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Emilia-Romagna Approves 6.5 Million Euro Wine Export Aid

The region lowers the entry threshold for small producers as it seeks to bolster sales in markets outside the European Union.

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Emilia-Romagna has approved a new funding call worth 6.5 million euros to support wine promotion in markets outside the European Union for the 2026-27 campaign, as the region seeks to help producers hold on to existing export markets and find new ones at a time of weaker consumption and sharper competition among wine-producing countries.

The measure, announced by the regional government in Bologna, is part of the 2023-27 Common Agricultural Policy strategic plan and is aimed at strengthening the competitiveness of the region’s wine sector through promotion, communications work and participation in trade events abroad. Of the total budget, 4,351,512 euros will go to new projects, while 2,148,488 euros will be used to pay the final balances from earlier campaigns. Another 200,000 euros has been set aside for multiregional projects.

The region said one of the main changes in this round is a lower entry threshold for smaller businesses. Projects submitted only by small producers will now be eligible with a minimum investment of 20,000 euros, compared with 100,000 euros for other applicants. Regional officials said the change is meant to widen access to the program and allow smaller wineries to compete for support that had often been easier for larger operators to secure.

Alessio Mammi, Emilia-Romagna’s agriculture and agri-food commissioner, said the wine sector remains one of the pillars of the regional economy, with more than 14,000 businesses and more than 52,000 hectares under vine. He said the industry is facing a difficult phase marked by falling consumption, instability and stronger international competition, and that public support is needed to help companies invest in exports and maintain their position abroad.

The call is open to operators across the wine supply chain, either individually or in groups. Eligible applicants include wine producers, companies that process grapes, must or wine, protection consortia, cooperatives, business networks, associations and temporary groupings, as well as public bodies involved in agricultural promotion. For multiregional projects, Emilia-Romagna will provide co-financing of up to 25% of eligible spending for participants based in the region.

To qualify, applicants must also meet product availability requirements. Ordinary applicants must have at least 10,000 liters of bottled wine available, while small producers and participants in collective projects need at least 5,001 liters. Applications must be filed electronically through the Sian portal by 1 p.m. on Monday, June 22.