



STATISTICHE

figures and graphs to describe the Veneto Region

Flash

The history of Veneto wine dates back to ancient times; indeed, the world's oldest fossil of an ancestor of the vine, believed to be about 50 million years old, was found in Bolca, in the province of Verona. Archaeological finds attribute the first vitis vinifera crops to the early Veneto and Etruscan civilisations. Other findings also prove that the strip of piedmont land that today produces much of Veneto's Controlled Designation of Origin wines (DOC) has been a major wine-growing area since Roman times. Indeed, over the centuries, it has earned a reputation for the excellent quality of its produce. Furthermore, in the days of the Serenissima Republic of Venice, merchants

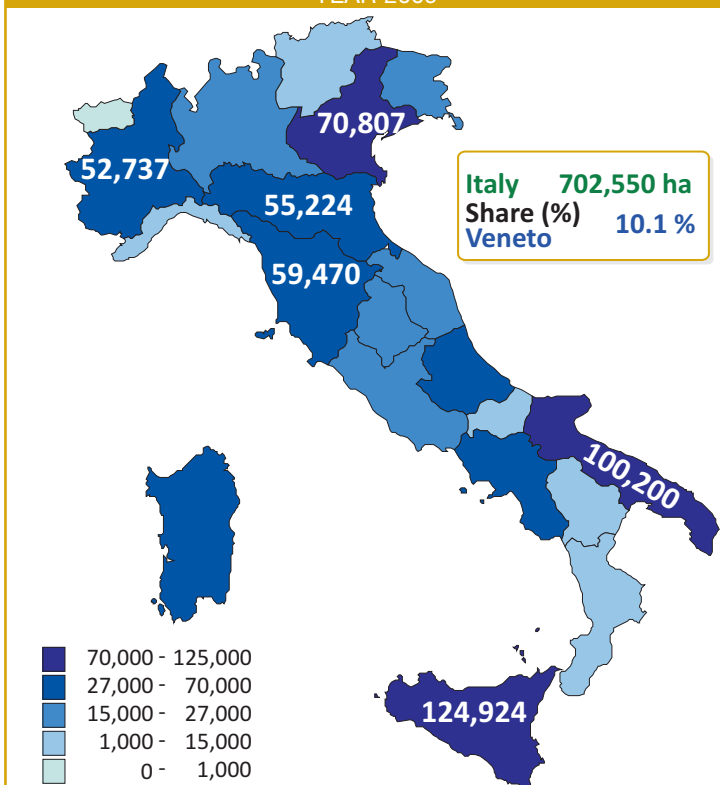
exported wine from across Veneto both East and West, as far a field as Persia and to nearby Germany. Today Veneto's wine-growing territory is shaped by recent changes and decisions that came after the phylloxera plague had destroyed much of Europe's vines; as a result Veneto is Italy's biggest producer of Protected Designation of Origin (DOP) and Protected Geographical Status (IGP) wines. Veneto's 70,000 hectares of vineyards account for about 10% of Italy's total wine-growing area, yet Veneto produces more than 18% of Italy's wine. Between 2008 and 2010, the quantity of Veneto's winemaking grapes rose by 3.4%, and this led to an estimated 2.6% increase in wine production,

THE SUCCESS STORY OF VENETO WINE

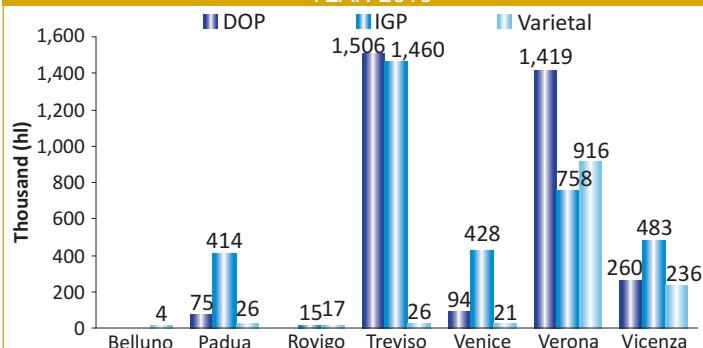
the majority of this increase being white wine. The provinces of Treviso and Verona account for two-thirds of Veneto's wine production and there has been a distinct increase in their harvests (+6.8% in Treviso and +4.9% in Verona). The province of Padova witnessed a slight fall in grape yield (around 3%), while in Venezia yield fell by 12%. Vicenza is the only province that produces more red and rosé than white wine thanks to the wine-growing areas of west Vicenza. The morphology of Veneto is also well suited to the production of higher quality grapes. Testimony to this hallmark is that Veneto ranks second among Italy's regions for the number of Controlled and Guaranteed Designation of Origin (DOCG) vines with 11, third for its number of DOC wines with 27, and fourth for its number of Typical Geographical Indication (IGT) vines with 10. On 1 August 2009, the EU's new Wine Reform came into force and this changed the way that wine products were classified. It introduced new two new categories: Protected Designation of Origin (DOP)¹ and Protected Geographical Indication (DOP)², as well as Traditional Mentions.

¹ ex DOCG and DOC wines ² ex IGT wines

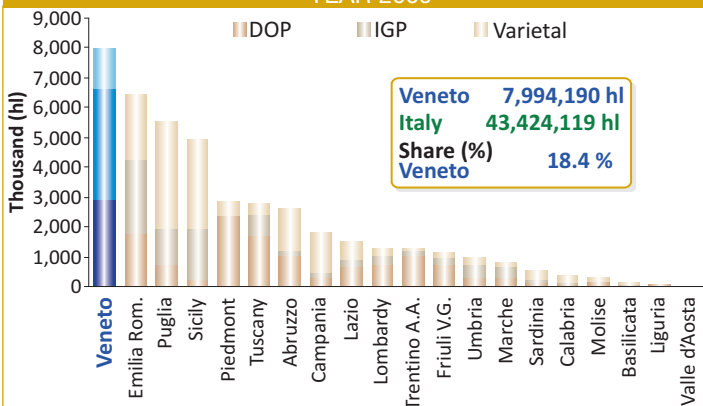
WINE-GROWING AREA (ha) PER REGION.
YEAR 2009



WINE PRODUCTION (hl) PER CATEGORY.
YEAR 2010



WINE PRODUCTION (hl) PER CATEGORY AND REGION.
YEAR 2009



Source: Processing Veneto Region - Directorate of Regional Statistical System on Istat and the Veneto Region data

ALSO AVAILABLE:

- The numbers of Veneto - the statistics in your pocket
- Economic Outlook Economic Indicators Bulletin no. 20 - March 2011
- Statistical Report 2010: the files provincial

WEB
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<http://www.regione.veneto.it/statistica>

Imported wine accounted for a minor quantity of purchases in 2009, with just fewer than 100 businesses making a turnover of about 14.5 m euro. Wine exports, however, are another matter entirely and confirm Veneto as Italy's leading region for international sales, with a turnover of more than 1 billion euro, about one-third of the region's entire agricultural exports. Between 2005 and 2009, exports

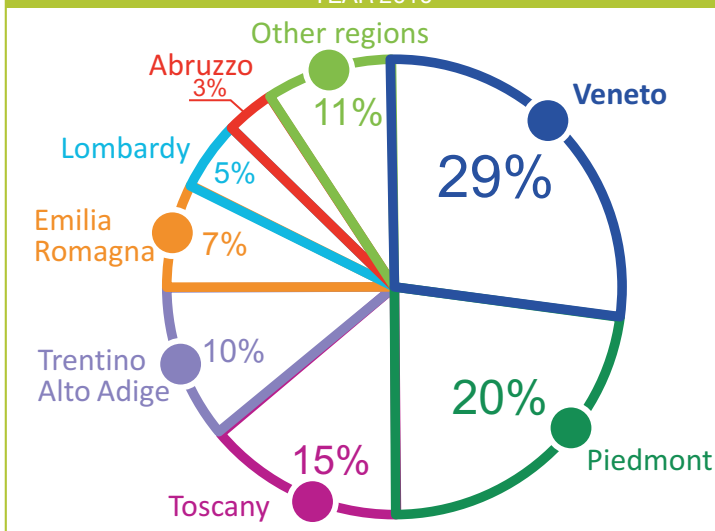
EXPORTS OF 1,158,343,000 EURO IN 2010

towards the main foreign markets rose constantly, and this growth still continues today despite the financial and economic crisis. Indeed the upward trend continued into 2010 when exports rose by 12.8% on the previous year and accounted for almost 30% of Italy's total. The Consorzi di Tutela, Veneto's wine protection consortiums, play a major role and wine-growers believe that they are fundamental to the success of their

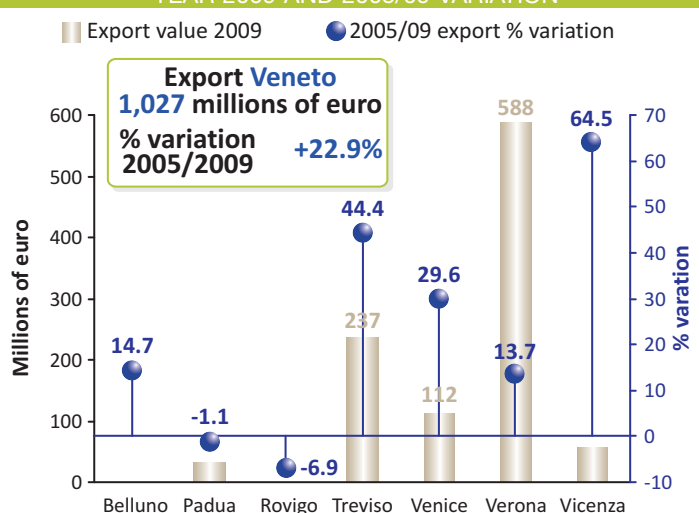
wine worldwide, especially when it comes to the promotion of Veneto's autochthonous vines. Verona is the leading wine exporter in Veneto with a turnover of almost 600 m euro, approximately 60% of the regional total. Verona is followed by Treviso, which has around half of Verona's turnover, mainly due to the higher price of its exports. Treviso does, however, have more wine exporters and is also noteworthy on account of its soaring export figures, up by around 50%. This achievement is down to its most representative product, Prosecco, being made a DOCG. Venezia sits between Treviso and Verona in terms of increase in turnover. Padova, however, experienced a slight drop in exports, which was combined with a bigger one in the number of wine-growing businesses. The province of Rovigo saw its wine-growing area fall and this led to the sharpest drop in exports. Analysis reveals that Vicenza, despite lying fourth in terms of export value and third in terms of number of businesses, saw increases of 64.5% and 40% respectively, making it the fastest growing province in recent years.

The three longest-standing destinations of both Italy's and Veneto's wine exports are Germany, the United States and the United Kingdom, although wine consumption in the first two countries has fallen recently. This drop will probably lead to a reduction in the wine exports to all three countries in the long-term; it will, however, be more than compensated for by the opening of markets in emerging countries. This is certainly the case in Russia and Finland, which, despite standing only eleventh and twelfth in terms of quantity purchased, saw their consumption of Italian wine increase the most between 1991 and 2007. A similar trend also occurred in the north of Europe where an increase in wine consumption per capita led to an increase of wine exports to countries such as the Netherlands and Norway.

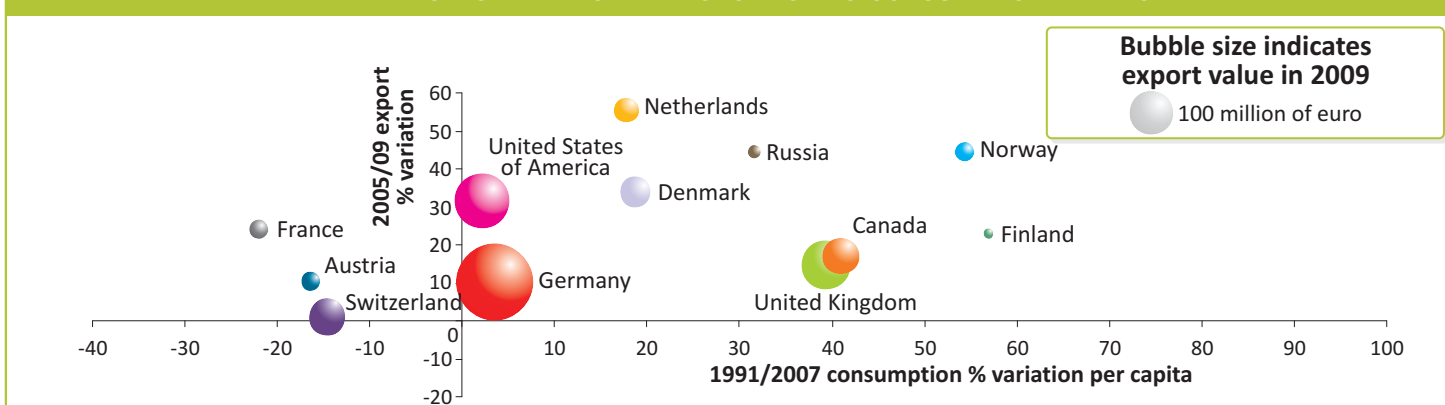
WINE EXPORTS: SHARE (%) PER REGION. YEAR 2010



WINE EXPORTS: VALUE AND % VARIATION. YEAR 2009 AND 2005/09 VARIATION



WINE EXPORTS: VARIATION IN PROPORTION TO CONSUMPTION. VENETO



Italian Law no. 268 dated 27 July 1999 opened up Italy's Strade del vino, wine roads that attract tourists from all over the world as they cross some of Italy's most stunning scenery and cultural areas, not to mention its wineries. Their itineraries not only advertise the local areas and produce, but are also a chance to promote these areas' culture and develop their economy. Verona is the province with the

LO STRADON DEL VIN FRIULARO

highest number of DOP wines and is consequently the area with the most wine roads: six. The unique climate of its location, near Lago di Garda, Lessinia and its hills to the east, is most certainly a factor that enables Verona to produce higher quality wine. Neighbouring Vicenza follows with its three wine roads; the province's hills, the Colli Berici, are also a factor, as is its tradition of producing a delicious dessert wine Torcolato di Breganze. At present, Venezia has only one wine road, which runs

through Lison-Pramaggiore, its DOC wine area. Treviso and Padova have two roads apiece. The former places particular importance on the road that passes through its most representative DOP wine area, Prosecco e Colli Conegliano-Valdobbiadene, but it also has an emerging wine road, the Strada dei Vini del Piave. The Padova wine roads run through its hills, the Colli Euganei, and the Friularo area, which is famous for a wine as old as it is special. Friularo is an autochthonous vine that not everybody knows, but its origin and tradition are fascinating; it is also a niche wine in terms of its production and number of growers. The Friularo grape belongs to the Raboso family, which produces a wine Venetians call a vin da viajo (a travelling wine) because it is suited to long-term storage, a feature that made it ideal for transport and use on board the ships of the Serenissima. The origin and etymology of the word Friularo are uncertain: some say it takes its name from the nearby region of Friuli; others that it was brought by Caesar from the Middle East; there are also those who believe it stems from the Latin word frius, meaning cold, because the grape is traditionally harvested in mid to late November.

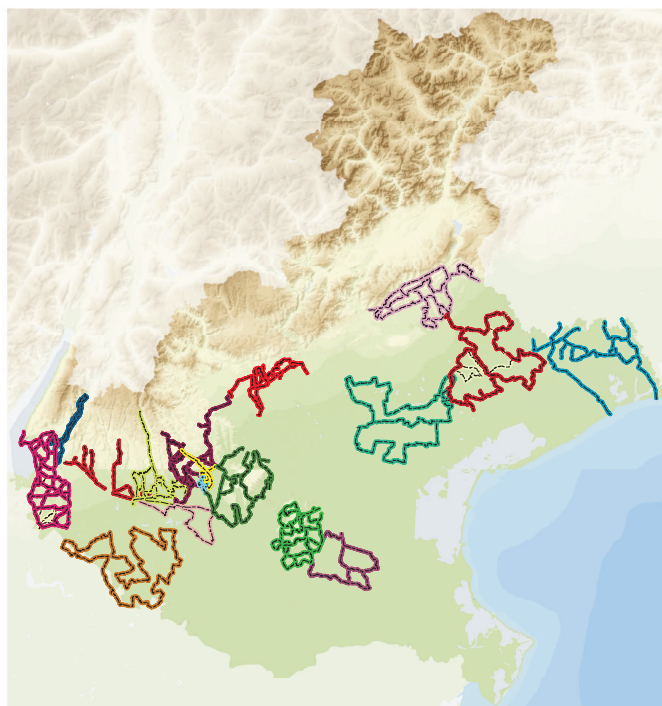
Whatever its origins, Friularo has won a string of both national and international awards since 1913. There are currently two types of Friularo wine: Vendemmia Tardiva, the grapes for which are harvested after Saint Martin's day (11 November), and Passito, which is made into wine at Easter, after the grapes have been left to dry in a special loft known as a fruttaiolo for more than 100 days.

Figures provided by the Consorzio Vini DOC Bagnoli (Bagnoli DOC Wine Consortium) reveal that Friularo is the area's main DOC vine. In 2009, it produced more than 70% of its DOC grapes and covered 65% of the DOC wine-growing area. Although the number of producers and wine-growing area fell slightly in 2007, both increased significantly in the two years that followed: in 2009, its vines covered an area of 54 hectares, and its 113 producers grew 576 tonnes of Friularo grapes.

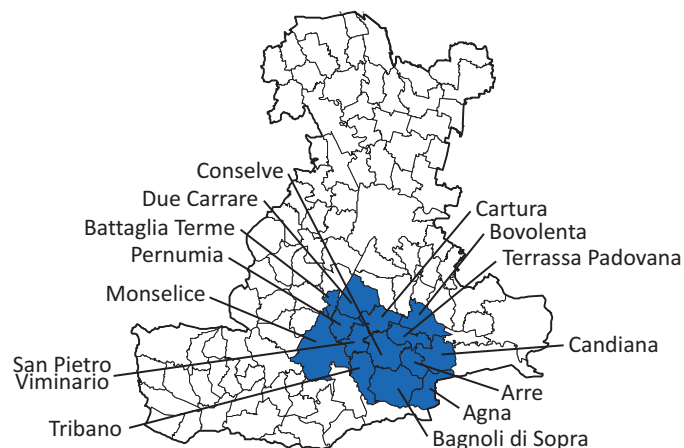
In association with the Experimental Wine-Growing Institute in Conegliano and the University of Padua, a gene bank has been set up in Bagnoli di Sopra; the bank stores about 30 old vines grown locally in the 18th century before the phylloxera plague.

VENETO'S WINE AND TYPICAL PRODUCT ROADS

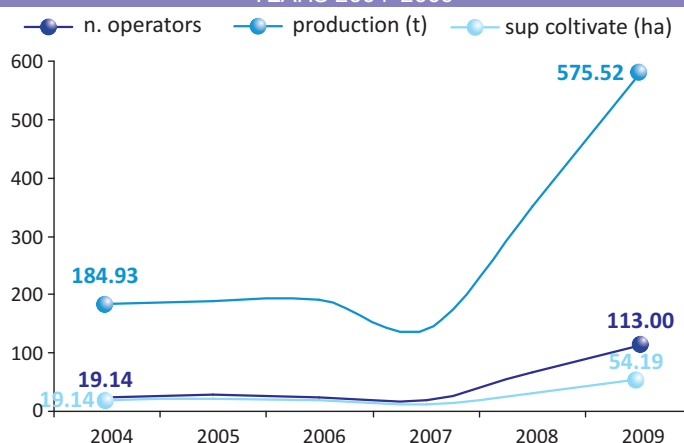
- | | |
|---|---|
| Strada dei vini dei Colli Berici | Strada del Vino Bardolino |
| Strada dei Vini del Piave | Strada del Vino Bianco di Custoza |
| Strada dei vini DOC Lison-Pramaggiore | Strada del vino dei Colli Euganei |
| Strada del Prosecco colli di Conegliano Valdobbiadene | Strada del Vino Lessini Durello |
| Strada del radicchio rosso di Treviso e variegato di Castelfranco | Strada del vino Soave |
| Strada del Recioto e dei vini di Gambellara - i.p. | Strada del Vino Valpolicella |
| Strada del Riso Vialone Nano Veronese I.G.P. | Strada dell'Asparago Bianco di Cimadolmo I.G.P. |
| Strada del Torcolato e dei Vini di Breganze | Strada Terradeiforti - percorso principale |
| Strada del Vino Arcole D.O.C. e dei prodotti tipici | Stradon del Vin Friularo |



FRIULARO WINE-GROWING AREA. PROVINCE OF PADOVA



FRIULARO GROWERS, PRODUCTION AND AREA. YEARS 2004-2009



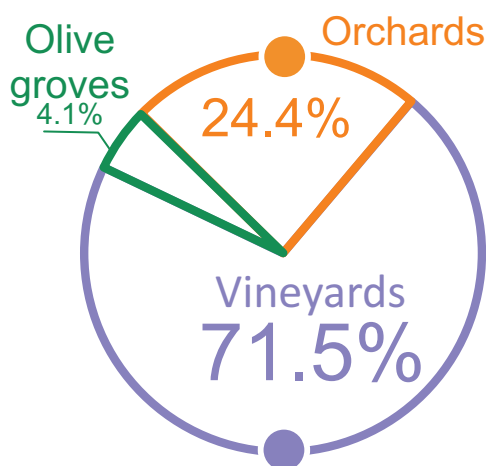
Energy payback is a topical and important issue. Biomass waste from vineyards could be turned into a reliable replacement for combustible fossil fuels by cogenerating pruning waste or producing bioethanol from must. The waste-recovery chain involves collecting, chopping and drying the pruned vine shoots, and then converting them into thermal energy via combustion in a biomass boiler; alternatively the waste is gassified to produce electricity. It is estimated that the Veneto region produces 222,763 tonnes of agricultural residue from its 76,815 hectares of wine-growing area, i.e. 2.9 tonnes of vine prunings per hectare, which is enough to meet the energy needs of almost 5,000 families. Estimates are by Italy's Agriculture, Environment and Territory Study Centre (CESTAAT) and have been confirmed by its Experimentation, Innovation, Research and Agriculture Service (SESIRCA). While we await the latest figures from the Sixth Agriculture Census, the most recent figures for permanent-crop

ENERGY PAYBACK FROM GRAPE BY-PRODUCTS

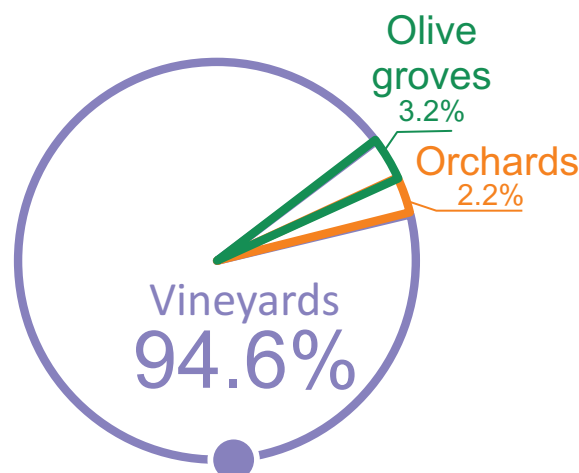
growing areas from the Structure and Production of Farm Businesses report (2007) show that the Veneto region has a larger wine-growing area than other regions. Another even more important figure regards the production of dry prunings that may hypothetically be used for cogeneration. Vines produce more prunings per hectare than orchards and olive groves; what is more they also contain less humidity. This means that vines have a high potential for expansion, especially in areas where they are a permanent feature of crop farming.

Must can also be used for the production of bioethanol, but although wood biomass is already widely cogenerated for energy throughout Italy, bioethanol production is still in its early stages. Italy currently ranks only eleventh out of Europe's seventeen bioethanol-producing countries, with two sites in the provinces of Ravenna and Palermo (estimated production: 220,000 tonnes). Veneto is currently building two large bioethanol plants in the provinces of Venezia and Rovigo, as part of the reconversion of North Italy's disused sugar plants. Furthermore, Veneto's regional government has financed research into the use of Magigas D7, a bioethanol-based diesel additive that was used in public transport on Lido di Venezia. Results were highly promising in terms of reducing pollutant emissions and improving the consumption of older-generation diesel engines. Tests will now be conducted in Mestre city centre.

PERMANENT-CROP GROWING AREAS. VENETO
YEAR 2007



PRUNING PRODUCTION (DRY SUBSTANCE) PER CROP.
VENETO - YEAR 2007



POTENTIAL FOR TURNING PRUNINGS INTO DRY SUBSTANCE BY CROP TYPE

Crop	UAA (ha)	Residue as is (t/ha)	Humidity (%)	Dry residue (t/ha)
Orchards	26,246	2.4	35-45	0.1
Olive groves	4,367	1.7	35-40	0.9
Vineyards	76,815	2.9	45-55	1.5

Source: Processing by Regione Veneto - Direzione Sistema Statistico Regionale on Istat and Università degli studi di Perugia (Centro di Ricerca sulle Biomasse) data



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