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LIFE PRIORAT +MONTSANT

IMPROVING THE
SUSTAINABILITY OF GRAPE
AND WINE PRODUCTION AT
THE PRIORAT REGION

LIFE PRIORAT+ MONTSANT is a project funded by the European Commission whose main aim is to develop and demonstrate a large-scale model of sustainable grape cultivation and wine production in the Priorat region by applying a set of methodologies to ensure the efficient use of natural resources throughout the value chain, replicable in other wine-growing and producing regions in the European Union.

THE CHALLENGE OF THE PRIORAT REGION REGARDING SUSTAINABILITY:

In the last thirty years, the Catalan region of El Priorat has developed an internationally-renowned model for producing high quality wines thanks to its meticulous production processes and the advantages offered by its heritage in viticultural, natural and cultural terms.

Nevertheless, the local grape-growers and wine producers, made up of 170 wineries belonging to the appellations of DOQ Priorat and DO Montsant, are facing major challenges related to the sustainability of vine cultivation and wine production, as well as conserving a unique natural environment and reducing the impact of climate change on the quantity and quality of the wine produced. They are also faced with growing international competition and an increasingly demanding and environmentally-responsible market.



AN INNOVATIVE MODEL FOR
THE SUSTAINABLE
PRODUCTION OF HIGH
QUALITY WINE REPLICABLE
IN OTHER WINE-GROWING
AND PRODUCING REGIONS
IN SPAIN AND THE REST
OF EUROPE

LIFE PRIORAT + MONTSANT has a total budget of EUR 1,529,153, with a financial contribution from **the LIFE+ tool of the European Union**, and will be carried out over four years, from July 2016 to June 2020. The following organisations are involved in the project:



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GOALS

Demonstrate to grape-growers and wine producers the benefits of applying sustainable production techniques to optimise resources.

Raise consumer awareness regarding the importance of wine's environmental footprint.

Provide grape-growers and wine producers with suitable tools so they can implement new business approaches aimed at sustainable wine production.

Demonstrate the benefits of combining the conservation of nature and reducing wine's global environmental footprint to encourage sustainable tourism.

Transfer the results and lessons learned to other wine-growing and producing regions in Europe.



ACTIONS

Apply a set of methodologies to ensure efficient risk management in viticulture.

Implement a specific Integrated Pest Management programme for vines.

Develop strategies to ensure the efficient use of fertilisers on vines.

Implement sustainable production techniques to optimise the use of resources (water, energy and materials) by wineries.

Provide appropriate tools to develop a sustainable model for the wine-growing and producing industry.

Undertake actions aimed at positioning the Priorat region as an international benchmark in quality wine production and sustainability.

Develop initiatives that help to apply and transfer the project's results.



RESULTS

Reduce water consumption per tonne of grape produced for irrigating 400 hectares of vineyards.

Reduce the use of pesticides and fertilisers, using other more environment-friendly methods.

Reduce the consumption of energy, water and materials in winery processes.

Reduce the environmental impact of the wine production cycle for the Priorat region by a trial application of the new European rule to calculate the Product Environmental Footprint (PEF WINE).

Raise awareness among winegrowers and wineries regarding the use of sustainable production techniques.

Raise awareness of consumers regarding wine's environmental footprint.

Improve the positioning of the Priorat region as a sustainable wine tourism destination.

Implement the results of the project in six other wine-growing and producing regions in Europe.



A PROJECT THAT ALSO PROVIDES THE BASIS AND MORE SUITABLE TOOLS TO PROMOTE SUSTAINABLE WINE TOURISM.