vinetur

Wine Industry in Crisis: EU Giants Unite for Survival

Wine Industry Leaders Demand Urgent EU Action to Address Multiple Challenges

Wednesday, July 17, 2024



In a significant gathering held in Logroño, Spain, representatives from the viticulture sectors of Spain, France, and Italy convened to address the pressing challenges faced by the wine industry and to propose unified solutions ahead of the High-Level Group's work by the European Commission, set to commence this September.

The associations representing these leading wine-producing countries emphasized the severe difficulties their industry has encountered in recent years. These challenges, both circumstantial and structural, have profoundly impacted every link in the wine sector's chain. Key factors contributing to this crisis include a decline in global consumption, the influence of anti-alcohol movements on public policies, the effects of climate change, and the succession of economic and health crises over recent years.

A Call for Comprehensive Support and Adaptive Strategies

Beyond the essential economic measures to ensure the survival and sustainability of the wine industry and the livelihoods it supports, there is an urgent need to adapt existing tools to meet forthcoming challenges. The organizations have outlined several specific demands:

1. **Enhanced and Flexible Budgeting:** A reinforced budget is crucial to support the sector's competitiveness and necessary adaptations.
2. **Flexible Market Management Tools:** There is a need for agile mechanisms to manage market instability effectively.
3. **Promotion Policy Support:** To regain consumer trust and market share, substantial support in promotion policy is vital. This includes improving access to, execution of, and justification for wine promotion measures funded by European sources.
4. **Climate Change Mitigation and Adaptation:** Measures to address climate change should focus on both research for prevention and adaptation strategies for the sector, as well as financial aid to counteract the impacts on vineyards.

The participating organizations have urged newly elected Members of the European Parliament and member states to prioritize support for the wine sector. As a next step, these organizations will collaborate on a joint document detailing the required measures and requests to ensure the sustainability of the industry in their respective countries.

Engagement in the High-Level Group's Deliberations

The inclusion of industry professionals in the High-Level Group's autumn sessions is deemed essential for developing pragmatic solutions tailored to the sector's needs. The active participation of these professionals is critical in crafting actionable strategies that address real-world challenges.

The wine industry is not only a significant economic contributor but also a vital part of the European Union's cultural heritage. The sector requires steadfast support to strengthen and reinvent itself within a realistic regulatory framework and an operational timetable that facilitates solution implementation.

Optimism in Collaborative Efforts

Despite the challenging outlook, the associations are optimistic about their united efforts to reverse the sector's difficulties. They anticipate a strong response and substantial support from European institutions.

The European Union stands as the world's leading wine producer, accounting for 45% of the global vineyard area. This high-value sector is crucial for many rural regions across Europe, generating millions of jobs and significantly contributing to the EU's trade balance.

Participating Organizations

The meeting saw participation from a diverse array of organizations across the three countries:

- **France:** Confédération Nationale des Producteurs de Vins et Eaux de Vie de Vin à Appellations d'Origine Contrôlées (CNAOC), La Coopération Agricole – Vignerons Coopérateurs de France (VCF), Vignerons Indépendants de France (VIF), Fédération Nationale des Exploitants Agricoles (FNSEA).
- **Italy:** Alleanza delle Cooperative Italiane Agroalimentari, Assoenologi, CIA, Coldiretti, Confagricoltura, Copagri, Federdoc, Federvini, FIVI, Unione Italiana Vini.

- **Spain:** Asociación Empresarial Vinos de España (AEVE), Asociación de Jóvenes Agricultores (ASAJA), Cooperativas Agro-Alimentarias de España, Conferencia Española de Consejos Reguladores Vitivinícolas (CECRV), Coordinadora de Organizaciones de Agricultores y Ganaderos (COAG), Federación Española del Vino (FEV), Organización Interprofesional del Vino de España (OIVE), Unión de Pequeños Agricultores y Ganaderos (UPA).

This collective initiative marks a critical step in fortifying the wine sector against future adversities, ensuring its enduring contribution to the European economy and cultural landscape.