



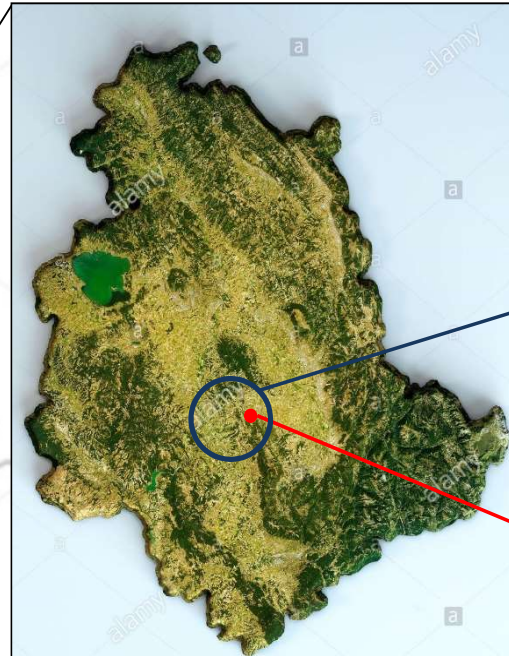
# ARNALDO · CAPRAI

*Viticoltore in Montefalco*

---

Rural Vision Week: Imagining the future of  
Europe's rural areas!

# UMBRIA THE GREEN HEART OF ITALY



Montefalco Sagrantino  
DOCG Area



**ARNALDO CAPRAI**  
*Viticoltore in Montefalco*

# COMPANY HISTORY

1971 Arnaldo Caprai purchases 112 acres in Montefalco / 1988 Arnaldo's son Marco Caprai takes over the estate, revolutionizing the production of Sagrantino di Montefalco / **1989** Starts collaboration with University of Milan / 1993 First harvest of the Montefalco Sagrantino 25 Anni / 2001 The Estate enhanced to 360 acres to start a new phase / 2006 San Francisco Wine Competition Double Golden Medal / 2008 The **New Green Revolution** Sustainability project starts / 2012 Arnaldo Caprai is "*Winery Of The Year*" / **2015** Arnaldo Caprai ambassador to the **Milan EXPO** / 2020 Agroclim technology innovation project starts

# SAGRANTINO INNOVATION & TRADITION



- ✓ Sagrantino is a red grape variety typical of the Montefalco countryside
- ✓ The cultivation has over 500 years old
- ✓ The Sagrantino wine has the highest polyphenol content in the world
- ✓ In 1970 Sagrantino was grown in just 10 hectares of vineyards
- ✓ In 2000 Sagrantino is grown in over 1,000 hectares of vineyards
- ✓ Sagrantino is currently exported to over 50 countries around the world



# MONTEFALCO A VILLAGE IN THE RURAL NETWORK OF ITALY



*The tourist success of Montefalco is linked to the fame of Sagrantino wine*

- ✓ Montefalco: TOP 10 Wine Travel Destinations
- ✓ Montefalco and Sagrantino: boom in visitors to the city and +28% increase in attendance at the San Francesco Museum
- ✓ Montefalco's Sagrantino is Still A Developing Story

**The Telegraph**

Umbria's medieval hill towns  
*The town keeps itself busy as the  
centre of the Sagrantino wine zone*



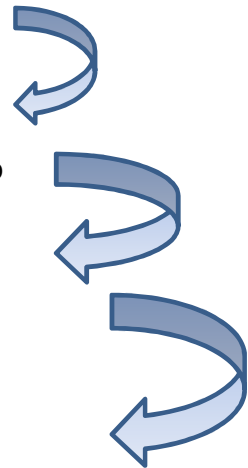
**Forbes**

# LEADER COMPANY FOR LEADER COUNTRYSIDE

Sustainability—Research highlights | MDPI Blog  
www.mdpi.com



- ✓ The **leading company** is necessary for the economic, environmental and social sustainability of a territory
- ✓ The sustainability of a rural countryside creates a sustainable context also for agricultural micro-enterprises
- ✓ If agriculture is sustainable, it creates wealth for the territory, preserves the landscape, offers opportunities
- ✓ Sustainable agriculture helps the environment – Arnaldo Caprai's vineyards contribute to storing over **250 tons. of CO2 equivalent per year**

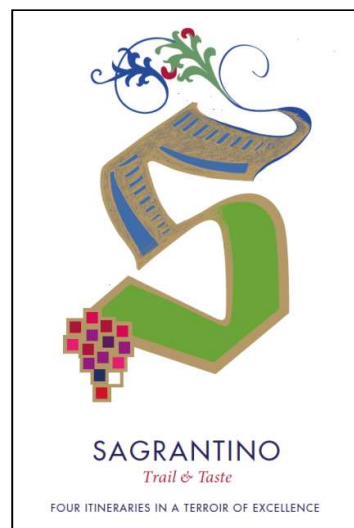


## 1.4 <sup>(emission)</sup><sub>(storage)</sub> Bilancio emissioni e stoccaggi

# EUROPEAN CONTRIBUTIONS FOR COUNTRYSIDE DEVELOPMENT



For the contribution given to the challenge of **Feeding the Planet, Energy for Life**



**2015 Rural Development Program for Umbria 2007/2013 Measure 133**

Montefalco 2015 : The *Sagrantino di Montefalco* at the Milan EXPO



**2018 Rural Development Program for Umbria 2014/2020 Measure 3.2. "Support to information and promotional activities by producer groups in the internal market"**

Sagrantino Trail & Taste : four itineraries in a terroir of excellence



**2020 Rural Development Program for Umbria 2014/2020 Measure 16.4**

Italian International - Balloon Challenge Cup

Food and taste education project elementary school of Montefalco

# EUROPEAN CONTRIBUTIONS FOR INNOVATION AND TECHNOLOGY

First national protocol on sustainability in the wine sector, officially certificated in April 2012



**2009 Rural Development Program for Umbria 2007/2013 Measure 124**  
Montefalco 2015: The new green revolution



50% reduction of chemicals in the environment

**2012 Rural Development Program for Umbria 2007/2013 Measure 124**  
Atomizer for the recovery of variable rate



**2015 Rural Development Program for Umbria 2007/2013 Measure 124**  
3K.0 : Digital register of workers in agriculture



defense of viticulture from spring cold and summer drought



**2017 Rural Development Program for Umbria 2007/2013 Measure 16.2**  
Agroclim Technology : defense systems against climate change





# SUSTAINABILITY IS CULTURE AND TERRITORIAL INTEGRATION

*Arnaldo Caprai Sagrantino and the Umbrian vineyards of integration - March 2021*



**CORRIERE  
DELLA SERA**

**la Repubblica**.it

**AP** Associated Press

# 1. WHAT WAS YOUR BIGGEST CHALLENGE AND WHAT WAS YOUR BIGGEST ACHIEVEMENT IN THE PAST YEAR?

- The first challenge was to put the company on the safe side for what regards the economic point of view ; the second is that we succeeded without compromising the agricultural year in terms of quality.



ARNALDO·CAPRAI  
*Viticolture in Montefalco*

## 2. HOW DO YOU SEE YOUR FARM IN 2040 AND WHAT DO YOU THINK IS NEEDED TO KEEP AGRICULTURE AS A VIABLE SECTOR IN RURAL AREAS?

- We see our company as a company that must grow. We believe that a farm must be sustainable. It has multiple roles and responsibilities towards the community. To make agriculture vital, it is necessary to be connected, reachable and not to lose competitiveness in the more developed areas.



ARNALDO·CAPRAI  
*Viticoltore in Montefalco*

### 3. IF IT WERE TO THINK OF THREE REASONS WHY AGRICULTURE IS ESSENTIAL FOR THE FUTURE OF RURAL AREAS, WHAT WOULD THESE BE?

I would like to say that without agriculture there would be no rural areas. Agriculture is essential for:

- hydrogeological maintenance
- preserves biodiversity
- active role in carbon sequestration.

I mean that agriculture produces carbon dioxide but at the same time produces oxygen. A clear example... the vines capture carbon dioxide from the atmosphere and the same vines release oxygen. This is a virtuous cycle which benefits the land and the community. It's all about sustainability!



**Thanks for the attention**