

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

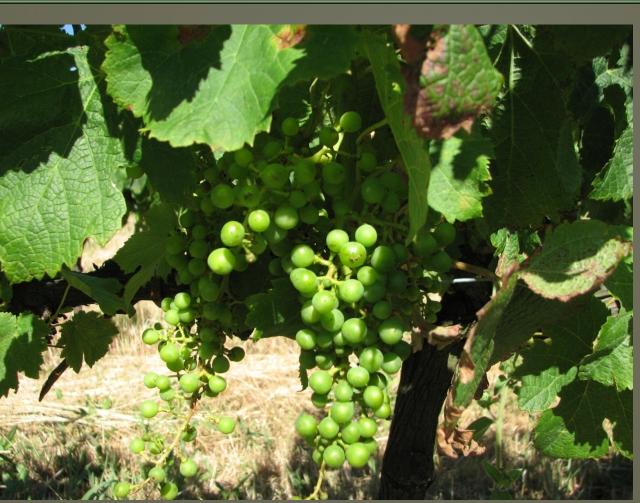
Environmental sustainability

- •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