

SLOW WINE COALITION PROMOTED BY SLOW FOOD

A COLLABORATIVE NETWORK FOR GOOD, CLEAN AND FAIR WINE

[The Slow Wine Coalition](#) is an international, inclusive and collaborative network promoted by Slow Food, that brings together all the actors in the world of wine: winemakers, wine lovers and professionals throughout the whole supply chain.

Slow Food is calling upon all these actors from across the world to sign the [Manifesto for good, clean and fair wine](#).



The productive principles and values described in the Manifesto aim to create wines that reflect their local terroir, that promote biodiversity and respect the landscape, that are the result of a collaborative relationship with the agricultural community of their local area. Those wines are environmentally-friendly, produced through the sustainable and conscious use of environmental resources and without the use of synthetic chemicals

The Coalition was born in light of the profound transformations that have changed the system of the wine production worldwide, to rethink and rewrite the role of the winery. Viticulture is among the sectors with the largest use of fungicides and insecticides, being thus responsible for pollution and damage to the biodiversity of flora (through the use of herbicides and desiccants) and fauna among the vine rows. In the most prestigious wine-growing areas grapevines have become a predominant monoculture, impoverishing the vitality of the soil and eradicating all other, less-profitable, agricultural products, as well as the fallow fields and woodlands that are essential for a healthy ecosystem.

In recent years, however, many wine producers have already started sustainable cultivation systems, practicing organic methods, in the framework of the general renewal of agriculture. Even in the context of global strategies to cope with climate change, the wine sector could offer an example for other crops, considering the high economic value it represents in national and international markets. Very often the vineyards are located on hills or in mountain areas, characterized by steep slopes, where they represent a great economic opportunity for the inhabitants, avoiding the exodus especially of young people. In these areas, wineries can play a central role in defending the landscape, protecting its beauty and integrity, and encouraging the development of a tourism system that is attentive to ecology and gastronomy.

Taking into account this context characterized by structural problems, but also by great potentialities, the aim of the [Slow Wine Coalition](#) is to contribute to change the agricultural system thanks to good, clean and fair wine, by combining environmental sustainability, landscape protection and the cultural and social growth of the inhabitants of the lands dedicated to the cultivation of vines.



Slow Food, with more than 30-year experience in the world of wine has encouraged these changes, and advocates that this new role for wineries must be adopted and endorsed by wine lovers, professionals across the industry, governments and society at large. A virtuous revolution to transform viticulture needs a collective effort united by a desire for change among all actors involved as the international Coalition's objective is to foster dialog among different wine-growing regions, to embolden its members and motivate them to take concrete actions that support winemakers in this process of growth and transformation, and to encourage them to take these important steps towards a greater awareness of their role with speed and consistency.

The *Slow Wine Coalition* is one of the international campaigns realized by [Slow Food](#), a global, grassroots organization founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, its production origin and about how our food choices affect the world around us. Since its beginnings, Slow Food has grown into a global movement involving millions of people [in over 160 countries](#), working to ensure everyone has access to [good, clean and fair food](#).

The Slow Wine Coalition and Slow Food are managing the signature-collection campaign through the Manifesto at the international level, as a preparatory step towards the meeting of all the active members of the network at the [Slow Wine Fair](#), which will be held in Bologna (Italy) from February 26 to March 1, 2022. This event will be an opportunity to discuss the main points of the Manifesto and the role that grape cultivation and wine production can play in the development of an agriculture that's sustainable and compatible with the challenges we face in the struggle against climate change. The event in Bologna will also have three days of trade meetings with the general public and industry professionals.

The event will be the theater for a new productive system in which wineries are drivers of sustainable development, defenders of the landscape and promoters of the social, cultural and economic growth of rural areas. 421 wineries (319 Italian and 102 from around the world) have already signed the Manifesto and confirmed their participation.

To know more and participate

[Slow Wine Coalition website](#)

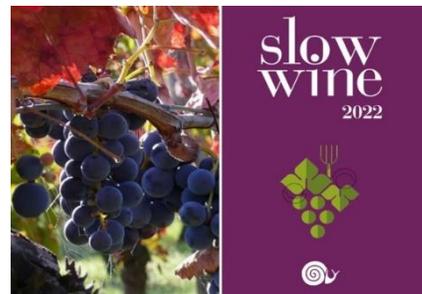
[Manifesto for good, clean and fair wine](#)

[To sign the Manifesto](#)

[Slow Wine Fair](#)

[Slow Wine Fair brochure](#)

[Wineries at the Slow Wine Fair](#)



[A revolution in winemaking in Slow Food website](#)

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