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Is Portugal Facing an Unprecedented Wine Crisis?

Industry Experts to Gather in Porto

Tuesday, August 6, 2024



The National Association of Wine and Spirits Merchants and Exporters (ANCEVE) in Portugal is set to host a critical conference titled "Challenges and Opportunities for the Wine Sector – Is an Unprecedented Viticultural Crisis Looming?" Scheduled for September 19, 2024, at 14:30 in the Aula Magna of the Portucalense University in Porto, this event comes at a time when the Portuguese wine industry stands at a crucial crossroads.

Over the past decade, Portugal's wine sector has seen a remarkable surge in exports, significantly bolstering the country's GDP. Yet, despite these gains, the industry now faces a host of formidable challenges. These include shifting consumption patterns, international market instability, and the difficulty in enhancing the value of wine products. Moreover, Portuguese winegrowers struggle with inadequate remuneration, and the sector frequently resorts to crisis distillations, which are merely temporary fixes rather than long-term solutions. Other pressing issues include the control of wine transit and regulatory enforcement deficiencies. Additionally, concerns about vineyard uprooting, the future of the VITIS Program, and the influx of low-priced bulk wine imports that disrupt the market further complicate the landscape.

Climate change exacerbates these challenges, making production and harvests increasingly unpredictable. Experts have warned that these factors could precipitate an unprecedented viticultural crisis. To address these evolving realities, the wine industry must adapt, supported by a responsive political framework to ensure the sector's continued success.

In response to the current uncertainties, ANCEVE has organized this conference, coinciding with one of the most contentious harvest seasons in decades. This event aims to provide a platform for discussing these issues and seeking viable solutions.

The conference will feature a roundtable divided into two successive panels. Esteemed participants include Frederico Falcão, President of Viniportugal; Gilberto Igrejas, President of the Douro and Porto Wine Institute (to be confirmed); Francisco Toscano Rico, President of Andovi and CVR Lisboa; Dora Simões, President of the Comissão de Viticultura da Região dos Vinhos Verdes; Francisco Mateus, President of CVR Alentejana; and Rodolfo Baldaia de Queirós, President of CVR Beira Interior. Additionally, João Rebelo, a university professor at the University of Trás-os-Montes and Alto Douro and Vice President of the European Association of Wine Economists, along with producer Anselmo Mendes, António Sucena Cláudio from the United for the Vine Forum in Portugal, and Filipa Melo de Vasconcelos, Deputy Inspector General of the Food and Economic Safety Authority, will contribute their insights. The roundtable will be moderated by Manuel Carvalho, a journalist from Público newspaper. Following the discussions, a debate will ensue, culminating in closing remarks by the Minister of

Agriculture, José Manuel Fernandes.

Registrations for the conference are open until August 30, on a first-come, first-served basis until the Aula Magna's capacity is reached. Interested parties should email paulo.amorim@anceve.pt to secure their attendance.

This conference represents a pivotal moment for the Portuguese wine industry, offering a crucial opportunity to address significant challenges and strategize for a sustainable and prosperous future.