

FRANCO SERRA

FARMING PRACTICES

Franco Serra's vineyards are managed by husband and wife Adriano Giacobbe and Vaghi Daniela. Together with their colleagues they take full care of their vines located in Mombaruzzo and Fontanile, in respect to the "Piano di Sviluppo Rurale" (Plan of Rural Development). These practices are officially certified by "Confederazione Italiana Agricoltori" (Italian Farmer's Confederation).

The Plan of Rural Development aims to promote agricultural production systems suitable to the sustainable management of natural resources, protection of biodiversity and the agricultural landscape. It focuses on promoting voluntary commitment that goes beyond:

1. Mandatory standards and minimum requirements for fertilizers and plant protection products, and
2. other mandatory standards laid down by the national law.

The engagement of agri-environmental commitments involves environmental benefits greater than those resulting from compliance with the mandatory standards.

The specific objectives of this measure are:

- maintain biodiversity in individual companies in rural areas
- protect and improve the quality and quantity of deep & surface water resources
- develop farming practices favorable to the implementation of climate change and improving air quality
- promote and develop farming in disadvantaged areas
- maintain the countryside
- improve the management of the soil, in order to reduce erosion and limit the hydrogeological instability
- improve and maintain the organic matter content of the soil
- limit any chemical contaminations of the soil

