



## Speech at the 10<sup>th</sup> Hamburger Klimawoche (Hamburg Climate Week) September 24<sup>th</sup> 2018, Lattenplatz Hamburg, 15:30

Gianni:  
Buongiorno.

We are very happy to be here as a farm, albeit now a big one, at least for organic standards.

When our parents started using organic agriculture in the late 1970s, it was natural for them to cultivate organically – the expression “organic farming” did not officially exist and, at least in Italy, it wasn’t yet certified.

It was all a big adventure and many neighbors did not take it seriously.

Today, 40 years later, the “working family” has grown by around 150 employees, and the farm by many acres of land ... each one of which has biodynamic, living, fully fertile soil.

When we talk about climate protection, it is often about the air and the reduction of CO<sub>2</sub> during production, including ours.

But what many people forget is the earth – because only on living soil can life arise, if the soil is dead, we have a huge problem.

So, we depend on a few meters of earth, and at La Vialla we do everything we can to cultivate them as naturally as possible.

Antonio:  
Chemical fertilizers or pesticides are unthinkable to us, they are the opposite of what we want to achieve as farmers.  
I even think they should be banned – by law – because they pollute the earth, the water, our food and in the end also us.

It is hard to produce sustainably and organically – it takes a lot of patience and time, especially when you’re switching from conventional agriculture.

But once you’ve done it, there’s no going back.

It’s all about increasing and improving the organic matter in the soil.

Gattoria La Violla



We make our own compost, use biodynamic supplements, promote biodiversity in each of our fields, sow beans and other plants in the vineyards as green manure. We recycle our water, use our own solar energy, keep beehives and harvest only when everything is fully ripe.

It's complex but logical and, above all, necessary. And not only does it improve the quality of the fruits but also their taste.

The motivation to produce sustainably is, above all, for our children.

We want a good future for them, and they expect us to provide them with the foundation for a good future.

So there is no other way for us – and for everyone – to be sustainable.

We have the privilege of living in a society where we do not have to fight for our food every day.

We even have the choice, every day, to decide what we eat and where it comes from.

This privilege comes with a commitment...

we have to do more for the sake of good agriculture than the business balance sheet demands.

Sustainability and respect are the way forward for the future, and a healthy, living soil could be one of the factors that brings back the equilibrium between nature and human beings.