



Press Release – 11/09/2024

High-Level Group on Wine

CEVI Calls for the Preservation of the Independent Winegrowers' Model

The European Confederation of Independent Winegrowers (CEVI) participated in the first meeting of the High-Level Group on Wine established by the European Commission, to present its vision for the future of European wine policy and the preservation of the Independent Winegrowers' model.

CEVI's President, Matilde Poggi, highlighted the unique characteristics of Independent Winegrowers and the virtues of this model, which is deeply rooted in the heritage of Europe's wine regions. Independent Winegrowers cultivate their vines and produce their wines based on knowledge passed down through generations. They also sell their wines directly to consumers, thereby maintaining a strong connection with their customers and their terroir. Ms Poggi emphasised the importance of preserving and supporting this model, which contributes to the vitality of European territories by supporting rural communities, generating non-relocatable jobs, revitalising local economies, and playing a major role in managing and preserving the traditional landscapes of Europe's wine regions.

However, given the challenges it faces—namely the instability of the international economic and geopolitical situation, the decline in wine consumption, and the harmful consequences of climate change—the wine sector needs new solutions. CEVI has thus presented its recommendations, focused on three priorities, to ensure that future European wine policy enables the preservation and growth of Independent Winegrowing:

- Maintain an ambitious and more flexible legal and political framework, particularly ensuring the economic viability of micro, small, and medium-sized Independent Winegrowers' businesses by reducing their administrative burden;
- Support the sector in consolidating its position in existing markets and expanding into new ones, by strengthening the promotion of European wines and supporting wine tourism, as well as facilitating their commercialisation within and outside the European Union;
- Assist the wine sector in addressing the challenges of climate change by improving insurance systems and contributing to the financing of equipment to protect against extreme meteorologic events.

According to Matilde Poggi, *'CEVI welcomes the first meeting of the High-Level Group and appreciates the commitment of the Agriculture Commissioner and the Commission to support the sector as important in social, economic, cultural, and environmental terms. It was an opportunity to draw attention to the needs of the Independent Winegrowers' businesses, in particular the importance of supporting small family-owned businesses, through a dedicated CAP with a budget that should not be decreased, in order to overcome the many challenges we face.'*



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About CEVI: CEVI is the only organisation representing and defending the interests of Independent Winegrowers at European level. Independent Winegrowers are entrepreneurs at the head of micro, small and medium-sized enterprises (SMEs), often a family business. They make everything from the vineyard to the table, meaning that they produce and sell their wines directly (to the consumer). CEVI counts today 13 members from 12 different States counting about around 200,000 Independent Winegrowers.