

VITALISING ICT RELEVANCE IN AGRICULTURAL LEARNING

'13. JUL – PLANTAŽE'

Plantaže



VIRAL

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'13. JUL – PLANTAŽE'

Plantaže



'13. JUL – PLANTAŽE' - the biggest producer of grapes and wines in Montenegro

- *The largest vineyard in Europe in one complex with a surface of 2310 ha*
- *About 11.5 million of vines*
- *22 500 t of table and wine grapes*
- *1.5 million kg of peach*
- *10 000 olive trees*
- *1 million vintage grafts*
- *100 tons of trout*
- *17 million bottles of wine and brandy*
- *2 restaurants "Mareza" and "Jezero"*
- *Retail stores*
- *Equestrian Club Montenegro*
- *720 full-time employees*

Cellars

3 WINE CELLARS:

- *Ćemovsko Polje* – capacity ~ 30 milion L
- *Lješkopolje* – capacity ~ 2.8 milion L
- *Šipčanik* – capacity ~ 2 milion L



Plantaže



■ Wine exporting countries of Plantaže

- Today, **Vranac** is the leading grape variety for the production of red wines in Montenegro.
- About **70% of the vineyard** of company '13. JUL - PLANTAŽE' was planted with the Vranac variety, whose wine became the national brand and at the same time the most recognizable and best product of the company, that promoted Montenegro as important wine destination.
- Wine export to **43 countries** around the world, with sales of around **14.5 million bottles** - about 60% of total annual production
- Participate at all important **international wine evaluations** – with over than 1000 **international and domestic awards**



- The company is **licensed to carry out scientific research** in the field of agriculture and the activities it implements, through numerous scientific projects in the field of viticulture.
- The development sector of our company has implemented more than 20 national and international projects, many of these activities are focused on the application of information technologies viticulture and wine production.
 - ❖ **PILOT PROJECT: “Pilot for Brand Protection and Anti-Counterfeiting in Wine Industry” – TagItWine**
 - ❖ **PILOT PROJECT: „ Precise viticulture“– irrigNET**
 - ❖ **H2020 ‘Building an Interoperable, Data-Driven, Innovative and Sustainable European Agri-Food Sector ’ – ‘DEMETER’**
 - ❖ **„Digital Transformation of Agriculture and Food Supply Chain in Montenegro“ - DIPOL**



Thank you !



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