

# FOLLOWEFOW

## The word of the President

Dear reader,

*The International Organisation of Vine and Wine (OIV) has recently published a state of play of the wine market. This report highlights that more than 50% of the world wine production takes place in the EU and that more than 60% of wine exports come from the EU. Something to be proud of!*



*This demonstrates that the policy instruments we have at the EU level are effective. More specifically, I am referring to wine national support programmes and, in this context, to the funds available for promotion in third countries. It is therefore essential to maintain in the future CAP targeted, dynamic and positive measures for the whole sector and to ensure that there will be no obstacles in the use of promotion funds in the programming period which shall start in 2019.*

*It is also important to underline that in the EU more than 60% of the wine production bears a quality label and in terms of value this represents more than 80% of European production. Without Geographical Indications (GIs) there would be no European viticulture.*

*The picture is not all bright however. Our sector is facing numerous challenges: the maintenance in the future CAP of our specificities (funds, regulatory tools, quality policy, definition of wine); the development of a European legislation on the labelling of ingredients and the nutritional value which would safeguard the internal market; trade agreements which recognise and protect our names.*

*This newsletter provides a quick update of the most pressing issues for GI wines.*

*I wish you a very good read,*

**Bernard Farges, President of EFOW**

## Towards the labelling of ingredients and calories

The European associations representing the alcoholic beverage sector, including EFOW, presented on 12 March to European Health Commissioner Andriukaitis their proposal for a self-regulation to give consumers clear information about the ingredients and nutritional content of alcoholic drinks. Confronted with the specificities of both the product and the sector, the EU wine sector has come up with a modern solution that fulfils a two-fold objective namely to properly inform consumers about the product and to allow all actors from the sector, including the smallest ones, to implement such measures.

Unlike other drinks, our proposal considers the very nature of wine, which is an agricultural product that constantly evolves. It is not a standardised industrial product and the wine-making process has to be adapted to produce the best possible wine. EFOW's members have committed to indicate either on the bottle or online, the calories per 100ml and the ingredients.

We hope that the European Commission, which is currently analysing the proposal, will acknowledge the important progress made by our sector which has nothing to hide. We also call on the Commission to transform our proposal into law to preserve the Single Market and ensure that the same rules apply to all wines, including those from third countries.

[www.efow.eu](http://www.efow.eu)



## Brexit and Geographical Indications

The United Kingdom is a major wine consuming country (i.e. the 6th world market). In 2017, it was the world's second largest importer of wine - behind Germany - and the second highest in value - behind the US. In value, imports come mainly from France, Italy, Australia, Spain and New Zealand. For European wines it is therefore a key market, especially in the high end.

EFOW worries about the continuity of GI protection in the UK. The UK has not agreed to the EU's proposal to guarantee the protection of existing rights for GIs in the withdrawal agreement although an agreement has been found on trademarks and other intellectual property rights (IPRs).

Moreover, as the United Kingdom has the ambition to negotiate trade agreements with third countries as soon as it leaves the EU, and targets countries such as the United States, Australia and New Zealand where the protection of GIs is a particularly sensitive point, we are extremely concerned by the prospect of a dilution of GI protection in the United Kingdom.



## The EU-Mercosur FTA: a challenge for the protection of GI wines

The last round of negotiations - 24/27 April 2018 - highlighted that the GI chapter is far from complete and is one of the most complicated issues to be addressed in these negotiations. The South American bloc continues to strongly insist on the fact that its operators may continue to produce and market wines with European names, among which we find our most notorious GI wines such as Rioja, Champagne, Porto, Prosecco, Bordeaux and many more. EFOW calls on the Commission to be uncompromising as we cannot accept an agreement which allows the usurpation of our GI names. EFOW members believe that it is better to prolong the negotiations to have a solid agreement, rather than signing at all costs a political agreement in the coming months offering little security on the protection of GIs.

European Federation of Origin Wines **EFOW**

## The use of copper in viticulture

The use of copper compounds as a phytosanitary substance is currently being re-evaluated at the European level. In the coming months, the Commission will have to make a proposal on the renewal of its approval for the next 7 years which will be submitted to the vote of the Member States.

Copper is today the fungicide *par excellence* used for the treatment of many vines. To date, there is no better treatment for these diseases. In addition, copper is one of the pillars of phytosanitary protection accepted even in organic farming.

EFOW considers that a ban on the use of copper would have dramatic impacts on wine production at the European level and particularly for organic viticulture. In the short term, the sector has no other substance at its disposal to deal with such diseases, diseases that have increased with climate change. The sector is currently searching for alternatives to ensure its sustainability. Therefore, we are actively investing in Research & Development to study the decline of the vine and to experiment the cultivation of resistant grape varieties.

## “Because origin matters”

**EFOW** is a Brussels-based organisation representing wines with an Appellation of Origin or Geographical Indication from the European Union. As the voice of the European origin wines towards European and international institutions, it is actively lobbying for a better protection and promotion of these wines within the EU and throughout the world.

Its current members are the national associations in charge of origin wines from France (CNAOC), Hungary (HNT), Italy (FEDERDOC) and Spain (CECRV), as well as the Port and Douro Wines Institute (IVDP) from Portugal.

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