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## JOINT PRESS RELEASE

### **“Organic wine”: European experts hold discussions in Brussels on the challenges and opportunities facing this new product and on the standards with which it will have to comply**

As of 2010, consumers will be able to buy ‘organic wine’. European legislation on organic farming will include the product for the first time. Currently, consumers can purchase wines with the designation ‘wine produced from organic grapes’.

European experts meeting in Brussels today under the auspices of Copa-Cogeca and the Ceev discussed the challenges and opportunities facing organic wine as well as the way in which it can be incorporated into the complex package of existing standards.

*“For the first time, European legislation on organic farming will cover an agricultural product whose CMO already contains production standards. Organic wine is set to be incorporated into both forms of legislation. Consumers would not understand such a product having less stringent standards than conventional wine”,* said Pau Roca, Chairman of the Ceev’s CMO working group.

Given the nature of the product, European legislation on wine is one of the CAP’s broadest. In addition, the Member States have stricter standards for the production of wines with an indication of origin (Champagne, Chianti, etc.).

*“Demand for organic products is up. Nevertheless, wine from organic grapes is still sometimes struggling to meet consumers’ taste expectations. Organic wine producers’ main challenge will be to further improve the organoleptic quality of their products”,* said Pina Eramo, Vice-Chairwoman of the Copa-Cogeca Working Party on Organic Farming.

European legislation on organic farming, adopted in 2007, is for the first time extending its scope to include organic wine, although many of the details remain to be determined. The Commission is expected to begin working on the matter at the start of 2009.

This comes at a time when the legislation on wine is undergoing reform. The new provisions on labelling, wine-making practices, origin labelling and traditional designations will enter into force in the summer of 2009.

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