



ENONATUR – promoting organic viticulture

COUNTRY

Spain

PROJECT PROMOTER

Enonatur. Roberto Regal Lopez

FUNDING

Private investment

DURATION

2014 – on-going

CONTRIBUTION TO

- generating environmental benefits
- mitigating climate change
- increasing efficiency of biomass resource use
- creating value through improved production methods or processing technology
- creating value through increased cooperation among value chain actors
- replicating an existing approach from another area/country

KEYWORDS

Organic agriculture, soil, carbon sequestration, biodiversity, job creation

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The initiative

Enonatur is an RDP funded initiative in Galicia that started due to the promoter's dedication to organic production as a tool to revitalise rural areas, while protecting consumers' health and the environment for generations to come.

The initiative promotes viticulture and wine tourism by engaging not only the company's farm, but also other farms that want to switch to organic production. For this purpose, participating winemakers receive advice and support throughout the production process. Enonatur also offers interested farmers the possibility of making their own wine without even having an estate – by renting unused vineyards. The initiative enables clients and wine tourists to experience organic wine making from start to finish: pruning, harvesting, tasting, etc.

RESULTS

- ✓ The initiative resulted in increased biodiversity on the participating vineyards and also increased beneficial fauna and soil fertility.
- ✓ Soil erosion has been reduced due to the expansion of vegetation cover and mulch.
- ✓ By not moving or removing the soil cover, a decrease in CO₂ emissions has been achieved. This has also resulted in increased CO₂ uptake and its increased retention in the soil.
- ✓ Decreased eutrophication in the river Miño is also anticipated.
- ✓ The initiative will potentially revitalize an area affected by depopulation and a lack of generational renewal. In this context organic viticulture can deliver environmental, social and health benefits.
- ✓ 16 people are directly employed in/by the initiative, while another 105 are employed indirectly (e.g. in spin-offs of the initiative, suppliers, transport).



Context

The project holders wanted to promote differentiated viticulture with a focus on quality and organic production. Their ambition was to use viticulture to support rural development, and the rural population, by advocating for organic viticulture to protect both consumer health and the environment for generations to come. Organic viticulture will also maintain healthy soils that yield high-quality produce.

Objectives

- Produce wine that is healthy and profitable for the producer.
- Inspire conventional farmers to turn to organic viticulture, by supporting them with advice on how to produce wine.
- Add value to the territory and reverse outmigration from rural areas.
- Increase soil fertility and reduce soil erosion.
- Promote quality, sustainable tourism.

Activities

Enonatur is an initiative that aims to promote viticulture and wine tourism by engaging not only the company's farm, but also the farms that want to switch to organic viticulture. For this purpose, participating winemakers receive advice and support throughout the production process.

The organic wine can be produced either in the wine cellar of Enonatur, or in the cellars of participating farmers. Enonatur also offers interested farmers the possibility of renting vineyards that are – because of declining generational renewal – no longer being used. This helps to create jobs and to increase soil fertility. The initiative supports wine tourism, offering experiences such as pruning, harvesting, tasting, etc. This type of tourism can bring value to the territory and promote a socially and environmentally friendly economy.

Environmental sustainability

ENONATUR was founded on the principle that sustainable agricultural practices are the best guarantee for conserving the natural environment. The initiative champions sustainable processes that far exceed conventional requirements: aiming at a 100% organic production model. This journey towards full organic agriculture began in 2014 and is an ongoing process of information exchange, seeking out advice and confronting ideological barriers.

The initiative aims to measure both the reduction in levels of pollution that it achieves, and its impact upon tourism and rural development in the area.

The Enonatur initiative is rooted in the firm conviction of its creator, Roberto Regal Lopez, that it is possible to dignify the work of the viticulturist by creating synergies that promote a fair price for local wine: a price that is proportional to the effort required to create it.

Lessons learned

It is fundamental to have a lot of understanding and respect for farmers. However, the harmful effects of agrochemicals use and its consequent environmental contamination, must be made clear to them. Going against the mainstream requires great effort, however, when it comes to the future wellbeing of society - including rural areas - that effort is necessary.

Economic viability in terms of profit is a long-term goal, but the day-to-day necessity of being able to live comfortably from one's work, in harmony with one's surroundings, provides the driving force behind this initiative.

Such initiatives require participants to be coherent, respectful of the environment and eager to give value to rural areas.