



THE NEW GREEN REVOLUTION!

Elaborazione, introduzione e applicazione di un nuovo protocollo di produzione

NEW GREEN REVOLUTION PROJECT

The project called New Green Revolution was created in 2010, when the Grand Cru Association of Montefalco decided the adoption of a new innovative production practice, to improve the quality of products and to reduce the environmental impact of its production process.

The association's goal is to create an ensemble of rules, as supplement of those already present.

Technical, agronomical, social and economical themes are the basis of the project, that try to make it as sustainable and competitive as possible; moreover its correct application will be monitored by an independent organization.

New Green Revolution will provide results in the medium to long-term time horizon, contributing in this way to the 2015 UNIVERSAL EXPO of Milan, extraordinary event concerning food sectors.

In 1944 the "green revolution" produces amazing results: new hybrids very efficient in the exploitation of synthetic fertilizers - greatly increase the productivity of crops.



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Genetic engineering and massive energy inputs increase agricultural yields to the point that the founding father of the revolution, the agronomist and environmentalist Norman Ernest Borlaug, receives the Nobel Peace Prize “for his help to provide bread for a hungry world”.

The green revolution, however, does not reveal to be without problems: environmental and social decline of biodiversity, dependence on fossil fuels, pollution of the water. Seventy years of industrial agriculture bring the world to wonder about the future of its own food self-sufficiency, so as to address the universal exhibition in Milan in 2015 has also expresses its attention to the agro-food sustainability themes: "Feeding the Planet, Energy for Life". In this context it is born and takes shape the project Montefalco 2015: the new green revolution!
