

Independent Winegrowing

An Agricultural Model to Preserve



11 September 2024, Brussels

The European Confederation of Independent Winegrowers

- The only organisation representing and defending the interests of Independent Winegrowers at European level
- CEVI represents Independent Winegrowers from 12 European Countries
- 200 000 winegrowers following the Independent Winegrowing agricultural model
- Independent Winegrowers are entrepreneurs at the head of micro, small and medium-sized enterprises (SMEs), often family-owned
- Independent Winegrowers make everything from the vineyard to the table:
 - They cultivate their vines
 - They make their wines
 - They sell their wines directly to their clients

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- Independent Winegrowing is a farming model focused on creating value at local level
- Independent Winegrowers' businesses are a pivotal economic force for wine regions and rural areas
- Being at the heart of wine regions, Independent Winegrowing provides significant positive externalities for Europe's rural areas:
 - Non-relocatable job creation
 - Revitalisation of rural areas and local communities
 - Attractiveness for wine tourists
 - Landscape management
 - Preservation of cultural heritage and traditional practices like hand-harvesting, cultivation methods or even local feasts
 - Significant contribution to the rural economy

The Challenges Facing Independent Winegrowers

- Global geopolitical situation, inflation, economic uncertainties → global market and economic instabilities
 - Reduction of wine consumption
 - Climate change and adverse meteorological events
- Despite their resilience, the Independent Winegrowers' businesses face a precarious and very uncertain situation
- Specific measures are needed to support the wine sector
1. Maintain an ambitious legal and political framework for the wine sector
 2. Support the wine sector on new and mature markets
 3. Support the wine sector to face climate change

Maintain an Ambitious Legal and Political framework for the Wine Sector - Framework

- Independent Winegrowers need continuous support from the CAP to ensure their economic viability and their economic contribution to the wine regions
 - Preserve the CAP legal framework and increase the budget dedicated to the Common Market Organisation (CMO)
 - Ensure wine will continue to be classified as an agricultural product, benefiting from the CMO measures
- Take into account the positive contributions of the Independent Winegrowing model to European wine regions, by supporting micro and SMEs
 - Ensure a balanced repartition of the CAP aids in favour of small-scale producers, specifically through the differentiated rates implemented in Article 59 (2) of Regulation 2021/2115 in favour of “micro, small and medium-sized enterprises”
 - Apply these differentiated rates to the measure “promotion in third countries” (Article 58 (1k) of Regulation 2021/2115)

Maintain an Ambitious Legal and Political framework for the Wine Sector - Support

- The wine sector's position on global markets is both precarious and vulnerable
- The EU and Member States must be able to provide support to businesses facing difficulties emerging from the global situation
- Set a toolbox in which Member States can choose and finance themselves the best fitted measures to their national situation: distillation, grubbing up, green harvesting, private storage, possibility to extend planting authorisation in time of crisis, higher flexibility for all measures in time of crisis...
- These measures must be accessible to all winegrowers, even the smallest businesses

Maintain an Ambitious Legal and Political framework for the Wine Sector - Flexibility

- In a complex world with intricate situations, rules and regulations are becoming more and more complex:
 - Family-owned micro and SMEs with limited human resources are not fit to implement these complex rules which disproportionately affect their human-scale business
 - Small businesses must quickly adapt to a world and markets constantly evolving
- Supporting the Independent Winegrowers' development entails:
 - Alleviating the administrative burdens that impede their competitiveness
 - Providing them with more flexibility in the implementation of the EU regulations
- Extend the validity of planting authorisations (Article 62 (3) of Regulation 1308/2013): to 8 years for replanting, 5 years for new plantings, and by as many years as needed "in time of crisis"
- Differentiate micro-enterprises from SMEs as a criterion for granting new planting authorisation in Article 64 (2h) of Regulation 1308/2013 to give Member States the possibility to prioritise them

Support the Wine Sector on New and Mature Markets

- In 2022, wine exports from EU Member States totalled 17.9 billion euros, generating a trade surplus of 15.9 billion euros. Nevertheless, their situation on global markets shows how important it is to bolster their reputation and ease the international trade of wine to expand their market share
- It is crucial to stimulate the development of the wine sector through support to the promotion of European wines and trade facilitation on new and mature markets
- Establish a “one-stop-shop” for distance selling to private consumers within the EU to simplify the payment of excise duties
- Preserve the CAP budget dedicated to promotion of agricultural products (Regulation 1144/2014)
- Consider wine and spirits as a strategic economic sector so it can benefit of limited commercial agreements
- Set a safety net/emergency fund to shield winegrowers from the challenges/loss in market share arising from global events

Support the Wine Sector on New and Mature Markets

- Each year, the EU wine sector attracts over 36 million wine tourists in wine regions, making it a pivotal economic force in these often-rural areas
 - Occupying a prominent position in European history and culture, winegrowing has fostered a distinct “art de vivre” attractive wine tourists in wine areas
 - Independent winegrowing, with its structure of micro and SMEs rooted in the regions, is a beacon for wine tourists willing to discover the vineyards and the wineries
- Wine tourism emerges as an important economic driver that needs to be supported and developed
- Enable national representative organisations of Independent Winegrowers to benefit from the CAP promotion aid measure targeted at wine tourism (Article 58 (1)(i) Regulation 2021/2115)

Support the Wine Sector to Face Climate Change

- Independent Winegrowers have been pioneers in the development of environmentally friendly practices, with the majority of them being environmental certified for their wines (almost 50% produce organic wines)
 - From carbon sequestration in the soil to the reduction of carbon emissions through bottle recycling, from advancements in agro-ecology to the pivotal role of vines in combating wildfires, winegrowers stand as formidable allies in the battle against global warming and environmental degradation
 - But nowadays, southern Europe is burning, while other regions are regularly hit by frost or hail, and the Independent Winegrowers' businesses, like many other farms, are the first to be affected by these weather events
- The consequences of climate change on winegrowers' businesses must be addressed at EU level
- Improve the functioning of harvest insurances so that they can refer to an 'average without weather-related events'
- Financially support the acquisition of equipment to prevent the consequences of climate change (hail, frost, drought...)
- Support R&D to equip winegrowers with the tools to efficiently combat climate change and its consequences, and to adapt not only through the development of New Genomic Techniques (NGTs) under a proper regulation

Key points

- The Independent Winegrowers' farming model is remarkable for its economic, social, cultural and territorial positive externalities. As the beating heart of their wine regions, the Independent Winegrower's create value, wealth, cultural heritage, and non-relocatable jobs in their areas
 - In direct contact with consumers and clients, they're ideally situated in the supply chain to promote their wines, moderate consumption of their products, respect for the environment...but also to share the beauty and the diversity of wine regions and their landscapes, customs and history
- Farmers, craftsmen, merchants, and ambassadors simultaneously, Independent Winegrowers embody a unique approach to winemaking which is essential to preserve for its contribution to the EU economies and societies
- With the right support to overcome the numerous challenges they face, Independent Winegrowers will continue to thrive and contribute to the vitality of Europe's agriculture and rural regions



Thank You !

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