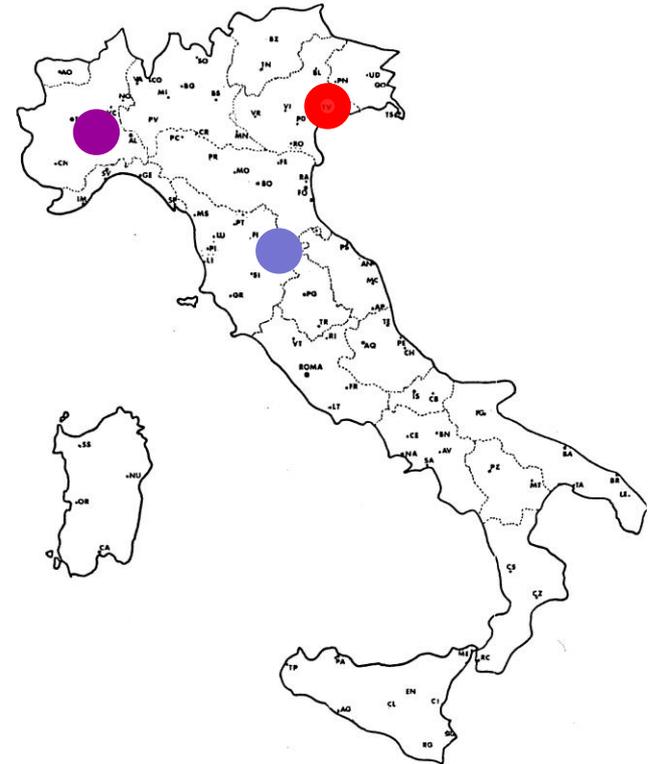
1. To identify and discuss major problems and innovation needs of the sector
2. To identify difficulties encountered and their reasons in communication between grape growers and citizens related to grapevine phytosanitary products
3. To propose examples of “good practices” to be adopted in both fields

1. Focus groups with the representatives of grape and wine sector and communication: technicians, researchers, phytosanitary services, grape growers' associations, journalists, etc.
2. Interviews to grape growers:
 - to identify their main problems in grapevine disease control;
 - to better understand communication problems with citizens, arising also from the type of management.
3. Interviews to citizens to identify their perception of phytosanitary products used in viticulture.
4. Statistical analyses of results (chi square test).

RESULTS: focus groups on vine protection

Three Focus groups organized, one for each area of Northern Italy:

- Conegliano, November 2017
- Arezzo, November 2018
- Asti, February 2019



RESULTS: focus groups on vine protection

Participants underlined some problems common to the three areas:

- Lack of professional education, both among technicians and consultants
- Lack of local and regional coordination
- Deficiency of current Italian legislation, which is not updated to the new technical innovations

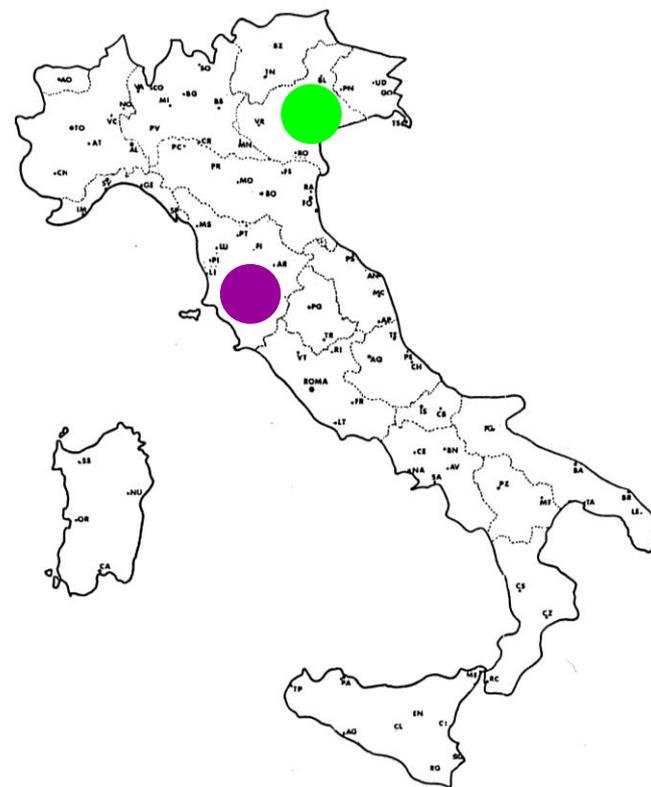
Some other problems were associated to specific areas, such as the difficulty in communication between grape growers and citizens (Veneto, Prosecco area)

RESULTS: interviews on vine protection

Questionnaire, targeting grape growers and technicians, carried out during two grape&wine events:

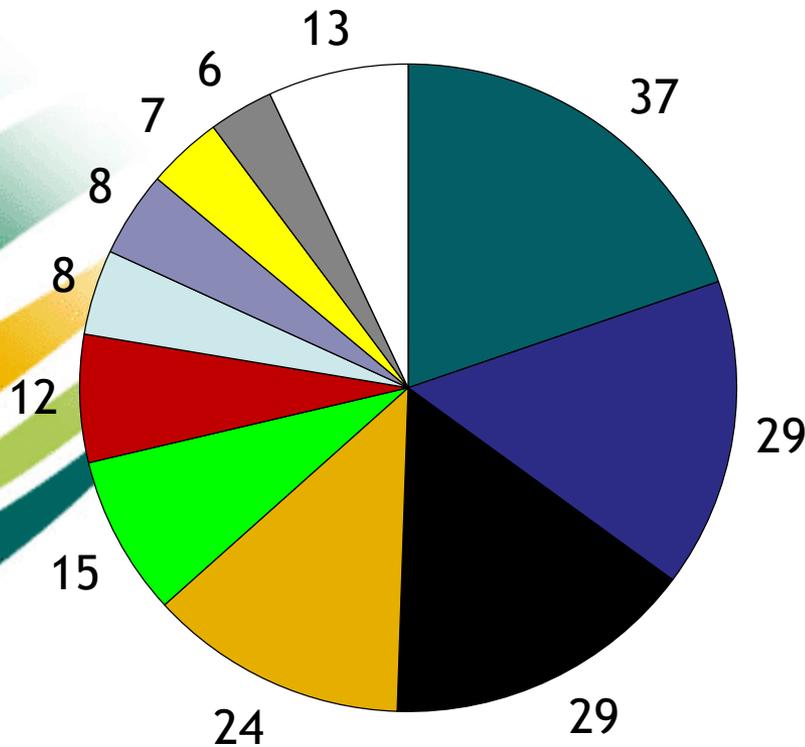
● *Vite in campo*, May 2018, 188 interviewees

● *Enovitis in campo*, June 2019, 175 interviewees



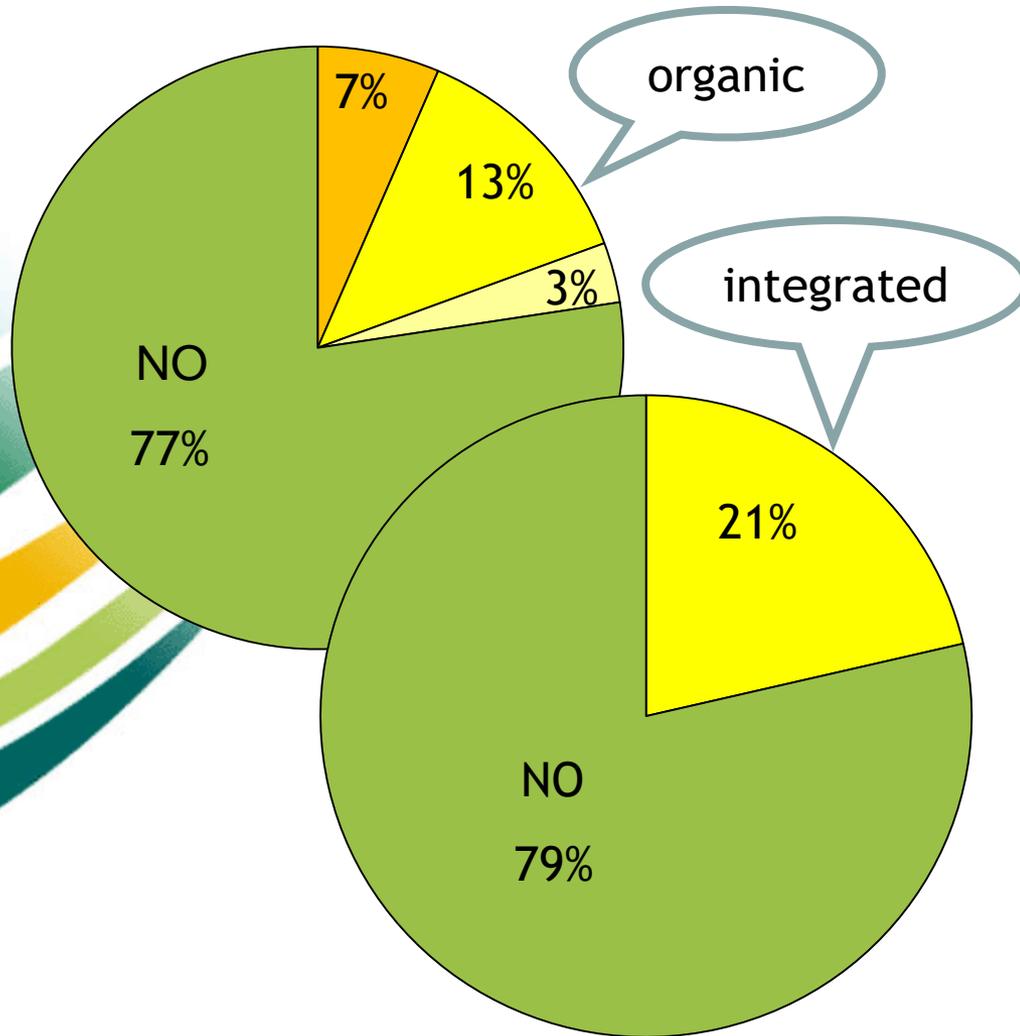
RESULTS: interviews on vine protection

Question on major problems in grapevine control



- Communication with citizens
- Climatic change and timeframe of treatments
- Lack of education of professionals
- Lack of innovative solutions for treatment distribution

RESULTS: interviews on organic management



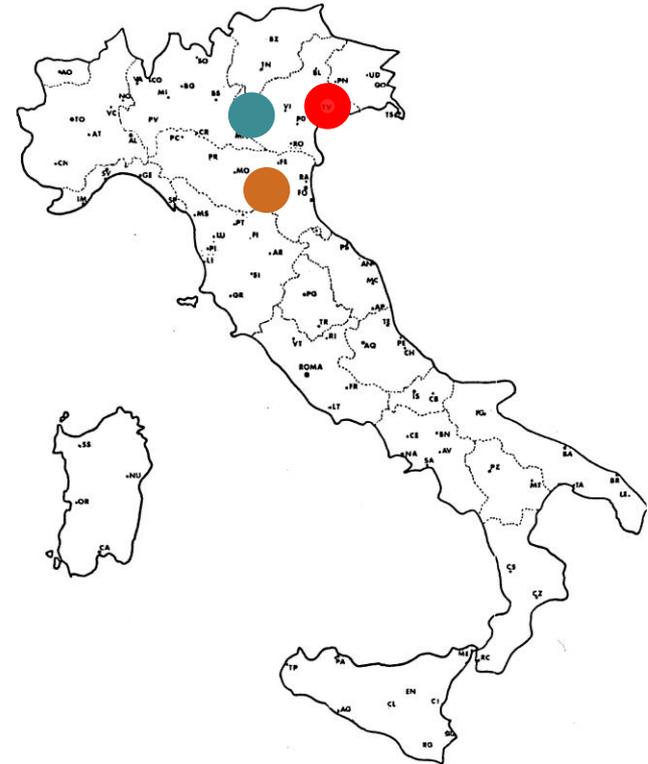
The percentage of grape growers who experienced problems with citizens related to phytosanitary treatments was independent from the type of management:

- 23% in organic
- 21% in integrated

RESULTS: focus groups on communication

Three Focus groups organized, in three areas of Northern Italy:

- Verona, April 2018
- Bologna, May 2019
- Conegliano, November 2019 (still to be done)



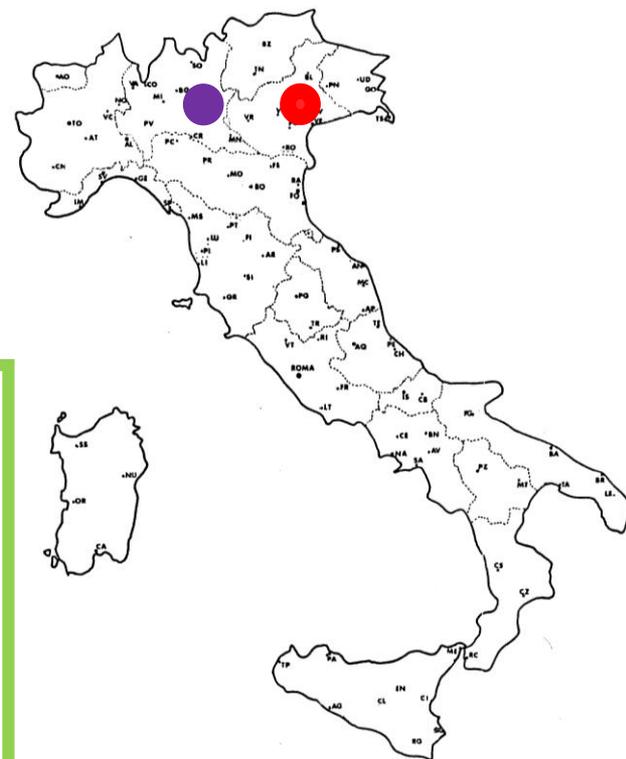
RESULTS: focus groups on communication

- Problems with citizens in many areas are mainly due to the fact that vineyards and towns are not spatially separated
- Italian citizens generally think that “organic” agriculture is the good one, while all the rest is “bad”:
 - Lack of serious and clear information to citizens on agriculture (role of social media and fake news)
 - Lack of communication by Public Institutions
 - Lack of education of professionals involved in communication
 - Need of “guidelines” for grape growers on how to communicate agriculture to citizens?

RESULTS: interviews on communication

Same questionnaire was submitted to “normal” citizens (not growers):

- 177 interviewees during the event “*Vita in Campagna*”, Brescia, March 2019
- 378 interviewees by the students of the Secondary School on Enology and Viticulture (G.B. Cerletti, Conegliano) in the province of Treviso



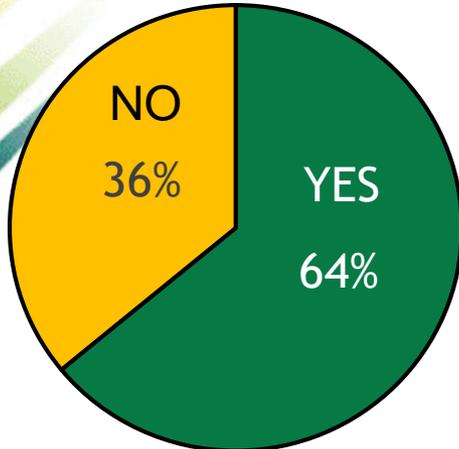
Istituto Statale di Istruzione Secondaria Superiore

G. B. CERLETTI

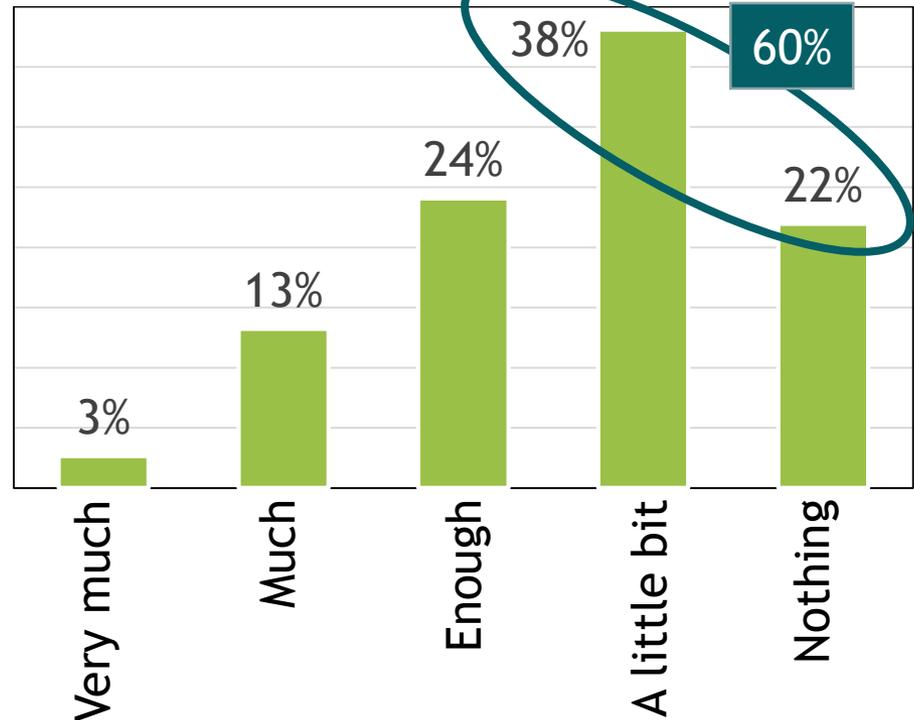
Scuola Enologica dal 1876

RESULTS: interviews on communication

Question:
“Do you know
what pesticides
are?”



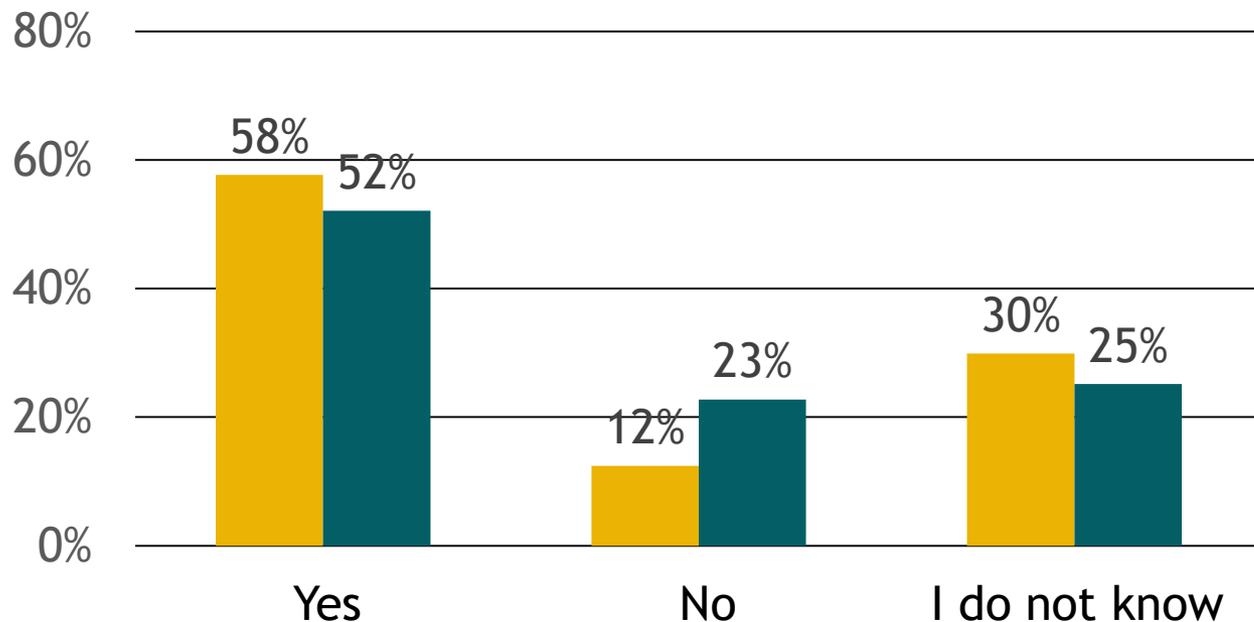
Question:
“How much information do
you have on pesticides?”



RESULTS: interviews on communication

Question:

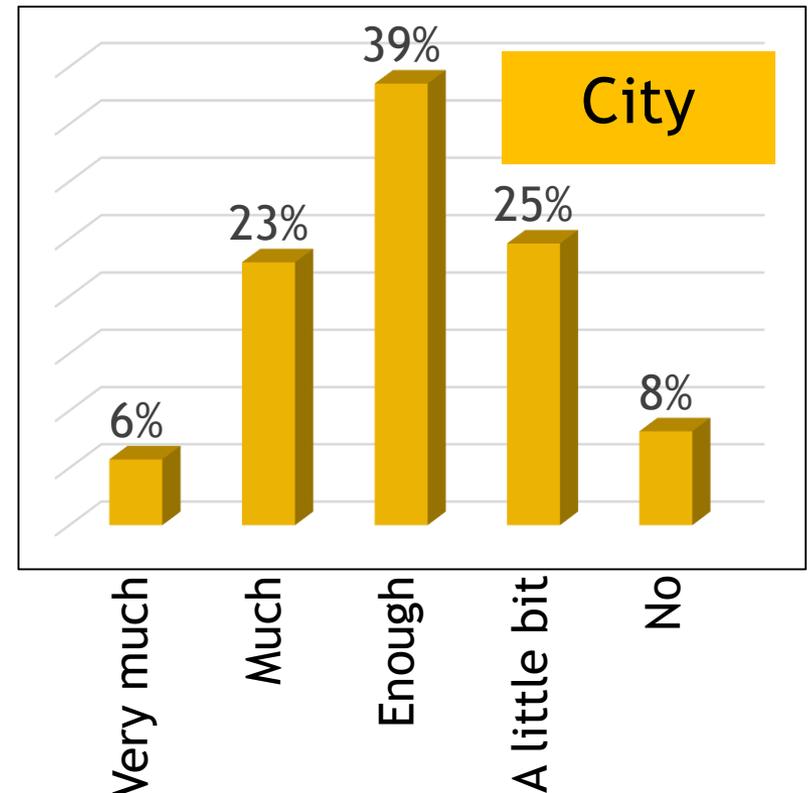
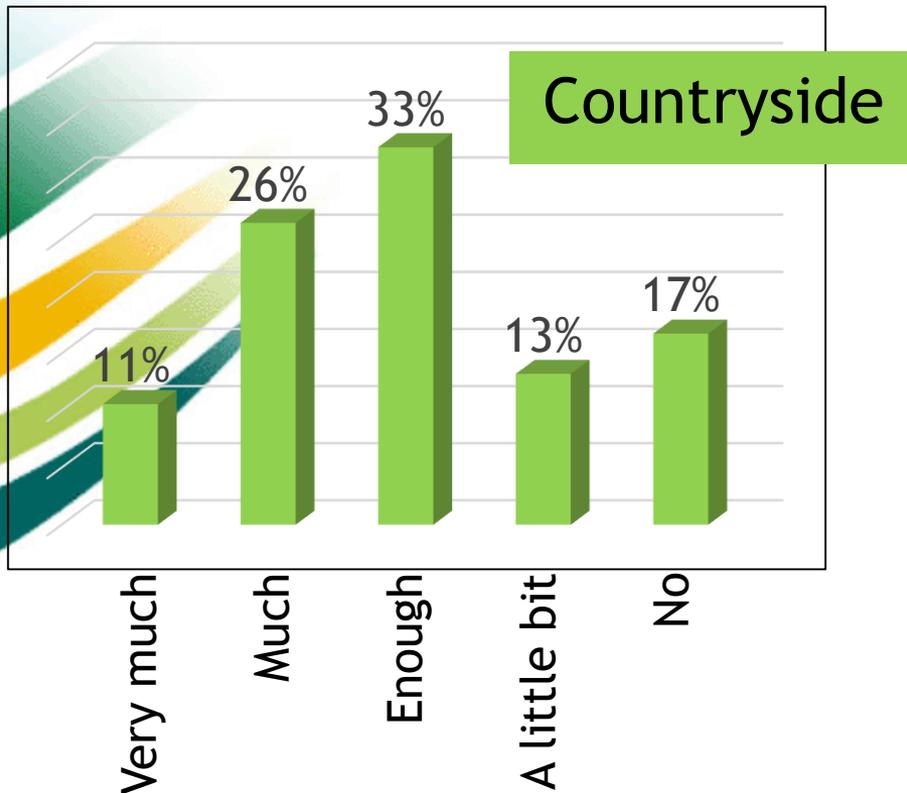
“Are pesticides necessary in
agriculture and viticulture?”



RESULTS: interviews on communication

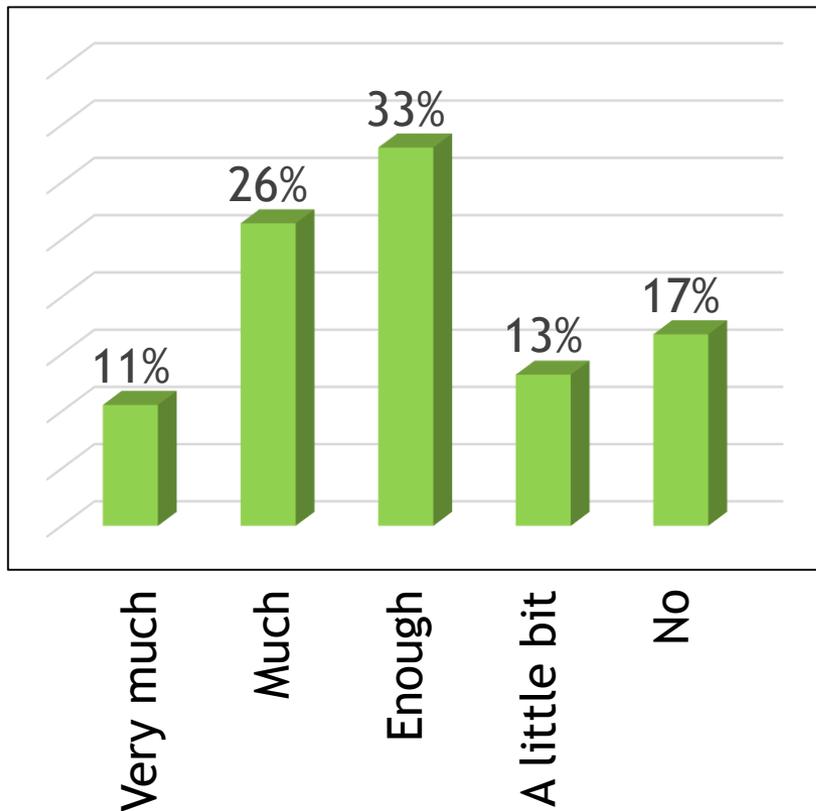
Question:

“Are pesticides dangerous to human health even if used in agreement with current legislation?”

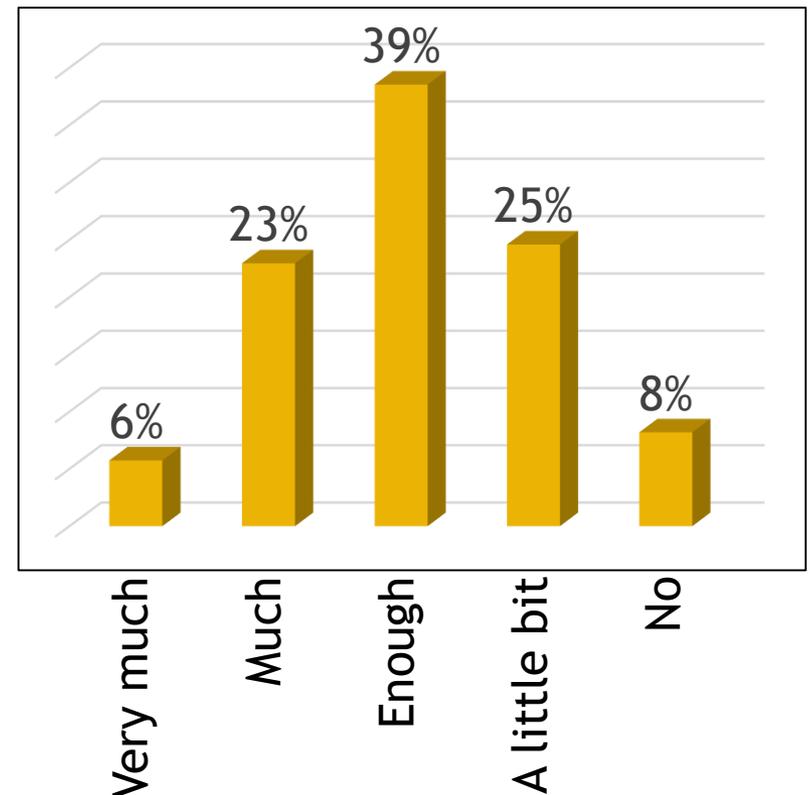


“Are pesticides dangerous to human health even if used in agreement with current legislation?”

Countryside



City

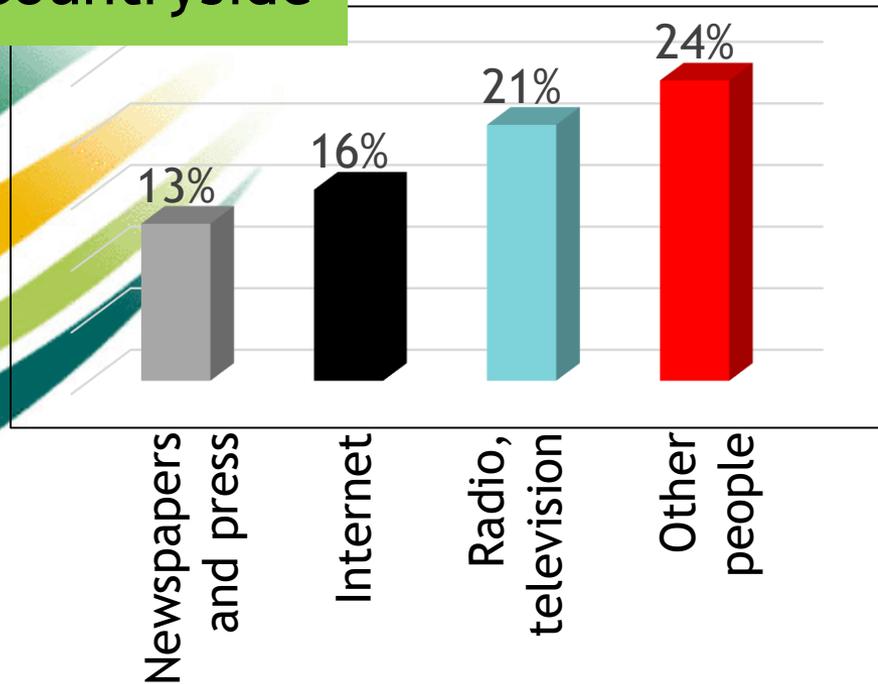


RESULTS: interviews on communication

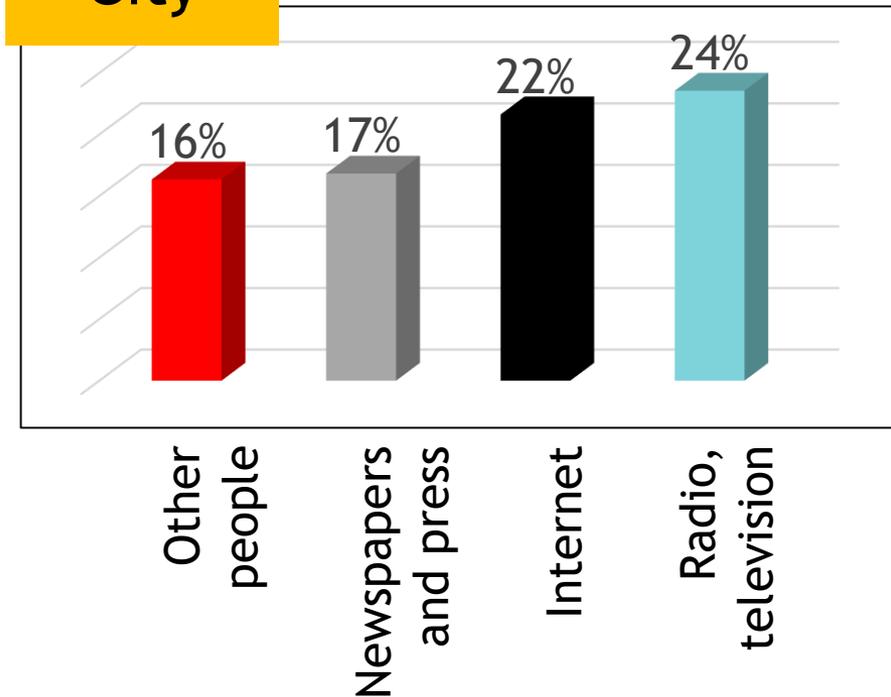
Question:

“Which communication channels do you use to gather information on pesticides?”

Countryside



City

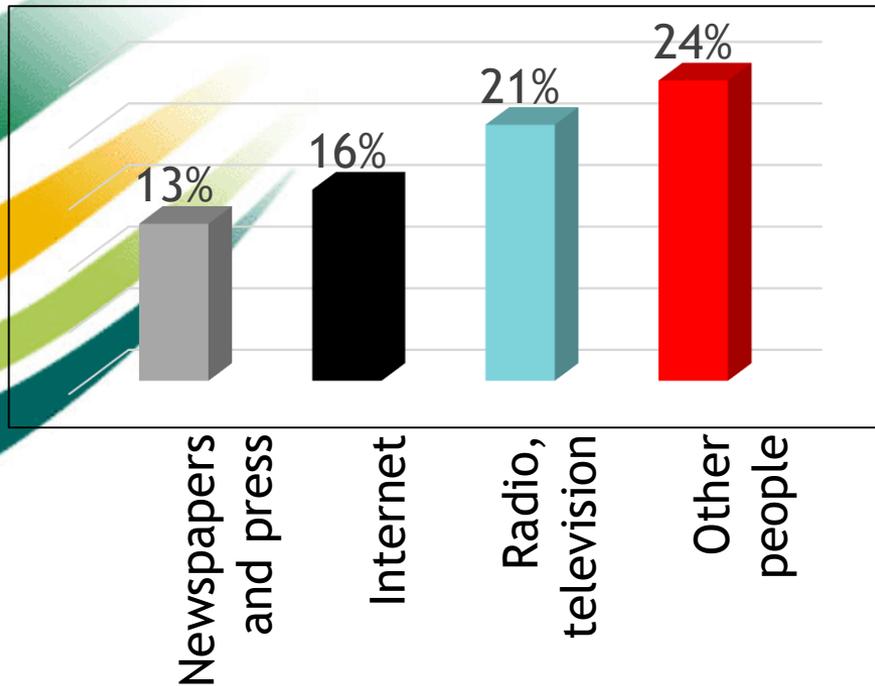


RESULTS: interviews on communication

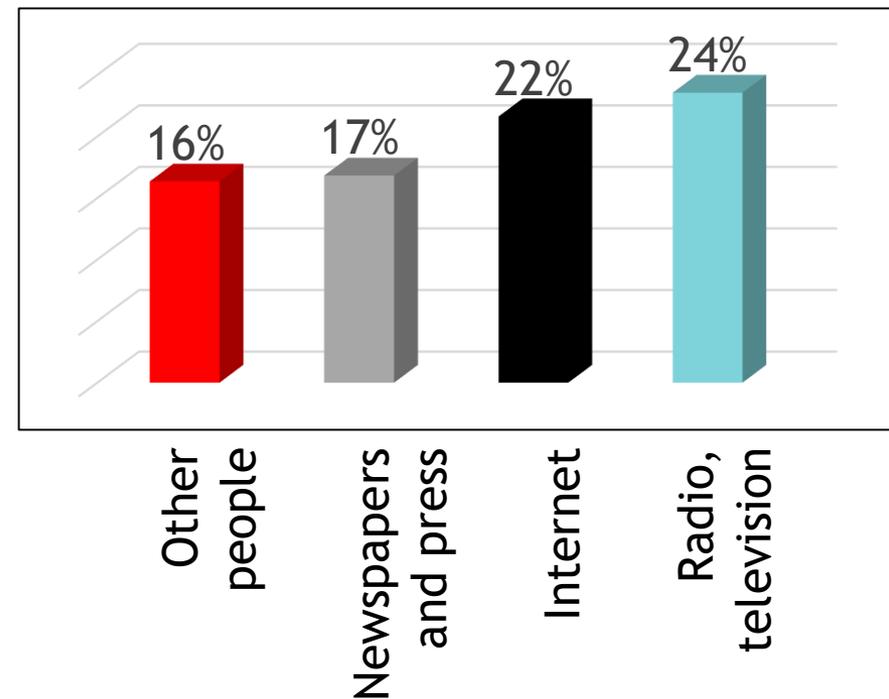
Question:

“Which communication channels do you use to gather information on pesticides?”

Countryside



City



Phytosanitary control of grapevine:

- Existing solutions are not adopted: lack of knowledge, legislation burden, economic viability...
- Coordination among public institutions and between them and producers to adapt legislation to innovative solutions.
- Communication with citizens was identified as one of the most important problem in this survey, thus the two lines of activity must be integrated and jointed.

Communication:

- Setting up communication strategies
- Careful selection of communication channels
- Preparing guidelines to improve communication at farm level

- Looking forward to European examples of “good practices” to be implemented in Italy, both in grapevine protection and communication
- Comparison with other countries in order to find out shared and common solutions
- Support the on-going dialogue with citizens
- Influence planning and implementation of the future agricultural policy (RDPs measures implementation, CMO measures ...)

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<https://www.innovarurale.it/it/italia/il-focus-viticultura>