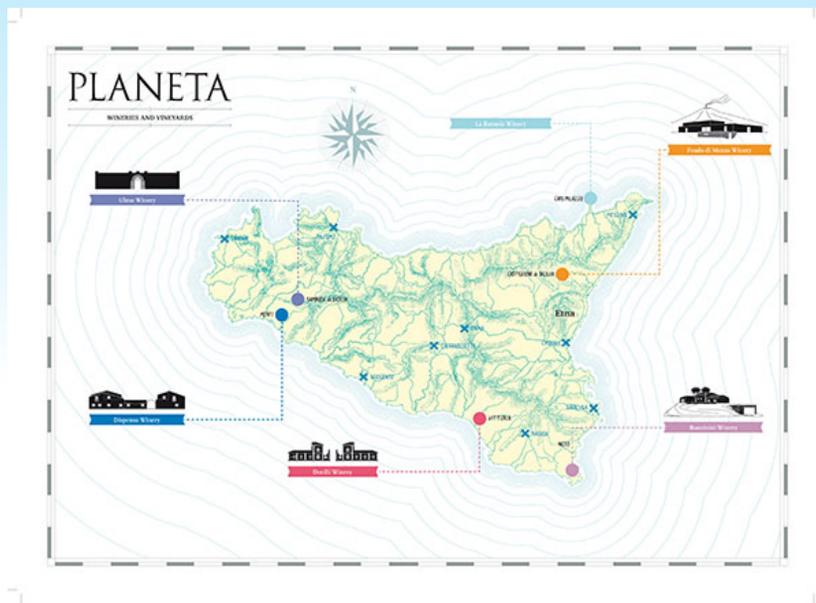


# PLANETA



Planeta Terra is project dedicated to environmental sustainability across all 6 Planeta wineries. Aimed at leaving a better land for our children and providing our consumers with products that combine great taste with ethical values, Planeta Terra initiatives include:

- Sustainable Farming
- Cover Crops & Erosion Control (pioneered practices in Tuscany)
- Dry Farming
- Pest Monitoring (agronomical control of vineyards & use of DSS)
- Only Organic Fertilizers & Compost



# PLANETA



## CARE OF THE COUNTRYSIDE

### Capo Milazzo

Planeta is currently working on the restoration of the agricultural fields of Capo Milazzo, home of Mamertino - a great wine favorite of Julius Caesar and the pride of Sicilian winemaking in Roman times. The Planeta team has been working closely with Professor Attilio Scienza, of the University of Milan, to reconstruct the Nero d'Avola, Nocera, Vitraruolo, Lucignola and Catanese Nera vineyards, grapes used in the blend of this historical wine. The revitalization of the site's biodiversity will ensure the survival of grape varieties that would otherwise be lost forever.

### La Segreta Nature Trails

At Sambuca di Sicilia, Planeta has established the La Segreta Nature Trails comprising three paths open to the public, immersed in pristine nature surrounding Lake Arancio. The project also focuses on the preservation of the region's biodiversity, including tree species now rare in southwestern Sicily. Since the beginning of the project, dozens of plants have been identified and catalogued, among them *Laurus nobilis* (Alloro), *Quercus virgiliana* (Quercia castagnara), *Rhamnus alaternus* (Alaterno), *Rhamnus oleoides* (Ranno con foglie d'olivo), *Salix pedicellata* (Salice pedicellato), *Fraxinus rostrata* (Frassino meridionale) and *Celtis australis* (Bagolaro).



# PLANETA



## **Menfi Beautification Project**

With the aim of clearing the countryside, dozens of unused telegraph poles have been removed and new lines around the La Foresteria resort have all been placed underground, restoring the country views and improving the whole surrounding area.

## **RENEWABLE ENERGY**

Over 3,230 square feet of photovoltaic (solar cell) panels have been installed at the Dispensa winery in Menfi to provide energy for wine production, and a second solar energy plant heats all the water for La Foresteria. The byproduct of olive and vine pruning, amounting to several tons each year, is largely composted and a biomass center is currently being built for the farmers in Menfi to aid in the production of renewable energy.

## **RECYCLED MATERIALS**

Several tons of plastic and paper materials are regularly recycled at all Planeta wineries. All packing materials used are recycled cardboard. All information material about the company is printed on paper which is recycled or certified FSC, produced with pure cellulose originating from forests managed by rigorous environmental, social and economic standards.

with Planeta's day-to-day.



# PLANETA



## **BIO-ARCHITECTURE**

When developing plans for the newest winery at the Buonivini estate near Noto, the Planeta family decided to build an "Invisible Winery" minimizing the impact on the landscape. They also invested in the "Case Sparse" (scattered houses) project, choosing to renovate the existing structures using exclusively recycled supplies. For this project, they enlisted the help of Constance Algranti, an artist known for the use of salvaged materials.

## **SOSStain PROJECT**

SOSStain PROJECT is the first large Italian certification program of environmental viticulture inspired by several international programs including CSWA in California (California Sustainable Winegrowing Alliance); WineWise in Washington State; LIVE (Low Impact Viticulture and Enology) in Oregon, to name the most prominent.

SOSStain combines traditional and organic viticulture, seeking continual improvement towards growing levels of sustainability. Developed by the University of Piacenza and the University of Milan, SOSStain will achieve agricultural sustainability levels in Sicily that will be second to none in the world.

day-to-day.



# PLANETA



## **CARBON & WATER FOOTPRINT**

Planeta is also launching an initiative to address two major areas of concern, the water cycle and CO2 emissions. To this end, it signed a Memorandum of Understanding with the Italian Environment Ministry in July 2011 to start the first pilot project to measure vineyard's sustainability performance. This program will measure the impact of production from the point of view of water consumption, water footprint, carbon footprint and CO2 output. Having correct measurements will help Planeta offset its emissions and develop more eco-friendly efforts to manage its water and carbon footprint.

## **CODE OF CONDUCT AND PROCEDURES**

Planeta has developed a strict code of conduct and procedures aimed at achieving higher levels of sustainability and minimizing ecological impact across its wineries. In addition to requesting that our employees follow the Planeta Terra practices, we also provide extensive training assuring that energy saving, sustainability and reduction of waste are the common objectives of everyone involved with Planeta's day-to-day.

