



European
Commission



Evaluation of the CAP measures applicable to the wine sector

CMO Committee-Wine
16 May 2019

Background

- Effect instruments of the Common Market Organisation (Regulation (EU) No 1308/2013) applicable to the wine sector,
- 2013-2018
- Agrosynergie

Scope



- EU financed Support Programmes in the wine sector,
- the EU scheme for authorising vine plantings, EU rules on marketing and labelling,
- oenological practises,
- authorised vine varieties,
- Protected Designations of Origin and Protected Geographical Indications (PDOs/PGIs)
- EU rules on certification, monitoring and control.

Case studies

In ten regions of seven Member States-Germany (Rhineland-Palatinate), Spain (Castilla La Mancha, La Rioja), France (Bourgogne, Languedoc Rousillon), Italy (Sicilia, Veneto), Hungary, Portugal and Romania, interviewing key

Survey

- *In order to collect information on consumers' and market expectations, a survey was conducted with 2000 wine consumers in four Member States and web-checks were made of 30 online wine-retailers.*

Budget and programmes:

- *Uptake 2014-2018 period, National Support Programmes amounted to 5 507 M€. Mainly:*
 - **restructuring and conversion of vineyards (50.2% share of total budget spent on 330.000 ha = 10% of EU vineyards),**
 - **investments (21.6%) and promotion (17.6%).**
- *high execution rate = efficiency*

Results of the measures:



- **restructuring and conversion of vineyards** at grower level - considerable mechanisation and a global increase in the cost-effectiveness of vineyards' management. Δ grower turnover
- **restructuring vineyards** and **investing** in production processes contributed to this general positive effect on the productivity of growers and wine producers and to their improved competitiveness.
- Access to foreign markets is supported through the **promotion** measure. Higher turnover and to improve their negotiating position inside the supply chain.

Labelling:

- *EU labelling rules generally meet the expectations of consumers and favour a level-playing field and fair competition for EU competitors and clear information for consumers. EU rules on oenological practices provide a guarantee in terms of quality and safety.*

Oenological practices:



- *The definition of rules at EU level for oenological practices and wine grape varieties is a real added value, by limiting the risks of distortion between Member States*
- *At the international level, EU rules on oenological practices provide a guarantee in terms of quality and safety, and the prompt adaptation of EU rules to changes in OIV standards also helps improve the marketing conditions. But still technical entry barriers*

Wine grape varieties:

*The restriction on the use of hybrids of *Vitis vinifera* for PDO wines does not seem to be relevant for addressing the current environmental issues of the wine sector.*

Planting authorisations:

The evaluators have concluded that the scheme of authorisations brings uncertainty and gives less flexibility to producers to adapt quickly to market demand.

Low alcohol wine:

- *The fact that products with less than 8.5° alcohol are not considered to be wine products in the regulatory classification of grapevine products is a potential limit to the adaptation to market demand. Indeed, there is a demand for such wine products among consumers in the EU and third countries, and third countries are beginning to offer them.*

By-product distillation:

- *By-product distillation is relevant as an incentive for producers to choose the elimination process that is the most environment-friendly and which also fosters innovative uses of wine by-products for energy or industrial purposes.*

Wine and sustainability:

- *It is concluded that specific measures should be designed to address the issue of pesticide use and/or more generally to improve the environmental performance of wine production as well as to address generation renewal more directly.*



Coherence with the CAP objectives, with other EU policies with other EU measures:

- *An overall complementarity exists between Rural Development Programmes and NSP measures, notably the investments and restructuring and conversion measures. NSP measures are coherent with other policies such as the Horizon 2020 and the European Regional Development Fund (ERDF).*
- *Further coherence with the EU Public Health objective could be investigated.*



CONCLUSION

The added value of the EU framework is demonstrated, as it is a key instrument in creating a level playing field among Member States but shows way for improvement.

Available on Europa web

- https://ec.europa.eu/agriculture/evaluation/market-and-income-reports/cap-measures-wine-sector_en

- *Ongoing 12-week online public consultation (7 March-6 June) to complement the work of the contractor.*
- *The outcome of the public consultation will also feed into the Staff Working Document that is scheduled for Q3 2019.*

https://ec.europa.eu/info/law/better-regulation/initiatives/ares-2017-5455226/public-consultation_en