



MASTER THESIS

**Implementation of the sustainability measures carried out
in the winery upon the visit**

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Internship developed at Mar de Frades, Spain.

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ABSTRACT

It is more important than ever to create emotional experiences and generate feelings of wellbeing for visitors. Particularly after the months of social distancing from COVID-19, there is a hunger to create connections and rebuild communities (Woldarsky, V. 2021). With technology and the access of information, sustainability is a topic everyone is talking about. For wineries, it is important to mention the sustainable measures they are implementing in their vineyards or wineries. By informing the consumer, it can be an important tool that will help increase the winerie's sales, as well as the consumer perception of the company. The 2018 Edelman Earned Brand study (Edelman, 2018) found that "nearly two-thirds of consumers around the world will buy or boycott a brand solely because of its position on a social or political issue". The information, especially about sustainable practices, given in tours or visits, should be clear and concise, without making the consumer feel "less intelligent", but educating them in a friendly way. Saying this, it is important for the tour guide to know who their audience are, and this way to know how deep to go with the information or how much technical vocabulary can be used.

An internship in Mar de Frades Winery, located in Galicia, Spain has been developed. Due COVID-19 restrictions and lockdowns, not many winerie's visits were made, anyways, I could assist receiving visitors, give them a tour, and that gave me the opportunity to include in the given speech, the new sustainable measures Mar de Frades is doing to be more environmentally friendly. Another activity was to learn how to use the salesforce program in the wine shop, inform visitors about the Club Venturio and invite them to join it. And last but not least I was able to develop some improvement proposals to the Mar de Frades tourism manager.

Keywords: COVID-19, sustainable practices, salesforce, Club Venturio.

1. Introduction

1.1 Mar de Frades, description of the company

Mar de Frades is a winery that belongs to Zamora Company. It is located in the Salnes Valley in Galicia, Spain. The Salnés Valley is part of the Rias Baixas designation of origin, founded in 1988, and divided in 5 production subzones (Salnés, O Rosal, Condado do Tea, Soutomaior and Ribera del Ulla). Among grape varieties, the preferential is Albariño, but there are other authorized red and white varieties too, like treixadura, loureira, caiño, mencia, etc

Today, Mar de Frades, is one of the most sought after brands of white wine in Spain, offering a Premium innovative quality product. (Source: Mar de Frades website). In the figure 1.1.0, a map of Galicia with the different Rias Baixas subzones it's shown.

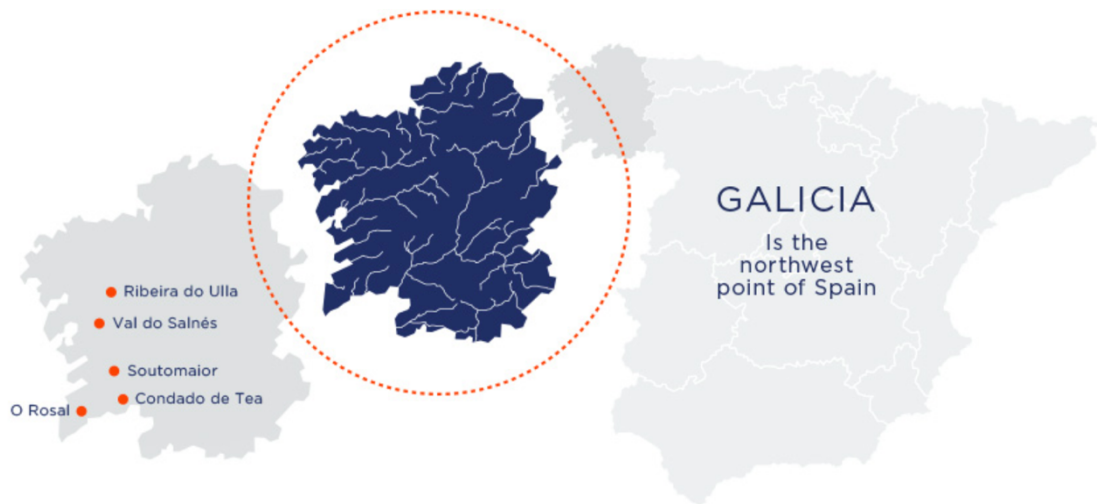


Figure 1.1.0: Galicia's Rias Baixas Map.

Source: Mar de Frades Website (<https://www.mardefrades.es/en>)

Mar de Frades was launched in 1987, and is a pioneering winery in the region. Mar de Frades, a term from Galego, the language of Galicia, meaning “Sea of Friars”, is also the name given to a place near the Ría de Arousa, at the mouth of the Umia river, where a long time ago, pilgrims would disembark and continue on their journey towards Santiago de Compostela. Mar de Frades is located at the foot of the Finca Valiñas vineyard, on a hillside at the heart of the Salnés Valley, facing the Ría de Arousa estuary which tempers the Atlantic breeze caressing this magical place (Source: Mar de Frades website: <https://www.mardefrades.es/>).

Mar de Frades winery has four different wines. Three of them are 100% Albariño. The basic and majority of their production is the Mar de Frades 100% Albariño. Then, Finca Valiñas, also

an Albariño, is elegant and sophisticated. The grapes are selected from the Finca Valiñas vineyard, next to the Mar de Frades winery facing the Ría de Arousa, where visitors can appreciate the views and walk around the vineyard. This wine is aged on its lees for 6 months in new French oak barrels. Third, a sparkling wine from Albariño grapes, it is a brut nature. The first Sparkling wine produced with 100% Albariño grapes using the traditional méthode champenoise. And last, around 8000 bottles of a godello wine, planted in Ribera del Ulla. In the following figure a picture of the 4 wines is being shown.



Figure 1.1.1 Mar de Frades wines.

Source: www.mardefrades.es

1.2 Tasks and activities developed during the internship

Different activities were performed during this internship. The main goal for this project and the internship collaboration was to research all the sustainability measures the winery is already doing and to improve and modify the given speech for visitors, as well as translating it to english. Zamora Company has been working on implementing sustainability measures in all of their companies for many years, the Mar de Frades winery is not the exception, but they do not communicate it on tours, social media or websites. My main goal is to gather all the sustainability measures they are already doing, as well as the ones planned for the future, in which the budget has already been approved, and communicate this to visitors in a comprehensible way. As well as to modify the actual given speech, adding the sustainability measures and try to concentrate this information for a 45 min visit, and then translate this speech to english for international visitors. Finally, to work on proposals to improve the winery's actual visit, these proposals need to be presented to the tourism manager and then she can

continue to present it all the way up the ladder of command in the company, to get a budget and try to work on some.

1.3 Initial situation

With the current Covid-19 situation, Mar de Frades suspended the tourism visits into the winery and vineyard due to the Galician Government Measures to decrease contagions. My project consisted of working in different areas in the winery and vineyard to see and analyze the sustainable measures Mar de Frades is already doing, and then work on the current speech to make the proper changes. Because Mar de Frades Winery is very corporate, this speech needed the approval of a lot of departments within the company. First, it needed to be approved by the tourism manager in Mar de Frades, then the hospitality manager in Rioja, then the Brand Ambassador who is located in the Madrid area, and then by Paula Fandiño the Mar de Frades Manager who is located in Galicia. Every single word in the speech is very meticulously analyzed, even if you don't provide all the information given in the speech, you can only talk about what is written there. On May 1st and 2nd, Mar de Frades opened two visits a day, only the 45 min visit and for maximum 6 people. No children are allowed because they count as an adult for the capacity established by the Galician government.

In 2021, Mar de Frades became part of **Wineries For Climate Protection**, the first specific certification for the wine sector in terms of environmental sustainability. By 2025, the objective is to reduce by 20% the water consumption, greenhouse gas emissions, electricity consumption and achieve zero waste. To achieve this, Mar de Frades have taken different measures, some are already being applied and others are beginning to be carried out this year. The goal is to communicate this to visitors avoiding technical difficulties, but educating the consumer.

The "Wineries for Climate Protection" movement was born in 2011 out of the concern of several institutions and wineries who believe it is necessary to take action against climate change and its effects on the vineyards, which are highly sensitive to temperature changes, as well as the possibility for a change in the quality and identity of wine. As a result of the shared concerns, the first international summit was held to reflect on and share projects that are being implemented in different wineries in order to alleviate and adapt to the effects of climate change, with the goal of cutting CO2 emissions 20% by 2020, and nine other points included in the Barcelona Declaration. It is a certificate created by wineries for wineries to demonstrate the hard work winemaking companies are doing in protecting the environment and sustainable

development through independent third-party verification. (Source: http://www.fev.es/cambio-climatico/english/why-wfcp_228_1_ap.html)

2. Methodological Approach

2.1 Literature Review

Sustainable production practices are becoming more and more important in the wine industry to create a positive image of the sector and a tool for wineries to be more productive and competitive (Forbes, S.L. *et al.*, 2009).

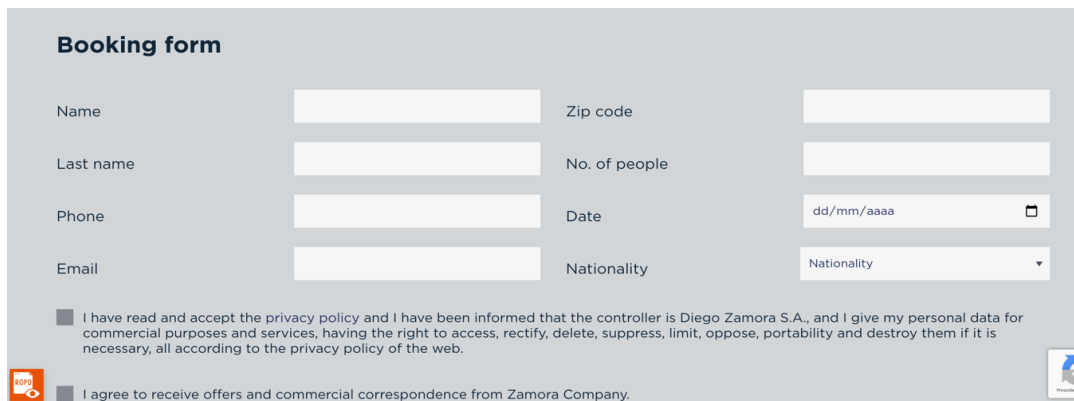
In order to choose sustainable wines, consumers need to understand better how the products that they buy address their environmental concerns (Pomarici *et al.*, 2016); therefore, one of the main challenges for marketers is to improve the communication of wineries' environmentally friendly practices to consumers (Sogar, G. *et al.*, 2017). Sustainability concept usually includes three-dimensional environmental, social and economic "pillars" (Corbo, C. *et al.* 2014). However, today the majority of the sustainability programs in the wine sector developed a set of standards mainly for the environmental aspects. (Loureiro, M. *et al.*, 2003; Mariani, A. *et al.* 2015; Szolnoki, G. *et al.*, 2013). Sustainability is one of the main priorities of the European Union (EU) which is reflected in the development of policies aimed at sustainable growth which include, for instance, promoting a more resource efficient; combating climate change; underpinning responsible economic policies; and supporting social and territorial cohesion (Europe 2020 Strategy, 2010).

Sustainability is a challenge imposed on all sectors of society, considering that environmental damage, the harmful, social consequences and negative impacts on the economy are felt generally (Schaltegger & Burritt, 2010; Flores, 2018). In a literature review, Schäufele and Hamm (2017) observed that previous research highlights the low level of wine consumers' awareness of the concept of sustainability; nevertheless, their study shows that consumers have positive perceptions and are willing to pay a premium for wine with characteristics of sustainability (Capitello, R, 2019). Consumers generally connect sustainable wines with ecologically-friendly products and production following organic practices (Schäufele and Hamm 2017). The wine tourism sector contributes to the social and economic development of the wine-producing regions, and it can also contribute to the implementation of more environmentally friendly practices in the sector (González, 2017).

Companies operating in the tourism sector also show growing concern about sustainability, since tourism is one of the industries with greatest impact on the economy and the environment, with sustainability being one of its greatest challenges (Niñerola et al., 2019). Compared with other industries, consumers hold the perception that the wine industry is already 'green', and this creates one of the biggest barriers to the success of the sustainable wine sector (De Salvo et al. 2018; Sogari et al. 2016). Wine is generally perceived to be a 'natural' product; thus, unlike for other 'natural' food products, claims of wine being organic have failed to create an important element of differentiation (Remaud and Sirieix 2012; Sogari et al. 2016). the increased interest of local communities and the positive impact due to their participation in the process of sustainable tourism development is considered rather than focusing on economic growth, stimulating their internal motivation, and improving their behavior and perception during the empowerment of local tourism stakeholder (Burgos and Mertens, 2017; Marzuki and Khoo, 2016; Mathew and Kumar, 2014). Furthermore, in a post COVID-19 world, it is vital to make each and every visit count as demand will surely be impacted. Following the prolonged months of physical distancing and self-isolation, visitors will not squander their time, money or energy and you must take advantage of the unique opportunity to connect with them in a much more profound way. Guests will desire more personal connections, personalized or exclusive experiences. Not only will they desire special moments with winery staff, winemakers or the proprietors as before, but there will certainly be an uneasiness or fear of being in large public groups. As a result, it is more important than ever to understand how to create moments of connection, generate emotion and enhance feelings of safety and wellbeing for your visitors ((Woldarsky, V. 2021).

2.2 Mar de Frades tourism offer

Even before Covid-19, Mar de Frades has been using technology to make reservations easier than in other Spanish wineries. In the website, customers have to fill an online booking form, select the date and kind of experience they want, number of persons visiting, and finally then pay online. It's really easy and friendly even for people who are not very familiar with computers. In the following figure a booking form is presented. All this data helps the marketing and tourism department to know who visitors are, where they come from, with whom they are visiting, among others. There is also an online store, very easy to find for customers to buy their wines.



Booking form

Name Zip code

Last name No. of people

Phone Date

Email Nationality

☐ I have read and accept the privacy policy and I have been informed that the controller is Diego Zamora S.A., and I give my personal data for commercial purposes and services, having the right to access, rectify, delete, suppress, limit, oppose, portability and destroy them if it is necessary, all according to the privacy policy of the web.

☐ I agree to receive offers and commercial correspondence from Zamora Company.

Figure 2.2.0 . Mar de Frades Booking Form.

Who are the majority of Mar de Frades visitors? According to Sandra, the head of wine tourism department, most of Mar de frades visitors are of Spanish nationality, couples on a “getaway weekend” or during vacations, of medium-high income, they come because they already have tried the wines, and they know the brand. They have some basic knowledge in wines but want to learn more.

Another important part of visitors are clients such as importers, wine shop managers, marketing companies and other collaborators. Some of them have an advanced knowledge on wines, so this visit is made by the oenologists Begoña or Paula. If it's only a Spanish bar owner or wine shop owner, then the visit is made by Sandra, because this type of customer doesn't need technicalities on the wines. If it is an internationally important importer, for example, a Russian one, then Ana Frias, the hospitality manager of Zamora Company, comes and does the visit herself along with Sandra. On a regular basis, Mar de Frades offers different wine experiences described in the following table.

Table 2.2.0. Mar de Frades Experiences

Visit	Description	Duration (hours)	Cost (euros)
Visit Mar de Frades	All senses are focused during the traditional visit to Mar de Frades. A tour in the purest Mar de Frades style with a visit to the winery and a tasting session featuring our wines	1	14
Visit Unconquerable	A tour where customers can discover the best-kept secrets of Mar de Frades Albariño, aged in	1,5	50

	barrels, and the sparkling wine, as well as the Godello. All this accompanied by tapas. One of the most breathtaking areas of the winery, the Atlantic viewing terrace, will be specially prepared for you to partake of a tasting-food pairing session with an amazing culinary surprise..		
Tasting	A tasting of the three Albariño wines (without the winery's visit).	30 min	12

2.3 Current competition research

When I arrived at Mar de Frades, they were bottling 2020 young Albariño. I made a table with the wines that are a direct competence to this label, in quality, and quantity, then I did online research or called the wineries by phone, and asked if they already had the 2020 wine bottled, the price and where I can buy it. The objective is for the Mar de Frades team to taste these wines and evaluate the competition quality, harvest, if they are already in the market. This table can be found in the Annexes, AX 1. It is of great importance to the winery to know what is going on among competitors, especially after the past Covid-19 lockdown. In 2020, Mar de Frades couldn't analyse or compare their wines with the 2019 harvest, nor focus on what other wineries were doing.

2.4 Salesforce

I got trained on how to use the Salesforce program. This program is used for a lot of wineries around the world. It is a tool that helps sell wine, visit tickets, and any other products the winery offers. In Salesforce customers' data is being collected, with this information and database, the marketing department can plan better campaigns and increment sales.

Zamora Company has a Club, in which customers from all their wineries can join and have special offers that will be explained above.

This Salesforce program helps the company also to add Venturio Club members. To make customers want to join the Venturio Club is our main goal by the end of the visit. If people join, then the visit is considered a success.

The first thing to do in the morning is to log in to salesforce, then check the calendar to see if we have reservations. As shown in the following figure. It is an easy program to use, and good for organization, especially in a Company this big where the offices are all around the world.

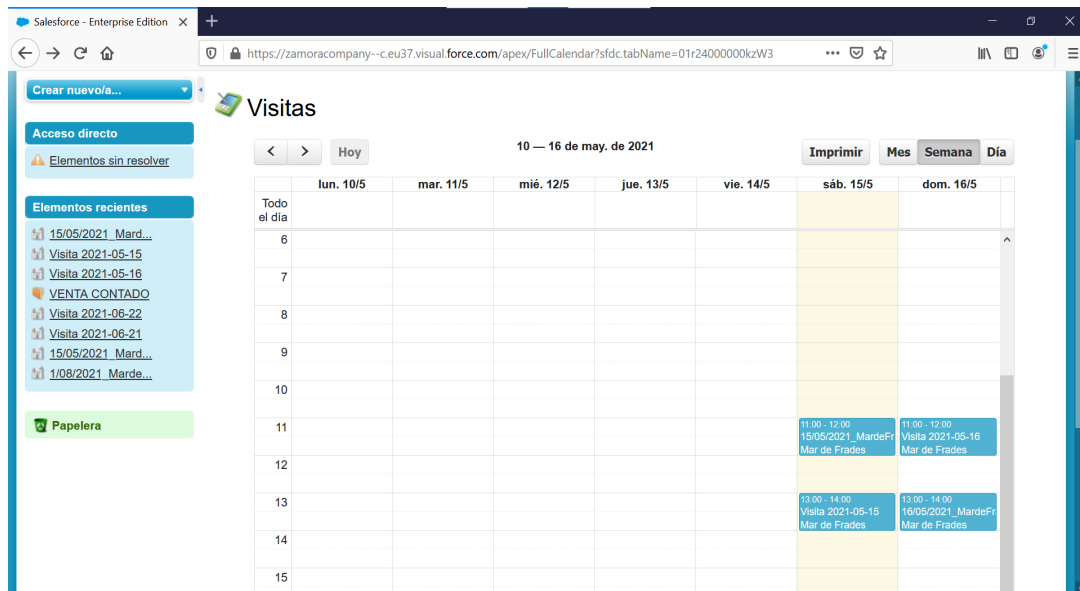


Figure 2.4.0. Salesforce calendar with the visits' programed

2.5 Club Venturio

Venturio Club

This Club was started in Ramon Bilbao, in the Rioja winery of the Zamora Company. The club has a lot of benefits for Rioja customers, not very much for Mar de Frades, anyhow it is important for us giving the visits to tell customers about it and convince them to join. For them to join, they need to spend at least 30 euros on wine, and we will give them a 10% discount if they join the club. Usually everyone that visits the winery, buys at least 6 bottles of wine, meaning that they spend more than 30 euros and agree to join the Venturo Club, getting the 10% discount and receiving information on the Zamora Company promotions, events and sales in their emails. And for Zamora Company it is important to have a good database. When they join they also get a free visit for two persons in one of the other wineries of Zamora Company, it can be Ramon Bilbao in Rioja, Ramon Bilbao in Rueda, or Cruz de Alba in Ribera del Duero.

Because of Covid-19 restrictions, people in Spain can not travel between autonomous communities, so they can call us and change this visit for another visit to Mar de Frades, for

example during harvest season. Customers have one year to make this free visit. They also get discounts when buying the wines online, or in the winery's shop.

Club members will have at their disposal all the services of the Ramón Bilbao Winery which are: Visiting guide services, Wine shop, tasting room, wine bar (tasting equipment), tasting room, catering service for snacks and meals, preferential treatment in the cellar. Also, they can personalize the back label of the wine Ramon Bilbao Crianza, Reserva or Gran Reserva when they buy 24-48 bottles. An example of this is shown in the following figure



Figure 2.5.0: Ramon Bilbao personalised back labels for Club Venturio Members

(Source: <https://www.bodegasramonbilbao.es/club-venturio/>)

2.6 NatureFlex Label Trials

The original label is made with a plastic that is not eco-friendly. This label is being changed for a cellulose one, made by NatureFlex™ By Futamura, One Of The World's Leading Cellulose Film Manufacturers (www.natureflex.com). I had to check and report if these eco-friendly labels had the same, or better, quality than the plastic ones. I took 3 bottles per test (5 different tests). Two of them were the NatureFlex labels, and one the plastic label we already had. One test was the wine cooler, second the refrigerator, third the freezer, fourth an ice bucket here I didn't change the ice to simulate a restaurant or wine fair, and fifth an ice bucket were I was constantly filling with ice to simulate a wine fair. The results and observations were described and sent to the responsible person in marketing. In each of the tests I took pictures and described what I saw. None of them show a difference or problem except the ice buckets. In both cases the NatureFlex labels when being in an ice bucket showed problems. In the following pictures, in the corner of the labels the problem can be seen. Besides this, the new NatureFlex labels will be used, and the 2020 vintage has been labeled with these new eco-friendly labels.



Figure 2.6.0 and 2.6.1 NatureFlex Label trials, ice bucket.

2.7 Conscious 2021 Program

Mar de Frades made a Conscious 2021 Program, which addresses 9 different sustainable projects, including Wineries for Climate protection. These projects are explained above, where it is also described in which part of the given speech I included them. The given speech is quite long to be incorporated in this project, but the Vineyard Visit given speech can be found in Annexes, AX 2.

Project 1.- Wineries for Climate Protection

Objective: By 2025, reduce by 20% the indices in water consumption, greenhouse gas emissions, electricity consumption and achieve zero waste.

Description: Since 2021, Mar de Frades have been part of Wineries For Climate Protection. The first specific certification for the wine sector in terms of environmental sustainability.

Given Speech Location: Step 2: Vineyard Visit

Project: Lighter bottle

Objective Glass and CO2 emissions Reduction

Description: Reduce the Mar de Frades bottle weight by 16%. This will mean a reduction of 93 tons of glass per year and 47 tons CO2 equivalent in emissions

Given Speech Location Step 10: Tasting

Project Eliminate the plastic in the packaging (the sparkling wine has a plastic case pero bottle, and the Mar de Frades wine label is plastic)

Objective Plastic reduction

Description The bottle label of Mar de Frades will be replaced by a paper label, eliminating the plastic from the label. The sparkling wine plastic case will be changed for a more eco-friendly case.

Given Speech Location Step 10: Tasting

Project: 4.Biodiversity in the vineyard

Objective: Biodiversity in the vineyard

Description: Conservation and increase of vineyards' biodiversity, in the ecosystem and their surroundings.

- Contribute to conserve rare species.
- Promote habitat diversification.
- Promote and favor the biological control of pests
- Improve the proliferation of invasive species

Given Speech Location: Step 2: Vineyard Visit

Project 5: Sheep grazing

Objective: Herbicides and CO2 emissions reduction, and improve biodiversity.

Description: Sheep came to graze at the Pazo do Monte and Finca Valiñas vineyards since this 2021

- Keep the rows of the vineyard grass/weed free and clean.
- Reduce the number of times you have to go with the tractor as well as the use of herbicides
- Sheep provides organic matter to the soil.
- Favor the biodiversity of pastoral ecosystems.

Given Speech Location: Step 2: Vineyard Visit

Project: 6.Composting and Vermicompost (worm compost)

Objective: Reduce greenhouse gases, improve soil conservation, get closer to "Waste 0" and improve biodiversity

Description: Composting and vermicomposting helps to maintain a proper fertilization and oxygenation of the soil and, at the same time, generates microorganisms that contribute to the decomposition of organic matter and completes the circular economy by creating "Waste 0".

Given Speech Location: Step 2: Vineyard Visit

Project: 7.Precision Farming

Objective: Reduce the use of pesticides.

Description: Use modeling systems of botrytis, mildew and powdery mildew on the vineyards that, together with the weather stations, will allow you to predict when and in

which area you will develop one of these three diseases. Thus we avoid systematic treatments and reduce the use of pesticides by up to 30%.

Given Speech Location: Step 2: Vineyard Visit

Project: 8. Camellias' Garden

Objective: Improve biodiversity.

Description: Camellias arrived in Galicia at the end of the 18th century, coming from countries like China and Japan. They were planted in the pazos and later in all kinds of gardens, reaching 8,000 varieties and turning Galicia into an international benchmark in its cultivation and production. To improve biodiversity, Mar de Frades already grows 25 different varieties of camellias. Over the next few years, they want to be part of the project "Garden of International Excellence of Camellia".

Given Speech Location: It's not mentioned in the given speech because this is done in another location.

Project 9: Ground Covers

Objective: Improve biodiversity and capture CO₂.

Description: Limits herbicide use, increases diversity of the ecosystem, reduces the possible transfer of agrochemicals to the waters and reduces the use of phytosanitary products favoring biological control by conservation.

At Finca Valiñas they have started the use of ground covers, promoting the presence and wealth of insects and arthropods that naturally prevent pests, contribute to viticulture sustainable and improve soil quality.

Given Speech Location: Step 2: Vineyard Visit

2.8 Sustainable projects that are already being implemented

Project 1: Sexual confusion of the vineyards.

Objective: Reduce the use of phytosanitary products.

Description: We fight pests like the moth with diffusers that expand pheromones and produce sexual confusion in males, avoiding that they fertilize the females and put your eggs in the grapes.

Given Speech Location: Step 2: Vineyard Visit

Project 2: Precision viticulture.

Objective: Use resources efficiently and reduce the use of phytosanitary products.

Description: Weather stations, drones or soil analysis help to be more efficient, foreseeing for example the water needs of the plant, the health status and even the application of localized treatments.

Given Speech Location: Step 2: Vineyard Visit

Project 3: Integrated production.

Objective: Use resources efficiently and reduce the use of phytosanitary products.

Description: Integrated production criteria allow us to maximize resources and natural production mechanisms, ensuring viticulture sustainable and techniques that make compatible the demands of society, protection of the environment and productivity, as well as operations carried out for handling, packaging, labeling.

Given Speech Location: Step 2: Vineyard Visit

Project 4: Vineyards in height.

Objective: Adapt cropping systems to delay ripening.

Description: To achieve greater freshness before the increase temperatures and delay ripening, Mar de Frades have started to plant at a higher altitude, this being one of the commitments in future vineyard acquisitions.

Given Speech Location: Step 2: Vineyard Visit

Project 5: R&D Ecology

Objective: Utilization of "Waste 0" products.

Description: At Finca Monteveiga vineyard, located in Ribera del Ulla, they dedicate 0.5 ha to organic farming applying products of "Waste 0". This vineyard serves as a learning field to implement little by little organic farming in the rest of the vineyards.

Given Speech Location: Step 2: Vineyard Visit

Project 6: R&D Minority varieties.

Objective: Heritage conservation varietal and study of varieties that adapt to climate change.

Description: Within the Biological Mission project of Galicia directed by the CSIC, we have grafting three white genotypes unexplored, applied different crop management to optimize Godello variety in the D.O. and valued new winemaking techniques, with the objective of producing a report on the potential of these varieties.

Given Speech Location: When the production of 8000 bottles of Godello Wine is explained

Project 7: Organic fertilization and composting.

Objective: Reduction of chemical fertilizers.

Description: At Mar de Frades they exclusively use organic fertilizer and compost of the harvest waste (steams, grape skins and seed), which allows replenishment of the nutrients extracted with grape production, improves the biological activity of the soil and, therefore, its structure and its ability to nourish the plant.

Given Speech Location: Step 2: Vineyard Visit

Project 8: Intelligent irrigation system.

Objective: Reduction of water use.

Description: Warmer summers in Galicia, in combination with the sandy-loam soils of the vineyards, come to cause water stress in the plant. To be efficient in the use of water, Mar de Frades have already implemented smart irrigation systems in 4 of 5 vineyards and in the future they will have it in all.

Given Speech Location: Step 2: Vineyard Visit

Project 9: Sustainable vineyard management techniques.

Objective: Minimal intervention and reduction synthesis treatments.

Description: Seek the minimum possible intervention incorporating different techniques in the vineyard:

- Avoid leafless, helping to capture CO₂, reducing erosion and increasing the sensory improvement of the grape.
- Use hybrid driving systems, between the vine and the trellis, with a height that helps us to be less interventionist and to avoid frost.
- Carry out tests with biocides, such as trichoderma, which helps reduce synthesis treatments.

Given Speech Location: Step 2: Vineyard Visit

2.9 Problems and proposals

Due to Covid-19 restrictions, the winery visitors were from the area of Galicia, and because they were happy to finally be outside doing activities, they were very happy to interact, talk and share ideas. This was very good, because giving a wine tasting to someone who is extremely

happy it's easy. They already think the wine is amazing before tasting it, but it is also very challenging to give all the winery information in the short amount of time of 45 min established by the Hospitality Manager. The given speech has a lot of technical data, people usually get bored at the introduction, because of this the proposal is to modify the speech, and include the sustainable measures, and use words that the regular wine consumer can understand, for example, instead of saying "we had thiol combination aromas" to say "we have tropical and light cooked green vegetal aromas". As well as to change spending a lot of time talking about soil pH or malolactic fermentation, and talk more about how the winery is using sheep in the vineyard for weed control, or showing them that we installed a type of transmitter of mating disruption dispenser in the vineyard to confuse *Lobesia Botrana*.

I. **Problem:** The current given speech lacks sustainability topics.

A. Proposal:

- 1.- Synthesis and summarize the actual given speech, adding sustainability measures
- 2.- Make a new wine tourism experience where visitors can spend more time (1:20 instead of 45 min) to talk more in the vineyard about sustainability.
- 3.- Marketing Mix: To add sustainability information to the web page, social media and blog. Meaning to communicate the same idea in all the different tools the winery has.
- 4.- Inform all the employees about the new Conscious Plan.
- 5.- Translate to English language the current given speech for international visitors.

II. **Problem:** The current visit is too short to profundice in sustainability. The current visit is 45 min long, including the tasting of 3 wines, in which we need to talk to them about a lot of topics, and there is no time to add more things in the visit, especially if visitors ask questions and want to engage by having a conversation with them.

A. **Proposal:** It is very important to engage with customers and help them understand how the winery is trying to change to help the environment. By creating a new visit for a more specialized or technical audience (without the need for them to be from the wine sector) that lasts a little longer than 45 min, visitors can walk a little more in the vineyard and it's easier to explain and deepen the sustainability topics. The reception of the grapes, deposits' area, sparkling wine cellar and wine tasting explanation would remain the same, it

only goes deeper in the vineyard or terrace . Instead of having a duration of 45 min of the normal visit, it can be 1:20 //

Example: Recaredo the visit "Rooted to the landscape"
<https://www.recaredo.com/es/visitas-recaredo/>

III. **Problem:** There is a long list of sustainable practices implemented by Mar de Frades, if the information is a lot and very dense, visitors can get bored.

- A. **Proposal:** Talk about the sustainable practices in the vineyard by seasons, depending on what is going on in the vineyard at that time of the year.
- B. **Proposal:** Avoid the more complex practices, and talk more about the ones that are visible for visitors. Try to avoid talking about the actual use of pesticides and better talk about the use of sheep in winter or sexual confusion for *Lobesia Botrana* or more holistic implementations.
- C. **Proposal:** Situate a small compostage wooden box, where visitors can see how the vermicomposting process, winery workers can also collaborate with the rest of their daily meals, and it's easier for visitors to understand when they are looking at it.

Example: The following figure shows an example of a vermicomposting wooden box that can be located in the vineyard for visitors to see and understand how it works.



Figure 2.9.0 Vermicomposting wooden box

Source: <https://www.jardinitis.com/>

IV. **Problem:** The company does not communicate their sustainable practices. Their social media networks don't have any plan on communicating any specific topic, they just

post random pictures and repost stories on Instagram. The website doesn't have any information on the sustainability measures nor the fact that they belong now to Wineries for Climate protection. The website's blog doesn't communicate anything about the winerie's philosophy, storytelling, sustainability, etc. The winery owners are very involved with fashion, you can tell by the annual label they have in partnership with a fashion designer, so in the blog it is more about "how blue is in fashion" but actually talk about wine or Mar de Frades.

A. **Proposal:** To create a campaign on social media (if it is Instagram with stories too) to communicate that "in Mar de Frades we are sustainable".

1. Photos and videos for stories of sheep grazing
2. Stories or IG Live with a brief explanation of the sexual confusion by pheromones showing the vials in the vineyard.
3. Photos and videos of the composting with a brief explanation of how this benefits the vineyard and the environment.
4. Photo and video for IG stories with a brief explanation of the benefit of using a green roof on our terraces at Finca Valiñas.
5. Photos and videos of beneficial insects in the vineyard and briefly explain why biodiversity is important in the vineyard.
6. Explain with photos and videos for IG stories the most altruistic projects of Mar de Frades such as the placement of bird nest boxes and the proposal of an amphibian pond.
7. Photos and stories of the vermicomposting with brief explanations.

B. **Proposal:** Add sections on the blog about sustainability topics and the commitment Mar de Frades has with the environment.

C. **Proposal:** Create a sustainability section on the website.

Example: Gramona <https://www.gramona.com/es/sostenibilidad/>

V. **Problem:** there is no space in the wine shop for an informative panel, and it's easier to have an information panel about the vineyard located in the vineyard.

A. **Proposal:** Zamora Company wants to create an information panel about viticulture inside the wine shop. For the information panel, as there is no space in the wine cellar, it can be done outside, before entering the vineyard, such as the sustainability information panel that they have in Campo Viejo in La Rioja:



Figure 2.9.1 Campo Viejo in Rioja panel example.

Source: CampoViejo

VI. **Problem:** It is quite technical and complex for visitors to understand the Ganimede maceration method.

A. **Proposal:** If explaining this method to customers is quite necessary, an information panel next to the Ganimide tanks is necessary. My proposal is to add some small tanks (miniature scale made of wood, stainless steel, steel or any cheap material) the same as what they have at Château Haut Brion in Bordeaux. In Haut Brion they have 4 mini tanks split in half, where they explain the process and make it easier for non-technical people to understand.



Figure 2.9.2 Haut Brion mini tanks example

2.10 Online Survey

Different from other Spanish Wineries, according to the winery's manager, 70% of Mar de Frades wine is sold in Spain. National market, especially Madrid, Valencia and Balearic Islands are strong consumers. Consequently, almost all winery visitors are Spanish. In the International market, the most important ones are Russia, Latin America and England.

With this in mind, I developed an online survey with the purpose to know what clues tell visitors that we are a sustainable winery, without saying it, and trying to implement this information in

the future Mar de Frades visit. As well as to know if actually giving a lot of emphasis to sustainability topics in the given speech is a factor when they buy a wine.

It's important to mention that the majority of the answers were by people related to the wine industry, but not necessarily winemakers or vine growers.

66 people answered the questionnaire. The online survey was divided into four sections. The first section was about discovering who the person was, the profile. Section 2 was about Perceptions in Vineyard Landscapes, and they needed to say if they agree or disagree with statements given, the aim was to understand what each person consider by sustainability and the most important was an open question asking "what are the clues that can tell you that the vineyard is part of an environmentally friendly approach?". The third section was about discovering the "wine purchasing habits' ", with the aim to discover if what they say is actually what they do. And the last and fourth section was about important elements during wine tourism with the purpose to give more or less emphasis on certain topics in the Mar de Frades Visit given speech. The complete questionnaire and graphics can be found in Annexes, AX 3.

Results were very interesting, and showed that the majority of the interviewers were related to the wine industry, 40% related in wine tourism, and 28 % were enologist and or / Viticulturist, 34,4% are 26-30 years old, and 28,8% are 31-40 years.

The results were performed by 68,2 % female, 30,3% male, and 1,5% preferred not to say their gender. 24,2% have a yearly household income between 12.000 to 24.000, followed by a 22,7% who have a yearly household of the same or less than 12.000 euros, an important percentage of 19,7% preferred not to reveal their income.

50% say that they don't tell the tour guide if they are working in the wine industry. The expectations when experiencing a wine tour were a question in which they could select all that applied 83,3% selected *Learn about the winery's history, philosophy and wine styles*, 80,3% *Learn about the region wines typicity*.

28,8% spend between 21-40 euros in wine a month and another 28,8% between 41-60 euros month, which takes us to the next question that 42,4% spends between 5-8 euros in a bottle of wine for frequent consumption and only 27,3% spends between 12-20 euros in a bottle.

In section 2, 92,4% agreed that *Wine production can increase consumer interest in where food comes from and how it is grown*, 98,5% agreed that *Tourists attracted by vineyards benefit my region*, 90,9% agreed that *Natural protected areas should be established in places where nature deserves the most protection, regardless of the effect on wine production*, 81,8% agreed that *A vineyard is a valuable place to experience nature*, 98,5 % agreed *Wine producers have a duty to conserve soil, water resources and the living nature for the next*

generation. Section 3, about when it comes to purchasing a wine, 43,9% answered they like to try and buy wines from many regions, 37,9% answer it's not important neither important to only drink sustainable wines, as well as a 33,3% answered it's not important neither important to drink wines "Obtained without the use of certain chemical substances (fertilizers, pesticides, herbicides, mineral fertilizers, etc.)".

In section 4 about the important elements during wine tourism, wine tasting, discovery of the territory, and food and wine pairing were the most important factors.

3. Results and Discussion

The general profile showed that young people was the one who answered this survey, probably in their firsts jobs, which can be confirmed by the household yearly income they receive between 12.001 -24.000 euros following by the answer of they having a 12.000 euros or less household yearly income

50% say that they don't tell the tour guide if they are working in the wine industry, which means that it is important for tour guides to ask about their backgrounds at the beginning of the tour to get an idea of who the audience is, and how to make the visit more interesting for them. The 37,1% who answered that they do tell the tour guide they work in the industry revealed that they say this during the visit or just at the end when they are tasting the wines. It is a key factor for tour guides to ask and try to discover more about their visitors to try to fulfill their needs and help them get a great experience.

The expectations when visiting a winery, the most important answers in this part were that even if the majority were people in the wine industry, we can say "wine experts", the least important were "no more inox tanks, take me to the vineyard and let's talk about soils" following by "Are you using commercial yeast? Let's talk about more technical stuff please!". These answers tell a lot, it can be interpreted that even wine experts don't care about the technicalities that most of the wineries spend a lot of time in the visit talking about. This answer was a key factor for me to make a proposal to make a new visit in Mar de Frades, in which people decide to go to the vineyard and talk more about soils and technical things, but not everyone wants this kind of visit. An important 51,5% answered that they want to "*Have fun, I'm not working anymore!*". It is important to remember while designing winery's visits, specially informing this to tour guides.

The most important question in Section 2 was and the most important question here was "*During a visit, what are the clues that can tell you that the vineyard is part of an environmentally friendly approach?*" because with this answer action can be taken. For example, in the Conscious program in Mar de Frades, many of the answers given are things

that the winery is doing but it's not visible for visitors or it's not mentioned. Important measures were taken thanks to this answer to implement or highlight the sustainability measures done in Mar de Frades. It will be explained furthermore in the conclusions.

Section 3, about when it comes to purchasing a wine, 43,9% answered they like to try and buy wines from many regions, and a surprising 37,9% answer it's not important neither important to only drink sustainable wines, as well as a 33,3% answered it's not important neither important to drink wines "*Obtained without the use of certain chemical substances (fertilizers, pesticides, herbicides, mineral fertilizers, etc.)*". Which means that yes sustainability is important, but the end is not a factor to make them choose a wine because of this.

Last but not least, the lack of precise and informed data on the profile of visitors can be a major negative point preventing the winery from setting up more targeted offers, the data used for this project, comes from the analysis of Sandra the head of the wine tourism department in Mar de Frades, but without precise figures. This could be a point of improvement.

4. Conclusion

Implementation of more sustainable practices in any sector in the wine business is a must. By talking this in a winery visit, it is very important to make sure all sectors of the company are communicating the same message. It is very hard to tell customers that we are trying to be the most sustainable that we can be, and then when they go to the wine shop it is full of plastic cases. The same communication message needs to be given in all the sectors, including social media and the website. By having an integrated marketing communication, it's easier for the customer to associate the winery as an environmentally friendly space.

Due to the current COVID-19 world crisis, it would be interesting too, to offer more tourism experiences on the outside, meaning terrace, walking in the vineyards, etc., and adapt visits to the new "post-covid-lifestyle", and Mar de Frades by being pioneers in the area by communicating sustainable practices to visitors, can start to be associated as an eco-friendly space by consumers, and gain a new type of visitor, the one who not only cares about wine but also green spaces, the planet, and eco-friendly practices. This type of consumer would as well appreciate more the proposed vineyard visit with the explanation on the future new bird nests, organic composting, etc.

Because most of the customers, and visitors are from Spanish nationality it would have been interesting to investigate more the importance of sustainable wines in the Spanish population. However, due to the government COVID-19 restrictions, this project lacks a more practical

approach when it comes to seeing the reaction in the Mar de Frades visitors when the sustainable practices are being told in the given speech.

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ANNEXES

AX 1. Competition 2020 Albariño Research.

ID	PRICE	WHERE TO BUY IT
Abadía de San Campio 20	11,25 €	Bodeboca, decantalo.com
Terras Gauda 20	12,90 €	Bodeboca, decantalo.com
Fillaboa 20	13,2	https://tienda.masaveubodegas.es/vinos-blancos/273-fillaboa-2019.html
Gran Bazán Ambar	X	Not yet in the market
Lagar de cervera 20	9,6	https://tienda.riojalta.com/vino/lagar-de-cervera/24/2/15?origen=listado
Martín codax 20	10,5	In the winery's shop
Paco y Lola 20	10,25 €	Decantalo.com: https://www.decantalo.com/es/es/paco-lola.html#/1-formato-75cl/158-ano-2020
Pazo Barrantes		Not yet in the market
Pazo de Fefiñans	13,90 €	https://feffinanesonline.com/products/albarino-de-feffinanes-2019-075-cl
Pazo de Señorans	x	Not yet in the market
Pazo Rubianes		Not yet in the market
Santiago Ruiz	13,45	Tienda online de la página web: https://www.lanencasa.com/vinos/santiago-ruiz/
Pazo San Mauro	13,5	https://www.lavinia.es/es/productos/pazo-de-san-mauro-2020?gclid=CjwKCAjwgOGCBhAIEiwA7FUXkh21aoqgHMsmABVMzGI8MjuiQbuvEqROMNQrZJsNi8nFuXYsjJFK5RoC-o0QAvD_BwE , Carrefour
Altos de Torona	9,20€	Webpage or winery's shop
Bodegas Pequeñas		
Zarate	11,95	Decantalo.com: https://www.decantalo.com/es/es/zarate-albarino.html#/1-formato-75cl/158-ano-2020
Albariño do ferreiro	13,4	https://www.tomevinos.com/do-ferreiro , https://www.drinksco.es/vino-rias-baixas/do-ferreiro

		ferreiro- 2020?shop=quierovinos&utm_medium=web&utm_campaign=marketplaces&gaw=1&gclid=CjwKCAjw gOGCBhAlEiwA7FUXklhQjDqhphCBPQmfN8Pih7 wTDICoVBYG2amZXdfgNpyPFNOKkxXpaxoCHo8 QAvD_BwE
Albariό Fulcro	x	Not yet in the market
Albamar 20	x	Not yet in the market
Attis 20	14	Tienda online: https://attisbyv.es/producto/attis-caja/
Quinta de coucelo	x	Not yet in the market
Leirana 20	14,9	https://www.decantalo.com/es/es/leirana-albarino.html#/1-formato-75cl/158-ano-2020
Nora 20	x	Not yet in the market

AX 2. Vineyard Visit given speech.

STEP 2. Finca Valiñas vineyard visit. Viticulture and sustainability.

ATLANTIC CLIMATE. I'm going to begin by explaining why the conduction system of the vines is like this (Pergola). It is a climatic issue. The conditions of high rainfall and humidity that the Atlantic climate provides us, as well as the moderate temperatures throughout the year, make this area a paradise for fungi, mainly mildew and powdery mildew. By conducting the vines like this, we escape from the humidity of the soil, we create corridors so that the plant is more aerated, therefore helps us control these conditions.

GRANITE SOILS. Regarding the soil, they are granite bedrock soils and very superficial, as you may have seen in the large rock that is inside the winery. This soil gives the grape that mineral character so typical of Mar de Frades. This soils will give us the hint of freshness and youth that makes Albariño so easy to recognize, and that you will notice later in the tasting. On the other hand, the soils of this valley have a very pronounced salinity due to its proximity to the sea, meaning that our wines will express in the glass that saline and maritime profile that is the emblem of MdF.

VINEYARD AND VITICULTURE. This plot in which we are located is Finca Valiñas, our Single Vineyard. It has an area of almost 3 hectares, facing the sea and with an age of 45 years, but it is not the only plot that we own. We have another 50 hectares spread over the Salnés Valley and the Ribera del Ulla, plus 20 hectares of our Pazo do Monte, a recently acquired property that we have just planted. Over the years the yield decreases, but the quality increases, the vine works for fewer kilograms and concentrates all the aromas and sugars in them. This vineyard is so precious to us, that one of our emblematic wines comes from it, Finca Valiñas, it could not be called otherwise. We only produce about 8,000 bottles. Later, I will go into more details about how this wine is made, and its production process with aging on lees, which is different from the young Albariño you know.

But today, to complete our production in Mar de Frades, in addition to our own vineyard, we work in collaboration with 285 other winegrowers in this valley. One of the characteristics of the land in Galicia is the **smallholding**, which makes the acquisition of land very difficult and, on the other hand, makes this viticulture practices very manual and expensive. The

viticulturists own small plots, in many cases they are the size of a garden, practically 100% worked by hand.

We work with them all year, advising them to obtain in the grapes two fundamental parameters for us: acidity and alcoholic degree, exactly 9 gr / liter of acidity and 12.5 alcoholic degree. This is achieved with a very exhaustive and meticulous field work, and with a total and full involvement of the producers.

When the month of September arrives, we begin harvest season. The harvest date is set by us based on the maturation controls carried out in all the plots in the month of August. The vineyard and the Rías Baixas denomination of origin, forces us to collect the grapes by hand and in boxes of about 18 kg capacity. It is hard work, as well as very meticulous because the selection of the grapes starts from the vine itself.

ENVIRONMENTAL SUSTAINABILITY PROGRAM. Depending on the season (winter, spring, summer, autumn), what every measure is more visible would be mentioned.

At this point I would like to share the sustainable aspect from the vineyard to the bottle.

In 2021, we became part of **Wineries For Climate Protection**, the first specific certification for the wine sector in terms of environmental sustainability. By 2025, our objective is to reduce by 20% the water consumption, greenhouse gas emissions, electricity consumption and achieve zero waste. To achieve this, we have taken different measures, some are already being applied and others are beginning to be carried out this year.

I'll summarize it in 6 axes:

Conscious Program:

WINTER: Sheep grazing, Plastics and glass reduction

SPRING: Herbicides and fertilizers reduction, Phytosanitary reduction,

SUMMER: Water and electricity consumption Reduction, Precision viticulture techniques

AUTUMN: Increase biodiversity (transversal),

1- Increase biodiversity (transversal)

-Bird nests

-Aquatic microhabitat

-Pollinating insects shelter

In recent years, many species have suffered a loss of their habitats. Some of these species actually help to stop possible pests in the vineyard, constituting a natural health network. In Mar de Frades we will implement nest boxes in our vineyards for the reproduction of birds, such as owls, which are in regression in Galicia, as well as bats.

In addition, we will build refuges for polarizing insects, and we are studying the possibility of creating aquatic microhabitats for amphibian conservation. As you can see, we are committed to have a high quality in our grapes, but also to contribute to environmental conservation.

2- Precision viticulture techniques

-Drones and soil analysis:

Objective: To monitor the vineyard through images that give us information, and make the work in the field as precise as possible. In this way we can control the vigor of the plant, photosynthetic capacity of the plant, sanitary state, color, yields; and even make a harvest prediction, as well as treating a disease in a very localized way.

-Weather stations:

Objective: They help us to predict field work with greater precision, whether it is the need for irrigation, or to predict if there is wind to decide whether or not to apply any treatment to the plant.

At Mar de Frades, we use botrytis, mildew and powdery mildew models on our vineyards that, together with the weather stations, allow us to predict when and in which area one of these three diseases will develop. All this information reaches our viticulturist and field technician, Mónica Chávez, and with that information she can make decisions and advise the winegrowers with whom we work.

a.- We work with a company that provides innovative solutions in the prediction of fungal diseases in the vineyard and thus allow the optimization of production and the sustainable development of vine cultivation.

b.- At Mar de Frades, we firmly believe that prevention is better than correction.

c.-The company we work with is responsible for collecting all the data and converting it into information. This information and data is taken through weather stations, drones or soil analysis. They also have a tool for collecting field data and visualizing the risk of infection.

Our goal with this is to use resources efficiently and reduce the use of pesticides

3- Phytosanitary reduction

-Sexual Confusion:

Objectives: Respectful agronomic practices and reduction of herbicides

Do you see that thing over there? Well, we use sexual confusion for a pest in the vineyard, which is a moth (which is called Lobesia Botrana). This, is a pheromones confusion method:

How does it work?

We install a type of transmitter in the form of mating disruption dispensers throughout the vineyard. The dispensers are small capsules, about 4 cm in size, which release a combination of female pheromones, which confuse the male trying to locate the “nonexistent” female, thus preventing the moth from mating.

In addition, at Finca Valiñas, we are going to use compostable dispensers that degrade in the soil at the end of the cycle. It is a specific treatment for the grapevine moth (Lobesia) and respectful with the rest of insects.

-Precision agriculture

Objectives: Use resources efficiently, reduce the use of phytosanitary products

IT IS THE SAME AS THE USE OF DRONES, WEATHER STATIONS AND SOIL ANALYSIS

4- Herbicides and fertilizers reduction

-Vegetable cover:

Objectives: Increase biodiversity, prevent erosion and lower soil temperature.

a.- From April on, a spontaneous vegetation cover is left that grows naturally, this helps us to combat erosion, improve the soil and make it possible for natural enemies of pests to exist. Since this year, we started the use of plant covers at Finca Valiñas, and thus favor the presence and wealth of insects and other predatory arthropods that naturally prevent pests, contributing to sustainable viticulture.

b.- But what is a natural enemy? A natural enemy is any organism that feeds on other organisms. They can be considered predators in a broad sense, so for example, if we have a moth or mite that eats the leaves of the vineyard or damages the clusters, that unwanted insect, for example, can be eaten by a bird. Another example may be that amphibians eat snails. The snail is usually very invasive.

c.- On the other hand, the vegetation cover limits the use of herbicides.

-Vermicomposting:

Objectives: Increase biodiversity, reduce synthetic fertilizers, avoid erosion

Vermicomposting or also known as worm humus, helps to maintain adequate fertilization and oxygenation of the soil and, at the same time, generates microorganisms that contribute to the decomposition of organic matter and completes the circular economy creating "Waste 0".

For all this, worm humus is considered the Top Ten of compost.

-Sheep and horses:

Objectives: Favor biodiversity - pastoral ecosystems-, reduction of herbicides, recycling function

During the winter we control the grass that grows in the vineyard with a herd of 10 sheep and three horses. They will eat the weeds that grow at the base of vines and, as they graze, will naturally fertilize the soil, further reducing the need for tractors.

5- Water and electricity consumption Reduction

-Smart irrigation in vineyards:

Objectives: Efficient use of irrigation water and reduction of water use.

By doing this, there is a reduction in soil erosion and loss of organic matter in addition to the most important: water reduction

-Winery Electricity reduction (Not yet)

6- Plastics and glass reduction

-Change label and plastic cases

The iconic Mar de Frades label will be removed for one that is made with a more environmentally friendly material. The plastic sparkling wine case is discontinued. (until stocks last)

-Bottle weight reduction

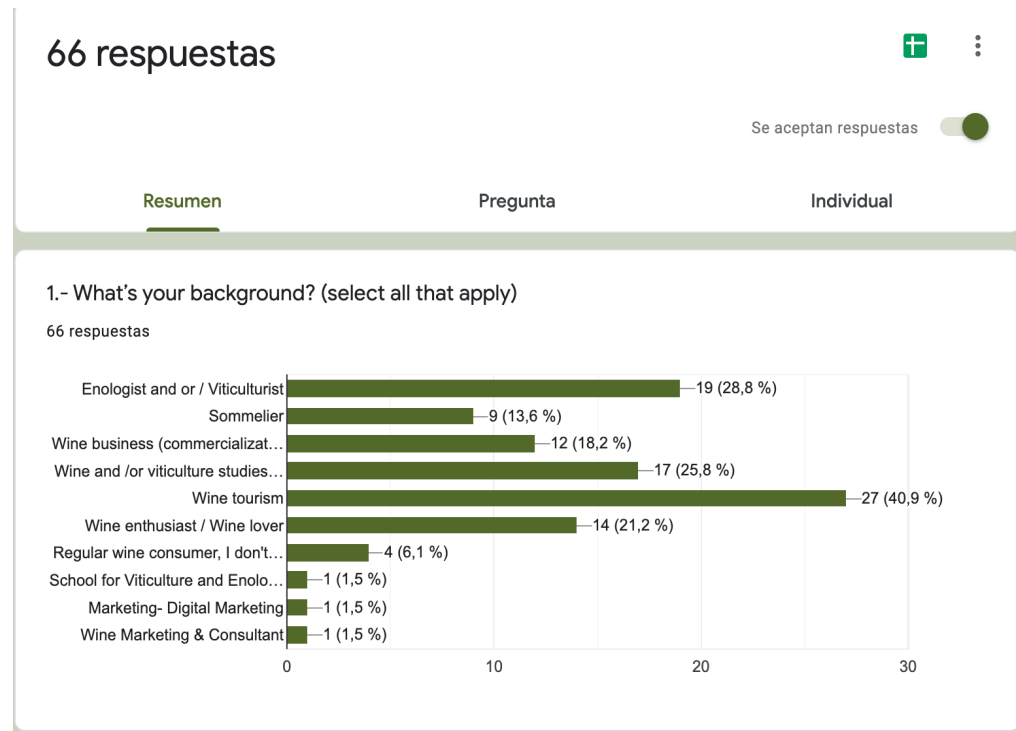
There will be a 16% reduction in the bottle weight, thus reducing CO2 emissions.

-In our Monteveiga vineyard, which is located in Ribera del Ulla, we have 0.5 ha of vineyards planted organically (experimentally). Why did we choose that estate? The Ribera del Ulla area is drier than the Salnés Valley and with a slightly higher altitude, which will provide us with healthier and more ventilated conditions to prevent further development of fungal diseases, which are the great challenge of organic farming in Galicia, due to the high rainfall and mild temperatures.

What is the objective of this project? We want to take small steps and learn how far we can go with our organically grown vineyards, which would be our long-term goal. The world is changing and we change with it. In the end, this is the land that our children and grandchildren inherit, and we have to take care of it so that it lasts for many more years.

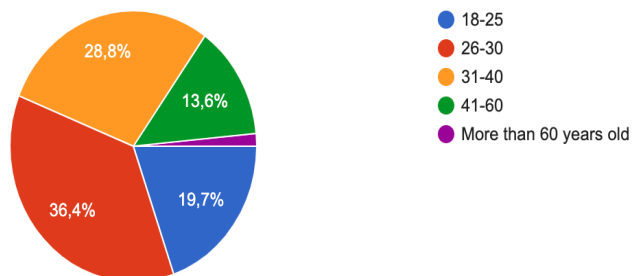
Well, if it's okay with you, please accompany me to the place where the grapes are received at the time of harvest.

AX 3. Online Survey.



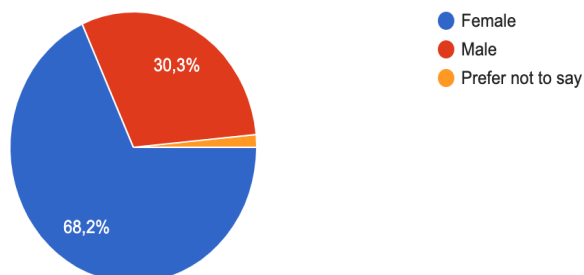
2.- What is you age range?

66 respuestas



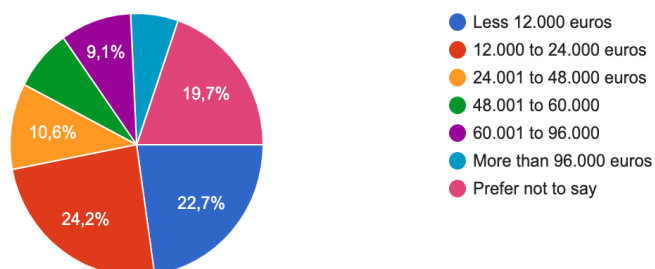
Gender

66 respuestas



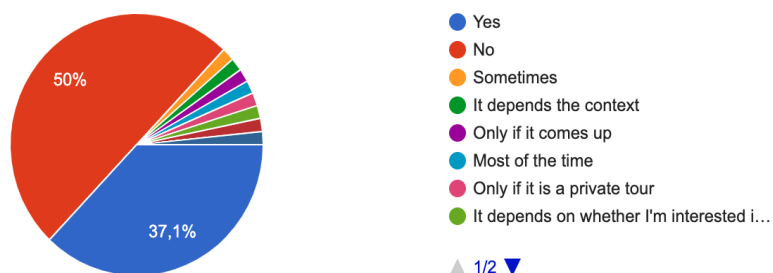
What is your yearly household income?

66 respuestas



If you are working in the wine industry: When you go to a wine tour, do you specify to the tour guide that you are a wine expert?

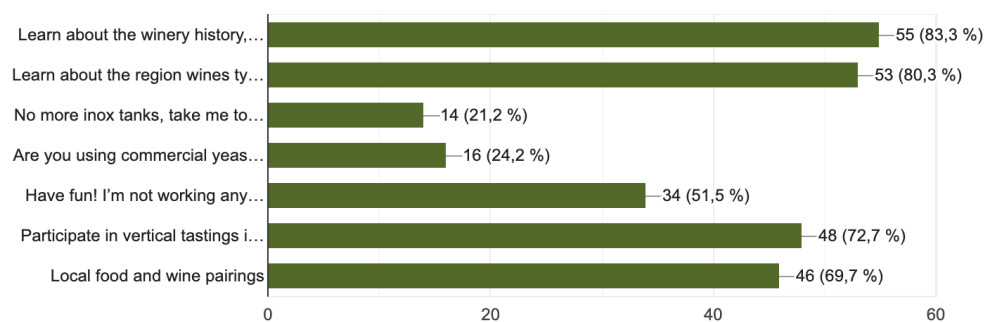
62 respuestas



1/2

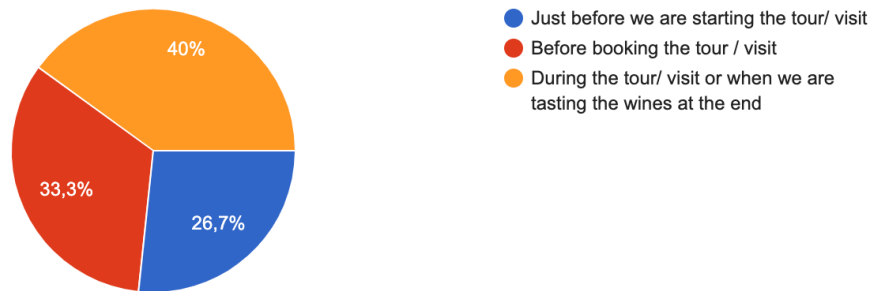
What are your expectations when experiencing a wine tour? Select all that apply

66 respuestas



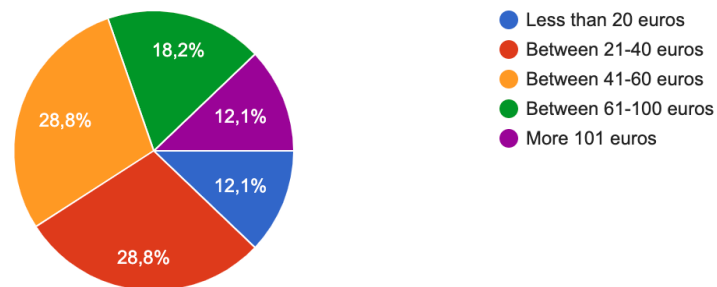
If your answer is "yes", when do you specify it?

30 respuestas



How much do you usually spend on wine each month?

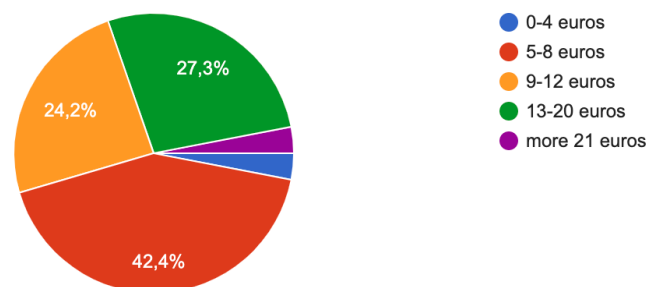
66 respuestas



8.- What price range are you willing to pay for a bottle of wine for FREQUENT consumption?



66 respuestas



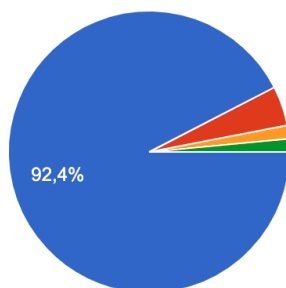
In Section 2, perceptions in the vineyard landscapes, they had to answer if they agree or disagree with the statement given.

Perceptions in Vineyard Landscapes

Wine production can increase consumer interest in where food comes from and how it is grown



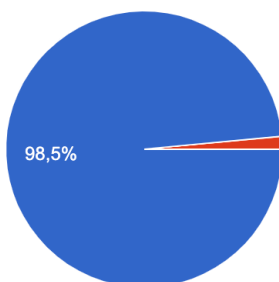
66 respuestas



- Agree
- Disagree
- Only with the right communications
- It's half and half: Half of consumers will be fascinated and want to learn more about where food comes from, the other half could care less.

Tourists attracted by vineyards benefit my region

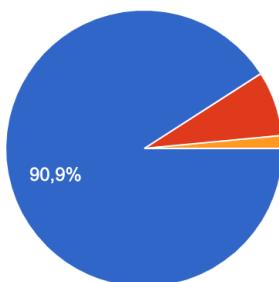
66 respuestas



- Agree
- Disagree

Natural protected areas should be established in places where nature deserves the most protection, regardless of the effect on wine production

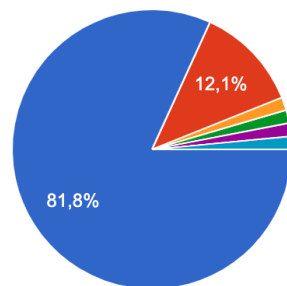
66 respuestas



- Agree
- Disagree
- I think this sentence is too limited to answer agree or disagree

A vineyard is a valuable place to experience nature

66 respuestas

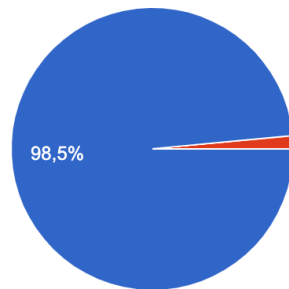


- Agree
- Disagree
- Generally yes, but it can be more or less valuable depending on how the vineyard is designed/maintained
- An agroecological one yes, following regenerative agricultural practices and...
- Depends the type of vineyard
- Generally speaking most vineyards are monocultures and don't really constitu...

Wine producers have a duty to conserve soil, water resources and the living nature for the next generation.



66 respuestas

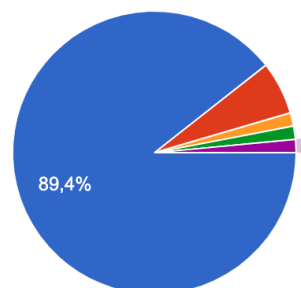


- Agree
- Disagree

Wine producers are the stewards of a tradition created by previous generations with the task to preserve the vineyards into the future



66 respuestas



- Agree
- Disagree
- Not sure
- To some extend
- Whilst the vineyard is an important and traditional landmark, viticulture must be prepared to evolve in balance with the climate, landscape and community.

During a visit, what are the clues that can tell you that the vineyard is part of an environmentally friendly approach?

66 respuestas

Cover crop, sheep grazing :)

Organic viticulture

If it has been used herbicides and pesticides (lack of weeds, grass and insects)

Certifications, if the guide mentions it

Engrais vert

Versatile cover crop, feromone traps, insect hotels, renewable energy resources (like sun energy panels), recycling

Biodynamism, eco stickers

Flora and fauna

Certifications, look of the vines /property, presence of other animals (e.g. farm animals)

Certifications

Signs that advertise Biodynamic or Organic or Sustainable practices. Livestock and other crops suggest less of a monoculture and a more permaculture approach. More environmentally-friendly bottles and packaging.

Talking about what they actually do, and not just mentioning sustainability as a general term.

Don't know

any mention of yearly budget devoted to water conservation or sustainable practices

Certifications

Visual Aids: lack of plastic and other "artificial" elements, recycling stations, signs with explanation, vegetation and animals.

Organic production, deep explanation of the terroir and soils, talking about their philosophy not only wine making, an equipped cellar environment friendly

Seeing other plants growing in and around the vines, maybe some animal husbandry, healthy soils, and of course the information from the guide regarding treatments and certifications.

If they have a farm with animals around

If the vineyards have autochthonous vegetation it means they do not use many chemicals.

Vine health, sustainability measures

Organic

Certifications, water saving techniques, etc

Sustainable wine

How a vineyard looks like and what they are telling

The production profile, if it's conventional or sustainable, massive or smaller production and how they'll

Unless explicitly mentioned by signage or tour guide

Natural vineyard with weeds

Respect for the natural environment surrounding the vineyard

Herbs that grow and if there are birds

The vineyard floor. If the vineyard floor is naked of plants, you know the manager is slapping herbicides everywhere. If it has healthy growth that is well-trimmed to avoid bad bugs and diseases, you know the vineyard manager understands the value of plants that hold in moisture. And best of all? If you see sheep being herded in and out of the vineyard, you know the vineyard manager is deeply invested in a natural environment.

No pesticides

Cover crops in rows, asking to explain vineyard practices

Use of pesticides, type of tractors, knowledge of vine pest and diseases

No irrigation

The philosophy/style behind a wine because that reflects the way that people work in the vineyard and in the cellar

Vineyard practices

Lots of insects and birds around the vines

Diversity in the ecosystem. How (not) compact the soil is.

Animals in vineyard

What the guide says, and what I can see in the winery in terms of trying to avoid tons of waste

.

If they mention that they have some sort of organic or biodynamic certification

The way they treat the vineyards using fertilizers or not. But especially, they passion I see when they talk about the importance of nature for their vineyards

Certifications, the way the plants in the rows are maintained

Water usage

The guide or owner mentions the methods they're using that are in favor of the persevering of nature but also mentions the ones that are still not sustainable and explain their plan for change.

If they are certified organic and/or biodynamic. How the wine is presented - limited intervention. Is nature part of the decor of the winery.

How they dispose of trash, if they have solar electricity, if they make use of rain water

The structure of the winery, the explanation of the guide

Grass height - presence of flowers - presence of bees and insects - presence local plants nearby - respect for the orography of the soil

Grass in the rows, animals

Presence of biodiversity

Some spaces of native plants, small insects such as ladybugs and bees, use of solar energy, garbage separation, etc.

Eco-friendly materials signs, living animals.

Their water system

If the guide doesn't say anything about it, I can't really tell.

Posters, labels

If the guide doesn't say anything about it, I can't really tell.

Posters, labels

Biodiversity, plants and trees, living vineyard, horses plowing instead of heavy machinery

N/a

Vineyard management methods, sustainable methods, organic, biodynamic...etc.

How they treat their waste

Biological production, biodynamic, growing other things in vineyards or have mix culture farming practices

A lot of things to name. To give a quick opinion, monoculture is not environment friendly.

Use of sprays/insecticides, filtration systems, Irrigation and water management systems (have to ask generally).

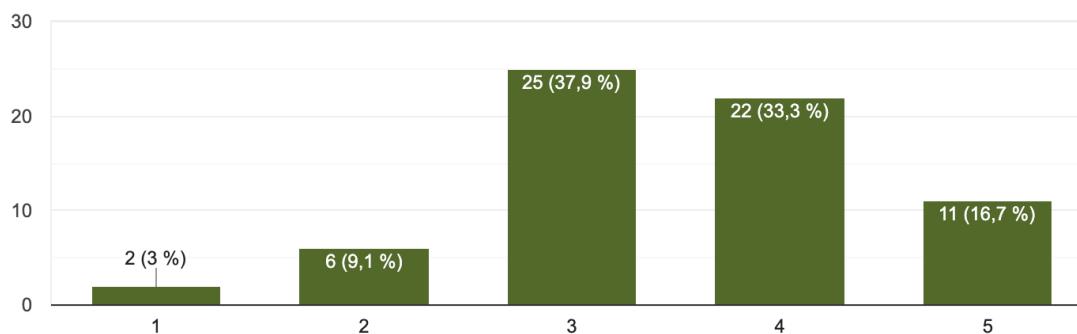
In Section 3, when it comes to purchasing a wine. The option 1 means never and 5 means always, or 1 not important and 5 extremely important

When it comes to purchasing a wine...

I like to buy wines that I already know they are good

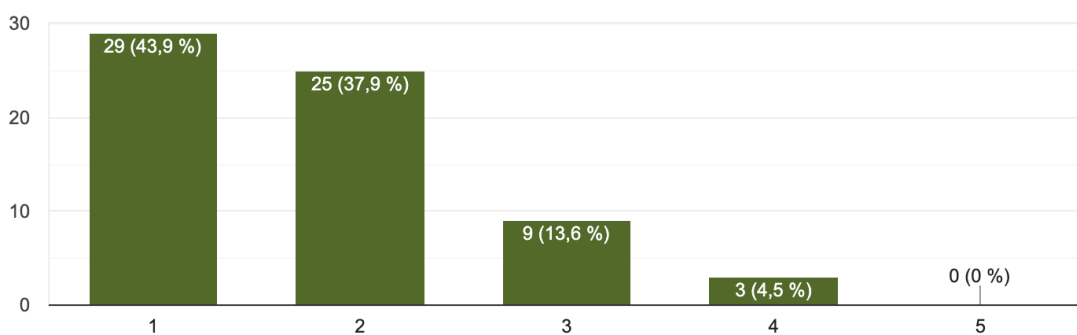


66 respuestas



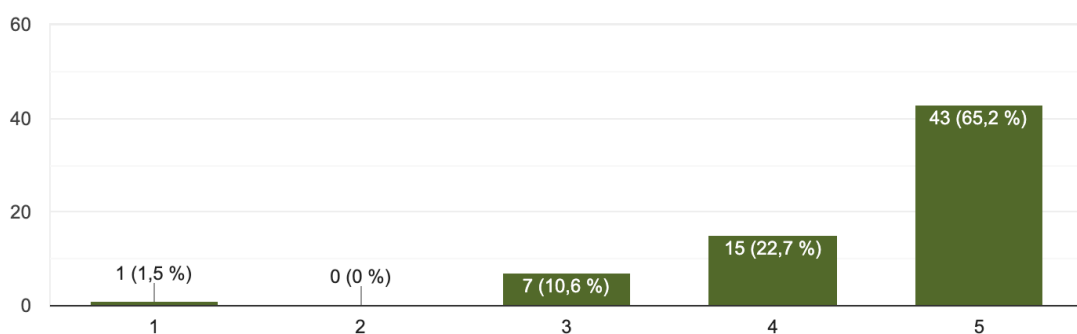
I only like to buy wines from my region/country

66 respuestas



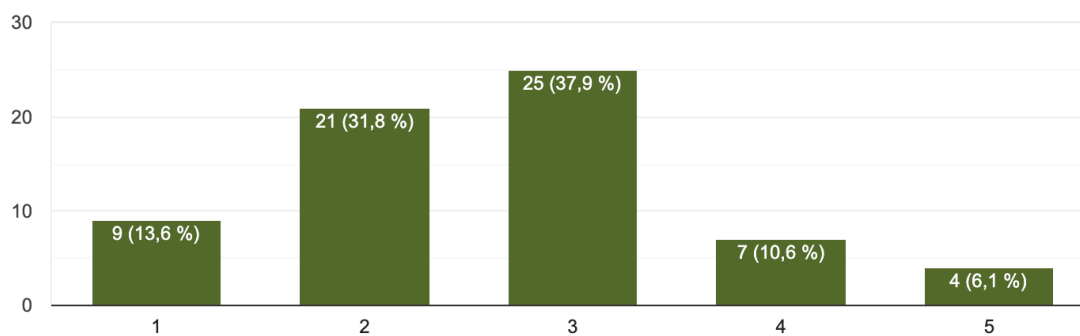
I'm constantly exploring new wines and regions

66 respuestas



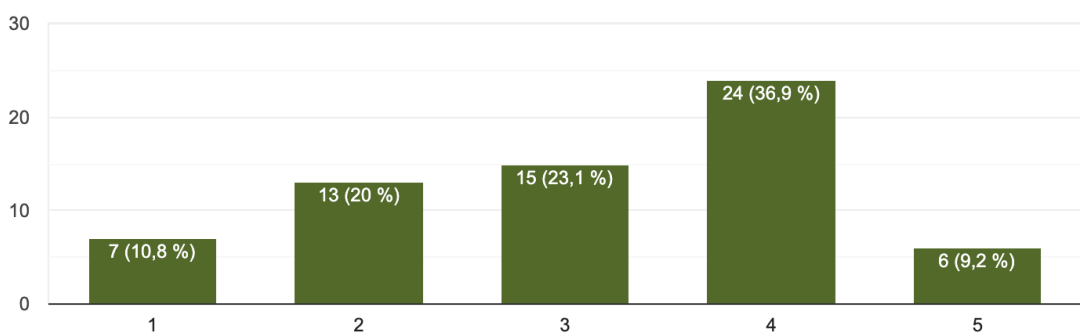
I try to drink only sustainable wines

66 respuestas



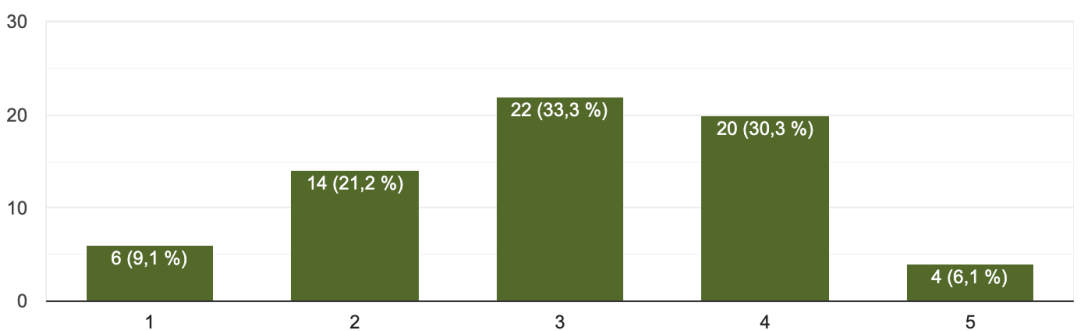
Wines with an appellation of origin

65 respuestas



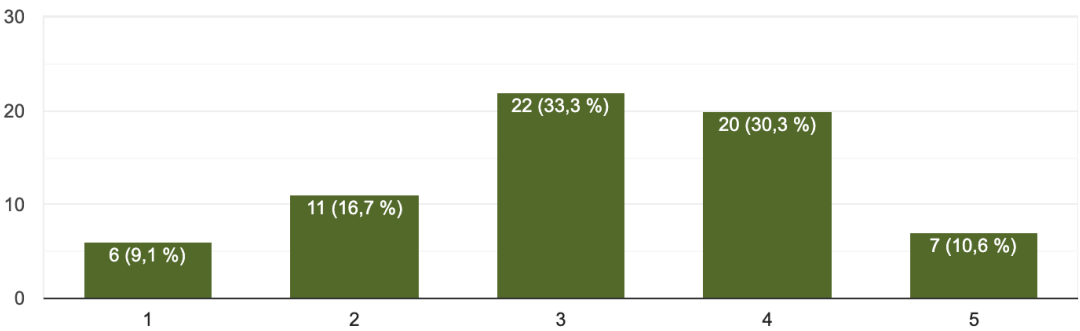
Presentation of an attractive packaging

66 respuestas



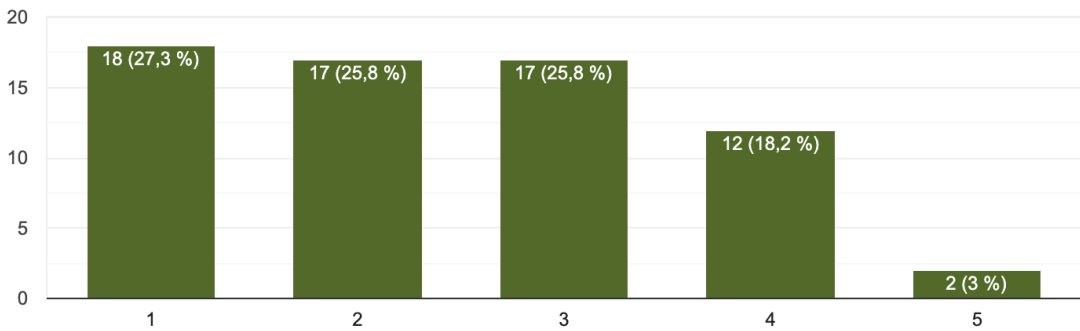
Obtained without the use of certain chemical substances (fertilizers, pesticides, herbicides, mineral fertilizers, etc.)

66 respuestas



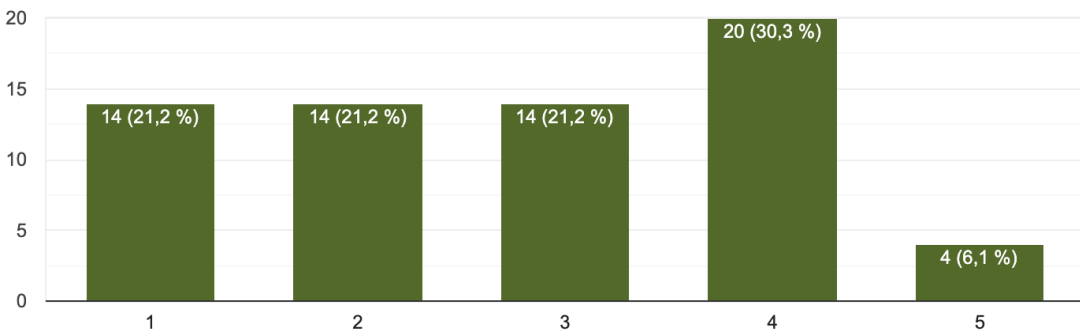
Obtained with the addition of minimal amounts of sulfites

66 respuestas



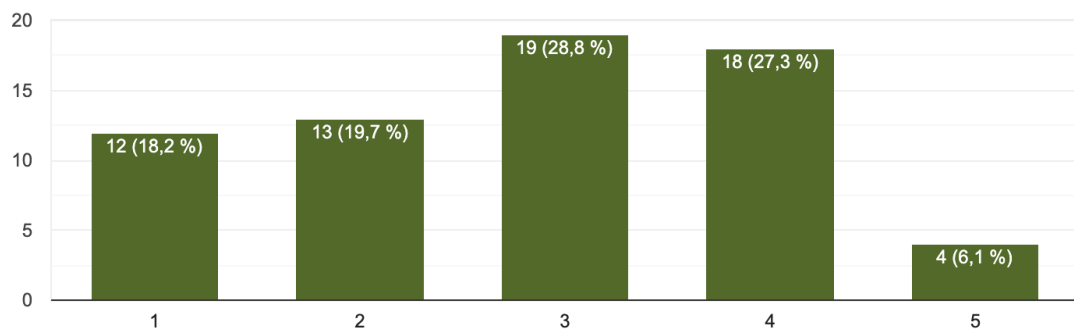
Prior brand knowledge

66 respuestas



Preservation and bottling through natural oenological practices (without physical and chemical treatments)

66 respuestas

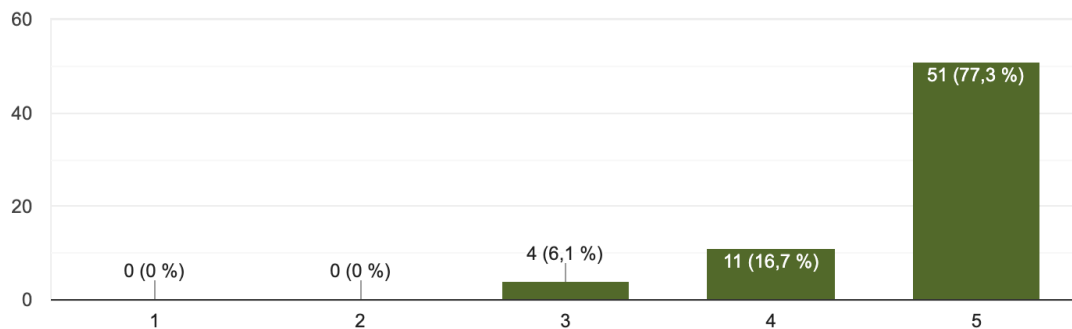


In this last section 4 about the important elements during wine tourism, 1 means not important and 5 means extremely important.

Important elements during wine tourism

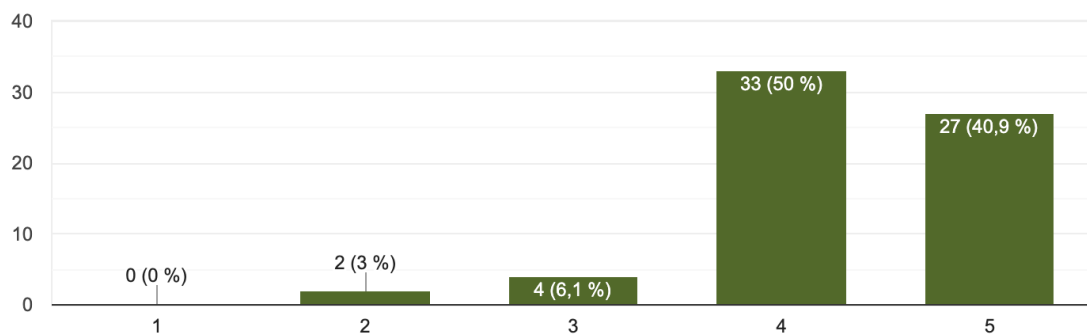
Wine Tasting

66 respuestas



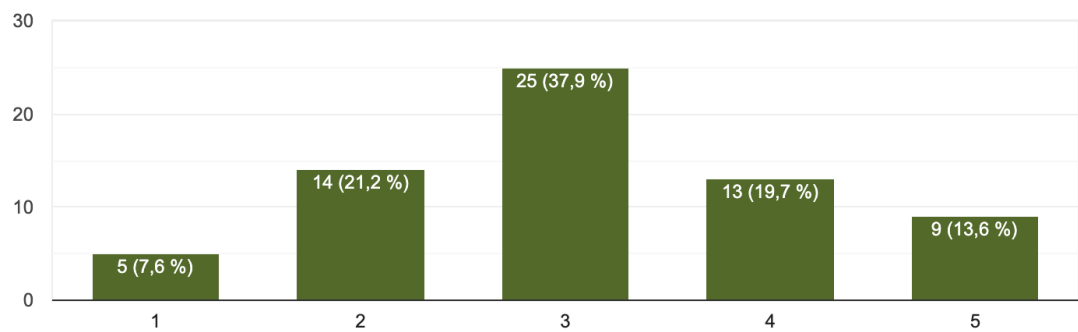
Discovery of the territory

66 respuestas



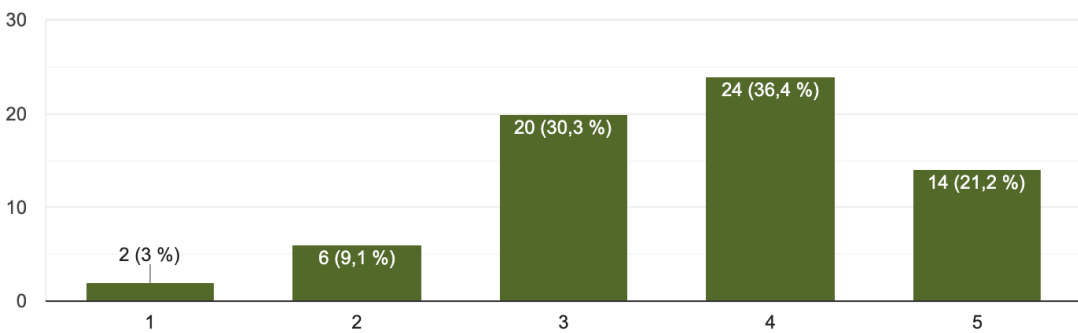
Discovery of a profession

66 respuestas



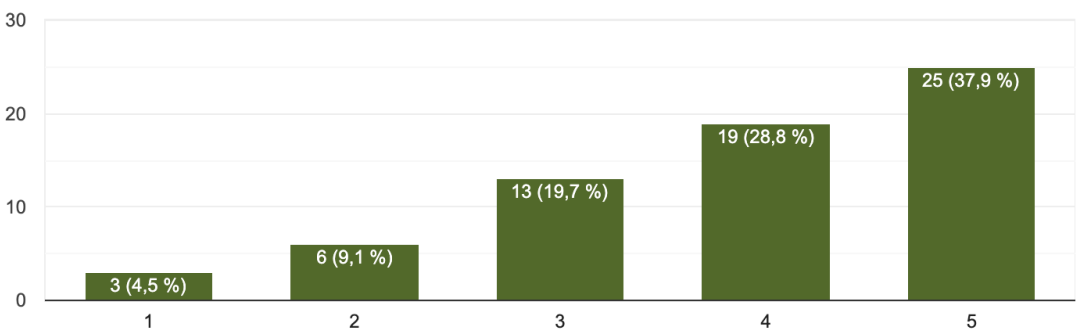
Stroll in the vineyards

66 respuestas



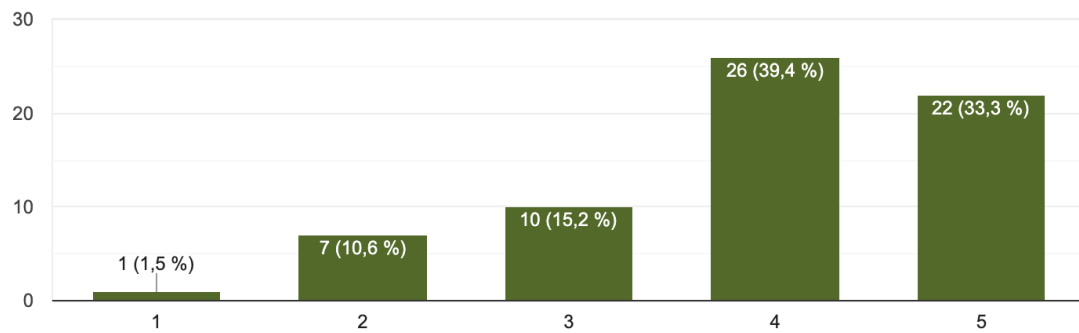
Food and wine pairing

66 respuestas



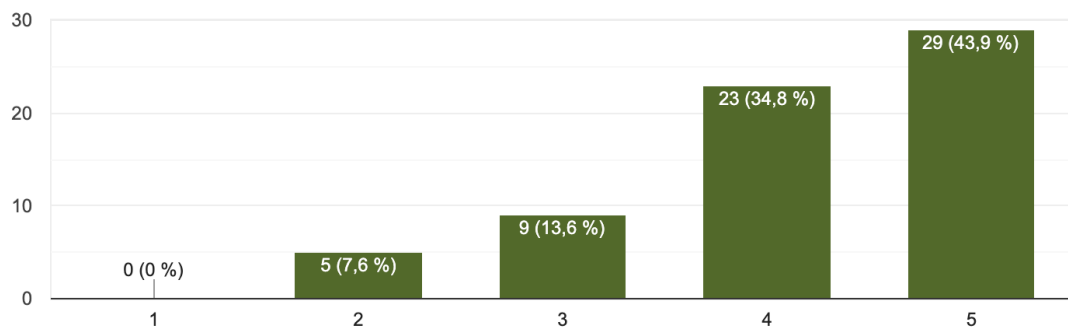
Learn about wine production

66 respuestas



Learn about the appellation of origin

66 respuestas



the links between the agroecological projects in the vineyard and the way to integrate them in the wine tourism offer, it might be relevant to add a more general paragraph in the body of the text explaining the importance of developing this "ecotourism" offer.