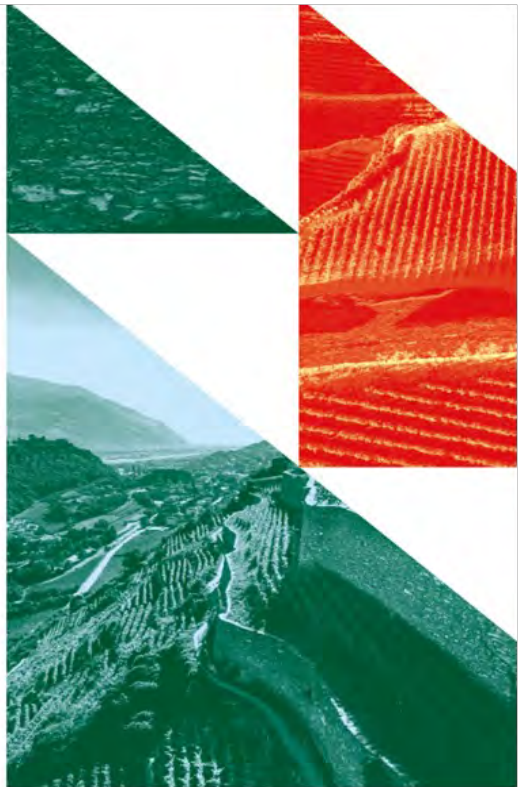




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Heroic Heritage

a case study of systemic vineyard regeneration in Santa Maria

Joana Borges Coutinho

Vision



Championing



Support



Santa Maria, Azores. Atlantic Ocean.



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Santa Maria: the Mother of the archipelago

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Santa Maria: heroic vineyard heritage



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Santa Maria: heroic vineyard heritage

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Santa Maria: heroic vineyard heritage

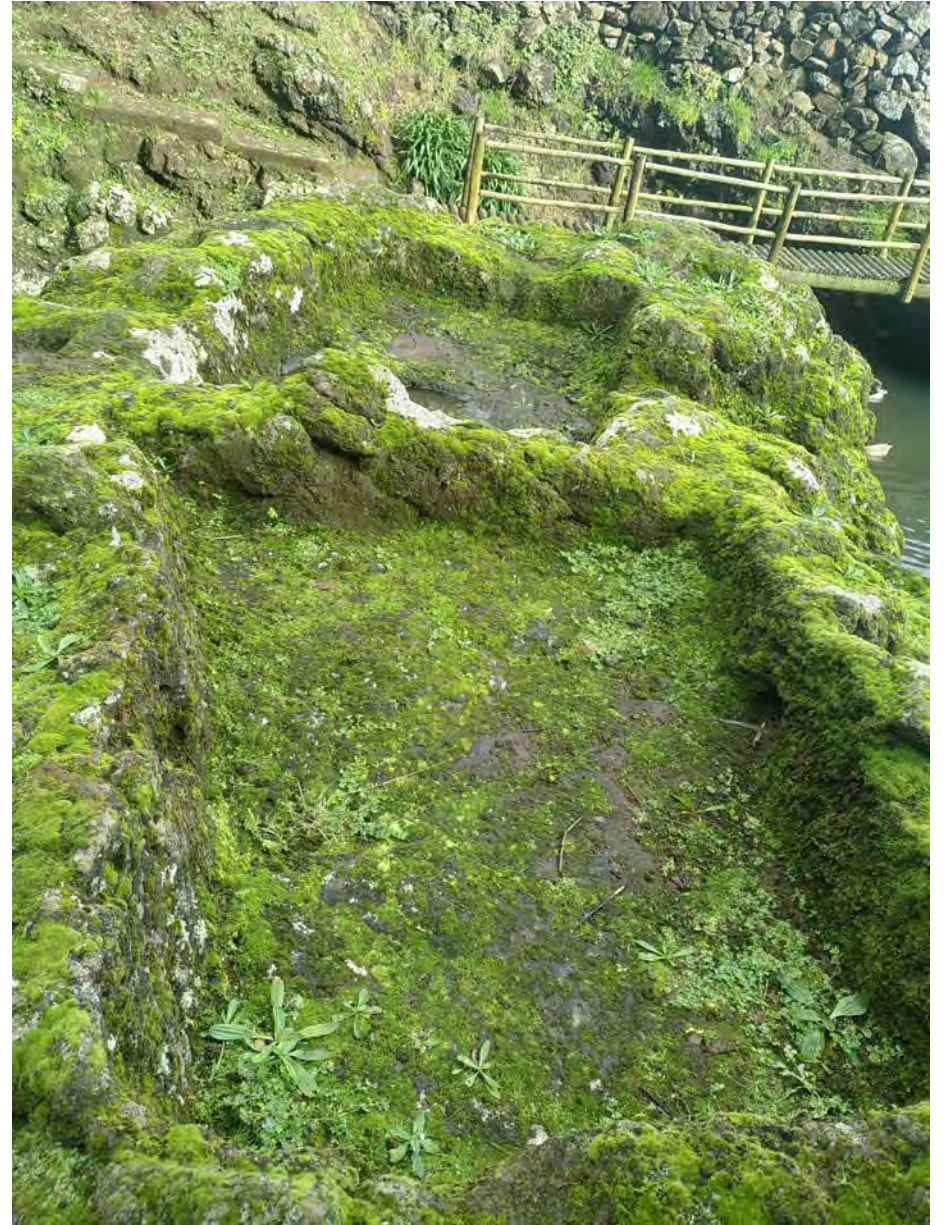
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Santa Maria: heroic vineyard heritage

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15—SANTA MARIA—Açores—São Lourenço

FOTO
"PEPE"

Vineyard abandonment: a “wicked problem”

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Vineyard abandonment: a “wicked problem”



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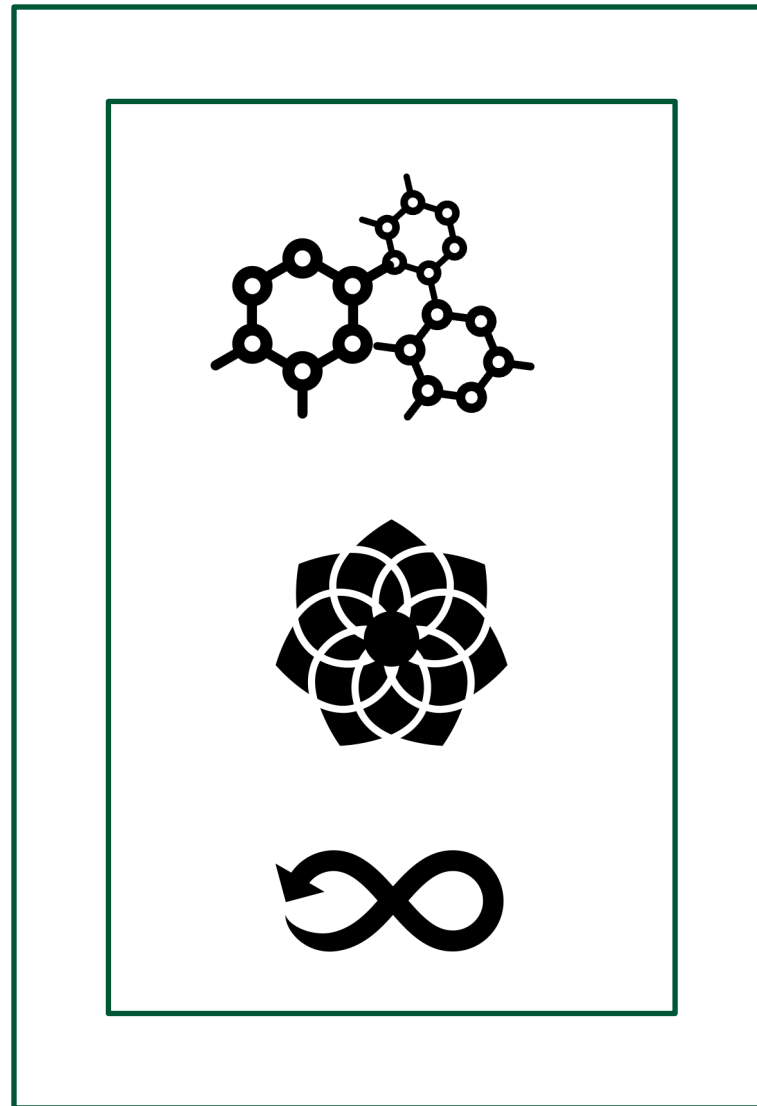
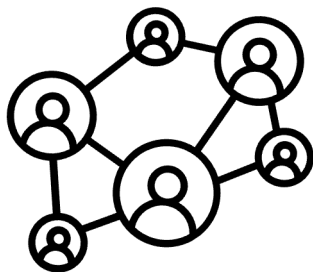
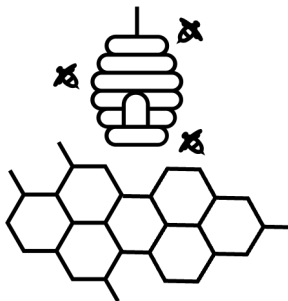
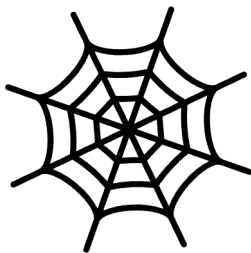
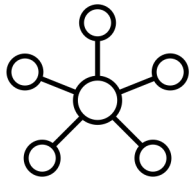
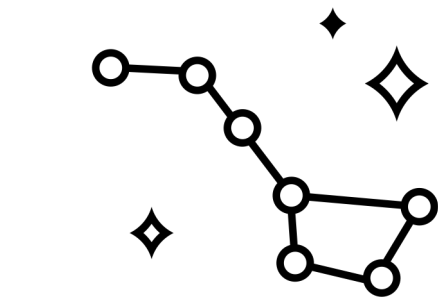
Vineyard abandonment: a “wicked problem”

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Why systemic thinking?

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V
U
C
A

Core concepts

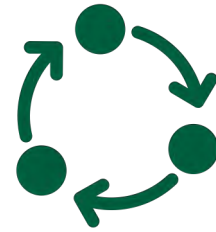
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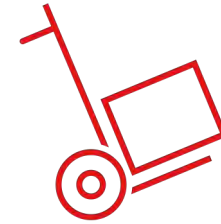
Purpose



Boundary



Feedback



Leverage



Emergence

Purpose: evidencing common ground

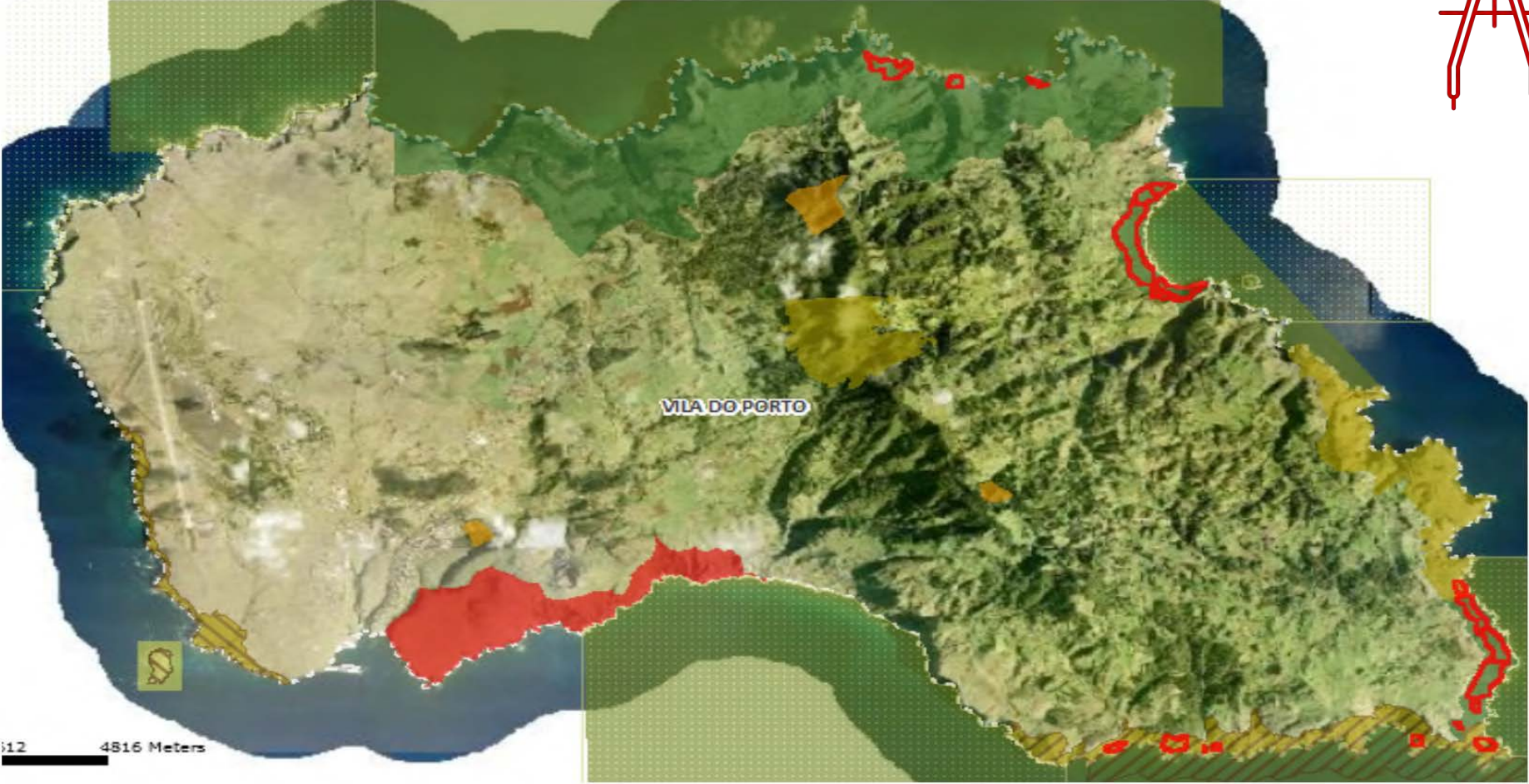
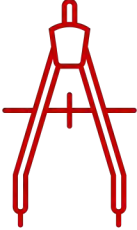


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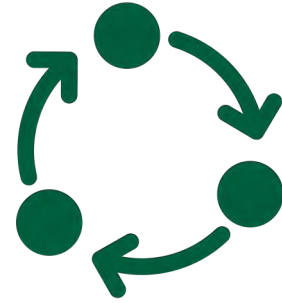
Boundary: defining territories

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Feedback loops: reading behaviour drivers

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PORTARIA
VITIS 2019

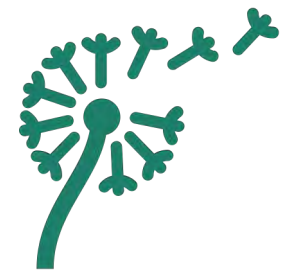
Leverage: choosing where to muscle-in

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Emergence: birthing new ground



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Sta
Maria
Wine
Lab



RURITAGE
Heritage for Rural Regeneration



Santa Maria
Wine Lab

Micro-vinificação experimental
rumo a vinhos marienses certificados





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Indicators until 2018	...by end of 2025
VITIS applications	0	16
Natural Park traditional vineyard subsidy	0	18
CVR certified vineyard areas	0 ha	7 ha
Certified wineries / transformation units	0	1
Harvest declaration	0 kg	2.800 Kgs
Comercial wines	0	~20.000 L



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Comissão Vitivinícola Regional dos Açores
 Rua Conselheiro Terra Pinheiro
 9950-329 Madalena

CVR AÇORES
 Comissão Vitivinícola Regional dos Açores

Relatório de Certificação
 Agente Económico: Agromariensecoop – Cooperativa de Produtos Agropecuários da Ilha de Santa Maria, CRL.
 Morada: Ribeira de São Domingos, S/N 9580-485 Vila do Porto, Santa Maria
 Âmbito Certificação: IG Açores Referência Certificação: 11723
 Data: 27 de dezembro de 2023

CONTA-CORRENTE
 Conforme Não Conforme
 Observações:

ANÁLISE FÍSICO-QUÍMICA E SENSORIAL
 Análise Físico-química: Conforme Não Conforme
 Análise Sensorial: Conforme Não Conforme
 (*) Relatório de Análise de Ensaio Laboratoriais nº: 122/2023 Data: 27/12/2023

Observações:

RESULTADO DA CERTIFICAÇÃO

Lote	N.º Conta-Corrente	Tipo de Produto Vinício	Categoria do Produto	Designativo de Qualidade	Cor	Ano/Indicação de Idade	Volume Lote (L)	Depósitos do Lote
LVB11023	AGROM 2023/2024-1	Vinho	IG Açores		Branco	2023	110	D4

RESULTADO: Aprovado Reprovado

Coordenador da Estrutura de Controlo e Certificação

CVR AÇORES
 Comissão Vitivinícola Regional dos Açores
 Rua Conselheiro Terra Pinheiro n.º 13 B
 9950-329 Madalena - Ilha - Açores

Validade de Certificação:
 Vinho a granel – 90 dias até ao engarrafamento/embalamento (após engarrafado passa a cumprir validade de vinho engarrafado mas não rotulado).
 Vinho engarrafado, mas não rotulado – 24 meses para vinhos tintos, 12 meses para vinhos brancos e rosados e 48 meses para vinhos licorosos e vinhos de uvas sobreemadurecidas, até à expiração do selo de garantia. Vinho rotulado – vida útil do produto.

Note: certificado refere-se exclusivamente à(s) amostra(s) analisada(s) e não pode ser reproduzido sem o consentimento prévio da CVR Açores. Atividade 4



09-12 NOVEMBRO 2023
SANTA MARIA
WINE FEST

Next steps = leap fwd > impact

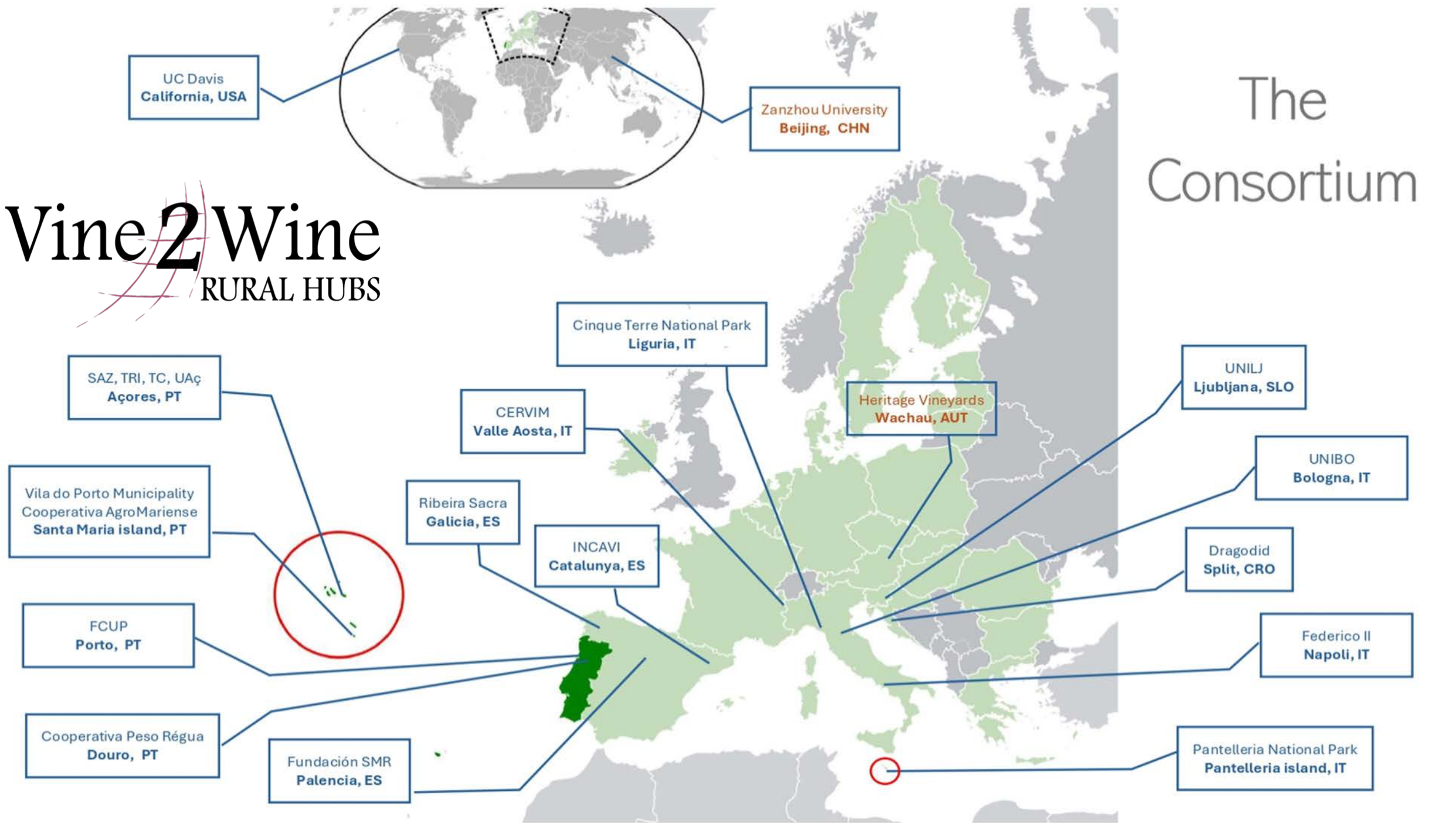
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Vine2Wine

RURAL HUBS

The Consortium



WP1 Management and Coordination

WP2 Investigating the Potential of Social Economy and Cooperatives

WP3 Implementing Rural Hubs for participation & co-creation

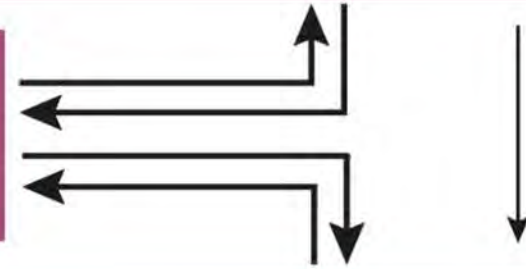
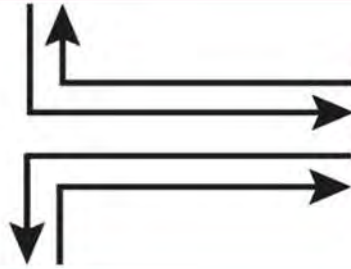
WP7 Creating an Open-Access Platform for Knowledge-Sharing

WP6 Open call for replicators

WP5 Pilot Demonstrators

WP4 Development of cooperative, inclusive, and innovative models for small producers and businesses

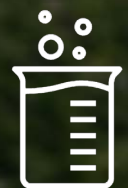
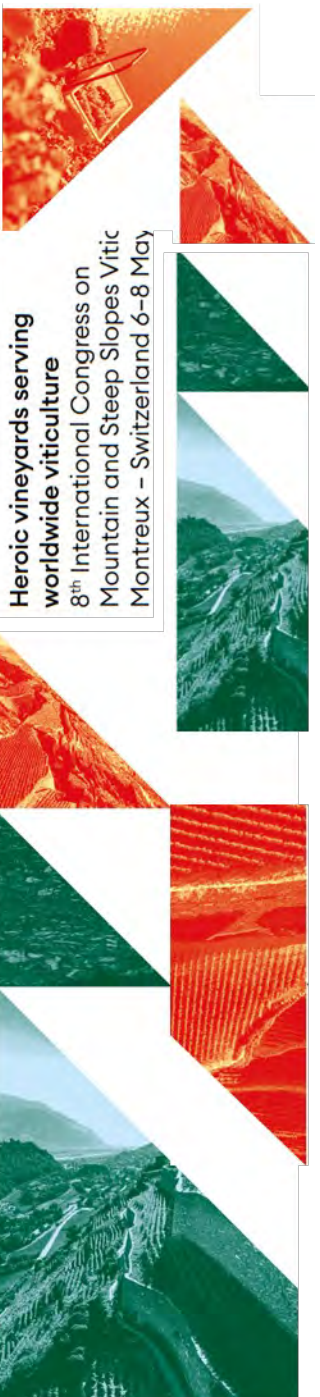
WP8 Communication, Dissemination, and Exploitation



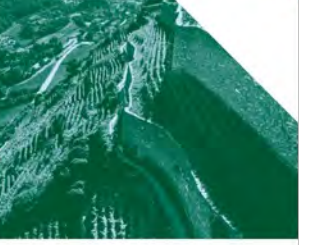
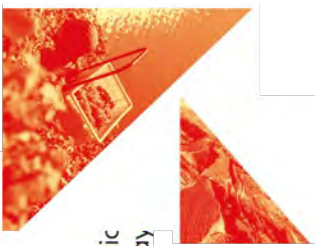
Localised value chain = > resilience

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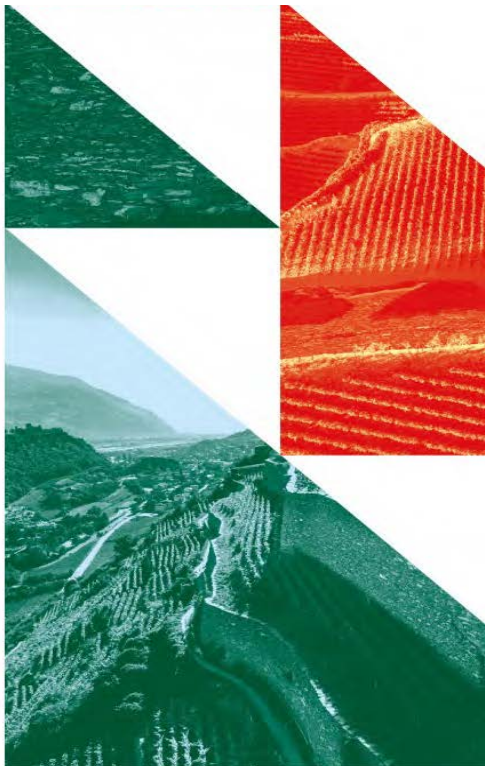


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Thank you

Merci

Obrigada

Vision |  sustainazores

Championing |  agomariensecoop
SANTA MARIA, ADORES

Support |  Vila do Porto
município

