



THE EXCELLENCY OF AGRICULTURAL PRODUCTION

THE PGI MAROSTICA CHERRY

Though initially cultivated mostly as a companion for vineyards and olive trees, the cherry tree, in confirmation of the economical importance acquired, has established itself most of all as a specialized cultivation and the most precious commercial varieties have been selected, due to the evolution of techniques. The geographical production area, between the Astico and Brenta rivers, consists of soils of volcanic origin, rich in organic matter of macro and micro elements, with the exception of phosphorus; this deficiency does not cause anomalous effects in the cultivations, but, quite on the contrary, it helps to reach optimum production results and it can, therefore, be considered a positive factor. The hilly area, characterized by good exposure and sheltered by the Pre-Alps, turns out to be generally favorable to the cherry tree cultivation, both because of the absence of late freezes and due to the presence of a better ventilation in the spring-summer period. The particular speed of growth and ripening process reduces the exposure to the environmental agents and parasitic attacks, above all the cherry fruit fly, with a subsequent limitation of the plant health protection actions and the production of better quality drupes. Most of the cultivated varieties is characterized by an elevated conservation and a good resistance to manipulations, which is why the Marostica cherry is particularly suitable for export.



Such particularly significant characteristics for such a delicate and highly perishable product as the cherry persuaded some producers to start working to achieve the European PGI (Protected Geographical Indication) mark.

In 2001 the Marostica cherry obtained the prestigious European PGI mark, needed to be present and recognizable on the national and international markets. This recognition is nowadays an important stimulus for the farmers who have decided to continue investing in the quality cherry production.

The procedural guideline of production of the PGI "Ciliegia di Marostica" (Marostica cherry) was approved and published in the Official Gazette on May 8, 2000 and in the European Official Journal on April 19, 2001. In 2012 the Consortium for Protection, which is headquartered in Breganze, promoted a modification of the procedural guideline of production, published in the Official Gazette on October 19, 2012, in order to introduce other varieties worthy of protection, such as for example the local Marostegana, of a rosy color, and to improve the method for selecting the quality of the product.

The production area is well defined and it includes the entire territories of Marostica, Salcedo, Fara Vicentino, Breganze, Mason, Molvena, Pianezze and partially those of Bassano del Grappa and Schiavon.

The denomination "Ciliegia di Marostica" (Marostica Cherry) designates the fruit obtained from the cultivation of the earliest varieties: Sandra and French (Bigarreau, Moreau, Burlat); intermediate: Roana, Durone early, Romana; late: Milanese, Red Durone, Ferrovia simile, Bella Italia, late Sandra, Van, Giorgia, Ferrovia, black Durone I, black Durone II and Mora di Cazzano varieties. The varieties Bella di Pistoia, Black Star, Early Bigi, Grace Star, Kordia, Lapins, Marostegana (the oldest indigenous quality), Prime Giant, Regina and Folfer are also allowed.

For information and to purchase the product Consorzio di Tutela Ciliegia di Marostica IGP - Piazza Mazzini, 18 36042 Breganze (VI) phone 0039 - 0445 873607 - fax 0039 - 0445 873200 - www.ciliegiadimarosticaigp.it

OLIVE CULTIVATION

The production of extra-virgin olive oil is significantly developing, given the excellent results achieved, due to the quality of the soil and the climate conditions that favor the cultivation of olive trees. Marostica can boast the headquarter of an important association, i.e. the Agricultural Cooperative Society "Pedemontana del Grappa". The Cooperative, founded in 2000 on the initiative of a few partners, has today a total of 400 partners.

The oil that is bottled is produced solely by the members and is rigorously monitored by an external committee to guarantee the protection of consumers. The Cooperative has been awarded numerous prizes and acknowledgements (recently at the Triest Fair as the best non PDO extra-virgin olive oil) thanks to this strictness in the selection.

The extra-virgin olive oil of "Pedemontana del Grappa" is considered today a top quality product, the result of a rigorously observed internal procedural guideline that guarantees a golden green oil with yellow shades, a fresh olive flavour and fruity sensations. In the mouth it expresses a bittersweet savour, with an almond aftertaste and spicy notes in the younger oils. In 2013 5,300 quintals of olives were milled with a production of 600 quintals of extra-virgin olive oil.

For information and to purchase the product: Società Cooperativa Agricola Pedemontana del Grappa - Via Livio Tempesta, 17 - 36063 Marostica - phone 0039 - 339 2630071 - www.cooperativapedemontanadelgrappa.it