



Case Study: Villarino vineyard and winery

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Overview of case study

- ◉ Social sustainability
- ◉ Economic sustainability
- ◉ Environmental sustainability/
organic practices
- ◉ Recommendations
- ◉ Involvement in sustainable practices
beyond Uruguay

Social sustainability

- ◉ Family-owned vineyard for more than 100 years
- ◉ Dante Villarino, 34, is the agronomist of the operations
- ◉ Father and a sister (four siblings) run the winery
- ◉ Four permanent employees; 15 temporary employees for harvest

Dante Villarino and father





Economic sustainability

- ◉ Long business history suggests sustainability
- ◉ 350,000 liters of wine per year, at \$4 a bottle retail
- ◉ Distribution: Fuel costs may impact family's ability to deliver wine
- ◉ Agritourism: Winery not regularly open for tourists, sales

Villarino Winery





About the vineyard

- 20-hectare operation, partly conventional and partly organic
- Varietals: Merlot, Syrah, Muscatel and Tannat (or Ariaga)
- Organic vineyard is all Merlot; no economic premium for organic wine

About tannat

- Tannat is Uruguay's signature wine grape
- Brought to country from southwest France in 1870s
- Tannat = "tannins"
- Tannat is often blended with other varietals (Merlot, Syrah) to temper tannins
- Wine production can also produce a smoother tannat



Environmental sustainability

- ◉ Weed control
- ◉ External inputs
- ◉ Natural resources
- ◉ Pest control
- ◉ Disease control
- ◉ Fertility
- ◉ Equipment
- ◉ Biodiversity

Organic vineyard



Organic grapes



Wildlife



Fungal damage





Recommendations

- ◉ Establish vineyards as conventional, transition to organic
- ◉ Explore copper sulfate alternatives
- ◉ Invest in technical support
- ◉ Explore opportunities for agritourism

Activities since Uruguay

- Consumer education task force, created by value-added group
- Work on agents' columns, recipes for The Produce Lady
- Attended regional meeting (Greenville) of CEFS farm to fork initiative
- Will present report from Community Outreach and Marketing WIT at Farm to Fork Summit