

## Case study

“We are proud of our history which has seen us become one of Italy’s most important cooperative wine production businesses. While we intend to grow commercially, we recognise the need to embed sustainability throughout the entire production process from grape to store. We are delighted to be certificated to the only global standard that demonstrates genuine social compliance.”

**Dott. Marco Bazzotti – Head of the Quality, Safety and Corporate Social Responsible Office di TERRE CEVICO Soc. Coop. Agricola**



**TERRE CEVICO**

VITICOLTORI DAL 1963

## About Terre Cevico

The company was founded as a cooperative in 1963, producing wine from grapes grown by members throughout Romagna. It has expanded and operates principally in Emilia Romagna, but also with our own wineries in the Veneto, Tuscany and Umbria. Our wines are present in 67 countries around the world, especially in France, China, Japan, the United Kingdom, the USA and South-East Asia, with a consolidated turnover of 147 million Euros.

Terre Cevico, an Italian wine Co-operative, has become the first organisation in Italy to gain certification with Agroqualità to BRCGS’s Ethical Trading and Responsible Sourcing Standard. With a longstanding commitment to environmental sustainability and protecting the welfare of its producers and suppliers, while balancing the commercial needs of the Co-operative, Terre Cevico recognises that the BRCGS Standard was the only solution that matched their social compliance ambitions.

Since it was founded in 1963, the co-operative has grown to represent over 5000 small independent wine producers in Emilia Romagna, Veneto, Tuscany and Umbria. Producing over 100 million bottles per year across 23 production sites and five bottling plants, the cooperative exports to 67 countries around the world generating an annual turnover of 164 million Euros.

With primary export markets including France, China, Japan, the UK and the USA, Terre Cevico has been aware that purchase choices are increasingly influenced by environmental and social considerations as consumers seek assurance about their purchase from the sourcing of raw materials, production, distribution through to point of sale. Although there are a number of assurance schemes under the guise of ethical trade and sustainability, Terre Cevico were seeking a robust and credible certification programme that would truly demonstrate that their wine is produced ethically and that its raw materials are sourced responsibly.



Annual  
Turnover €174m

Established  
1963



The BRCGS programme is a third-party certification scheme that applies robust management system practices. It requires that all non-conformities are identified and corrected, and encourages an ethos of continual improvement. As well as operating levels of compliance to deliver reliable and consistent outcomes, BRCGS is working toward accreditation. The programme is also in the final stages of recognition with the Consumer Goods Forum's Sustainable Supply Chain Initiative to be recognised as the only globally benchmarked social compliance standard.

**Fiona Humphries, BRCGS Technical Manager – Ethical Trade & Responsible Sourcing** said: "I am delighted that Terre Cevico recognises the value of the BRCGS programme. With a strong cultural link with the land, respecting the environment is critical to production. The BRCGS Standard allows Terre Cevico to balance giving its vine-growing members the best possible income, while demonstrating to their customers that they are doing the right thing"

**Enrico De Micheli, CEO of Agroqualità**, said: "Today, even excellently priced and tasting products might fail in the eyes of potential consumers because the evaluation parameters have changed. The shift towards knowledgeable purchasing is real and brands must take it into account. By going through the certification process for BRCGS Ethical Trading and Responsible Sourcing Standard, Terre Cevico has shown the will to actively improve wine's supply chain and show greater transparency to consumers."

**Dott. Marco Bazzotti, Terre Cevico** said: "We are proud of our history which has seen us become one of Italy's most important cooperative wine production businesses. While we intend to grow commercially, we recognise the need to embed sustainability throughout the entire production process from grape to store. We are delighted to be certificated to the only global standard that demonstrates genuine social compliance."

### About Agroqualità Spa

Agroqualità is the certification company specialized in the agri-food sector, owned by RINA Services and the Italian Chambers of Commerce System. The Company provides a complete range of certification services to the agri-food sector for an appropriate qualification of organizations, processes and products and for the improvement of competitiveness in an increasingly selective market. [www.agroqualita.it](http://www.agroqualita.it)

RINA provides a wide range of services across the Energy, Marine, Certification, Transport & Infrastructure and Industry sectors. With net revenues in 2020 of 495 million Euros, over 4,000 employees and 200 offices in 70 countries worldwide, RINA is a member of key international organizations and an important contributor to the development of new legislative standards. [www.rina.org](http://www.rina.org)