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Bordeaux Wine Industry Faces Deepening Crisis as €130 Million Vine Removal Plan Announced

Producers warn of existential threat amid falling demand, climate challenges and urgent calls for government intervention in 2026 budget

Thursday, January 15, 2026



In Bordeaux, the heart of France’s most famous wine region, producers and industry leaders have come together to issue a public plea for urgent government support. The move comes as the local wine sector faces one of its most severe economic crises in decades. All major professional, union, and consular organizations representing Bordeaux’s vineyards have signed what they are calling the “Bordeaux Appeal.” This joint statement urges the French government and parliament to adopt the 2026 budget and introduce immediate measures to support the struggling wine industry.

The appeal was made public through a joint press release from several key groups. These include the Bordeaux Wine Interprofessional Council, the Federation of Bordeaux and Libourne Wine Merchants, the Federation of Great Wines, the Gironde Chamber of Agriculture, and unions such as Confédération Paysanne, Coordination Rurale, FNSEA, Jeunes Agriculteurs, as well as Viti33, a collective of angry winegrowers. The signatories describe the current situation as extremely serious and call on lawmakers to act quickly.

The crisis has deepened over recent months. Early January saw the third suicide of a winemaker facing financial hardship since last year. Many in the region say this is a sign of how desperate conditions have become. The Bordeaux Appeal asks for swift approval of the 2026 budget to allow for rapid implementation of aid measures for wine producers.

In late November, the French government announced a national plan that includes €130 million in funding for vine removal between 2026 and 2027. This measure is intended to help reduce overproduction and stabilize prices. Thousands of winegrowers across France are struggling with falling demand—especially for red wines—and ongoing challenges from climate change that have affected harvests for several years.

The organizations behind the appeal are also asking lawmakers to pass changes to the Egalim law. These changes would better protect incomes for both winegrowers and merchants. They also want a decree signed that would allow producer organizations in viticulture to negotiate more effectively with large retailers. However, both legislative efforts have stalled since the dissolution of parliament in summer 2024.

Industry leaders are also calling for a review of restrictions on copper use in vineyard treatments. They argue that current limits make it harder to protect vines from disease. In addition, they are asking for a dedicated fund to support distillation programs that could help reduce excess stock and rebalance supply with demand.

The Bordeaux region has long been seen as a symbol of French winemaking excellence. But today, many producers say they are fighting for survival. The combination of changing consumer habits, climate pressures, and political gridlock has left them with few options. As they wait for action from Paris, those who signed the Bordeaux Appeal hope their unified voice will bring attention—and solutions—to a crisis that threatens not just their livelihoods but an entire way of life.