

# GREENVITISV: NATURAL BIOACTIVE EXTRACTS FROM AGRIFOOD BYPRODUCTS AS CIRCULAR GREEN SOLUTIONS FOR A ZERO WASTE APPROACH IN THE AGRICULTURAL SECTOR

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- ✓ Consumer preference for natural products over synthetic ones is prompting a shift towards eco-friendly agricultural practices.
- ✓ Producers are increasingly focused on managing surplus waste due to steep penalties for improper disposal.
- ✓ This approach compels them to explore alternative waste handling methods, with revaluation emerging as a particularly promising option.
- ✓ On this basis, the GREENVITISV project aims to produce eco-friendly products from grape marc, like phytosanitary-pesticide, against the main grapevine fungal, and antioxidant-preservative alternatives to SO<sub>2</sub> in winemaking, supporting the circular economy.

