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Follador Prosecco earns Equalitas certification for sustainability leadership in Italian wine industry

Historic Veneto winery recognized for environmental, social, and economic initiatives as it balances tradition with innovation and responsibility

Tuesday, August 5, 2025



Follador Prosecco, a historic winery based in the Veneto region of Italy, has announced it has achieved Equalitas certification, a respected standard for sustainability in the wine industry. The certification is awarded to producers who meet strict criteria across environmental, social, and economic practices. This recognition comes after a comprehensive review of Follador’s operations, from vineyard management to bottling processes.

The Equalitas certification process evaluates a winery’s efforts to reduce environmental impact, support workers, and maintain responsible business practices. Follador Prosecco, with more than 250 years of family heritage, is now led by a new generation

that has made sustainability central to its business strategy. The company has invested in low-impact technologies and improved energy and water efficiency throughout its production chain. It has also reduced the use of chemical treatments in its vineyards and taken steps to protect local biodiversity.

Among the initiatives highlighted by the company are the use of FSC-certified paper for labels, participation in an international reforestation program with Treedom, and the adoption of lighter glass bottles to cut packaging emissions. Follador has also installed a photovoltaic system at its facility to achieve greater energy self-sufficiency.

The company emphasizes that sustainability is not just a set of practices but part of its corporate culture. This includes ongoing training for staff, careful management of seasonal workers in partnership with specialist agencies, and support for local community projects. These efforts are designed to foster an inclusive workplace and build long-term relationships based on trust.

Cristina Follador, Sales & Marketing Manager for the winery, said that achieving Equalitas certification is both recognition of past efforts and motivation to continue improving. She stated that sustainability is an ongoing responsibility that influences every decision at Follador Prosecco. According to her, the quality of their wine should reflect respect for the land, people, and future generations.

The Equalitas standard is voluntary and recognized internationally as a benchmark for integrated sustainability in wine production. It requires companies to document their progress transparently and demonstrate measurable results. For Follador Prosecco, this milestone strengthens its position as a leader among Italian wineries seeking to balance tradition with innovation and environmental stewardship.

Follador’s commitment to sustainability extends beyond its own operations. The company aims to contribute to broader changes in the wine industry by promoting ethical practices and environmental responsibility among peers and partners. With this certification, Follador Prosecco signals its intention to deepen its green initiatives in the coming years while maintaining high standards for product quality and social responsibility.