

CEVI position

Recommendations for the Future of the EU Wine Sector

CEVI, the European Confederation of Independent Winegrowers, 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), thereby contributing to the vitality of wine-producing regions. CEVI currently represents Independent Winegrowers from 12 European countries. In Europe there are 200,000 Independent Winegrowers.

Context

In December 2024, the High-Level Group (HLG) on the EU wine policy presented its recommendations for the Future of the EU Wine Sector, with three main priorities 1) addressing the management of the production potential, to adjust it to the structural decline in demand; 2) strengthening the resilience of the sector in view of changing market and its adaptation to increasing climate change; and 3) improving adaptation to market trends and harness market opportunities.

In view of the current challenges facing European Independent Winegrowers, CEVI welcomes the recommendations proposed by the High-Level Group particularly the progress made on crisis management measures available to Member States, climate change adaptation, and harnessing market opportunities. However, it highlights the need for more ambitious proposals regarding the EU's trade policy, promotion, and wine tourism, and calls for better consideration of the needs of micro and SMEs that are the cornerstone of the Independent Winegrowers' model.

Furthermore, CEVI stresses the importance of setting a precise timeline for the implementation of the proposed measures, notably by taking advantage of the Commission's proposal amending Regulations (EU) 1308/2013, (EU) 2021/2115 and (EU) 2021/2116 to complete the Member States' crisis management toolbox.

Positions

1. Addressing the management of the production potential

The European Confederation of Independent Winegrowers,

WELCOMES the proposal to address the structural oversupply situations with nationally financed permanent grubbing-up schemes, but EMPHASISES that these schemes must be exclusively nationally financed so that EU funds are only used to finance National Support Programmes.

SUPPORTS the possibility to temporary modulate the vineyard area by extending the validity of replanting authorisation and to lower the area made available through new planting authorisations to 0%, but REGRETS that the HLG did not propose a formal temporary grubbing-up with delayed replanting scheme that would provide even more flexibility for restructuring the vineyards in light of the evolution of the markets or the climate.

CEVI – European Confederation of Independent Winegrowers

18 Avenue Winston Churchill CS60009 – 94227 CHARENTON-LE-PONT CEDEX

+ 33 6 07 07 78 03 • info@cevi-eciw.eu

SIRET 480 960 715 00021 • <http://www.cevi-eciw.eu>

F R A N C E ■ P O R T U G A L ■ L U X E M B O U R G ■ S W I T Z E R L A N D
H U N G A R Y ■ I T A L Y ■ S L O V E N I A ■ B U L G A R I A
B E L G I U M ■ G R E E C E ■ C Z E C H R E P U B L I C



HIGHLIGHTS the necessity to facilitate the exceptional extension of the validity of new planting and replanting authorisations in case of external disturbance that would prevent from planting in due time.

WELCOMES the possibility to reallocate resources in the wine sectoral programmes during the year between types of intervention and to the subsequent year in case of unused funds to provide increased flexibility in the use of green harvesting.

OPPOSES the possibility to grant Producer Organisations the tools for the management of yield stabilisation mechanisms in Member States.

2. Strengthening the resilience of the sector in a changing market and its adaptation to climate change

The European Confederation of Independent Winegrowers,

PRAISES the HLG for understanding the utmost importance to maintain an ambitious EU export strategy to expand market access, address trade barriers, and protect wine products from unrelated trade disputes.

STRESSES the importance that:

1. Increasing the attractiveness of the Producer Organisations model cannot be done to the detriment of any other farming model (i.e Independent Winegrowing);
2. Any initiatives to strengthen the position of wine producers in the supply chain must always remain inclusive for all farmers;
3. Only micro, small and medium-sized companies in the sense of Commission Recommendation 2003/361 must be treated as SMEs.

Strongly WELCOMES the will to improve the existing risk management tools, in particular the calculation of losses for climate compensation schemes, and SUGGESTS to refer to an 'average without weather-related events'.

Strongly STRESSES that regional plans to make adaptation to climate change more consistent must contain recommendations rather than binding provisions conditioning interventions in the National Support Programmes, and shall avoid any risk of regionalisation of the National Support Programmes.

WELCOMES the will to make the latest research findings into climate change adaptation easily accessible to the farming community, and HIGHLIGHTS that research shall not focus only on the development of New Genomic Techniques (NGTs) but explore other ways to adapt climate change (agronomic techniques, protection against adverse weather events...).

AGREES with the request to set up a pluriannual financial management of the wine sectoral programmes by setting up more flexible rules both for advance payments and for the transfer of financial allocations between types of interventions, and EMPHASISES the absolute necessity to make the amendment to the CAP Strategic Plan procedure quicker and more flexible.

CALLS FOR the establishment of a safety net in the form of an emergency fund or an aid to conquer new markets to shield winegrowers (or other economic sectors) from significant challenges or loss of market share due to unforeseen external events.

3. Adapting to market trends and harnessing market opportunities

The European Confederation of Independent Winegrowers,

WELCOMES the will to ensure a harmonised approach in implementing the current rules on electronic labelling, and SUGGESTS acting very cautiously to 'further harmonise (and complete) the rules on electronic labelling' so that it does not require to implement new mandatory requirements, in particular for the Independent Winegrowers' SMEs.



AGREES with the idea to promote exports further and better, by increasing the duration of the support for promotion measures to allow for market consolidation as well as exploring ways to create a simplified scheme for small producers, and SUGGESTS implementing a specific procedure for micro-enterprises as defined in Commission Recommendation 2003/361.

CONSIDERS that promotion measures should not prioritise no and low alcohol wines on traditional wines, especially taking into account the historical moment that the sector is facing.

REGRETS that the recommendations do not provide greater support for the Independent Winegrower model and CALLS FOR the improvement of support measures for tourism and wine tourism by enabling national representative organisations of Independent Winegrowers to benefit from the CAP promotion aid measure targeted at wine tourism and the support for coordinated actions proposed by in the recommendations.

WELCOMES the will to speed up the development of solutions to simplify and facilitate cross-border distance sales of wine, by setting-up a system comparable to the Import One Stop Shop (IOSS) that can be beneficial especially to small producers.