

HEROIC VITICULTURE IN THE CEMBRA VALLEY WITH "ENOVITIS EXTRÊME"

(Rome, 27 June 2025). The countdown begins for the third edition of Enovitis extrême, the biennial event dedicated to technology for mountain and steep slope vineyards. Due to take place on 8 July in Cembra Lisignago (TN) with over 50 brands already registered, Enovitis extrême will be animating the vineyards of Cembra Cantina di Montagna with field trials and live exhibitions of machines and equipment for heroic viticulture. After the excellent result of the 19th edition of Enovitis in campo, which was held on 18 and 19 June and brought 6,000 trade visitors to Abruzzo from all over Central and Southern Italy and abroad, the Unione Italiana Vini's itinerant event will be stopping in Trentino to focus on the use of machines and equipment designed for use on difficult and challenging terrain, with high slopes and restricted space for manoeuvring. On show there will be tractors, mini crawlers, transporters, tool holders and tools designed, almost tailor made, often by craft companies specialised in this technological niche.

We talk about heroic viticulture when the slope of the terrain is more than 30%, over 500 metres above sea level, or where the vines are planted on terraces and steps - the UIV General Secretary, Paolo Castelletti, explained. These are areas with very specific needs, which require on average 6 times the number of working hours per hectare required on the plain. They are, however, vineyards particularly suited to wine production, but also very important from the point of view of the conservation and protection of territories and landscapes. A heritage to be protected and invested in - Castelletti concluded, also in terms of technological innovation".

According to the data of the Uiv Wine Observatory, over the last 25 years vineyards have moved from the hills to the plain, accounting for 31% at the beginning of the millennium to 50% today. Hill and mountain areas have decreased by 18% (currently 51%, of which 9% in mountain environments).

Enovitis extrême 2025 is organised in partnership with Cervim (centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture), Cia Trentino, Confagricoltura del Trentino, Autonomous Province of Trento, Coldiretti Trentino Ato Adige and with the Trentino Wine Consortium, a protection body representing 90% of the producers and winegrowers of the territory.

Segreteria Organizzativa

Unione Italiana Vini Servizi soc. coop.
Via S. Vittore al Teatro, 3 - 20123 Milano (Italy)
Tel. +39 02-72222825/26/28 – Fax +39 02 866575
www.enovitisincampo.it - espositori@enovitis.it