Green professional Summit 2026

Eger, 10–13 febbraio 2026

VANNUCCI PIANTE

PISTOIA.

...o.
...P. Minor.

5. S. Andrea.
6. Monachi de Sol.
7. P.P. Gesuitti.
8. S. Anna.

9. P.P. del monte Vliveto.
10. Madonna humilita.
11. Il Duomo.
12. S. Giovanni Capella.

13. S. Chiara Mon:
14. S. Lorenzo PPS. Agostin.
15. S. Giovanni.
16. Chiesa di humilita.

17. la S. Trinità.
18. Porta Lucese.
19. Mon: de S. Giovanni.
20. Monach: delle Vergini.

21. P.P. S. Domenico.
22. S. Paolo.
23. P.P. di Servi.
24. Fortezza.

25. Porta Fiorentina.

F.D. Weiner del. Ch. S.A.

N.20.

Ex. B.J. Probst. sc.

THE NAME OF PISTOIA IS SYNONYMOUS WITH THE NURSERY INDUSTRY.

OUR CITY OWES ITS HORTICULTURAL RICHNESS TO THE FERTILE LAND AND THE HARD LABOUR OF THE LOCAL PEOPLE, WHICH ALONG WITH OTHER FACTORS COMBINED, HAVE CREATED OVER THE YEARS A “GREEN MIRACLE” UNDER THE APPENNINES.

TO FIND THE ROOT OF NURSERY INDUSTRY IS NECESSARY TO LOOK BACK THROUGH THE CENTURIES, MORE PRECISELY TO MEDIEVAL TIMES.

BETWEEN 1100 AND 1200 THE HOMELAND OF “CINO” (PISTOIA) WAS GOVERNED BY LOCAL COUNCILS, THE LEADERS MADE THE DECISION TO CHANNEL THE RIVER TO MAKE USE OF THE VAST LAND SPACE SITUATED IN THE SOUTH EST OF THE CITY, WHICH WAS ALMOST ALWAYS SUBMERGED IN WATER.

THE SUCCESS OF THE PROJECT MADE THE LAND USABLE AND FURTHERMORE THE DEPOSIT OF MUD AND SEDIMENT LEFT BY THE FLOOD WATER MADE THE SOIL EXTREMELY FERTILE.

CENTURIES PASSED BEFORE ANYTHING BEGAN TO HAPPEN.

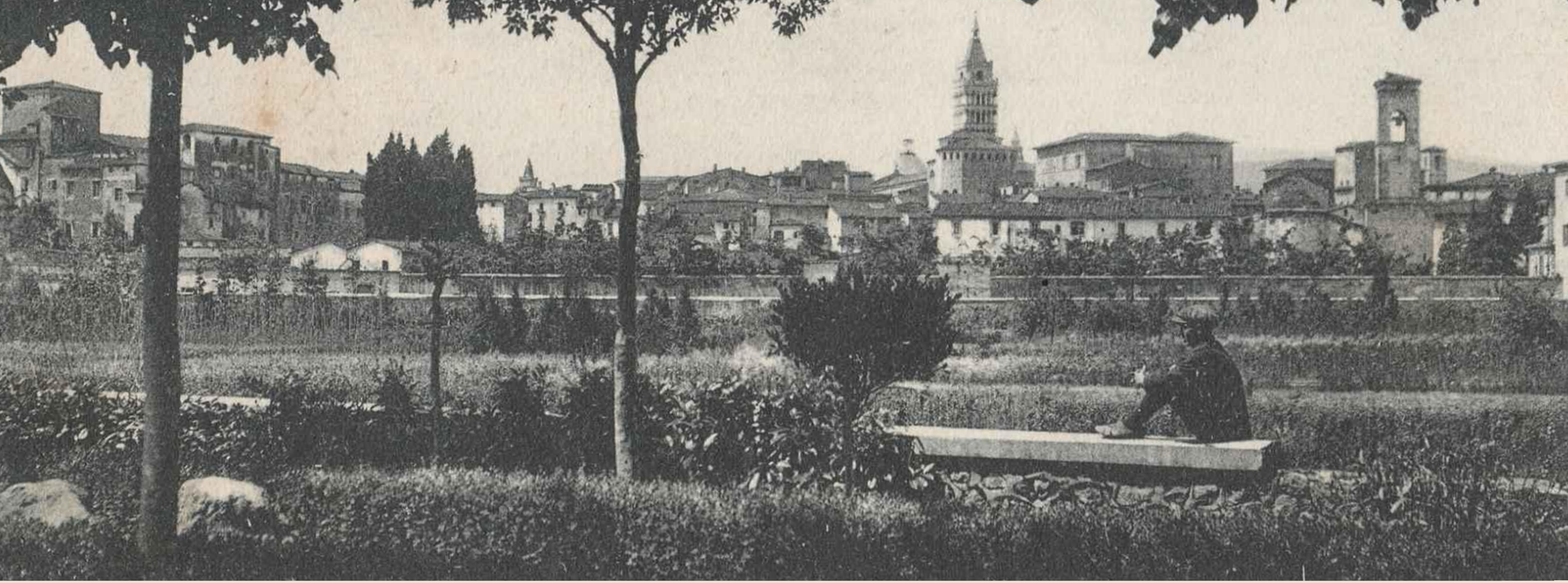
AT THE END OF 1800 IN TUSCANY WERE ALREADY SOME NURSERIES WHOSE IMPORTANCE AT LEAST AT A REGIONAL LEVEL WAS NOT TO BE IGNORED.

FLORENCE WAS HOME TO ONE OF THE MOST IMPORTANT BOTANICAL GARDEN IN THE WORLD, INSTITUTED AT THE WISH OF COSIMO THE MEDICI.

PISTOIA FOUND ITSELF TO BE IN A FAVOURABLE POSITION.

FROM 1860 POLITICAL EVENTS OF GREAT IMPORTANCE CONTRIBUTED TO THE DEVELOPMENT AND DIFFUSION OF THE INDUSTRY NOT ONLY REGIONALLY BUT ALSO WITHIN THE CITY.

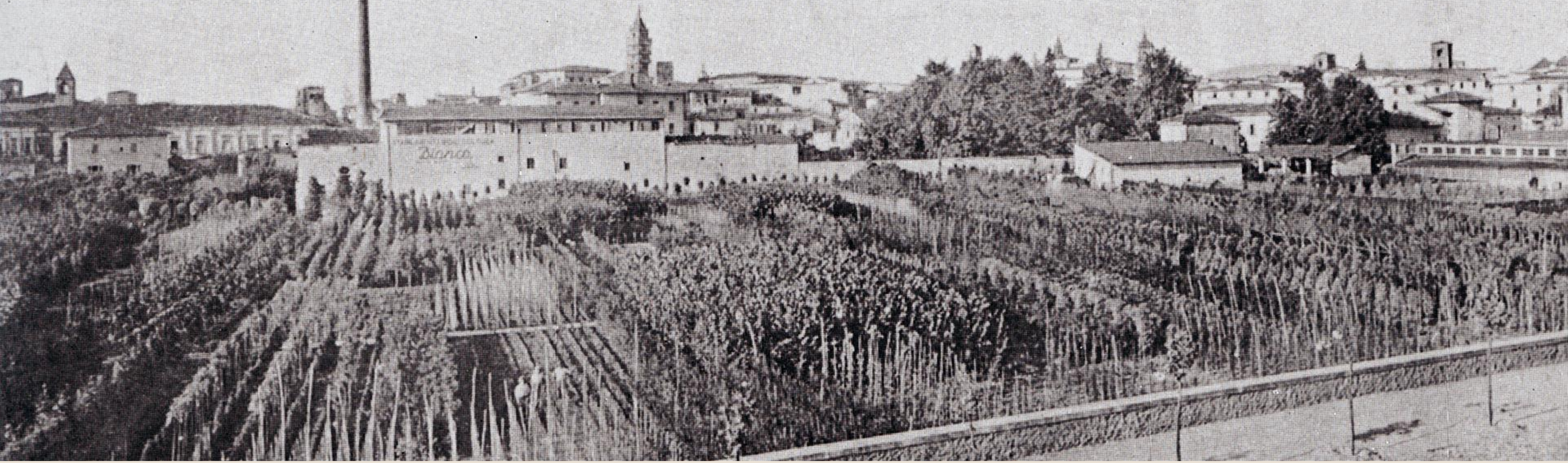
1864 THE ARCHITECT GIUSEPPE POGGI WAS COMMISSIONED TO PLAN THE WORK AND THE INFRASTRUCTURE NECESSARY TO MAKE FLORENCE A CITY FIT TO BE THE CAPITAL FOR THE ROYAL COURT.



POGGI COMMISSIONED THE NURSERIES OF FLORENCE, WHO HAD NO CHOICE BUT TO USE THE PLANTS OF PISTOIA.

THE LACK OF SUFFICIENT SPACE MOTIVATED THE NURSERY TO MOVE OUTSIDE THE CITY WALL.

1899 SAW THE TERM “VIVAISTI” (NURSERY MEN) COME INTO USE TO CATEGORISE THIS AS A PROFESSIONAL ACTIVITY AND THUS ORDAINED THE HORTICULTURE AND FLORICULTURE OF PISTOIA AS A POWERFUL FORCE IN TUSCANY.

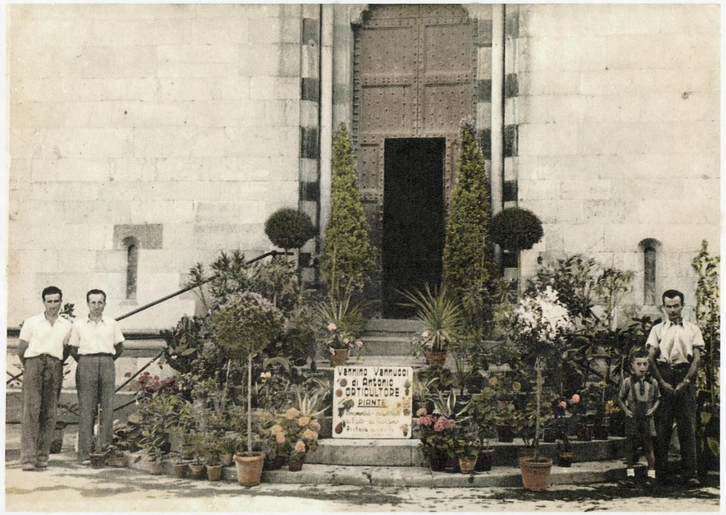


1920 THE NURSERY ALREADY COVERED TWO HUNDRED HECTARES
1920- 1940 THE CULTIVATED LAND ALMOST DOUBLED GOING FROM TWO HUNDRED TO NEARLY FOUR HUNDRED HECTARES.

THE HEIGHT OF PROFESSIONALISM REACHED BY THE NURSERIES OF PISTOIA, PERMITTED THEM TO PROVIDE EXCELLENT SERVICE IN THE PLANNING AND REALISATION OF ENTIRE PUBLIC GREEN AREAS IN ITALIAN AND FOREIGN CITIES.

THANKS TO THE WORK OF MARTINO AND CESARE BIANCHI AND TO OTHERS PIONEERS LIKE THEM, PISTOIA BECAME THE UNDISPUTED GREEN CAPITAL.

Vivai Piante
Vannino
Vannucci



IN THIS CONTEXT, IN 1938, VANNUCCI PIANTE WAS FOUNDED.

IN 1938 VANNINO VANNUCCI SENIOR LEFT HIS POSITION AS S SKILLED WORKER IN HORTICULTURE AND DECIDED TO ESTABLISH HIS OWN BUSINESS IN PISTOIA.

IN THE YEARS THAT FOLLOWED, HIS SON MORENO, GUIDED BY A CLEAR VISIONE OF WHAT THE COMPANY COULD BECOME IN THE FUTURE, MADE THE RIGHT CHOICES TO ACHIEVE THIS GOAL, DRIVEN BY GREAT PASSION AND DEEP LOVE FOR GREENERY AND PLANTS.

MORENO VANNUCCI WAS THE MOST IMPORTAN FIGURE IN THE GROWTH OF THE COMPANY.

A KEEN OBSERVER AND AN AMBITIOUS ACHIEVER, HE ALWAYS EMBRACED THE CHALLENGES OF HIS TIME AND ANTICIPATED OPPORTUNITIES TO PURSUE, APPROACHING THEM WITH ENTHUSIASM AND POSITIVITY.

MORE THAN 80 YEARS LATER, VANNUCCI PIANTE TODAY STANDS AS ONE OF THE LEADING NURSERY COMPANIES IN EUROPE, WHILE REMAINING DEEPLY ROOTED IN THE VALUES OF FAMILY, PEOPLE, THE LOCAL TERRITORY AND PLANTS.

FOUR GENERATIONS IN EVERY GESTURE!

VANNUCCI PIANTE TODAY

- WE WORK IN 3 CONTINENTS
- WE EXPORT TO OVER 60 COUNTRIES AROUND THE WORLD
- 600 HECTARES OF NURSERIES
- A NETWORK OF MORE THAN 900 COLLABORATORS
- MORE THAN 3000 PLANT VARIETIES AND SPECIES
- 1 PISTOIA NURSERY PARK
- 1 DESIGN PARK
- 1 CAMPUS

MORE PLANTS MORE LIFE

VANNUCCI PIANTE

WITH MORE THAN 80 PRODUCTION SITES, PISTOIA REMAINS AT THE HEART OF VANNUCCI PIANTE AS ITS HISTORIC HOME BASE.

WHY PISTOIA?
THE PISTOIA AREA'S UNIQUE MICROCLIMATE, FERTILE SOIL, AND ABUNDANT WATER MAKE IT IDEAL FOR GROWING A WIDE VARIETY OF HIGH-QUALITY PLANTS.

SHELTERED BY THE APENNINES, THE VALLEY PRODUCES STRONG-ROOTED PLANTS IN MANY SPECIES, SIZES, AND FORMS, SUITABLE FOR DIVERSE CLIMATES AND LANDSCAPES.

PISTOIA'S CLIMATE, LOCATION, AND EXPOSURE FAVOR PLANT GROWT, ALLOWING MANY SPECIES TO FLOURISH TWO TO FOUR TIMES FOR SPRING THROUGH AUTUMN.

VANNUCCI PIANTE TAKES FULL ADVANTAGE OF HIS UNIQUE MICROCLIMATE, SUPPLYING, FOR EXAMPLE, ROSES IN BLOOM AT THE BEGINNING OF APRIL, HIBISCUS IN BUD IN EARLY JUNE, AND MANY OTHER PLANTS THROUGHOUT THE SEASON.

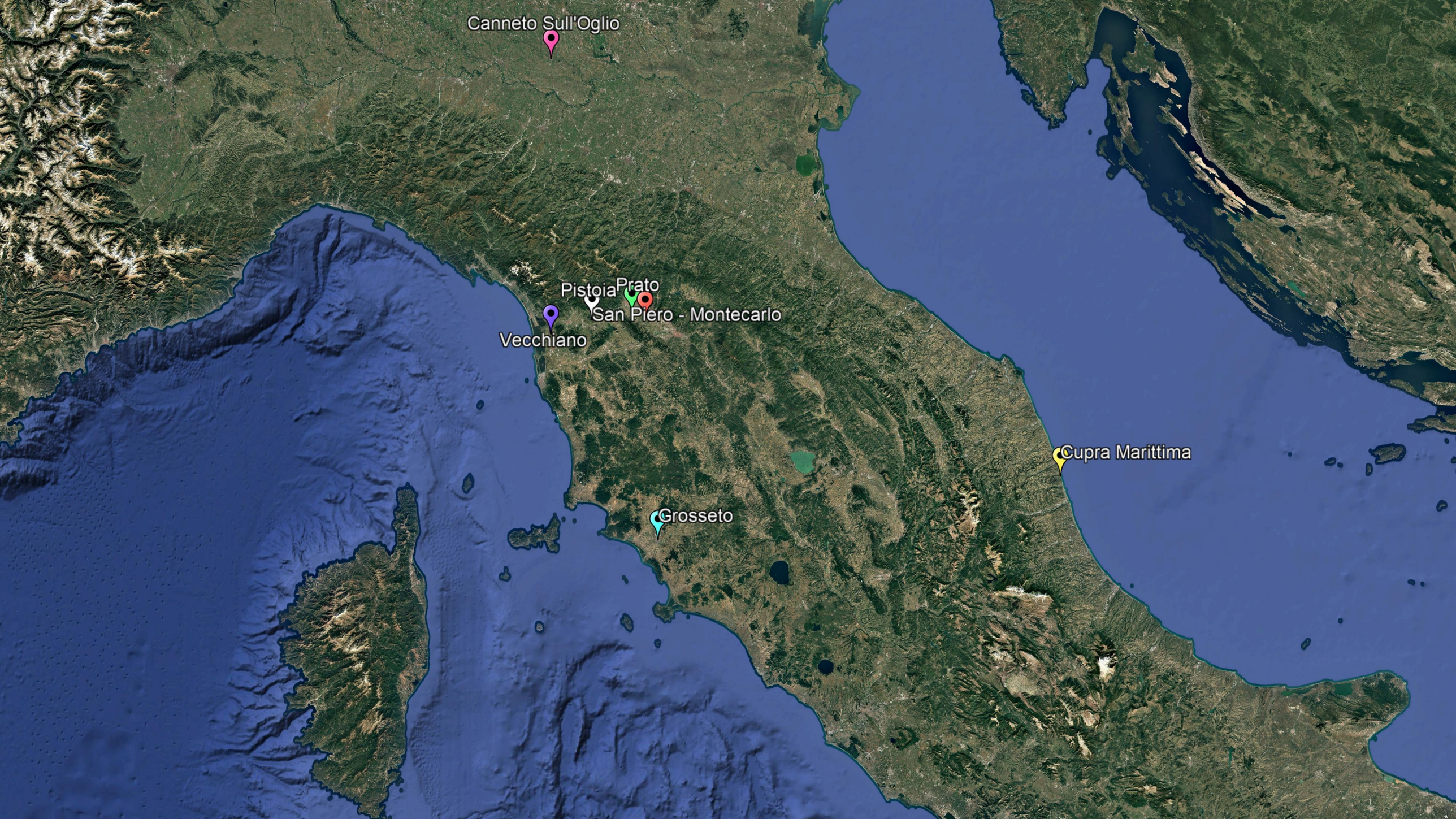
MONTHLY AVERAGE TEMPERATURES RANGE FROM 0.6°C (JANUARY) TO 25°C (AUGUST), WITH AN ESTIMATED ANNUAL AVERAGE AROUND **15°C**. THIS BALANCED THERMAL RANGE FAVORS VEGETATIVE GROWTH WITHOUT EXCESSIVE COLD OR HEAT STRESS.

ANNUAL AVERAGE PRECIPITATION IN PISTOIA REACHES **1200 mm**, WITH WINTER-SPRING PEAKS (UP TO 181 mm IN NOVEMBER) AND ABOUT 95 RAINY DAYS PER YEAR.
COMPARED TO ROME (837 mm annually), MILAN (900 mm) or BUDAPEST (~ 600 mm PER YEAR) THIS DISTRIBUTION EFFECTIVELY SUPPORTS IRRIGATION CYCLES FOR ORNAMENTAL PLANTS.

OUR PLANTS ALSO TOLERATE FROST DAYS, WITH AN AVERAGE OF **26.6** DAYS PER YEAR.

PISTOIA ENJOYS HIGH INSOLATION, FAVOURABLE TO THE GROWTH OF ORNAMENTAL PLANTS THANKS TO OVER **200 SUNNY DAYS** PER YEAR.

THE AVERAGE ANNUAL RELATIVE HUMIDITY IN PISTOIA IS AROUND **70%** .


Canneto Sull'Oglio
Pistoia
Prato
San Piero - Montecarlo
Vecchiano
Cupra Marittima
Grosseto

LET'S VISIT THE NURSERY!
Please play video «01»

OUR SPECIALITY? NOT HAVING JUST ONE!

WE GROW PLANTS FOR

- GARDEN CENTERS
- MASS RETAIL CHAINS
- NURSERY PRODUCERS
- RETAILERS
- LANDSCAPE AND URBAN ARCHITECTURE FIRMS
- CORPORATE PROJECTS
- REAL ESTATE DEVELOPMENTS
- MUNICIPALITIES

WE FOCUS ON QUALITY, SUSTAINABILITY AND RESEARCH INTO PRODUCTS AND SERVICES AND WE ACT WITH CARE, RESPECT AND AWARENESS.

QUALITY FIRST:

WE PRODUCE ALMOST 3000 SPECIES AND VARIETIES, MAKING OUR NURSERIES A TRUE TREASURE OF BIODIVERSITY.
THIS VERDANT HERITAGE INCLUDES CONIFERS AND TREES, SHRUBS AND CITRUS PLANTS, ORNAMENTAL GRASSES AND PERENNIALS, PALM AND SUCCULENT ROSES, CLIMBERS AND FRUIT TREES. A VAST ASSORTMENT OF PLANTS IN ALL SHAPES AND SIZES, FROM SMALLER PLANTS FOR BALCONIES TO STATEMENT SPECIMENS.

EVERY SEASON WE WORK ON A NEW COLLECTION THAT IS THE OUTCOME OF CAREFUL PLANNING IN ORDER TO GUARANTEE THE CONTINUITY IN YEARS TO COME OF OUR VARIOUS PRODUCTION LINES IN TERMS OF THEIR QUALITY AND QUANTITY, ALONG WITH THEIR COMPLIANCE WITH THE HIGHEST STANDARD.

WE CAREFULLY SELECT HIGH-QUALITY RAW MATERIALS SUCH AS PREMIUM SUBSTRATES, FROM TRUSTED SUPPLIERS TO ENSURE OPTIMAL PLANT HEALTH AND VIGOR FROM THE START.

IN OUR COMPANY, WE IMPLEMENT PHYTOSANITARY SELF-CONTROL WITH A SINGLE OBJECTIVE: TO REDUCE THE ACCIDENTAL INTRODUCTION OF EXOTIC PATHOGENS AND PESTS, AND TO PROVIDE OUR CUSTOMES WITH HEALTHY PLANTS.

WE ALSO BELIEVE IN THE APPLICATION OF SUSTAINABLE DEFENSE MEASURES AGAINST THE MAIN ADVERSITIES AFFECTING ORNAMENTAL CROPS.

PRODUCT QUALITY ALSO STEMS FROM THE EXPERTISE OF THOSE WHO CULTIVATE THE PLANTS DAILY.

WE OPERATE WITH THE HIGHEST CERTIFICATIONS.

GLOBALG.A.P.
GGN 4052852029407

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MPS

International Organization for Standarization
ISO
14001:2015

QVALITAS CONFIRMATA
VANNUCCI PIANTE
PISTOIA
TOSCANA
ITALIA

FOR US, THE QUALITY OF RELATIONSHIPS MATTERS DEEPLY.

CUSTOMERS RELATIONS ARE INTEGRAL TO OUR PRODUCT;
OUR SALES TEAM SPEAKS THE LANGUAGE OF TRUST.

WE WELCOME EVERY ENQUIRY, ALWAYS SEARCHING FOR THE BEST SOLUTION, SUPPORTED BY OUR DEDICATED BACK-OFFICE TEAM THAT ENSURE OUTSTANDING CUSTOMER SERVICE.

SUSTAINABILITY

RESPECT, RESPONSIBILITY AND AWARENESS GO HAND IN HAND WITH OUR PRODUCTION.

OUR NURSERIES, ESPECIALLY THE MORE RECENT ONES, ARE DESIGNED TO HAVE A MINIMUM IMPACT ON THE ENVIRONMENT AND FOCUS ON THE USE OF NATURAL RESOURCES.

SUBSTRATES

OUR GROWING SUBSTRATES MUST ENSURE THE ANCHORING OF THE PLANT, POSSESS SATISFACTORY DRAINAGE CAPACITY AND STABILITY, SUFFICIENT OXYGENATION, BE FREE OF PATHOGENS, PESTS, AND TOXIC SUBSTANCES, AND HAVE STANDARDIZED SPECIFIC CHEMICAL AND PHYSICAL CHARACTERISTICS.

TO PRESERVE THE PRECIOUS HABITATS OF PEATLANDS, TERRESTRIAL CARBON RESERVOIRS, IN THE LAST TWO YEARS, WE HAVE DRASTICALLY REDUCED THE PERCENTAGE OF PEAT IN 90% OF OUR SUBSTRATES, WHICH ARE NOW COMPOSED OF: WOOD FIBER, PRODUCED FROM PEFC-CERTIFIED WOOD CHIPS, 100% RENEWABLE; COCONUT FIBER AND PITH, WASTE MATERIALS DERIVED FROM COCONUT CULTIVATION.
WE ARE ALSO LAUNCHING TRIALS FOR NEW ALTERNATIVE SUBSTRATE BLENDS TO FURTHER INNOVATE SUSTAINABILITY.

CHEMICAL REDUCTION

FROM 2016 TO 2024, WE HAVE SIGNIFICANTLY REDUCED THE USE OF AGROCHEMICALS BY 52%.
IN PRECISE MONITORING ACTIVITIES AIMED AT REDUCING THE USE OF PHYTOCHEMICALS TO PRESERVE AND SAFEGUARD CROPS, THE ROLE OF OUR FIELD AGRONOMISTS IS CRUCIAL. THANKS TO THEIR EXPERTISE AND DEEP KNOWLEDGE OF THE MAIN PARASITIC PROBLEMS, THEY ARE ABLE TO ASSIST PRODUCTION.

IN RELATION TO THE MANDATORY INTEGRATED DEFENSE, WE HAVE INTRODUCED CONTROL STRATEGIES THAT USE THE MATING DISRUPTION OR SEXUAL CONFUSION METHOD FOR ZEUZERA PYRINA AND GRAPHOLITA MOLESTA, COVERING ABOUT 100 HECTARES OF OUR PRODUCTION IN 2024, ACHIEVING SATISFACTORY RESULTS IN PREVENTING CROP DAMAGE, AVOIDING OR REDUCING TREATMENTS FOR THE TWO SPECIES BY 80%.

FROM 2016 TO 2024, WE REDUCED HERBICIDE USE BY 40%.

AFTER YEARS OF TRIALS AND EXPERIMENTS, ALSO CONDUCTED WITH THE SUPPORT OF SCIENTIFIC INSTITUTES, WE NOW USE MULCHING WITH WOOD WASTE CHIPS FROM THE PISTOIA MOUNTAINS TO PROTECT CROPS FROM COMPETITION WITH WEEDS AND LIMIT EVAPORATION BY MAINTAINING ADEQUATE SOIL MOISTURE.

WATER RESOURCE

TO SAVE WATER WE USE MICRO-IRRIGATION SYSTEMS THROUGH A NETWORK OF PIPES AND DRIPPERS, REDUCING WASTE DUE TO EVAPORATION OR RUNOFF, PROVIDING MORE TARGETED AND EFFICIENT IRRIGATION TO PLANTS.

SPRINKLER IRRIGATION IS ONLY USED IN EMERGENCIES.

WE DESIGN SCALED AND CLOSED WATER SYSTEMS CAPABLE OF RECOVERING 95% OF DRAINAGE WATER.

WE CARRY OUT PERIODIC CHECKS ON THE DISTRIBUTION NETWORK.

WE HAVE SYSTEMS FOR THE RECOVERY, COLLECTION, AND REUSE OF RAINWATER.

TO SAVE WATER IN AGRICULTURE, THERE IS NO SINGLE SOLUTION, BUT A SET OF STRATEGIES THAT, WHEN INTEGRATED, OVERALL YIELD GOOD RESULT.

-90%
OF PEAT

-40%
HERBICIDE

95%
DRAINAGE
WATER
RECOVERED

CIRCULARITY

80% OF OUR POTS ARE MADE FROM POST-CONSUMER RECYCLED POLYETHYLENE (100% RECYCLED PLASTIC) AND ARE RECYCLABLE.
30% OF POTS RECOVERED AND REUSED IN PRODUCTION.

STARTING IN SEPTEMBER 2024, THANKS TO A SHORT SUPPLY CHAIN AGREEMENT PLASTIC WASTE SUCH AS POTS AND COMPONENTS FOR PLASTIC IRRIGATION SYSTEMS WILL BE RECLAIMED AND RECYCLED TOGETHER WITH POST-CONSUMER PACKAGING FROM TUSCANY'S SEPARATE COLLECTIONS: THE GRANULES OBTAINED FROM THIS CLOSED, EFFICIENT, CIRCULAR, AND CERTIFIED RECYCLING CHAIN WILL THEN BE USED BY LOCAL MOLDERS TO PRODUCE A POT WITH RECYCLED AND RECYCLABLE PLASTIC POLYMER.

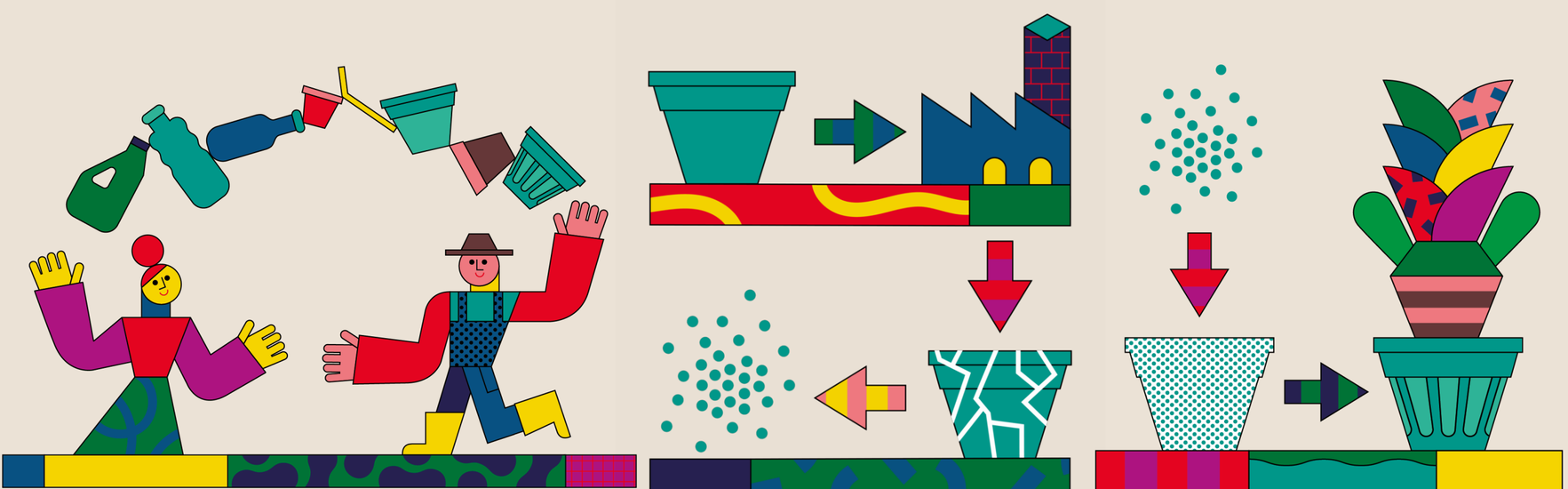
A CIRCULAR ECONOMY PROJECT THAT TURNS PLASTIC WASTE FROM NURSERIES AND PLASTIC RECYCLED BY CITIZENS INTO SUSTAINABLE POTS.

THE ENVIRONMENTAL PERFORMANCE OF THE GRANULES WILL BE EXTREMELY HIGH, WITH A REDUCTION IN CO2 EMISSIONS OF OVER 75% COMPARED TO MOST VIRGIN GRANULES AND 50% COMPARED TO TRADITIONAL RECYCLED PET.

REVIVE POT
FUTURE INSIDE

MADE FROM **100%** RECYCLED, RECYCLABLE PLASTIC

plastic second life



RESEARCH AND DEVELOPMENT

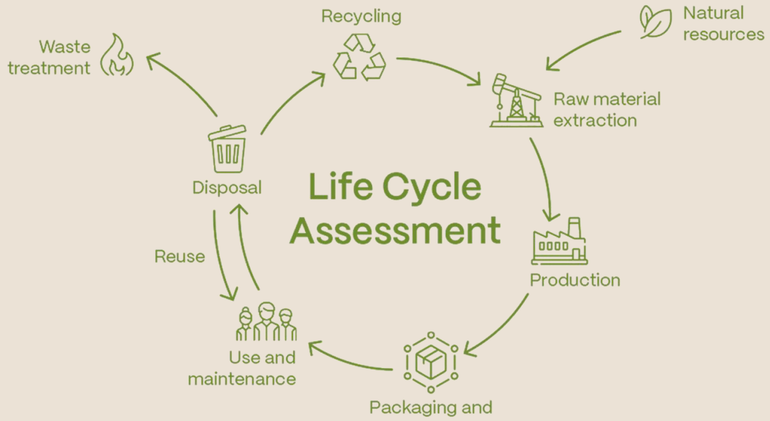
LCA (LIFE CYCLE ASSESSMENT) – MEASURES FULL PRODUCTION FOOTPRINT

LCA WAS CONDUCTED ON DIFFERENT TYPES OF NURSERY PRODUCTION TO EVALUATE THEIR MAIN ENVIRONMENTAL IMPACTS.

ANALYZING THE “FERRUCCIA 300” PRODUCTION UNIT, WHICH FOCUSES ON MINIMIZING ENVIRONMENTAL IMPACT THROUGH SUSTAINABLE INPUTS, WE FOUND THAT:

SWITCHING FROM TRADITIONAL POTS TO RECYCLED AND RECYCLABLE POLYMER POTS REDUCES CO_2 EMISSIONS FROM 38.56 TO 13.88 T/HA/YEAR (-64%).

THIS DEMONSTRATES THAT SUSTAINABLE MATERIAL CHOICES CAN DRAMATICALLY IMPROVE NURSERY ENVIRONMENTAL PERFORMANCE.



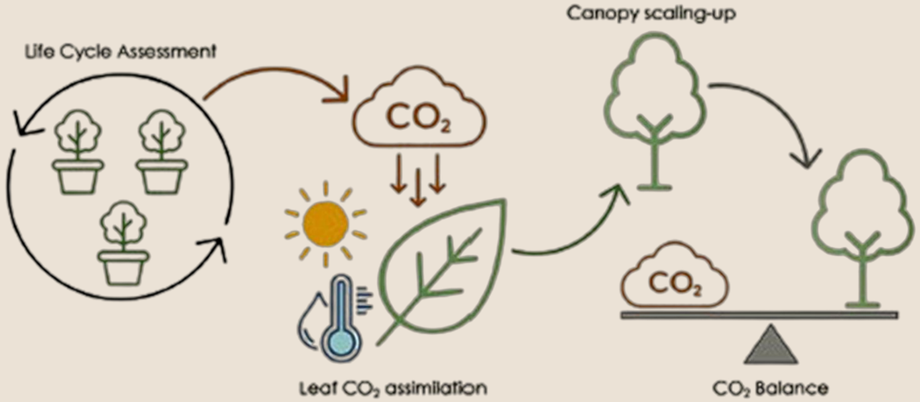
EXPLORING CO_2 SEQUESTRATION IN ORNAMENTAL TREES

VANNUCCI PIANTE PARTICIPATES IN THE ALBERICO2 PROJECT LED BY THE UNIVERSITY OF FLORENCE (DAGRI) TO QUANTIFY CO_2 UPTAKE AND CARBON BALANCE OF ORNAMENTAL TREE SPECIES GROWN IN NURSERIES.

PHOTOSYNTHESIS IS MEASURED ON SELECTED SPECIES UNDER DIFFERENT ENVIRONMENTAL CONDITIONS USING INFRARED GAS ANALYSIS.

COLLECTED DATA ARE USED TO DEVELOP SPECIES-SPECIFIC CO_2 UPTAKE MODELS AND TO ESTIMATE CANOPY- AND NURSERY-SCALE CARBON BALANCE, INCLUDING EMISSIONS.

THE PROJECT EVALUATES WHETHER ORNAMENTAL PLANT NURSERIES CAN ACT AS EFFECTIVE GREEN INFRASTRUCTURES FOR CLIMATE CHANGE MITIGATION, SUPPORTING THE EU CARBON NEUTRALITY TARGET FOR 2050.



ORNAMENTAL PLANTS
HEALTHY PLANTS

WE REALIZED THAT THE ENVIRONMENTAL BENEFITS OF PLANTS ARE OFTEN UNDERESTIMATED OR NOT WELL KNOWN.
TO ADDRESS THIS, WE COLLABORATED WITH PNAT (PROJECT NATURE) TO CREATE:

- 50 DATASHEETS ("LABELS") SHOWING SPECIES-SPECIFIC BENEFITS:

- CO_2 STORAGE & CAPTURE
- REMOVAL OF POLLUTANTS
- REDUCTION OF RAINWATER RUN-OFF

BENEFITS ARE CALCULATED FOR THE FIRST 7 YEARS IN THE NURSERY AND AFTER PLANTING UNDER OPTIMAL CONDITIONS.

-REAL TIME CO2 MONITORING
WE ARE CURRENTLY MEASURING TRUNK GROWTH ON EIGHT SPECIES TO QUANTIFY IN REAL TIME THE CO_2 STORED BY EACH SPECIES AND ANALYZE SEASONAL GROWTH PATTERNS.
THE DATA ARE PROCESSED AND PRESENTED AS THE CUMULATIVE CARBON STORED BY THE TREES DURING THEIR GROWTH.

VANNUCCI PIANTE ORNAMENTAL PLANTS HEALTHY PLANTS

made for Vannucci piante by PNAT PROJECT NATURE

Albizia julibrissin

CO_2 stoccaggio e sequestro

circ. 19 cm — dbh 6 cm
circ. 148 cm — dbh 47 cm

18 Kg — 9.5 Ka/a
1'790 Kg — 28 Ka/a

Inquinanti rimossi

	O_3	NO_2	SO_2	PM_{10}	$PM_{2.5}$	
7 aa	19.5	8.6	1.2	2.9	0.6	g/a
50 aa	529.2	129	12.7	325.5	10.2	

32.8 g/a — 1'006 g/a

Deflusso acque meteoriche
pianta adulta
0.9 m^3/a

VANNUCCI PIANTE ORNAMENTAL PLANTS HEALTHY PLANTS

made for Vannucci piante by PNAT PROJECT NATURE

Lagerstroemia indica

CO_2 stoccaggio e sequestro

circ. 19 cm — dbh 6 cm
circ. 120 cm — dbh 38 cm

1'781 Kg

Inquinanti rimossi

	O_3	NO_2	SO_2	PM_{10}	$PM_{2.5}$	
7 aa	12.6	5.6	0.8	2.2	0.3	g/a
50 aa	170.4	78.3	12.7	30.7	4.3	

Deflusso acque meteoriche
pianta adulta
0.3 m^3/a

VANNUCCI PIANTE ORNAMENTAL PLANTS HEALTHY PLANTS

made for Vannucci piante by PNAT PROJECT NATURE

Cinnamomum camphora

CO_2 stoccaggio e sequestro

circ. 19 cm
circ. 159 cm

Inquinanti rimossi

O_3 NO_2 SO_2 PM_{10} $PM_{2.5}$

Deflusso acque

VANNUCCI PIANTE ORNAMENTAL PLANTS HEALTHY PLANTS

made for Vannucci piante by PNAT PROJECT NATURE

Morus platanifolia 'Fruitless'

CO_2 stoccaggio e sequestro

circ. 229 cm — dbh 73 cm
dbh 6 cm

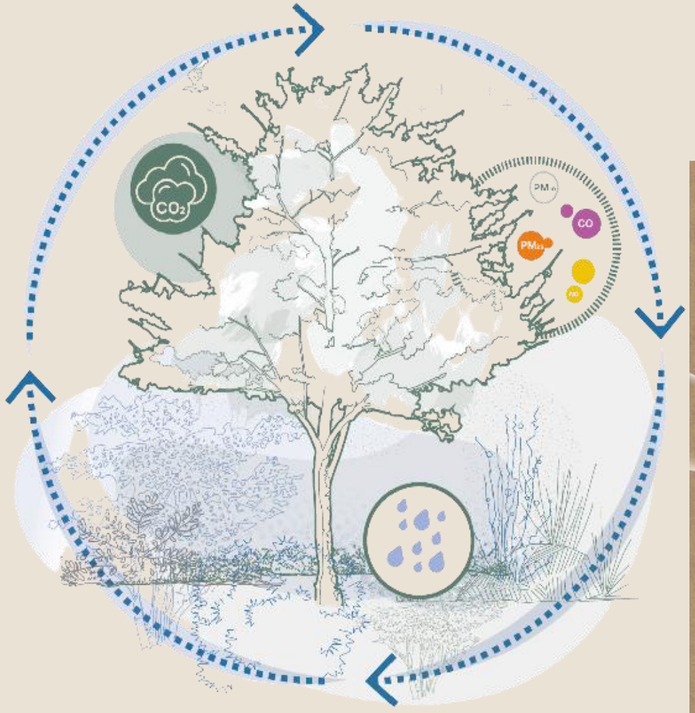
23.8 Kg — 11 Kg/a
7'970 Kg — 275 Kg/a

Inquinanti rimossi

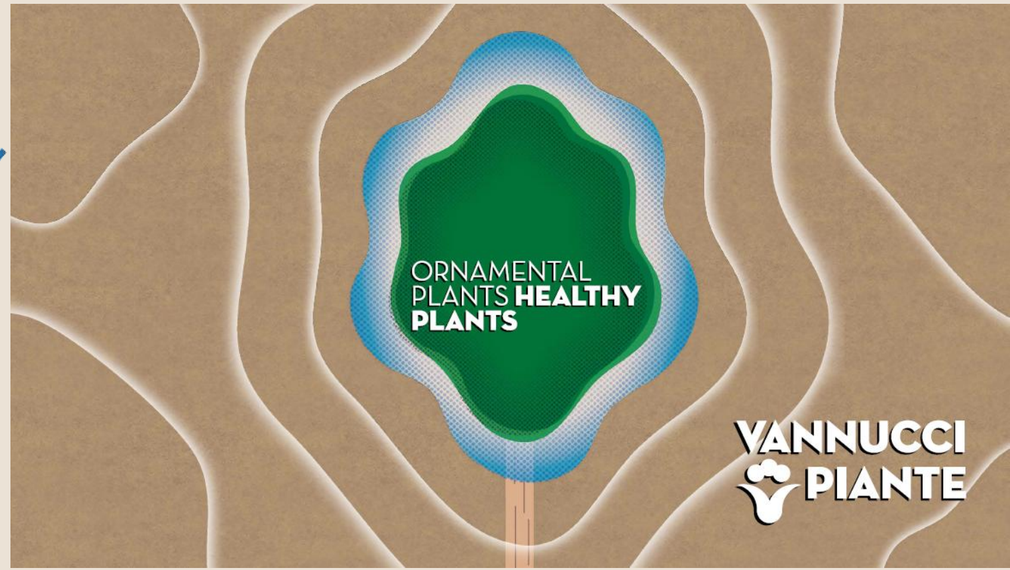
	O_3	NO_2	SO_2	PM_{10}	$PM_{2.5}$	
7 aa	20.4	9	1.2	3.1	0.7	g/a
50 aa	581.4	138.2	12.7	358.5	11.1	

34.4 g/a — 1'102 g/a

Deflusso acque meteoriche
pianta adulta
1 m^3/a



PNAT PROJECT NATURE



I HAVE MENTIONED THE “FERRUCCIA 300” SEVERAL TIMES

Please play video «02»

THE “FERRUCCIA 300” NURSERY WAS DEVELOPED TO MINIMIZE THE ENVIRONMENTAL IMPACT AND USAGE OF NATURAL RESOURCES

- WE USED STAKES OF CHESTNUT WOOD FOR OUR NURSERIES’ ROWS, WHICH COME FROM OUR SURROUNDING AREAS.
- BUFFER STRIPS PROTECT SURFACE WATER BODIES WHILE PRESERVING NATURAL VEGETATION COVER.
- GREEN-COVERED PATHS HAVE AN AESTHETIC EFFECT AND IMPROVE THE PERMEABILITY OF SOIL. SUCH PATHS CAN PRESERVE THE RIGHT LEVELS OF HUMIDITY AND MAINTAIN HEALTH AND FERTILITY.
- THE ANTI-ALGAE SHEET IS USED ONLY IN THE 80 CM AREA DESIGNATED FOR PLACING THE POTS
- WE USE WOOD CHIP MULCHES MADE FROM RESIDUES SOURCED FROM THE PISTOIA MOUNTAINS TO PROTECT CROPS FROM COMPETITION WITH WEEDS AND TO REDUCE EVAPORATION WHILE MAINTAINING ADEQUATE SOIL MOISTURE.
- MICRO-IRRIGATION SYSTEMS THROUGH A NETWORK OF PIPES AND DRIPPERS, REDUCING WASTE DUE TO EVAPORATION OR RUNOFF, PROVIDING MORE TARGETED AND EFFICIENT IRRIGATION TO PLANTS.
- FROM 2025 WE USE ONLY POT WITH RECYCLED AND RECYCLABLE PLASTIC POLYMER

OUR NURSERIES ARE EQUIPPED, WHERE POSSIBLE, WITH AN IoT-BASED SYSTEM THAT SUPPORTS WATER RESILIENCE AND EFFICIENT RESOURCE MANAGEMENT.

THROUGH A NETWORK OF MINIMALLY INVASIVE SENSORS INSTALLED IN TECHNICAL UNITS (SUCH AS PUMP ROOMS), WE COLLECT REAL-TIME DATA ON:

- WATER AND ENERGY CONSUMPTION
- FILTER PERFORMANCE (PRE- AND POST-FILTER PRESSURE).

IN ADDITION, FIELD SENSORS ALLOW US TO MEASURE AND RECORD:

- SUBSTRATE DATA: MOISTURE, SALINITY, SOIL TEMPERATURE AND IRRIGATION TIME
- ENVIRONMENTAL DATA: WIND SPEED AND DIRECTION, AIR TEMPERATURE

BY MEASURING HUMIDITY, IT IS POSSIBLE TO ADJUST IRRIGATION SCHEDULES WITH PRECISION, AVOIDING LOW LEVELS OF HUMIDITY IN THE CONTAINER. BY MONITORING THE PLANTS IN VARIOUS POSITIONS IN THE PLOT, IT IS ALSO POSSIBLE TO ELIMINATE THE DIFFERENCES IN HUMIDITY DUE TO DIFFERENT EXPOSURE TO THE SUN OR WIND.

FOR SEVERAL YEARS, WE HAVE BEEN EXPLORING DEFICIT IRRIGATION AND LEAF SENSOR TECHNOLOGY IN NURSERIES TO IMPROVE PLANT WATER MANAGEMENT AND REDUCE WATER CONSUMPTION.

WE AIM TO CONTINUE DEEPENING OUR RESEARCH SPECIFICALLY IN THE AREA OF REDUCING WATER INPUTS.

A KEY STRENGTH...OUR LOGISTICS!

MERLO
ROTO

OUR CAPACITY TO DELIVER OUR PRODUCTS PROMPTLY AND QUICKLY TO 60 COUNTRIES AROUND THE WORLD IS AS CRUCIAL AS THE QUALITY OF OUR PRODUCTION AND OUR COMPREHENSIVE RANGE.

WE HAVE A LOGISTICS HUB THAT STRETCHES OVER 5 HECTARES WITH MODERN AND HIGH-PERFORMANCE FACILITIES:

- WAREHOUSES WITH FIXED LOADING PITS
- LOADING BAYS WITH SECTIONAL DOORS & HYDRAULIC LIFTS
- OUTDOOR STORAGE AREA
- MORE THAN 20,000 M2 ENCLOSED TERMINAL USED FOR SORTING OUTGOING ORDERS.

OUR LOGISTICS PERSONNEL GUARANTEE THE OPTIMAL MANAGEMENT OF PEAKS IN THE WORKLOAD, WHICH ARE PARTICULARLY INTENSE BETWEEN FEBRUARY AND MAY, MAINTAINING EXCELLENT DELIVERY TIMES.

WE OPTIMISE TRANSPORT BY GROUPING TOGETHER SHIPMENTS GOING TO NEIGHBOURING DESTINATIONS, WHICH IS ALSO POSSIBLE ON ACCOUNT OF OUR WIDESPREAD PRESENCE IN TRADITIONAL MARKETS.
THIS APPROACH IMPROVES OUR EFFICIENCY AND REDUCES THE ENVIRONMENTAL IMPACT OF SHIPMENTS, ENSURING THAT NONE OF OUR PLANTS EVER HAVE TO MAKE A WASTED JOURNEY.

TWO PARKS TO INSPIRE AND SUPPORT THE PLANNING OF GREEN AREAS, BOTH SMALL AND LARGE!

NURSERY PARK

EUROPE'S FIRST NURSERY PARK FOCUSING ENTIRELY ON CONTAINER-GROWN SPECIMENS THAT ARE OVER 5 METRES TALL. COVERING AN AREA OF 12 HECTARES, THIS NURSERY IS A SPECTACULAR VISUAL EXPERIENCE WITH A UNIQUE COLLECTION OF MONUMENTAL PLANTS, SET OUT ALONG WINDING GRASS PATHS.

DESIGN PARK ®

OUR LATEST NURSERY FOCUSING ENTIRELY ON SEMI-MATURE PLANTS, SINCE DEMAND FOR THESE IS GROWING SIGNIFICANTLY DRIVEN BY EXPANSION IN LANDSCAPING AND, AS REGARDS RETAIL SALES, BY THE TREND AT GARDEN CENTRES TO CUSTOMISE AND COMPLETE THEIR RANGE WITH NON-STANDARD PRODUCTS.

Please play video "03"

DESIGN
PARK
THE PLANNER'S GARDEN

AS YOU HAVE SEEN, WE HAVE NEVER LACKED THE WILLINGNESS TO COMMIT TO MAJOR INVESTMENTS AND TO TAKE ACTIONS IN SUPPORT OF OUR NURSERY DISTRICT OF ORIGIN AND OF THE ENTIRE NURSERY SECTOR.

VANNUCCI PIANTE WAS AMONG THE FOUNDING COMPANIES OF THE ASSOCIAZIONE VIVAISTI PISTOIESI, ESTABLISHED IN 2004 IN THE TUSCAN PROVINCE BY A SHARED VISION OF FIFTEEN FOUNDING MEMBERS. IN 2015, THE ASSOCIATION EVOLVED INTO THE ASSOCIAZIONE VIVAISTI ITALIANI.
THE ASSOCIAZIONE VIVAISTI ITALIANI SERVES AS THE COORDINATING BODY FOR THE PISTOIA ORNAMENTAL NURSERY RURAL DISTRICT.

ITALY IS AMONG THE WORLD'S LEADING EXPORTERS OF AGRICULTURAL EXCELLENCE, INCLUDING FLORICULTURE, WHICH RANKS IT SECOND IN EUROPE BY TURNOVER. REGIONS SUCH AS LOMBARDY (WITH MANTUA) AND SICILY (WITH CATANIA), GENERATE THE LARGEST SECTOR VOLUMES, BUT TUSCANY STANDS OUT AS THE DRIVING FORCE IN ITALY, WITH 2,480 REGISTERED NURSERIES AND 6,000 HECTARES DEDICATED TO PLANT CULTIVATION.

TODAY, THERE ARE 1.500 NURSERIES IN PISTOIA AND ITS PROVINCE, COVERING A TOTAL OF 4.000 HECTARES OF CULTIVATED NURSERY LAND AND PROVIDING EMPLOYMENT FOR 5.000 PEOPLE.

AVI
ASSOCIAZIONE VIVAISTI ITALIANI

DISTRETTO RURALE
VIVAISTICO ORNAMENTALE
DI PISTOIA

THE ASSOCIAZIONE VIVAISTI ITALIANI (AVI) AND THE ASSOCIAZIONE NAZIONALE VIVAISTI ESPORTATORI (ANVE) REPRESENT ITALIAN NURSERIES AS MEMBERS OF ENA, AN ORGANIZATION REPRESENTING NURSERY STOCK PRODUCERS' ASSOCIATIONS ACROSS EUROPE.

ENA'S MEMBERS CAPTURE THE VAST MAJORITY OF THE EUROPEAN PLANT NURSERY SECTOR, WITH APPROX. 35.654 NURSERIES CULTIVATING OVER 133.000 HECTARES, EMPLOYING NEARLY 250,000 PEOPLE, AND GENERATING €10.64 BILLION IN PRODUCTION VALUE ANNUALLY.

TODAY, I AM HONOURED TO REPRESENT THE NEWLY ESTABLISHED

ENA PUBLIC AFFAIRS TASK FORCE

AND TO PRESENT THE ACTIVITIES CURRENTLY BEING UNDERTAKEN, WITH THE SUPPORT AND THE CONTRIBUTION OF ALL THE OTHER WORKING GROUPS AND THE PRESIDENCY.

IN SEPTEMBER 2024, I REACHED OUT TO A GROUP OF NURSERY COMPANIES FROM ACROSS EUROPE TO EXPLORE EMERGING SECTOR NEEDS, SHARE EXPERIENCES ON THE CHALLENGES WE FACE, AND, MOST IMPORTANTLY, DISCUSS OUR VITAL ROLE IN CLIMATE ADAPTATION, SUPPORTING THE GREEN TRANSITION, AND IMPROVING PUBLIC HEALTH.

THE COMMON PERCEPTION WAS THAT, ALTHOUGH EVERYONE ELSE FREQUENTLY USED THE TERM "GREEN," IT WAS RARELY ASSOCIATED WITH THE NURSERY SECTOR ITSELF.

FROM THE VERY BEGINNING, WE REALIZED THAT WE NEEDED TO ACT ON TWO FRONTS:

- RAISE AWARENESS WITHIN OUR SECTOR AND DEMONSTRATE THE MEASURABLE BENEFITS OF URBAN GREEN SPACES FOR CITIZENS' PHYSICAL AND MENTAL HEALTH, THE REDUCTION OF AIR POLLUTION, AND THE ECOSYSTEM SERVICES THAT TREES AND VEGETATION PROVIDE TO SOCIETY.
- BECOME AWARE OF THE STRATEGIC ROLE OF THE EUROPEAN NURSERY SECTOR BY LAUNCHING AN AWARENESS AND LOBBYING CAMPAIGN TO SUPPORT EUROPEAN POLICYMAKERS IN DEFINING STRATEGIES, MISSIONS, AND INITIATIVES

WE HAVE THEREFORE LAUNCHED A SERIES OF STRATEGIC EXCHANGES WITH LEADING EUROPEAN COMPANIES TO EXPLORE THE ROLE OF THE NURSERY INDUSTRY WITHIN THE FRAMEWORK OF THE EU GREEN DEAL, THE HOLISTIC ONE HEALTH APPROACH, AND THE UN 2030 AGENDA.

THE FIRST MEETING WAS HELD IN PISTOIA, THE SECOND IN HAMBURG, AND THE THIRD DURING THE ESSEN TRADE FAIR, A KEY EVENT REPRESENTING OUR SECTOR.

AT THE ENA WINTER MEETING IN JANUARY 2025, THE BOARD ESTABLISHED THE TASK FORCE, WHICH IMMEDIATELY BEGAN WORKING TO SECURE FUNDING TO SUPPORT SUBSEQUENT ACTIVITIES.

THANKS TO THE MANDATE ENTRUSTED TO EDELMAN AND THEIR SUPPORT (SUMMER 2025) THE TASK FORCE HAS BEEN WORKING FOR MONTHS ON A DOCUMENT AIMED AT OUTLINING A SERIES OF REQUESTS AND RECOMMENDATIONS TO BE PRESENTED TO POLICYMAKERS AND STAKEHOLDERS AT BOTH EUROPEAN AND NATIONAL LEVELS.

<u>TOGETHER, WE DRAFTED A MANIFESTO AND WILL ORGANIZE AN EVENT IN APRIL AT THE EUROPEAN COMMISSION'S MAIN HEADQUARTERS IN BRUSSELS.</u>

MANIFESTO
FOR THE EUROPEAN NURSERYSTOCK ASSOCIATION
ENA PUBLIC AFFAIRS TASK FORCE

ENA, A PARTNER FOR THE EU'S GREEN POLICIES

- RURAL DEVELOPMENT AND BIOECONOMY: NURSERIES ARE KEY TO RURAL ECONOMIES AND THE BIOECONOMY, YET CAP AND NATIONAL PROGRAMS OFTEN OVERLOOK THEM, LIMITING SUPPORT AND RECOGNITION DESPITE THEIR HIGH-VALUE, INNOVATIVE, AND SKILLED CONTRIBUTIONS.

- CLIMATE ACTION AND RESILIENCE: NURSERIES ARE CRUCIAL FOR CARBON SEQUESTRATION AND CLIMATE RESILIENCE, YET EU CLIMATE POLICIES OFTEN OVERLOOK THEIR ROLE WHILE GROWERS FACE GROWING RISKS FROM EXTREME WEATHER.

- BIODIVERSITY: NURSERIES SUPPLY CLIMATE-RESILIENT, PEST-FREE PLANTS ESSENTIAL FOR ECOSYSTEM RESTORATION AND NATURE-BASED SOLUTIONS, POSITIONING THEM AS STRATEGIC DRIVERS OF EUROPE'S BIODIVERSITY AND ECOLOGICAL RESILIENCE.

- URBAN GREENING: NURSERIES DRIVE URBAN GREENING, ENABLING PUBLIC-PRIVATE PROJECTS FOR HEALTHIER, SUSTAINABLE, AND RESILIENT CITIES.

- PLANT HEALTH AND BIOSECURITY: THE IMPORTANCE OF SOURCING FROM PROFESSIONAL, ACCREDITED NURSERIES HAS GROWN, ENSURING PLANT HEALTH, BIOSECURITY, AND PROTECTION AGAINST PESTS, DISEASES, AND UNFAIR TRADE PRACTICES.

MANIFESTO
FOR THE EUROPEAN NURSERYSTOCK ASSOCIATION
ENA PUBLIC AFFAIRS TASK FORCE

WHAT ARE ENA'S KEY POLICY ASKS?

RECOGNIZE AND INCLUDE NURSERIES, CULTIVATING IN CONTAINERS AND OPEN-FIELD IN THE EU'S COMMON AGRICULTURAL POLICY. FORMALLY ACKNOWLEDGE THE NURSERY STOCK SECTOR AS A DISTINCT BRANCH OF AGRICULTURE AND BIOMASS PRODUCTION IN EU AND NATIONAL POLICIES.
RECOGNISING EUROPE'S NURSERIES AS ESSENTIAL GREEN SMES WILL STRENGTHEN RURAL ECONOMIES AND IMPROVE SUPPLY OF QUALITY PLANTING STOCK.
THIS MEANS:

- RECOGNIZE AND INCLUDE NURSERIES IN THE EU'S COMMON AGRICULTURAL POLICY

FORMALLY ACKNOWLEDGE THE NURSERYSTOCK SECTOR AS A DISTINCT BRANCH OF AGRICULTURE AND BIOMASS PRODUCTION IN EU AND NATIONAL POLICIES. RECOGNIZING EUROPE'S NURSERIES AS ESSENTIAL GREEN SMES WILL STRENGTHEN RURAL ECONOMIES AND IMPROVE SUPPLY OF QUALITY PLANTING STOCK.

- MAKE QUALITY PLANT PROCUREMENT MANDATORY IN RESTORATION AND URBAN GREENING

THIS POLICY WOULD BOTH IMPROVE PROJECT OUTCOMES AND INCENTIVISE MORE GROWERS TO ADOPT SUSTAINABILITY CERTIFICATIONS. SETTING HIGH PROCUREMENT AND TRACEABILITY STANDARDS WILL REWARD BEST PRACTICES, ENHANCE BIOSECURITY, AND ENSURE PLANTINGS THRIVE LONG-TERM.

- COUNT NURSERY-GROWN PLANTING AS CERTIFIED CARBON REMOVALS

BY RECOGNIZING CERTIFIED NURSERY IN-SOIL OUTPUTS AS CARBON REMOVALS, THE EU WOULD UNLOCK NEW INCENTIVES (AND INCOME STREAMS) FOR GROWERS TOCULTIVATE THE CLIMATE SOLUTIONS EUROPE NEEDS.

- UNLOCK EU FUNDING WITH SME-FRIENDLY ACCESS

PRIORITIZING NURSERY SMES IN EU FUNDING WILL HELP TO UPGRADE NURSERY INFRASTRUCTURE (E.G., PROPAGATION FACILITIES, AUTOMATED SYSTEMS, SUBSTRATE/PEAT ALTERNATIVES, DIGITAL MONITORING) SO NURSERIES CAN SCALE IN LINE WITH TREE-PLANTING/GREEN-INFRASTRUCTURE COMMITMENTS AND SECURE EUROPE'S PLANT SUPPLY CHAIN AGAINST RISING COSTS AND RISKS.

NURSERIES ARE ESSENTIAL FOR DELIVERING EUROPE'S CLIMATE, BIODIVERSITY, AND URBAN GREENING GOALS.

TO SUCCEED, THE SECTOR NEEDS POLICY RECOGNITION, FAIR ACCESS TO SUPPORT INSTRUMENTS, AND PROCUREMENT FRAMEWORKS THAT VALUE QUALITY, SUSTAINABILITY, AND INNOVATION.

THROUGH THIS MANIFESTO, ENA PLEDGES TO SUPPORT EU INSTITUTIONS, MEMBER STATES, AND CITIES WITH ITS EXPERTISE TO ENSURE RESILIENT, HIGH-QUALITY PLANTING AND NATURE-RESTORATION EFFORTS.

SCAN THE QR CODE TO VIEW THE FULL MANIFESTOOR TAKE A POSTCARD WITH ALL THE INFORMATION!

I WOULD LIKE TO CONCLUDE WITH A FEW REFLECTIONS ON THE NURSERY SECTOR.

THE PAST YEAR HAS NOT BEEN EASY: RISING ENERGY AND LOGISTICS COSTS, INTERNATIONAL TENSIONS, AND SIGNIFICANT INFLATIONARY PRESSURES HAVE DECISIVELY AFFECTED PURCHASING.

INTEREST IN PLANTS AND GREEN SPACES, WHICH EMERGED DURING THE COVID PERIOD, HAS SOLIDIFIED PARTICULARLY AMONG YOUNG PEOPLE (GEN Z AND MILLENNIALS).

IT IS PRIMARILY YOUNG PEOPLE WHO VISIT AND APPRECIATE GREEN SPACES, WITH 55% CONSIDERING THEM ESSENTIAL FOR OVERALL WELL-BEING, INCLUDING MENTAL HEALTH.

WE THEREFORE NEED TO RECONNECT THEM WITH THE WORLD OF PLANTS AND GREENERY, SO THEY BECOME AWARE OF THE LASTING BENEFITS FOR HEALTH, WELL-BEING, AND ENVIRONMENTAL SUSTAINABILITY, ESPECIALLY IN AN URBAN CONTEXT.

AND THIS IS WHY I WOULD LIKE TO CONCLUDE MY TALK BY SHARING A SHORT FILM TITLED

“ESSERE PIANTA”

PRODUCED BY THE TUSCANY REGION TO PROMOTE OUR SECTOR AND SPECIFICALLY CREATED TO ENGAGE A YOUNG AUDIENCE.

THE FILM IS AN EVOCATIVE VISUAL JOURNEY INTO THE WORLD OF NURSERIES, EXPLORING GREENHOUSES, NURSERIES, AND LOCAL LANDSCAPES.

THROUGH FIVE STORIES, IT HIGHLIGHTS THE DEEP CONNECTION BETWEEN HUMANS, PLANTS, AND THE ENVIRONMENT, OFFERING A PERSPECTIVE THAT COMBINES THE PRODUCTIVE, CULTURAL, AND NATURAL DIMENSIONS OF THE NURSERY SECTOR IN A LANGUAGE ACCESSIBLE AND ENGAGING FOR YOUNGER GENERATIONS.

THANK YOU FOR YOUR ATTENTION AND TIME.
WE LOOK FORWARD TO SEEING YOU IN PISTOIA.

VANNUCCI PIANTE
MORE PLANTS MORE LIFE

ESSERE PIANURA