

# CHIANTI REGION

**07616994 Chan Ho Yee**

**08625441 Ho Ying Ying**

**08631984 Leung Ho Yin**

**08630511 Lo Mei Chi**

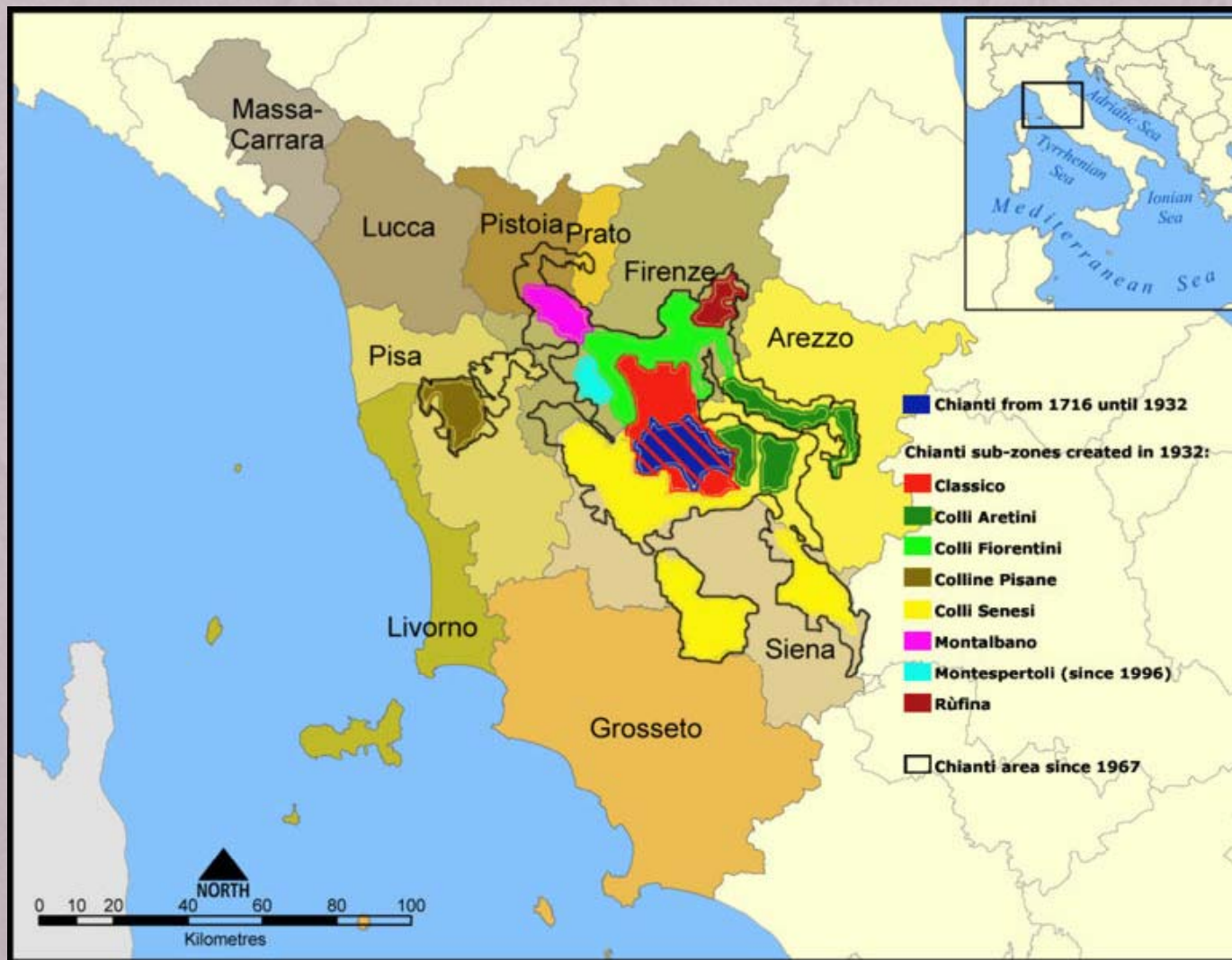
**08600283 Pang Hong Yi Bonnie**

# GEOGRAPHY CHIANTI

+ Tuscany



# WINE PRODUCTION ZONE



15-18<sup>th</sup> century

tenant farming

mixed land use



Early 19<sup>th</sup> century

population growth



1950s

economic boom

1960s

new large vineyards



1970s

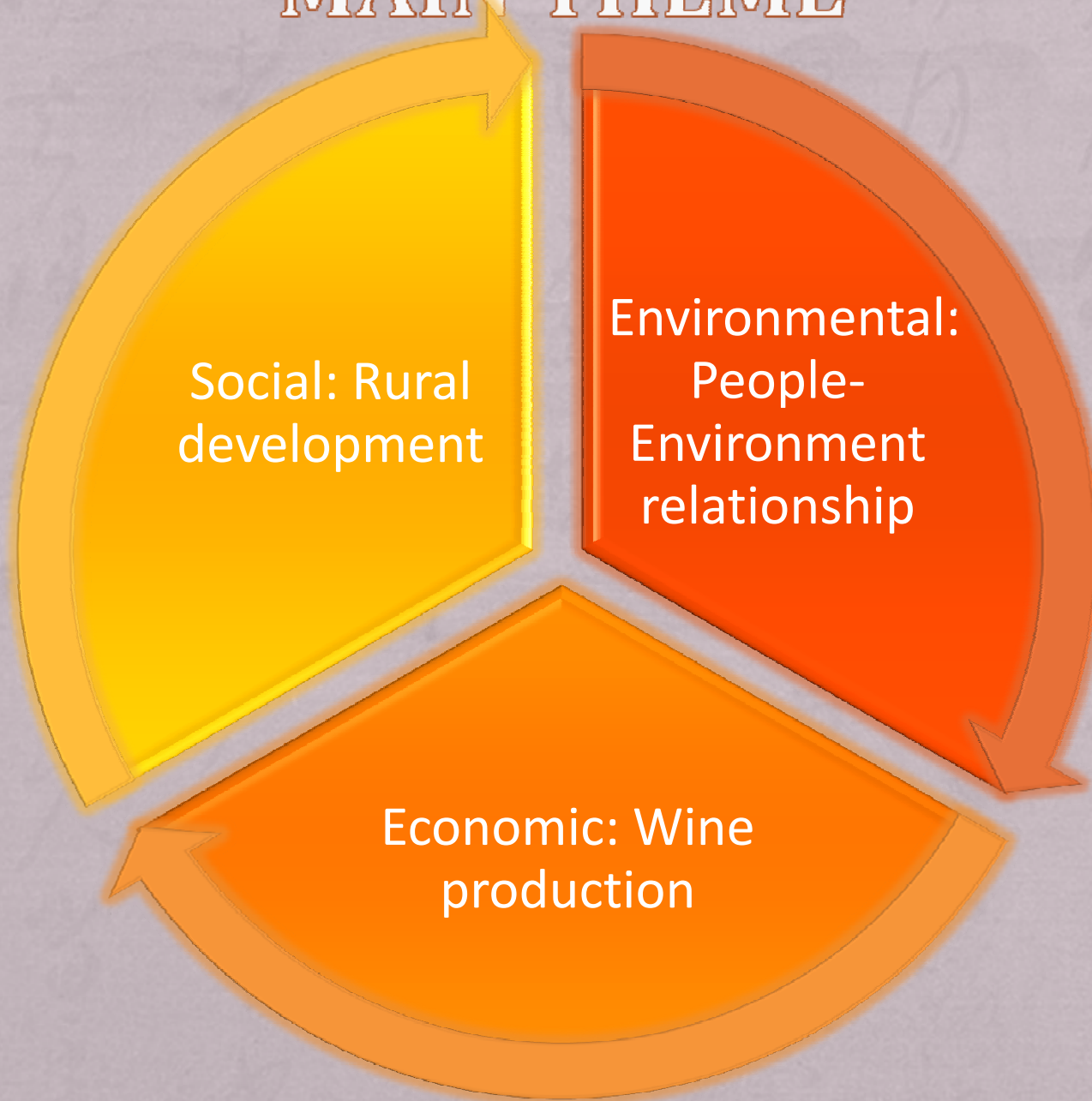
soil erosion



1990s onwards

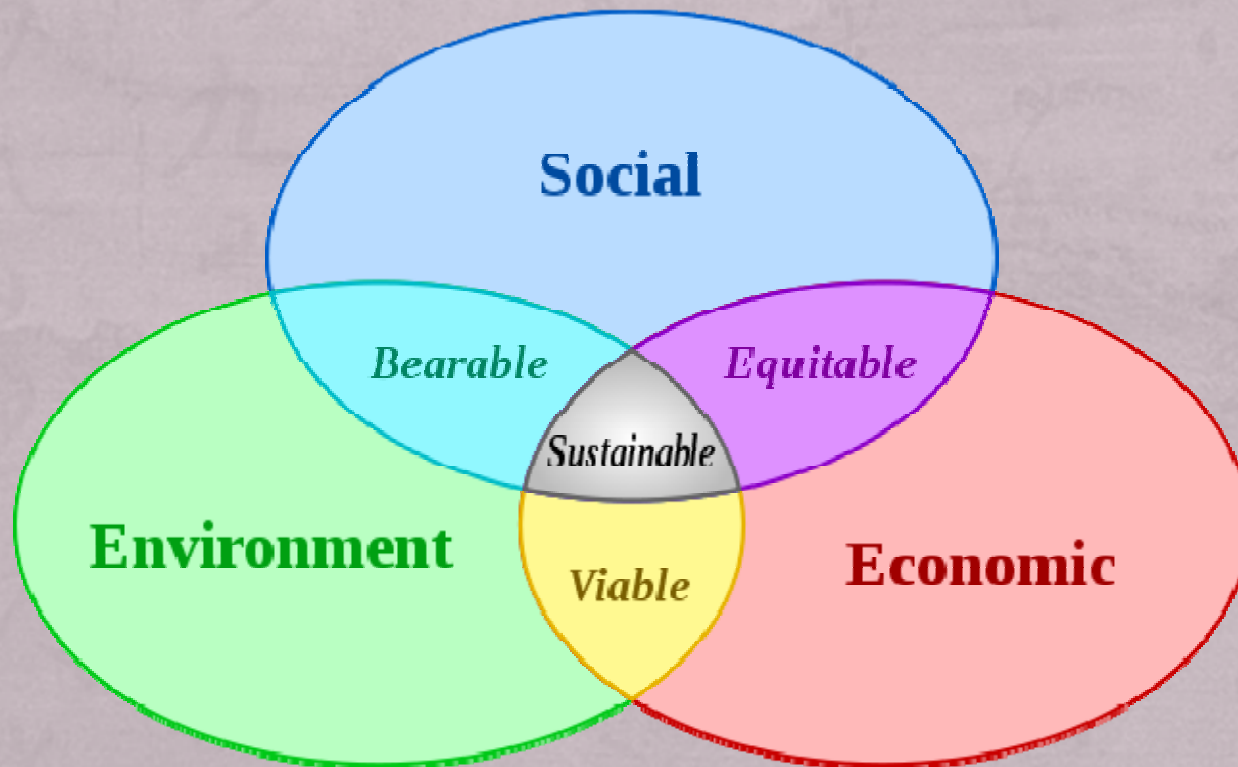
increasing investment and improvement

# MAIN THEME



# MAIN THEME

Sustainable development



# RURAL DEVELOPMENT

+ Social part





# RURAL DEVELOPMENT

depends much on *high quality wine production*

fits the principle of endogenous rural development

- Preconditions of the place + coordination of different parties within the region

# RURAL DEVELOPMENT

## + 2 Preconditions of the Chianti Region for rural development

Institutions,  
Government,  
Wine production  
association

- the Consortium for the Chianti Promotion
- approval for the production

Local resources

- Specific crop mix
- High density wineries
- direct involvement

# RURAL DEVELOPMENT

**Coordination of different parties**

*local  
governance*

local  
community

owners

# LOCAL GOVERNANCE

- + from the mode of managerialism to entrepreneurialism
- + Redistributes resources within rural areas
- + Promote rural products, eg through agrotourism

# LOCAL COMMUNITY

- + strong region homogeneity and cohesion to the place
- + Natural: make use of what they get, like land, vineyards
- + Cultural: continue with what the elder generation did
- + Economic: (a) food security for families
- + (b) sale of commercial goods to entrepreneurs at a higher price

# OWNERS

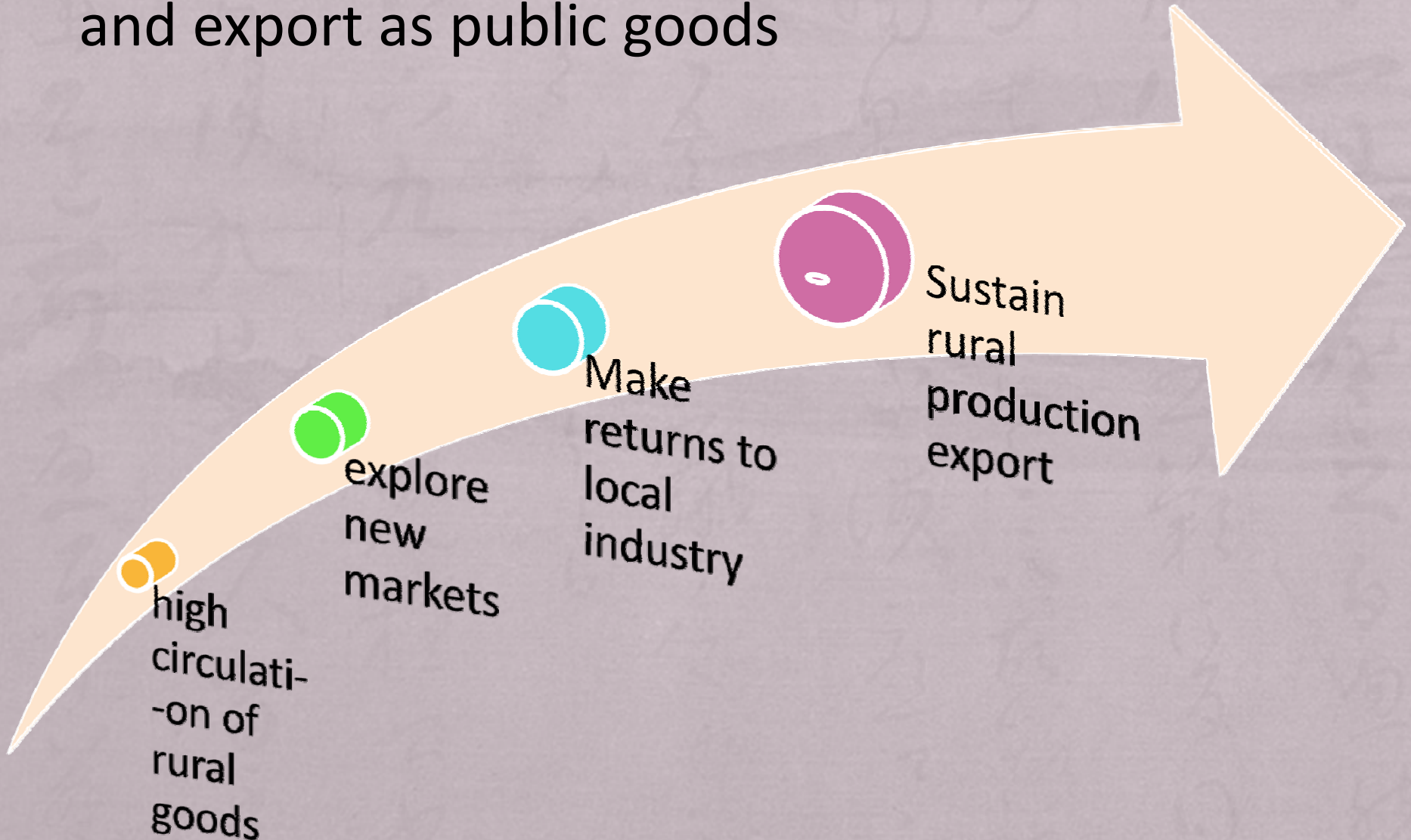
- + loom large the local business by strengthening the internal and external development

# INTERNAL DEVELOPMENT

- + Scale, organization and knowledge management of the enterprises; use of technologies; human resources management
- + boost the rural production efficiency

# EXTERNAL DEVELOPMENT

- + rural production acts as local consumption and export as public goods





# CONCLUSION

- + Slowly recovering
- + Better management
- + Reintroduction of traditional farming techniques
- + Increased public awareness towards environmental protection
- + Better cooperation

# OBSTACLES AND PROBLEMS

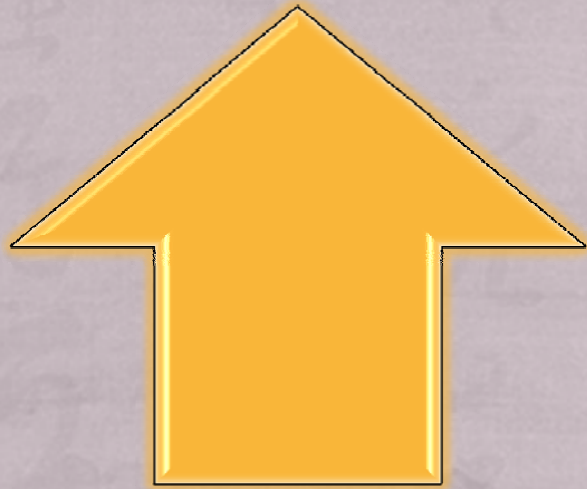
- + Ecological footprints exceeding bio-capacity
- + Larger production area needed
- + Clone selection affects the naturalness
- + Consumers being confused

# PEOPLE-ENVIRONMENT RELATIONSHIP

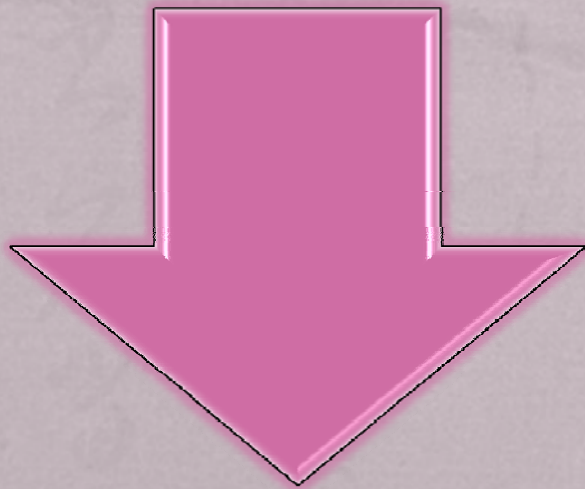
+ Environmental part



# PEOPLE-ENVIRONMENT RELATIONSHIP

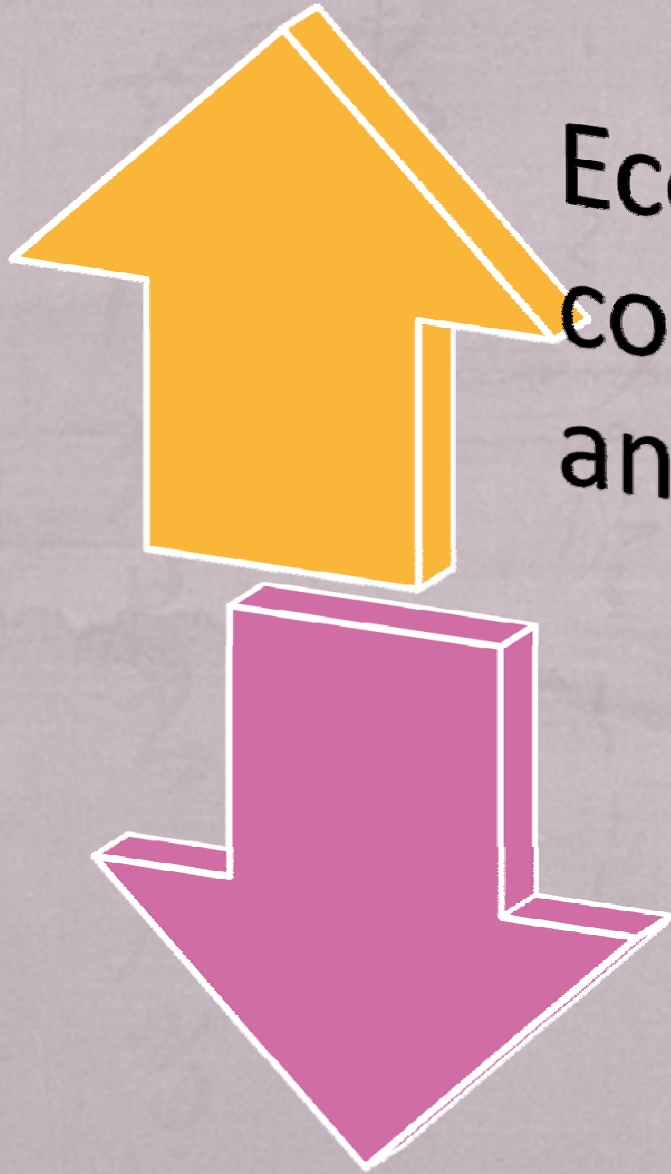


**After 1970s**



**Before  
1970s**

1950S - 1970S



Economic concerns: profit and yields

The awareness of sustainable development

1950S - 1970S

Population  
growth

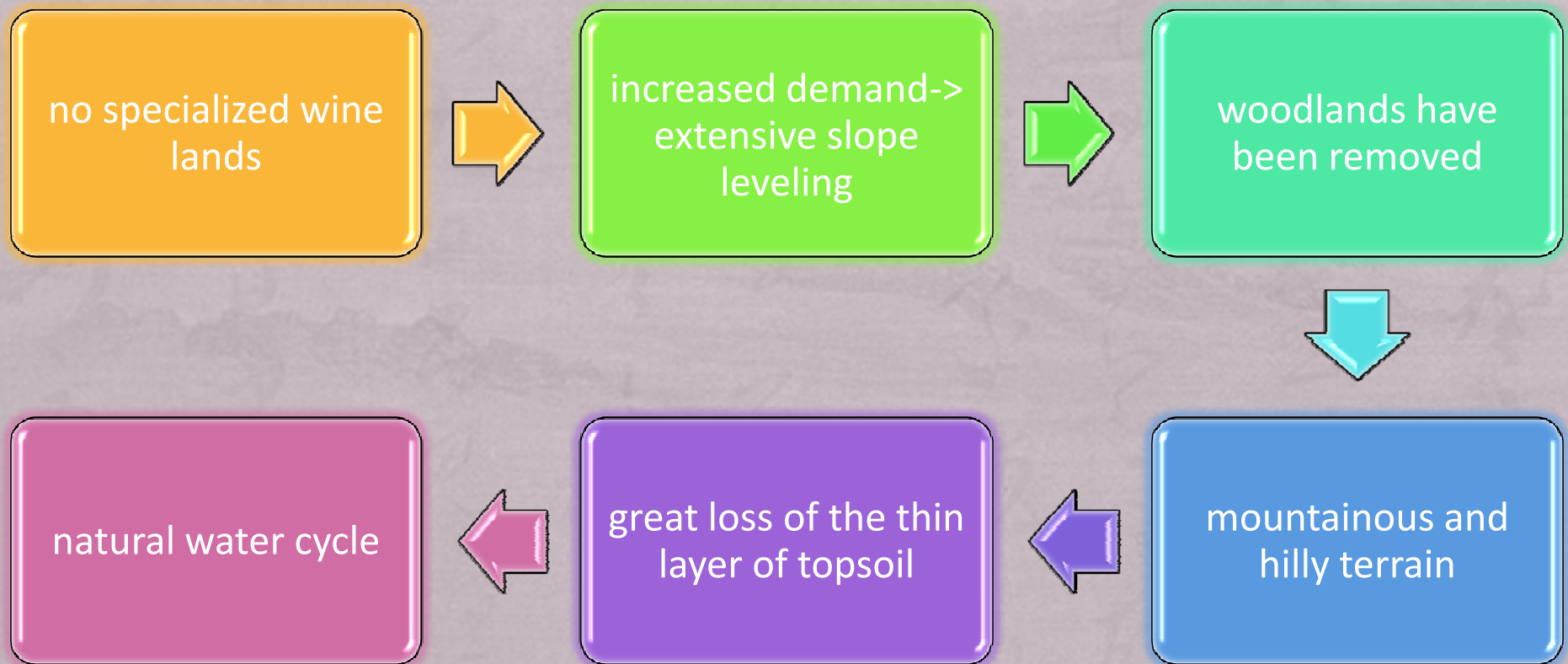


Natural  
factor

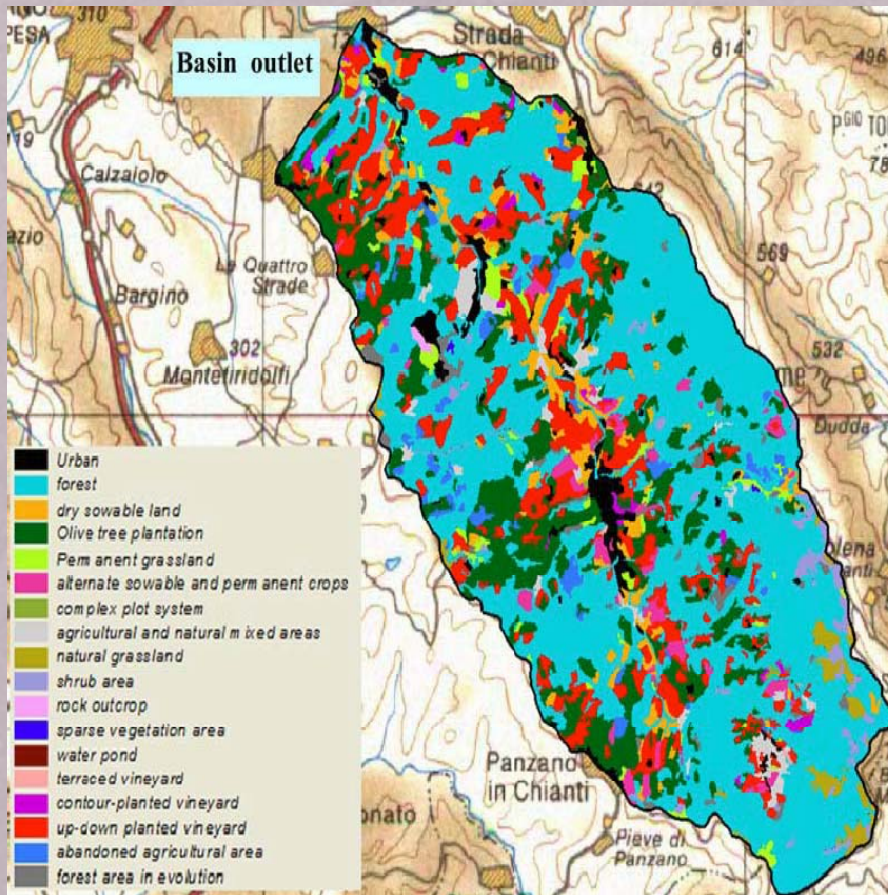


Soil  
erosion

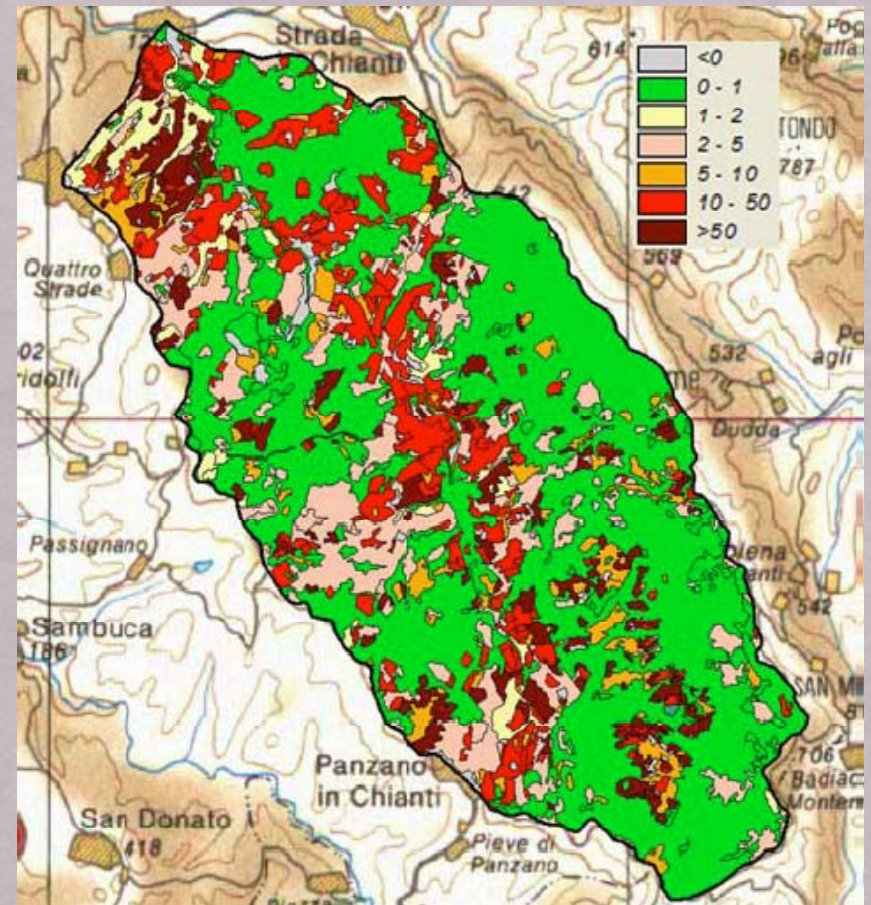
# HUMAN MODIFICATIONS



# SOIL EROSION = VINELANDS



the land uses in Chianti region



the mean soil erosion risk was in 1966



# LANDSLIDE DENSITY INDEX

- + the percentage of the area occupied by landslides, at a specific time
- + Evaluate slope stability and soil erosion

- + Landslide Density Index was increased to 122% from 1960s-1970s
- + following an increase for the same period, in the extension of vineyards of about 450%.

# PEOPLE-ENVIRONMENT RELATIONSHIP

+ Present

## AFTER 1970S

increasing  
awareness in  
environmental  
protection

increased major  
investments

enhanced aesthetic  
appearance

Working towards  
sustainable  
development

# INCREASING AWARENESS IN ENVIRONMENTAL PROTECTION

- + vines planted along contour lines
- + EU Soil Thematic Strategy of the European Commission
- + DOC Chianti Classico
- + Chianti Landscape Programme

# INCREASED MAJOR INVESTMENTS AS CHIANTI CLASSICO WINE WON BACK ITS MARKET

enterprises

- replant vineyards and transfer poorly located vineyards
- focus on protection and aesthetic criteria of new vineyards

estates

- maintain unprofitable parts by planting olive trees

## ENHANCED AESTHETIC APPEARANCE

- designing vineyards
- planting other tree types
- maintaining decorative elements

# WORKING TOWARDS SUSTAINABLE DEVELOPMENT

- Charter of Chianti: “The quantity of terrain lost annually by each allotment must not exceed the quantity that is re-formed by natural processes”
- Argo-tourism: ensures long term sustainability, important generational bridge, take care of environment
- ‘a hundred and one itineraries’ education project: for local students and the public
- Sustainable oil production: San Giovanni farm



# CONCLUSION

- + Chianti region working towards sustainable development
- + Scope for research and improvement
- + Problems:
  - Wine production is still unsustainable ( $EF > CC$ )

# WINE PRODUCTION

Economic part



# BACKGROUND INFORMATION

- + since the 14<sup>th</sup> century
- + 70,000 hectares of area of production
- + 9000 hectares of vineyard

# CHIANTI CLASSICO

- + the most ancient area in the Chianti region
- + accounts for about 17 percent of the total production
- + 3 percent of the Italian wine production
- + total sales account for about 250,000 hl on average from 2004 to 2006
- + about 60 percent of the total sales in international market

# CONTRIBUTION OF CHIANTI WINE IN TUSCANY

- + Tuscany wine production halved between 1980 and 1994
- + the share of Chianti Classico increased from 5.72% in 1980 to 10.17% in 1994.

# INSTITUTIONAL METHOD OF QUALITY CONTROL

+ “Sindacato enologico chiantigiano”

Brand  
protection

institutionally  
strengthen

# “SINDACATO ENOLOGICO CHIANTIGIANO”

- + 1992
- + the law established a new legal framework
  
- + 1996
- + a brand new production code for the Chianti Classico

# INTRODUCTION OF AGRO-TOURISM

- + tourists are drawn to the field
- + appreciation of the farm produce
- + offers horse riding, walks and guides to make traditional crafts.

small enterprises

- survive and guarantee income in poor years



# INTRODUCTION OF AGRO-TOURISM

## Economic sustainability

- widening the base of the economy
- the sectors become more diversified

## Social perspective

- a generational bridge between the old and young, preservation of traditions
- making the farm-holiday business increasingly entails care of the environment.

# ENVIRONMENTAL FACTOR

- + characterized by a specific crop mix
- + (vineyards and olive trees)
- + can be singled out from the neighboring areas of Firenze and Siena provinces, for a higher rural degree
- + confirms the importance of agriculture

# TECHNICAL IMPROVEMENT

- + Chianti Classico Consortium
- + a research-project->directly on private farms

1. Improvement of agronomic techniques for high quality grapes production

2. defining more appropriate technique for vineyards installation and cultivation

# METHOD

- + Clone selection
- + realizing with superior genetic material
- + obtaining from vines originating from Chianti
- + fitting to pedo-climatic conditions of the area.

# CONCLUSION

- + 1) improving its production of wine
- + 2) more stable agro-system
- + 3) The quality of the wine has been raised
- + 4) .Guarantee continuity of the wine industry

# CONCLUSION

- + Slowly recovering
- + Better management
- + Reintroduction of traditional farming techniques
- + Increased public awareness towards environmental protection
- + Better cooperation

# OBSTACLES AND PROBLEMS

- + Ecological footprints exceeding bio-capacity
- + Larger production area needed
- + Clone selection affects the naturalness
- + Consumers being confused

# Q&A



We welcome your questions 😊