

**FACT FILE 2023**

**Italy**



A VINEYARD IN THE PROSECCO VALLEY, VALDOBBIADENE, VENETO, ITALY

Landscape Enterprise Networks (LENs) facilitate investment in and delivery of nature-based and agricultural measures to make local landscapes healthier, more productive and resilient, to meet business and society’s long-term needs. They do this by bringing together businesses, landowners, farmers and other organisations with an active interest in a locality, to work together to influence the quality and performance of the landscape they all rely on. The LENs initiative is overseen by UK-based sustainability consultancy 3Keel, with support from our Strategic Partners Nestlé Purina, PepsiCo and Diageo. The initiative is currently operational in six regions – three in the UK and one each in Hungary, Italy & Poland. For more information, visit our [website](#).

**WHY DO WE NEED LENs?**

Businesses, organisations and investors recognise that the condition of natural systems is material to their long-term ability to thrive. For example, degraded farmland is a risk for long-term food crop productivity and water quality. By partnering to understand and manage businesses’ impacts and dependencies on the natural environment, we can work more effectively to ensure the health, productivity and resilience of local landscapes.

**WHY DO THESE PARTNERS WANT TO WORK TOGETHER?**

Partners are collaborating to maximise environmental outcomes and create an enduring model that more businesses and land managers will join. Interventions on farms usually deliver multiple outcomes, of interest to multiple partners, so sharing the cost delivers more and better outcomes for all.

**HOW IS LENs ITALY FUNDED?**

Nestlé Purina and the Consorzio Tutela Prosecco DOC are the founders of LENs Italia and provided the initial funding to develop the partnership and launch the first trade. The benefits are co-acquired by both partners. The medium- and long-term aim is to create a self-financing programme, with a small percentage of each trade funding an independent, local delivery organisation, which convenes the demand and supply sides, facilitate transactions and builds the pipeline of trades.

**HOW LONG WILL IT LAST?**

3Keel and Nestlé Purina have designed LENs to become an enduring model with an increasing number of buyers and sellers involved, to enable a systemic change that will deliver long-term outcomes.

**HOW DOES LENs WORK WITH EXISTING LAND MANAGEMENT SCHEMES THAT A FARMER OR LAND MANAGER IS PART OF?**

LENs seek to complement, support and augment existing initiatives, and their measures are designed with these in mind. LENs cannot pay for a measure that is already being funded via another route, neither will they pay for activities that farmers have a legal duty to undertake.

**HOW DO I GET INVOLVED?**

Email the LENs team: [lens@3keel.com](mailto:lens@3keel.com)

**LENs ITALY PARTNERS**

Founder	<b>3Keel</b>
Founding Partners	<b>Nestlé Purina, Consorzio Tutela Prosecco DOC</b>
LENs Operator	<b>Preferred by Nature</b>
Project Partners	<b>Agrinnovazione, AgriCircle, Antonio Compagnoni, CarbonChange, CSQA, Perleuve, Veneto Agricoltura, WBA</b>
Supply aggregators	<b>Cereal Docks, Serena &amp; Manente</b>

**KEY DATA ITALY 2023**

Years in operation (inc. 2023)	<b>2</b>
Euros/£s invested, 2023	<b>€1,538,657.14</b>
Farms/lands involved, 2023	<b>31</b>
Total hectares covered, 2023	<b>1,350</b>
Distribution of land	<b>Arable 79%, Vineyard 21%</b>



**FACT FILE 2023****Italy****2023 SCOPE**

**Nestlé Purina and Consorzio Tutela Prosecco DOC have invested in a Landscape Enterprise Network in the Veneto and Friuli-Venezia Giulia regions of Italy, with the support of 3Keel and Preferred by Nature. In the 2023 trade, 10 agronomic, 6 biodiversity, 7 innovation measures are contracted to be implemented in about 30 cereal farms and vineyards in the region to introduce sustainable agricultural practices on approximately 1,350 hectares of land. These aim to help improve soil management and water quality; strengthen the resilience of farms and supply chains; combatting environmental degradation; and mitigating the effects of climate change.**

**The measures can be grouped into three main categories:**

**1:** Agronomic measures in the field; **2:** Promotion of biodiversity; **3:** Introduction of innovative technologies to improve productivity, reduce costs and decrease environmental impact.

**Planting cover crops** to improve the quality of groundwater, increase the content of organic matter and maintain soil moisture. This also prevents the soil from being uncovered during the rainy seasons, protecting the soil from erosion.

**Substitution of chemical fertilizers** with organic ones to reduce carbon footprint at farm level. Organic fertilizers decrease the need for carbon-intensive agrochemicals, enrich the soil's ability to retain water and counteract nutrient-leaching into groundwater.

**Advanced integrated production and pest management (IPM)** strategies, including substituting herbicides with mechanical weed control practices. This reduces the use of agrochemicals to limit the negative impact on the environment, mainly on groundwater and biodiversity.

**Hedge and woodland planting**, including an innovative agroforestry approach to create and/or strengthen natural habitats to promote biodiversity, capture carbon and provide a range of ecosystem services such as soil and water conservation, maintenance of soil fertility, conservation of microbes and protecting the habitat for plant pollinators.

**Sowing herbaceous species and wildflowers** at the edge of arable fields or vineyards to provide habitat for pollinating insects. These uncultivated areas can also provide habitats for predatory insects that contribute to pest control in the field. Grass and flower strips also act as buffers to help reduce the amount of sediment and nutrients lost to runoff.

**Investments in weather stations and soil sensors** to monitor and predict variability in temperature, precipitation, air humidity, soil and leaf moisture. This allows land managers and farmers to improve and optimize defense treatments, irrigation water management and other agricultural activities.

**Promotion of precision agriculture**, through a combination of soil sampling, satellite imagery, and GPS systems installed on agricultural machinery. Farmers benefit from accurate soil mapping and production yields, which in turn improves the efficiency of farming practices by optimizing inputs such as water fertilizers, herbicides, and insecticides, while maintaining or increasing yields.

**STAKEHOLDERS****FOUNDER**

**3Keel** is a leading sustainability consultancy based in the UK. It has developed the LENs approach to address critical challenges in agriculture, food systems and landscapes, and has established LENs in a growing number of regions in the UK and Europe, working with partners to build long-term resilience.

**FOUNDING PARTNERS**

**Nestlé Purina** specialises in the production of pet food and sources key ingredients in the region. In line with Nestlé Group targets to reach Net Zero by 2050 and source 50% of key ingredients through regenerative agriculture by 2030, Purina is supporting farmers in their regenerative farming journey through LENs.

**The Consorzio Tutela Prosecco DOC** represents annual production of circa 627.5m bottles of Prosecco from 28,100 hectares of vineyards, 12,312 winegrowers, 1,189 winemakers and 360 sparkling wine producers. It understands the importance of safeguarding its territorial heritage, launching projects focused on monitoring carbon footprint and promoting environmentally friendly vineyard management.

**LENS OPERATOR**

**Preferred by Nature** is an international non-profit working to support better land management and business practices that benefit people, nature and the climate. It operates through a combination of sustainability certification services, projects supporting awareness raising, and capacity building.

**PROJECT PARTNERS**

**Agrinnovazione** supports crop management and use of modern precision-farming techniques, with an approach based on decades of experience in the field of digital agriculture and agricultural machinery, phytopathology and forest management.

**AgriCircle** uses soil sampling, satellite imagery, and machine learning to develop a high-resolution soil fertility map, allowing farmers to optimize fertilizer, herbicide and insecticide use, while maintaining / increasing yields.

**CarbonChange** has created a calculation system for establishing the carbon sequestration capacity of soils, evaluating the effect of production levels of crops; cover crops; tillage/no-tillage techniques; types and levels of fertilization; and crop rotations.

**Antonio Compagnoni** is an agrotechnician who has specialised in organic, sustainable and regenerative agriculture for over 30 years, working with organic farmer co-operatives, stakeholder associations, development and certification organizations.

**CSQA** is a certification body that is active in the agri-food and sustainability sector. CSQA conducts the monitoring, reporting and verification of the 2023 LENs Italia measures.

**Perleuve** is a technical consulting firm promoting innovative approaches and technologies for sustainable practices in the wine sector. For LENs Italia, Perleuve provides support for regenerative agronomic practices in Prosecco vineyards.

**Veneto Agricoltura**, the Veneto Region's Agency for Agriculture, provides technical advice for development and implementation of LENs measures. Its experimental farm "Valle Vecchia" demonstrates regenerative agricultural practices in the field.

**World Biodiversity Association (WBA)** is a non-profit and provides technical advice on the design and implementation of biodiversity interventions. WBA has its own monitoring tools to measure biodiversity levels in water, soil and air.