



Food and Agriculture  
Organization of the  
United Nations

oriGIn

Organization for an International  
Geographical Indications Network

## **FAO-oriGIn Series of Webinars on “Contributing to SDGs through quality linked to geographical origin”**

# Trends in the wine sector

In collaboration with

**EQUALITAS**

WEBINAR ORGANIZED ON 27 October 2020, 15:00 - 17:00 CET

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## Background

Starting in 2017, FAO and oriGIn embarked on a project to support Geographical Indications (GIs) to develop their own sustainability strategies, with the aim of understanding the sustainability dynamics at local level and at the same time taking into account markets and regulatory requirements. Experts were invited to discuss this topic and the way forward, which provided the ground for the Sustainability Strategy for GIs (SSGI), including a roadmap of 4 basic components: Prioritize, Assess, Improve and Communicate. A task force was then established to provide continuous feedback and recommendations for the implementation of SSGI and the tools developed in this framework. After the first tool being developed (a guide and toolkit for producers to identify sustainability topics in their system and to engage in improving them), FAO and oriGIn are now working on relevant indicators to help GI producers in the next SSGI phase related with assessment.

Quality products that are deeply rooted in a given geographical area play a key role in the economy. They can also contribute to social development and the preservation of local resources. Natural features – as well as tradition and culture, typical of certain geographical environments – have the potential to confer products some unique characteristics and reputation, which are valued on the market. Preserving such resources, traditions and quality through Geographical Indications (GIs) can create value (economic, social and environmental) for producers and consumers.

Keeping in mind that the United Nations Sustainable Development Goals (SDGs) are the point of reference for any strategy towards a more sustainable future, FAO and oriGIn held a series of webinars (October-November 2020) to address how quality linked to geographical origin can contribute to achieve sustainability objectives.

More information about the series of webinars background and objectives @ [https://www.origin-gi.com/images/stories/PDFs/English/Event/2020\\_originfao\\_forum/Sustainability\\_Forum\\_Rev\\_15\\_October2020.pdf](https://www.origin-gi.com/images/stories/PDFs/English/Event/2020_originfao_forum/Sustainability_Forum_Rev_15_October2020.pdf)

[Find out here the series of webinars full calendar and individual programs.](#)

## Objective and agenda

In the origin wine sector, the awareness on sustainability is quite high among policy-makers, producers and retailers. This webinar aimed at exploring the trends through initiatives undertaken nationally and internationally at different level from producers as well as policymakers.

### Agenda:

15:00	Opening, background and objectives: Mr. Massimo Vittori (oriGIn)
15:05	Keynote: Sustainability certification in viniculture: a global overview and the Italian experience, Mr. Stefano Stefanucci (Equalitas)
15:20	The point of view of stakeholders:  - Policymakers: Mr. João Onofre (European Commission, DG Agri), Ms. Tatiana Svinartchuk (OIV)  - Producers: Ms. Allison Jordan (Wine Institute of California), Mr. Riccardo Ricci Curbastro (FEDERDOC)  - Retailers: Ms. Sasha-Monique Elvik (AS VINMONOPOLET)
16:35	Q&A
16:55	Conclusions and next steps
17:00	End of the session

## Main findings

From the debated emerged that in the origin wine sector we are not so far from having a shared interpretation of what issues are relevant but a uniform approach in concrete is still needed. Though the stakeholders are aware of what is sustainability, there is still a wide difference on how strict the requirements of the several projects are. It is important to continue to work to promote convergence on these issues at the international level. There is a need of collaboration and convergence (“common language”), which is felt also by retailers that wish to convey reliable information to consumers.

## Keynote: Sustainability certification in viticulture: a global overview and the Italian experience, Mr. Stefano Stefanucci (Equalitas)

In the origin wine sector, the awareness on sustainability is quite high among policymakers, producers and retailers. Several initiatives have been undertaken internationally at different levels and there is currently a great number of certifications and labels around the world regarding this topic.

Many initiatives respond to market request. Despite great interest within the sector there is no alignment and uniformity yet on the meaning of sustainability.

Around the world different initiatives are directly related to producers and are based on:

- a. Approach (environment, economic and social), some initiatives are more focused on the environmental component;
- b. Target: Territory, companies, products;
- c. Need of collaboration and convergence (“common language”), which is felt also by retailers that wish to convey reliable information to consumers.

Other initiatives have been launched by policy makers:

- a. EU Farm to Fork Strategy: On 20 May 2020, the European Commission published a communication on its Farm to Fork strategy. The EC wants to reduce the environmental and climate footprint of the EU food system and strengthen its resilience, ensure food security in the face of climate change and biodiversity loss and lead a global transition towards competitive sustainability from farm to fork and tapping into new opportunities. To that end, the EC tabled a long list of proposals on sustainable food production, food security, sustainable consumption and healthy food and fight against food fraud (see our note dated 25 May 2020). Description of objectives and actions [here](#); Q&A [here](#).
- b. OIV Guidelines for the implementation of principle of sustainable viticulture

There are more projects to consider, even based on synergies between public and private sector. An interesting case is represented by an initiative between the Nordic alcohol monopolies (Sweden, Norway, Finland, the Faroe Islands and Iceland) and Denner, a supermarket chain. They commissioned to the certification body INTERTEK a benchmark on the main sustainability projects in the wine sector around the world. They selected 35 projects, which were very different from one to another and adopted different perspectives, however all focused specifically on one pillar of sustainability, while we know that a balanced approach to sustainability consider the three pillars included in the concept of sustainability itself. Regarding control mechanism and representativeness, some cases only have a self-assessment approach, while some projects foresee a third-party certification which is the case for Equalitas standard.

Equalitas certifies:

- territories,
- company (corporate level)

- and products (production chain level).

The key points of the Equalitas standard are, beyond the object of the certification:

- good practices (agricultural, manufacturing, social, economic, communication)
- indicators (biodiversity, carbon footprint and water footprint for the environmental sustainability)
- and access graduality.

To conclude, we are not so far from having a shared interpretation of what issues are relevant in the origin wine sector, but we are still far from having a uniform approach in concrete. Though the stakeholders are aware of what is sustainability, there is still a wide difference on how strict the requirements of the several projects are. There is a need of collaboration and convergence (“common language”), which is felt also by retailers that wish to convey reliable information to consumers.

Equalitas is available to continue working with oriGIn the FAO to promote convergence on these issues at the international level.

[Click here for the full presentation](#)

## The point of view of stakeholders:

Policymakers:

Mr. João Onofre (European Commission, DG Agri)

Ms. Tatiana Svinartchuk, (OIV)

The link to the geographical origin has always been very important for the vitivinicultural sector:

- **Appellations of origin / Geographical Indications**
  - Arrangement 1924 Protection of AO
  - 1947 Definition of AO
  - 1992 Definition of AOR / IGR recognized
- Definition of **terroir** (2010)
  - Vitivinicultural “terroir” is a concept which refers to an area in which collective knowledge of the interactions between the identifiable physical and biological environment and applied vitivinicultural practices develops, providing distinctive characteristics for the products originating from this area.
  - “Terroir” includes specific soil, topography, climate, landscape characteristics and biodiversity features.
- **Sustainability** is a new value for growth. The vitivinicultural sector role and strategy in the achievement of sustainability goals
  - 2004 Definition of sustainability
  - 2016 General Principles of Sustainability - Environmental, Social, Economic and Cultural aspects” (OIV-CST 518-2016)”
  - 2020 presentation for adoption of “Guidelines for the implementation of principles of sustainable vitiviniculture

*What is next?*

- Implementation:
  - Promotion among enterprises and organizations
  - Promotion among certification bodies
- Recognition and valorization of the approach

### OIV STRATEGIC PLAN 2020-2024

The OIV is committed to the Sustainable Development Goals, developed under the aegis of the United Nations, and is supporting its members in their implementation in areas relevant to its mandate of

financial stability and sustainable and inclusive economic growth. We are on target for 13 out of the 17 SDGs.

[Click here for the full presentation](#)



## Producers: Ms. Allison Jordan, Wine Institute of California

Since its founding in 1934, shortly after the repeal of Prohibition, Wine Institute has helped guide the California wine industry through 85 years of growth and prosperity. Our membership has increased from 42 wineries to over 1,000 today, and we have watched California become the first wine producer in the United States, counting with:

- 4,200 Wineries
- 5,900 Winegrape Growers
- 256,975 Hectares
- 139 American Viticultural Areas

California has one of the most comprehensive and widely adopted sustainable winegrowing programs in the world, fostering a culture of continuous improvement and leadership in sustainability.

Sustainable winegrowing is a comprehensive set of practices that are environmentally sound, socially equitable and economically viable. Sustainable winegrowing is being used by wine grape growers and vintners throughout California to grow and make high quality grapes and wine. These sustainable vineyard and winery practices conserve water and energy, maintain healthy soil, protect air and water quality, enhance relations with employees and communities, preserve local ecosystems and wildlife habitat, and improve the economic vitality of vineyards and wineries.

The California code of sustainable winegrowing workbook is the foundation of the Sustainable Winegrowing Program (SWP) and a tool for participants to measure their level of sustainability and to learn about ways they can improve their practices. It contains 15 Chapters (140 Vineyard and 104 Winery Best Practices).

In 2010 “CERTIFIED SUSTAINABLE” was introduced. It is a certification program providing third-party verification that a winery or vineyard. Producers who wish to be certified sustainable need to adopt the sustainable practices included in the Code, fulfil the requirements and receive an annual independent verification. A logo, available since 2017, can be used on the bottle, over 72 million 750 ML bottles bear the wine logo.

[Click here for the full presentation](#)

## Mr. Riccardo Ricci Curbastro (FEDERDOC)

Federdoc is the National Confederation of Voluntary Consortia for the Protection of the Designations of origin of the Italian wines. Since its establishment in 1979, it represents almost all the Italian protected GI wines: almost 75 Consortia are members of Federdoc.

Federdoc's objectives are as follows:

- 1) To provide legal and legislative support and assistance to oversight consortia in fulfilling their legal obligations with regard to institutional goals and functions deriving from performance of the work stipulated by the law regulating all the wine denominations and/ or GIs recognized nationwide;
- 2) To stipulate, on behalf of the member consortia, agreements and research and study projects on aspects and subjects of national interest in regard to European Community regulations and obligations;
- 3) To work for the legal protection at national and international level, of Italian denominations, also in cooperation with European Community, national and regional organizations and Chambers of Commerce and participate in programs for that purpose ;
- 4) To perform services and tasks delegated by ministries and/or pertinent ministerial and regional organizations under their supervision and in coordination with them ;
- 5) To provide all necessary support and technical assistance useful in creating production regulations for Denomination of Origin and wines with GIs, to direct and coordinate the work of member consortia for the purpose and safeguarding, incrementing and enhancing the image of Italian denominations ;
- 6) To provide studies proposals and operation concerned with legislative and regulatory work involving vines and wines, in collaboration with European Community, national and regional administration;
- 7) To defend Italian GI wines everywhere and support recognized oversight organizations defining ways in which the Federation can actively participate in decision-making organizations ;
- 8) To actively promote and increase consumer knowledge of Italian Denomination of Origin wines through forms of communication, also in collaboration with private organizations and public administration at the European Community, national and regional levels.

The Italian wine industry is huge and Italian wine production is among the first biggest ten worldwide.

### **From the Forum to Equalitas**

Regarding sustainability projects in the wine industry, in 2014 the Forum for the Sustainability of Wine mentioned 15 "main" sustainability projects in the wine sector, and several minor ones. However, following this forum, several projects have not continued with their activities, some of them focused only on some issues and not the three defined pillars of sustainability and a very few fulfilled the requirements to be considered certifiable.

Certification means that a third- and independent body attests that a product or a company meets the requirements defined in a reference standard. To talk about certification, therefore, you need:

- A STANDARD;
- A CERTIFICATION BODY;
- PRODUCT AND COMPANIES.

The standard must be structured to allow an objective assessment with verifiable and measurable requirements, but the certification body must also be recognized and meet the requirements of impartiality and independence.

### **Acknowledgements**

The Sustainability Consortium (TSC) agrees that Equalitas' sustainable wine guidelines meet TSC and retailers' expectations in order to adopt an official sustainability code for their winegrowers.

The Organization for an International Geographical Indications Network - oriGIn - has decided to benchmark Equalitas within their GIs in the Time of Sustainability initiative.

[Click here for the full presentation.](#)

## Retailers: Ms. Sasha-Monique Elvik (AS VINMONOPOLET)

Vinmonopolet, is the Norwegian Wine and Spirits Monopoly, established in 1922. As a retailer, Vinmonopolet represents more than 23,000 products and its approach is based on different elements that are as follows:

- adapt to new trends;
- minimize damage of the products they sell ;
- state owned and highly regulated;
- no advertising;
- recommendations based on customer needs and quality ;

And on different values and concepts as complex supply chain; variation of raw material; climate change & Terroir the biggest risk for them being at raw material production.

Vinmonopolet purchasing procedure follows several steps:

- 1) Research
- 2) Tenders
- 3) Offers delivered
- 4) Sensory Tasting Panel
- 5) Purchase
- 6) Control
- 7) Sales online and in stores

*What are the roles of certifications for Vinmonopolet?*

Certifications assist Vinmonopolet to:

- minimize risk and increase traceability of their supply chains.
- Gain insight: Quantitative and qualitative results.
- Communicate Sustainability initiatives in their supply chains to our customers. (i.e. ethical certifications as Fairtrade and For for Life and Environmentally certified production)

In summary, certifications help Vinmonopolet in reaching their Sustainable Development Goals.

To conclude, it is important to emphasize that according to Vinmonopolet, trust between them as retailers and their partners/ stakeholders is key, which can be created for instance through transparency and honesty in and about their supply chains. Also, their relation with customers is important as the latter expect that all the products sold meet their expectations on sustainability, safety and quality. In that sense, retailers need to trust certifications and standards and assist in enhancing standards in adequations with their goals and sustainability objectives. Finally, it appears that benchmarking, harmonization, and recognition will be key in the future.

[Click here for the full presentation.](#)

## List of registered participants

112 participants registered for the online event.

Country	Name	Family name	Organization
Australia	Grace	Borg	AIDV Australasian Section
Australia	Tony	Battaglione	Australian Grape and Wine Incorporated
Austria	Ebe	Muschialli	UNIDO
Barbados	Julei	Mapp	Consultant (Services and Intellectual Property)
Belgium	João	Onofre	DG Agri
Belgium	Nathalie	Nathon	EU Commission
Belgium	Mathilde	Chareyron	oriGIn EU
Belgium	Georges-Henry	Carrard	DG Agriculture and Rural Development
Belgium	Aurora	Abade	CEEV - Comité Européen des Entreprises Vins
Brazil	Rogério	Ruschel	Journalist
Cameroun	Monique	Bagal	Geographical Indications Specialist - Law and promotion
Canada	Clémentine	Gombart	Québec cider producer association
Colombia	Luis Fernando	Samper	4.0 Brands
Colombia	Jorge	Chavarro	Cavelier Abogados
Costa Rica	Wendy	Lopez	Registro de la Propiedad Industrial
Croatia	Ana	Marušić Lisac	Biotechnicon
Cuba	Adargelio	Garrido	Andersen
Ecuador	Sandra	Baez	Falconi Puig Abogados
Ecuador	Cecilia	Falconi	Falconi Puig Abogados
Ecuador	Jaime	Mantilla Compte	Falconi Puig Abogados
Finland	Laura	Varpasuo	Alko
France	Gauthier	de LOGIVIERE	Comité Champagne
France	Valérie	OLIVIER SALVAGNAC	Université de Toulouse
France	Olivier	Mandel	SELAS MANDEL-ASSOCIES
France	Solène	Blanc	oriGIn
France	Fabrice	Giordano	Consultant - Juriste en droit du vin et des spiritueux
France	Marie	Jabiol Lacoix	Consultant - Juriste en droit du vin et des spiritueux
France	Marion	Pignot	Plasseraud
France	Diana	Ugalde Jalenques	Research Unit GRAPPE ESA INRA
France	Isabelle	Anatole-Gabriel	UNESCO
France	Diana	Ugalde Jalenques	Research Unit GRAPPE ESA INRA
France	Delphine	Marie-Vivien	CIRAD
France	Nao	HAYASHI	UNESCO
France	Alejandro	Fuentes Espinoza	OIV
Georgia	Giorgi	Samanishvili	oriGIn Georgia

Germany	Juliane	Urban	Institut für Weinbau und Oenologie
Greece	Dimitra	Gaki	Université de Thessalie
Guatemala	Maria Mercedes	Sanchez	Rones de Guatemala - ANFAL
Hungary	Aron	Torok	Corvinus University
India	Chandar	Sekaran	Trade Policy Analyst
Italy	Sanli	Gorson	Master, University of Padova
Italy	Stefano	Stefanucci	Equalitas
Italy	Riccardo	Ricci Curbastro	FEDERDOC
Italy	Emilie	Vandecandelaere	FAO
Italy	Martina	Guinicelli	University of Parma
Italy	Chiara	Manca	University of Florence
Italy	Andrea	Bottarel	Consorzio Lugana
Italy	Giovanni	Sogari	University of Parma
Italy	Iudita	Sampalean	University Cattolica
Italy	Rachele	Croci	Università degli Studi di Parma - Food Sciences Department
Italy	Arianna	Carita	FAO
Italy	Maria Giulia	Mariani	Consultant
Italy	Mathilde	Amard	University of Parma
Italy	Filippo	Scala	University of Turin
Italy	Barbara	Iasiello	OIV
Italy	Federico	Chimenti	Consorzio Primitivo di Manduria
Italy	Luigino	Disegna	Valoritalia-Equalitas
Italy	Luigino	Disegna	Valoritalia-Equalitas
Japan	Hart	Feuer	Kyoto University
Japan	Herve	Couraye	SGS
Lebanon	Ghada	Safar	Consultant
Luxembourg	Roberto	D'ERME	Denemeyer & Associates S.A.
Mexico	Yolanda V.	Oropeza Gaxiola	Jalife Caballero
Mexico	Fernando	Cano Trevino	Consejo Regulador del Tequila (CRT)
Moldova	Diana	Rotari	National Office of Vine and Wine
Norway	Sasha-Monique	Elvik	Vinmonopolet
Portugal	Dina	Martins Pereira	Lawyer - SAPO
Portugal	Andrea	Postiga	Export consultant (AIDV)
Portugal	Manuel	Pinheiro	Comissão de Viticultura da Região dos Vinhos Verdes
Portugal	Francisco	Mateus	Vinhos do Alentejo
Portugal	Daniela	Costa	Wines of Portugal
Portugal	Lisete	Osório	Comissão Vitivinícola Regional Távora-Varosa
Portugal	Bernardo	Gouvea	INSTITUTO DA VINHA E DO VINHO, I.P.
Portugal	Manuel	Cardoso	INSTITUTO DA VINHA E DO VINHO, I.P.
Portugal	Tiago	Pontinha	Utad- Doutoramento Agronegócios e sustentabilidade
South Africa	Moses H	Lubinga (PhD)	National Agricultural Marketing Council

Spain	Sergi	de Lamo Castellví	VITEC - Centre Tecnològic del Vi.
Sri Lanka	Christopher	Fernando	Malwatte Valley Plantations Plc (Ceylon tea)
Sweden	Axel	Kollberg	Systembolaget AB
Switzerland	Alexandra	Grazioli	World Intellectual Property Organization (WIPO)
Switzerland	Marie Paule	Rizo	World Intellectual Property Organization (WIPO)
Switzerland	Matteo	Graghani	World Intellectual Property Organization (WIPO)
Switzerland	Marcio	Souza	Vivre Le Vin
Switzerland	Ida	Puzone	oriGIn
Switzerland	Massimo	Vittori	oriGIn
Switzerland	Claire	Philippoteaux	IPI-Colipri
Switzerland	Violeta	Ghetu	WIPO
Switzerland	Eric	Rojas	Tradamarca-SwissCos
Switzerland	Nathalie	Hirsig	IPI Switzerland
Switzerland	Claire	Philippoteaux	Swiss Contact - COLIPRI
Switzerland	Vladimir	Yossifov	Consultant IP Services and Management
Switzerland	Elise	Tancoigne	University of Geneva
Thailand	Fabrice	Mattei	Rouse
Thailand	Chananda	Homklinchan	Rouse
The Netherlands	Margreet	Groenenboom	Ministry of Agriculture
Tunisia	Houda	BEN ALAYA OUESLATI	Ministry of Agriculture
Turkey	Neşe	ALTINTAŞ	Ministry of Agriculture
UK	Dominic	Buckwell	WineGB
UK	Chris	Foss	WineGB
UK	Marion	Demossier	University of Southampton
UK	Thomas	Owtram	Sustainable Wine Ltd
UK	Hanna	Halmari	Sustainable Wine Ltd
UK	Tobias	Webb	Innovation forum
Uk	Véronica	Rodríguez Arguijo	IP-Kat blog
USA	Isaura	Andaluz	American Origin Products Association (AOPA)
USA	Giuseppe	Biagini	ITKI Foundation (USA)
USA	Allison	Jordan	Wine Institute
USA	Katherine	Bedard	Wine Institute
USA	Chris	Swonger	Distilled Spirits Council of the United States
Zimbabwe	Outule	Rapuleng	ARIPO
	Tatiana	Svinartchuk	OIV
	Sandra E.	Taylor	Sustainable Business International LLC