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International Organic Winemaking Context and Implications for Organic Products in Romania

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Organic agriculture

Organic vine and wine



Arina A

6/29/2021

Organic Agriculture

Many people understand organic agriculture as of being performed without pesticides and herbicides only.

✓ Although now we know this is only partially true, the reduction/elimination of these chemicals represented the starting point.

- Before 1940s, when pesticides started to spread, the crops and wines were produced in the way we consider it today as being organic.
- Then, it came a so called “golden period of pesticides”, when their use was very appreciated.

Organic agriculture



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Organic Agriculture

Organic agriculture

- As a reaction to this “golden period of pesticides”, the movement towards more sustainable approaches has started.

✓ While in most developed countries the pesticides were used intensively, in Romania, before 1989, the used of pesticides was very limited, on financial reasons.

On the contrary, at present Romania uses more pesticides than ever before and the organic agricultural products are not very popular among consumers.

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Organic Wine Industry

Organic wine roots

The roots of modern organic wine industry are in Western Europe and USA, in the 1970s.

- Legislation started to support and enforce the avoidance of inorganic fertilizers and plant protection synthetic substances.
- As a result, around 1970s some organic wines were already produced in Europe and USA.

Deeper roots could be documented in France, where some farmers are at the 3rd generation as organic wine producers.


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Organic Wine Industry

Organic wine popularity


The field was not as successful as in the case of other organic foods, for several reasons:




the perception regarding organic wine intrinsic quality




the association of the idea of alcohol with unhealthy foods, *organically produced or not.*



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Organic Wine Industry

Organic vine share

Popularity gradually increased, especially among intellectuals and environmentally oriented people, but even now, after 50 years, the world organic wine market is still small:



Worldwide, the organic grape vineyards covered in 2019 a surface of **468 thousands ha**, of which **85.2% in Europe** and **5.9% in North America***.

*FIBL survey 2021



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Organic Wine Industry

Organic vine share

Country/Region	% of organic vine of the total vine*
Europe	8.5%
- in Romania	1.3% of the total vineyards; 2.5% of the noble vine vineyards
New Zealand	7%
USA	4.1%
Chile	3%
South Africa	2%
Argentina	2%

Everywhere in the world, the surfaces covered with organic vineyards are only a few percent from the total surface covered with vine.


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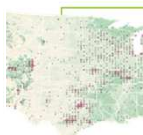


Organic Wine Industry

Organic wine market share

- ❖ Organic wine has a low market share

Of the total wine, only 3-5% is marketed as organic. Most of it is sold in Europe.

In the USA, one of the most important market in the world for organic wines, consumption reached in 2018 **only 1% of the total wine sold.**





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Organic grapes in the world

Organic grapes

At present, organic surfaces dedicated for grapes cover less than 5% of the world's vine surface...


....but not all the grapes produced as such are turned into organic wine, or even into wine.

The reported figures also include surfaces with grapes for fresh consumption, not only those with wine grapes.

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Organic grapes in the world

Organic grapes


The organic concept is not necessarily about wine, but rather about producing better grapes

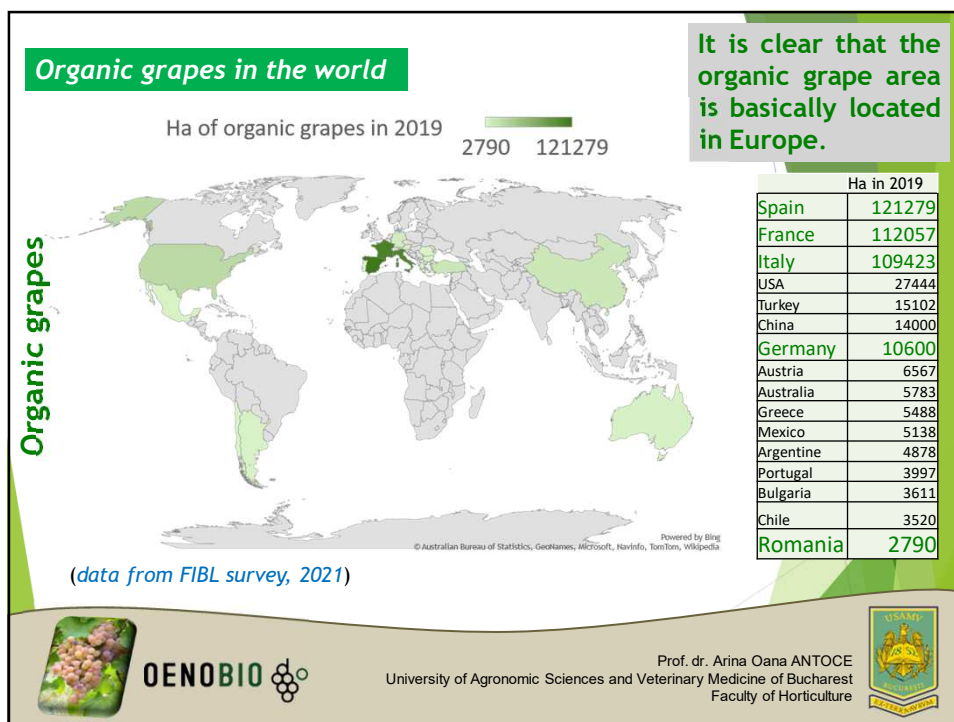
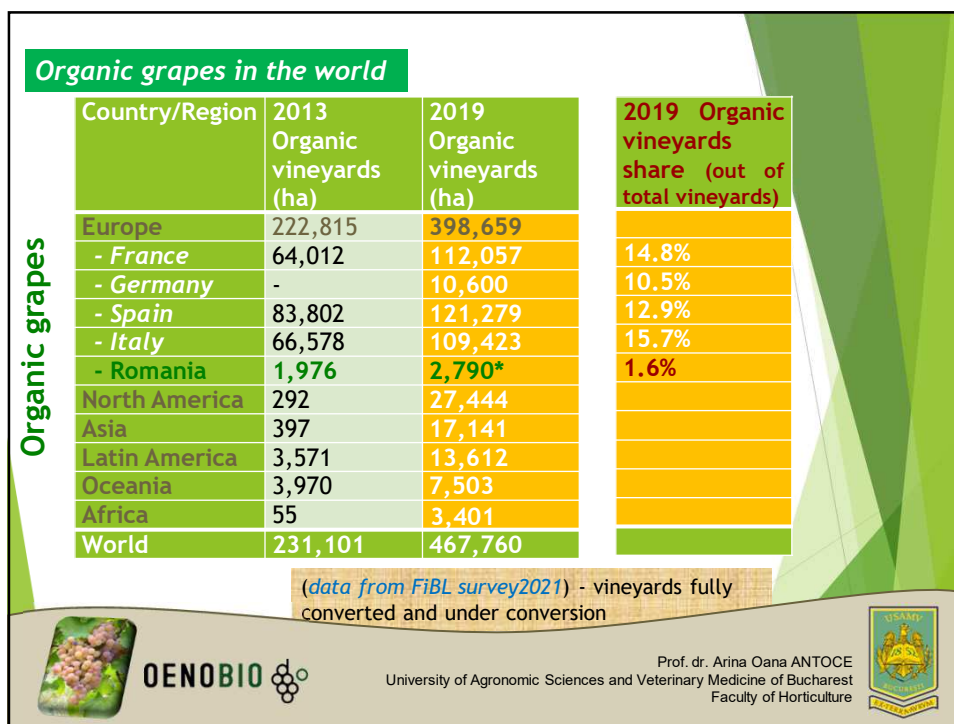
The vine growers turn toward organic practices to obtain better grapes, as well as to preserve the soil and the vineyards, especially when also facing climate changes.

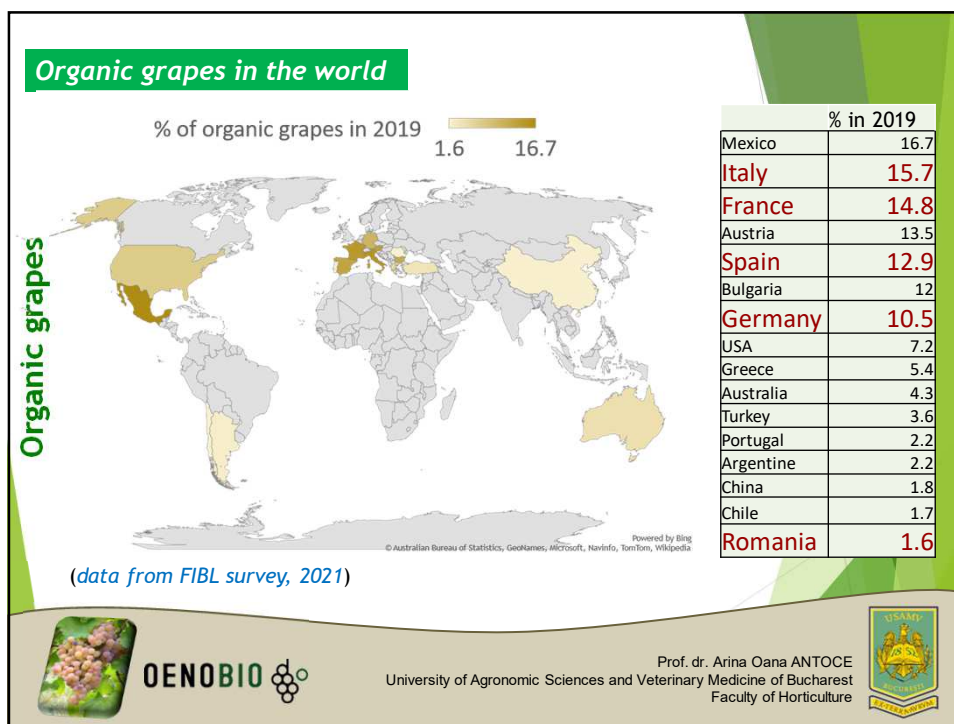



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Organic grapes and wine FINANCIAL SUPPORT

Financial support



Financial support is provided in EU

- to implement organic farming practices and methods, or
- to promote the products.

"Organic farming" is an eligible measure funded in rural development programmes.




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Organic grapes and wine FINANCIAL SUPPORT


Financial support




In Romania, for the period 2014-2020, **2467 million Euro were allocated from EU and 437 million Euro from the national budget** for measures regarding the **environment and climate**.


Out of these for **Organic Agriculture (measure M11)**:
200 million Euro are from EU and 35.7 from national budget.

Investments for organic farming are included in measure 4.1, "Investments for agriculture exploitations".




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Organic grapes and wine FINANCIAL SUPPORT

Financial support





In total, depending on the agricultural practices applied by the farmers, the cumulative support in 2018 was from:

- 119 to 449 euro/ha/year during conversion and
- 153 to 483 euro/ha/year during organic farming exploitation.


RO in 2019:

- 1644 ha fully converted vine
- 1145 ha under conversion vine



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Organic grapes and wine FINANCIAL SUPPORT

Financial support


❖ The new policies are more and more recognising and supporting environmentally friendly farming practices, for products with a specific identity, perceived as more closer to nature and healthier for both environment and people.




designed by freepik


- **Financial incentives for producers increased in recent years.**

For example, the Common Agricultural Policy (CAP) (2014-2020) recognised the overall significant contribution of organic farms to environmental protection and therefore includes in the first pillar a green direct payment, without asking these farms to fulfil any further obligations.



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Organic grapes and wine FINANCIAL SUPPORT

Starting 2019, the allocations in PNDR 2014-2020 for vineyard (Measure 11 Organic Agriculture and Measure 10 environment and climate) were as follows:

Financial support



- **530 €/ha/year for the conversion period plus support for environment and climate*:**
 - 143 €/ha/year (M10, package 6.1) - manual work or
 - 39 €/ha/year (M10, package 6.2) - for light machine work
 - **479 €/ha/year for as long as organic agriculture practices are maintained plus support for environment and climate*:**
 - 129 €/ha/year (M10, package 6.1) - manual work or
 - 73 €/ha/year (M10, package 6.2) - for light machine work
- *provided both types of practices are maintained.**



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Surface evolution in organic farming



Evolution of surfaces of organic agriculture

Surface evolution	Surfaces of organic agriculture, million ha*						
	Year	World	Romania	France	Italy	Spain	Germany
	2005	31.51	0.09	0.55	1.07	0.62	0.81
	2006	32.30	0.11	0.55	1.15	0.74	0.83
	2007	33.42	0.13	0.55	1.15	0.81	0.87
	2008	36.46	0.14	0.58	1.00	1.13	0.91
	2009	38.72	0.17	0.68	1.11	1.33	0.95
	2010	37.20	0.18	0.85	1.11	1.43	0.99
	2011	38.46	0.23	0.97	1.10	1.63	1.02
	2012	39.54	0.29	1.03	1.17	1.76	1.03
	2013	37.97	0.30	1.06	1.32	1.61	1.05
	2014	47.24	0.29	1.12	1.39	1.66	1.05
	2015	52.90	0.25	1.32	1.49	1.97	1.09
	2016	65.25	0.23	1.53	1.80	2.02	1.14
	2019	72.29	0.40	2.24	1.99	2.35	1.61
			1x	6x	5x	6x	4x

selection from FAOSTAT, 2018 and FIBL survey 2021



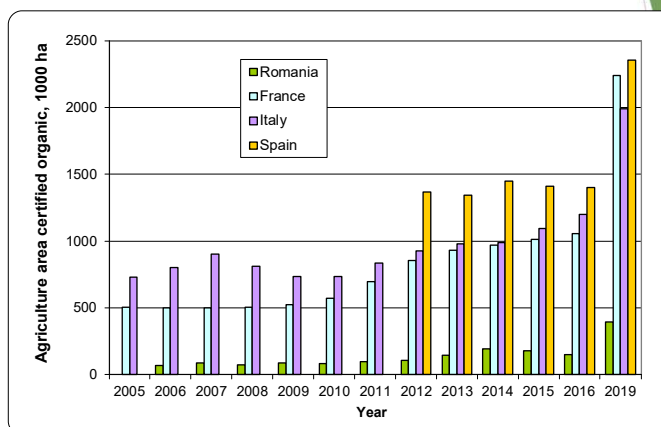
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Evolution of surfaces of organic agriculture

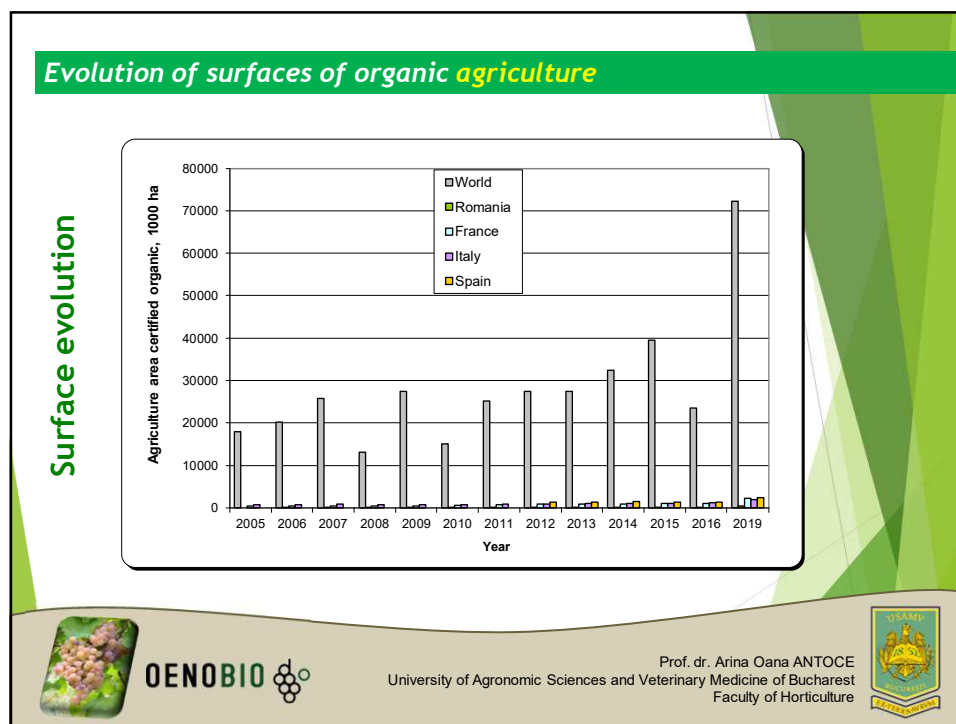
Surface evolution



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Organic grapes in Romania

Surface evolution in RO

Year	Surfaces with Organic grapes, 1000 ha	
	World*	Romania**
2005	101.26	-
2006	113.97	-
2007	122.42	-
2008	150.75	-
2009	190.45	-
2010	217.95	0.89
2011	264.71	0.84
2012	284.23	1.65
2013	312.58	1.98
2014	311.87	2.09
2015	332.91	2.16
2016	379.55	2.02
2019	467.76	2.79

*FIBL-IFOAM-SOEL 2018
** Ministry of Agriculture and Rural Development, 2018 and FIBL 2021

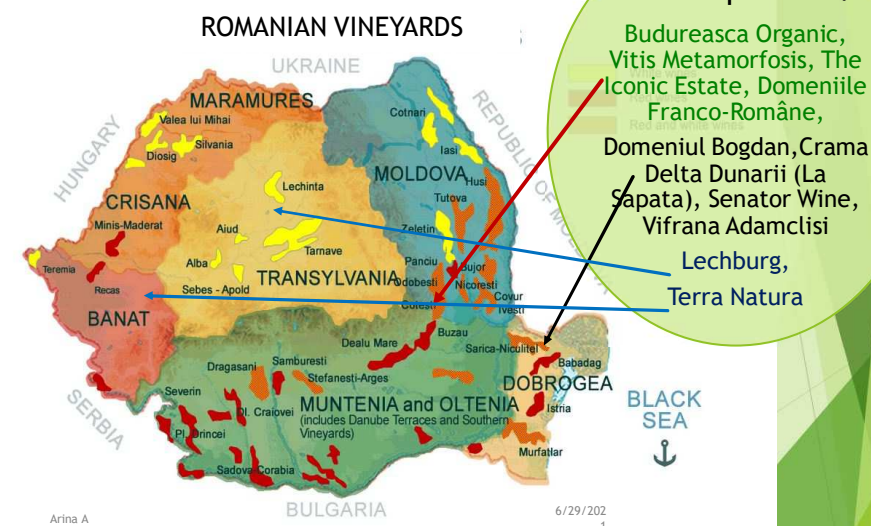
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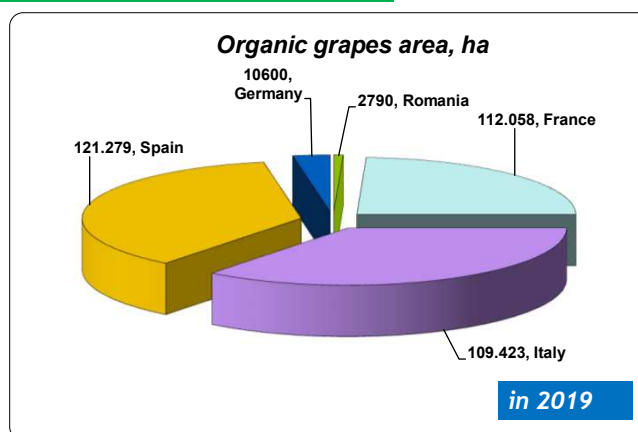
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Organic grapes in Romania

Are cultivated in several wine regions.



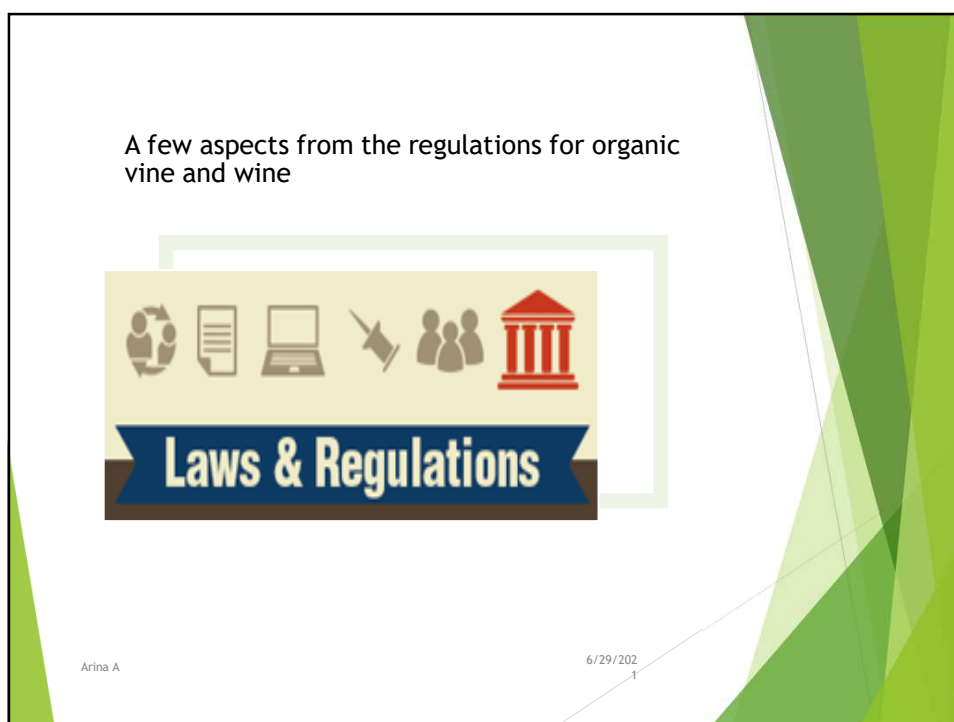
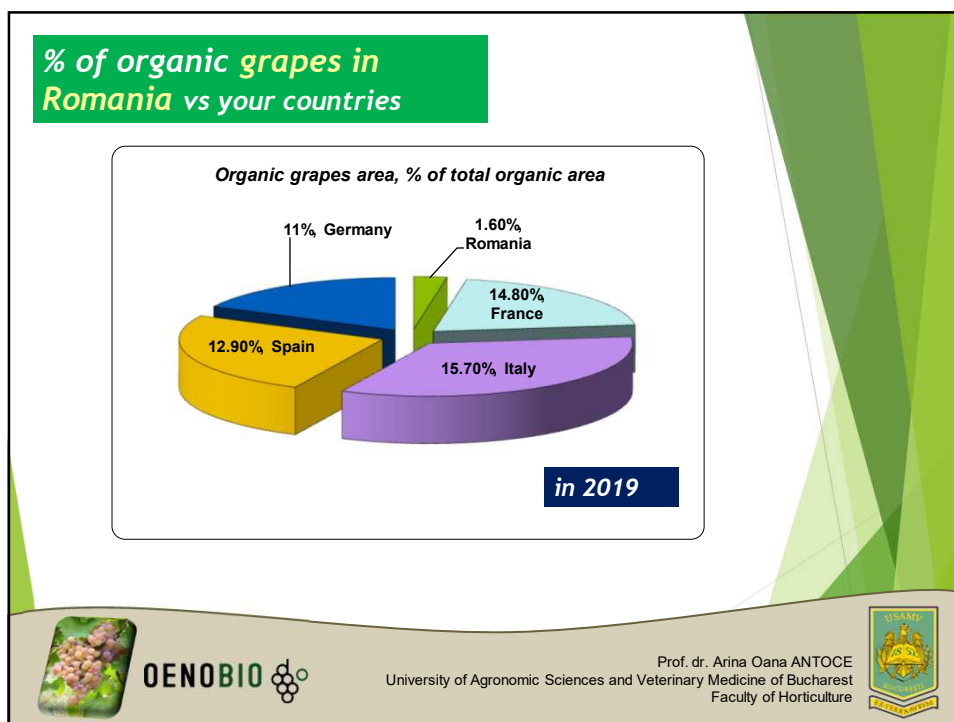
Ha of organic grapes in Romania vs your countries



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Regulations of organic vine production


Vine Regulations

- ❖ Are, of course, about reducing the usage of synthetic or less desirable products.


The **regulations** on organic production (EC 889/2008; EC 834/2007) are now **very clear on the types of products to be used or prohibited**

- Dosage of certain products are closely supervised and reduced wherever possible.
 - Thus, *the dosage of copper*, a controversial fungicide widespread in organic farming, especially because it accumulates in soils, **will be further reduced**, as at the end of 2018 the European Commission revised its usage and decided that the authorised doses in viticulture should **be lowered from 6 to 4 kg/ha/year** (average of 7 years).


*EFSA's copper evaluation guideline is under revision too.



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Regulations of organic vine production

Vine Regulations


- ❖ But organic production is not only about reducing the usage of certain chemicals.

❖ Preservation of soil quality is one of the major objectives of organic farming.


Döring et al. reviewed in 2015 the results of several previous researches, **concluding that for various types of crops the soil organically farmed**

- is of higher quality,
- preserves a higher content of organic matter,
- has more biological activity,
- is less eroded and
- has lower bulk density.


Even though it does not directly apply to grape growing, it is worth mentioning that in the legislation the hydroponic culture is not considered organic, as it is done without soil.



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Regulations of organic vine production

- ❖ Organic farming, including viticulture, supports the preservation of animal life,
- ❖ while no GMO is allowed.

Vine Regulations

Genetically modified grape vines have been made in Chile, France, Germany, South Africa and the US. They are not approved for commercial use.

A GM yeast strains - ML01 - has been approved for use in the US as well as Canada, Moldova and South Africa. Since wine labelling does not require listing of GMOs, they may be present in conventionally-made wines of those countries or in wines "made with organic grapes" in US.



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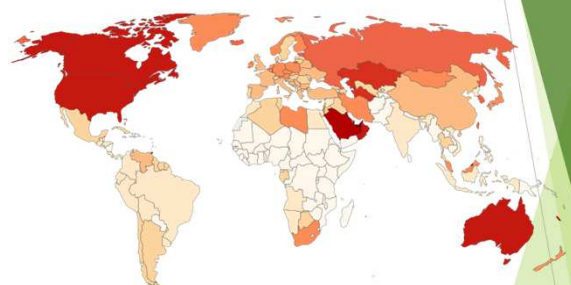


Regulations of organic vine production

- ❖ Organic vine production is able to reduce the CO₂ footprint, by reduction of external inputs.

CO₂ emissions per capita, 2016

Average carbon dioxide (CO₂) emissions per capita measured in tonnes per year.



No data 0 t 1 t 2.5 t 5 t 7.5 t 10 t 12.5 t 15 t 17.5 t 20 t 25 t >50 t

source: OVID based on Global Carbon Project; Gapminder & UN



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Regulations of organic wine production

- ❖ For wine too, the new legislation focuses on chemicals, introducing clear lists of **substances and practices forbidden in organic winemaking**.

Wine Regulations

It is more easily understandable that **several treatments are not allowed** such as:

- addition of sorbic acid or sorbate,
- addition of ammonium sulphate,
- ammonium bisulphite;
- acidification with malic acid;
- use of carboxymethylcellulose,
- use of polyvinyl-poly-pyrrolidone,
- co-polymer PVI/PVP,
- potassium ferrocyanide,
- calcium phytate,
- heat treatment and so on.

These treatments are permitted in conventional winemaking, for certain desired effects in the wine, mostly for chemical and microbiological stabilization.



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Regulations of organic wine production

- **Not everything used in conventional winemaking is forbidden in organic winemaking:** the organic legislation allows now many important treatments applied also in conventional winemaking.

Wine Regulations

In 2018 more beneficial inputs have been sent for approval for application in organic wine.

(Document C(2018)6828, thus amending the present regulations on organic products, Regulation EC 889/2008).

These new inputs include:

- inactivated dry yeasts,
- potato protein,
- yeast protein extracts,
- chitosan from *Aspergillus niger* and
- yeast mannoproteins



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Regulations of organic wine production

Wine Regulations

- ❖ With the approval in EU of the usage of SO₂ as an antioxidant and antimicrobial, the organic wines will have longer shelf lives, with more stable aroma and less oxidation.

A long debate around SO₂ has driven some consumers away from wine, even though the substance is used in many other products in even higher quantities and despite the fact that the practice has very old roots (fumigation by burning sulphur rods being documented from antiquity. Its consistent use for fruit conservation began in 1950s).

The low/reasonable SO₂ concentrations may also be beneficial:

- for extracting in wines more bioactive compounds good for human health (resveratrol, caffeic acid and quercetin);
- for preserving aroma. The presence of SO₂ creates in the wines the aromatic profile the consumer is already used to, as it is demonstrated that in the absence of SO₂ the flavours evolve differently.



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Regulations of organic wine production

Usage of SO₂ is still a bit confusing for consumers

Wine Regulations



Country	Maximal limit of SO ₂ in organic wines (mg/l)	Maximal limit of SO ₂ in biodynamic wines (mg/l)	Maximal limit of SO ₂ in conventional wines (mg/l)
EU Member States	<p>100 mg/l red wine with less than 2 g/l sugar</p> <p>150 mg/l white and rosé wines with less than 2 g/l sugar</p> <p>130 mg/l red wine with more than 2 g/l sugar</p> <p>180 mg/l white and rosé wines with more than 2 g/l sugar</p>	<p>110 mg/l red wine with less than 5 g/l sugar</p> <p>140 mg/l white, rosé and sparkling wines with less than 5 g/l sugar</p> <p>140 mg/l red wine with more than 5 g/l sugar</p> <p>180 mg/l white, rosé and sparkling wines with more than 5 g/l sugar</p> <p>360 mg/l sweet wines with Botrytis,</p> <p>250 sweet wines without Botrytis</p>	<p>150 mg/l red wine</p> <p>200 mg/l white and rosé</p> <p>200 mg/l red wine with more than 5 g/l sugar</p> <p>250 mg/l white and rosé wines with more than 5 g/l sugar</p> <p>300 mg/l for some exceptions listed in EU regulation 606/2009</p>



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Regulations of organic wine production

Usage of SO₂ is still a bit confusing for consumers

Wine Regulations

Country	Maximal limit of SO ₂ in organic wines (mg/l)	Maximal limit of SO ₂ in biodynamic wines (mg/l)	Maximal limit of SO ₂ in conventional wines (mg/l)
USA and other*	No addition of SO ₂ allowed, up to 10 mg/l naturally occurring sulphites	100 mg/l measured at bottling	350 mg/l measured at bottling

*Small variations are also found for Australia, New Zealand, South Africa, Chile, Argentina

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Regulations of organic wine production

Labelling of SO₂ and other allergens is confusing for consumers

Wine Regulations

Organic or not, any wine containing more than 10 mg/l sulphur dioxide must be labelled as “**contains sulphites**” or “**contains sulphur dioxide**”. This requirement became mandatory in EU in 2005.

In 2007 the European Commission introduced Directive 2007/68 which added further **allergenic ingredients** to the labelling requirements. As a result, after the adoption of wine labelling regulations (EC) No: 607/2009, in June 2012, in spite of vocal objections from the industry, **it also became compulsory to declare the presence of milk and/or egg residues in wine, if they exceeded the prescribed level, which is at present 0.25 mg/l** (Regulation (EU) No: 579/2012).

Regulations of organic wine production

- ❖ Conforming to all the restrictions is challenging for the producers.

As compared to other more simple organic foods (fruits, vegetables, honey, tea), organic wine has to **comply to both organic production of the raw materials (grapes, yeast, enzymes etc.) and organic processing.**

Any intervention not approved by organic regulations leads to losing the right to label as organic.

Compared to their competitors in conventional wine business, the restrictions can be perceived as unfair.

This is especially true for the restrictions regarding herbicides in the vineyards and limitations of SO₂ in the wine.

These restrictions are however those that lead in the trust of consumer.

Wine Regulations

Romanian legislation for organic products

- ❖ National legislation is complex and slowly evolving

Romanian legislation

- Mostly replaced by Reg EU 834/2007
- Rules laid mostly for official bodies

OUG 34/2000 for organic agro-food products

HG 131/2013 measures and sanctions for observing Reg. EU 834/2007

- Ex.: sanctions for illegal using the term organic (fines: 10.000 - 35.000 RON)

- Operators should register annually at MADR through mandated bodies (EM):
- (i) DJ; (ii) professional assoc.; (iii) OC

Ord.1253/2013 registration of organic agriculture operators

Ord. 895/2016 inspection and certification system

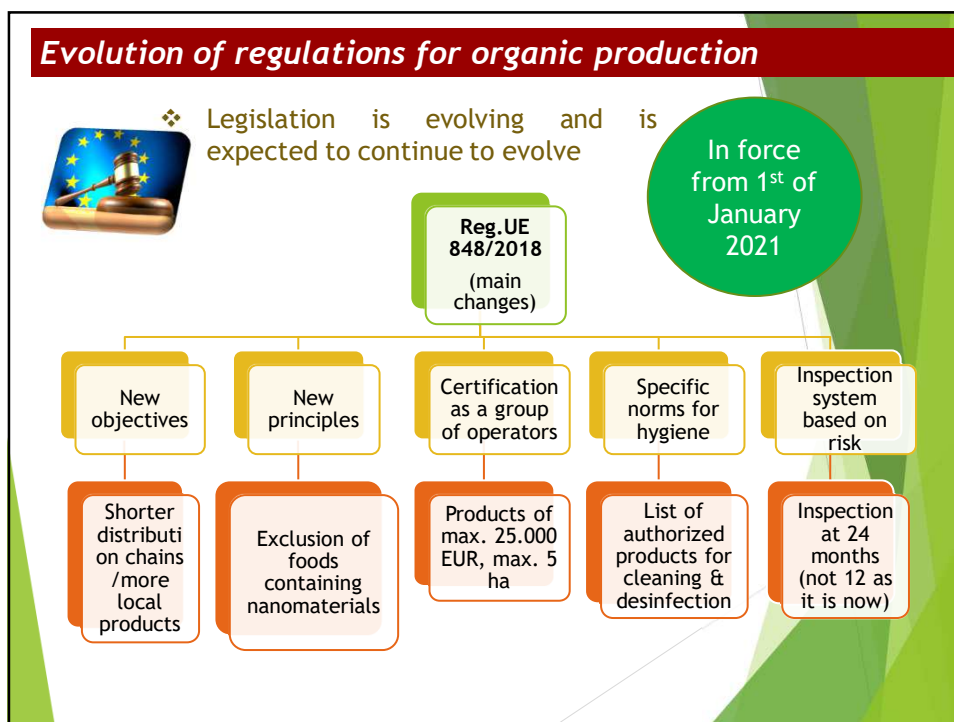
- inspection and certification is done by OC (certif. body), under control of MADR
- OC can be based in RO or in another MS of EU

- National mark „AE”



Ord. 417/2002 labelling rules





Consumers' expectations

❖ Consumer expectations for organic products vary.

Most consumers understand the term “organic” as basically referring to the protection of human health, by producing grapes and wines without any use of synthetic herbicides, pesticides and fertilisers,



while the more subtle implications for the plant or for the environment are mostly ignored.

With more information available the perception changes, becoming more diverse. Thus, with the new generations more aware of the environmental movement, there is hope that the market will grow faster.



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Consumers' expectations

❖ Recognition of organic winemaking has grown continuously.

More recognition

It has spread worldwide from the EU to USA, Chile, South Africa, Australia, all these countries having in place established standards for organic winemaking.

The new legislation on organic wines also clarified the issue of “wine from organic grapes”.

Before, this term did not cover the processes involved in winemaking, thus, the wine itself could have been produced by obeying the rules for either type of winemaking - organic or conventional.

Now, a “wine from organic grapes” would be a wine conventionally vinified, otherwise it could have been labelled as “organic wine”.

Since 2012 this is not used anymore in EU.



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Consumers' expectations

More accessibility/popularity

❖ Organic products are more accessible and popular.



In accordance to an AC Nelson study in the **USA consumers spend more on organic products than before**, thus an increase of 9.5% was recorded in 2018 as compared to 2017.

The trend was valid for consumers of all ages, with certain trends for age groups.

- Millennials spent over 14% more on organic products,
- followed by Generation X with 9.5% increase,
- while boomers spent only 7.2% more.

Thus, in spite of some set-backs, the production and demand are growing.



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Consumers' expectations

Increase in quality

❖ Quality of the organic wines improved and could be demonstrated in blind tastings.



More and more organic wines participate in **international wine contests** and they are awarded medals in competition with any other types of wines.

As expected, the majority of organic entries come from countries where organic viticulture is most developed: Italy, Spain, France and Germany.



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Consumers' expectations

Examples from wine contests:

		CMB 2019 entries	BWT 2019 entries	IWCC 2021	
Increase in quality	Italy	No. of organic samples	182	109	144
	Spain		151		
	France		121	36	
	China		53		
	Germany		2	72	0
	Greece		9	25	
	Moldova		6		
	Portugal		22		0
	Romania		3		
	Other countries		63	29	0
	No. of countries		24	17	5
	Total organic wines		636	369	144
Total organic wine medals		n/a	90 (79 gold; 11 silver)	35 (5 grand gold and 30 gold)	
Total medals in the contest		n/a	2170	359 (26 grand gold, 333 gold)	
Total samples in the contest		n/a	7253	1231	

Consumers' expectations

- Willingness to try different wines
- ❖ Consumers themselves are more open to wines with different aroma, different from the mainstream conventional wines.



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Consumers' expectations

More communication


- ❖ Increased communication regarding environmental issues can lead to further development of the market for organic wines.



It was found that consumers with high awareness and strong pro-environmental attitudes have the highest expenditure share for organic wine, as well as for other sustainable products.

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Consumers' expectations

Communicating through logos

- ❖ Logos too are conveying more than before the immediate information regarding the belonging to the organic product category.



There are as well famous trustworthy logos outside of EU, such as JAS Japan, Canada, USDA organic.


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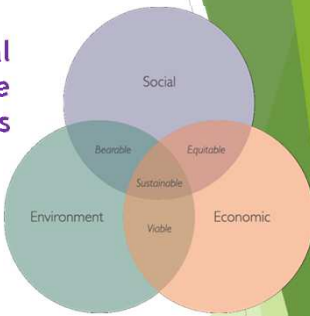


Consumers' expectations


Intrest for sustainability




- ❖ The new generations are more interested in “green” life, with some countries more interested than others.
- ❖ There is a global increase in the movement towards sustainability.



Famous wine companies, such as Domaine Romanee-Conti from Burgundy, France, one of the highly-regarded for its wine quality, recently converted all its vineyards to biodynamic cultivation. Other famous Bordeaux domains, such as Château Falfas, have been applying biodynamic principles for years.

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Consumers' expectations

Perceived as being healthier


- ❖ Consumer perception is changing:
- ❖ A study on French, Italian and Spanish consumers shows that there is generally a positive perception about the health effects of wine.

As far as organic wines are concerned, the same study showed that eco-labelled wines are indeed perceived as being better for health than conventional ones, but only by French and Spanish consumers with high environmental awareness.

- Thus, wines with an environmental label might have an economic advantage.

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Consumers' expectations

Perceived as being healthier


On the other hand, consumers who are more involved into wine do not think that an eco-labelled wine is better for health than a wine without any certification.

An USA survey showed that consumers who attributed the most health benefits to wine were the ones most likely to drink more and pay more for wine, if the wines were health enhanced.



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Consumers' expectations


Perceived as being healthier

- ❖ Scientific evidence is scarce regarding the benefits of consuming organic wines.
- ❖ Research could not consistently demonstrate that organic wines have higher nutritional value. No studies have reliably proven they are healthier.


As consumers tend to interpret "organic" as producing a benefit for their private health rather than being beneficial for the environment, many studies tried to pin-point the advantageous changes in the chemical composition of the products. However, the results are inconsistent, as each grape variety can behave differently in a different microclimate.

On the contrary, the main results point to **nutritional qualities not different than in case of conventional products**, even though the different inputs lead to differences in metabolic pathways and accumulation of matter in the fruits.

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Consumers' expectations

Perceived as being healthier


For example, our results obtained in Murfatlar region, Romania, showed that, aside of the fact that **large variations were induced by the year of production**, higher concentrations of beneficial polyphenols and aroma compounds were obtained in Feteasca neagra grown conventionally, rather than organically (Antoce and Cojocaru, 2018), while Cabernet Sauvignon is of better quality if produced organically (Artem and Antoce, 2018).

A study performed in Italy (Micelli et al., 2003) on 15 different red wine varieties of various levels of quality (table wine, Controlled Denomination of Origin wines) found that organic wines had significantly higher concentrations of polyphenols. **As compared to the average of 2148 mg/l total polyphenols in DOC wines, an organic wine reached a concentration of 2540 mg/l.**

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Consumers' expectations

Perceived as being healthier


Resveratrol concentrations were higher in organic wines, averaging 1.69 mg/l, while DOC and table wines averaged 1.16 and 1.18 mg/l, respectively.

In yet another study of 2015 Garaguso and Nardini showed **that total polyphenols and flavonoids concentrations were not influenced by organic winemaking**, the content being similar in conventional and organic red wines produced without sulfites addition. **The antioxidant activity, too, was similar in organic and conventional red wines.**



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Consumers' expectations


Price matters

- ❖ The higher price is a major limiting factor with multiple implications.
 - Low willingness to pay bonus prices for environment protection.


Even though the consumers recognise the value for the environment of the organic foods....

most are not willing to pay the extra cost needed to produce them.

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Consumers' expectations


Price matters

Consumers are interested in sustainability and environment protection, but **attach even more importance on hedonic characteristics of products.**


Thus, in spite of the interest observed in several studies, **when it comes to buying intention of organic wines, the behaviour does not show commitment to pay a bonus price for environment protection or for sustaining financially the producers of organic wines.**

For low income consumers especially, the price of organic wine is still a barrier, in spite of the positive attitudes towards environment.

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Consumers' expectations


As wine price is also a marker of quality, bonus prices of organic wines are perceived differently by consumers in accordance to the market segment.

Price matters


In a German study (2018) it was found that

- in the low-price category, prices for organic wine are perceived as extremely high.
- in the high-price (premium) segment, price is perceived as a quality signal for both organic and conventional wine as well.

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Consumers' expectations



❖ Organic wines are rarely recognized as having higher sensory quality.


Quality matters

When organic winemaking emerged, the results were not very much appreciated by the consumers, as the prices were high, yet the products were far from being perceived as premium wines.


This negative reputation of organic wines proved difficult to overcome and still persists on some markets, in spite of the obvious progress.

Organic wines obtain awards in wine contests... but the consumer is not convinced, thinking that most are only awarded in special categories dedicated to organic wines.

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Consumers' expectations

Quality/price ratio matters

To date, the limited market for organic wines has settled around **prices of 5-10 Euro/bottle**, most of the wines being sold very young.

Still, there are organic wines that can be allowed to age even for 20-30 years, provided they hold a good acidity and the quality of grapes at harvest was high. This is especially valid for wines produced from grapes harvested at over-ripening and ice-wines.

LOW PRICE

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Consumers' expectations

Quality perception matters

❖ Organic wines are not perceived as belonging in the premium wine category, and they are not seen as related to terroir.

They are considered mainstream commodities.

When selecting a wine, **knowledgeable wine consumers go to the shelves with wines from a certain region, not to the organic wines category.**

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Consumers' expectations



Quality perception matters

Sometimes, **advertising an eco-label can be perceived as a sign of lower quality.**

A study published in 2017 showed that only when the price is lower consumers tend to prefer eco-labelled wines over otherwise identical conventional ones. When price is higher they avoid eco-labelled wines, mostly because of the **belief that the wine is produced in lower quality wine regions.**


Wine consumers prefer conventional, more expensive wines, if these wines are coming from famous high-quality regions.

Based on this behaviour, an eco-label may work to the disadvantage of wines, as consumers tend to interpret wine eco-labelling as a sign of lower quality.

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Consumers' expectations



Quality perception matters

❖ **Not many consumers are interested in lower levels of SO₂ in wines, especially when this is associated with lower quality.**

A survey on 223 consumers recruited in a liquor store investigated perceptions on wines with sulphites and willingness to pay for non-sulphited wines. The study results from a model of purchase intentions showed that **quality and price are most important**, while differentiating labels such as **"no sulphite added"**, **"organic"**, played only a marginal role.


Consumers seemed not interested to give up quality for low sulphite content.

Only the sub-group of consumers who also reported getting headaches after drinking wine were receptive to low-sulphite wine marketing, as they tend to attribute the headaches to sulphites.

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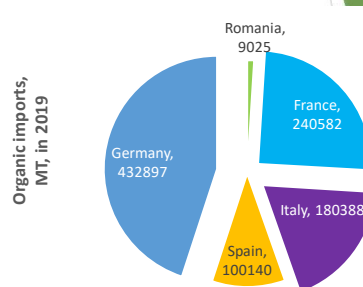
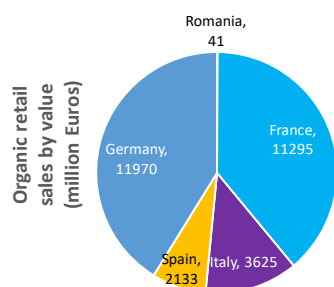
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Consumers' expectations

- ❖ The awareness and interest for organic products differ significantly in different countries.

Size of organic market



With 12 billion Euro, Germany is the largest market in Europe, ranking second in the world after USA (44.7 billion Euro).



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Producers' perspective




Arina A

6/29/2021

Producers' perspective

Organic growing is not for every region

- ❖ There are regions more favourable for organic growing than others.



Science and tradition can show where the chances to obtain constant quality product are higher.

In some regions, including in some parts of Romania, the pressure for diseases is lower, thus it is easier to grow vine organically.

In dry climates the number of treatments for plant protection is lower even compared to number of treatments applied conventionally elsewhere, which makes it easier to go for organic there.


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Producers' perspective

Organic growing is not for every region

- ❖ - Climate issues may prevent the development of an efficient organic grape production in some regions, wet microclimates being less favourable for controlling fungal diseases.
- ❖ Global climate change may also play a significant role.




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Producers' perspective

- ❖ Certification requirements are highly bureaucratic and costly.




Costs can be high

Some organic-minded producers chose to **apply organic farming principles** for the sake of the land and vine protection, **without any certification**.


Others gave up certification (not the organic practices) after a while, after they noticed **there was no significant difference in sales**.

Furthermore, those who produce organic grapes for their intrinsic quality are not always turning them into organic wines, as the winemaking process imposes a supplementary certification.




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Producers' perspective

- ❖ The production costs are roughly 15-30% higher than in case of conventional cultivation.




Costs can be high

The costs with substances for plant protection are less than in the case of using conventional pesticides,


but the costs of **labour is higher**, as more persons are needed for working with vines and the soil.

Also, **lower densities and yields in the organic/biodynamic vineyards** contribute to increasing the costs as well.



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Producers' perspective



Easier winemaking

- ❖ Winemaking practices have gained in precision and the processes are easier to keep under control.

Increase in hygiene in winemaking allows for reduction of SO₂ by at least 50 mg/l compared to the maximum values permitted for conventional wines.

With modern equipment and carefully monitored processes, even conventional wines do not need to go this far to reach the maximum level of accepted SO₂.

Water management has also evolved very much.

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Producers' perspective

Mostly small producers


- ❖ Large companies are not particularly interested in organic wine production, thus, coming mostly from small producers, the organic wines have limited and regional availability.

For example Ernest & Julio Gallo, the biggest wine producing company in the world, with almost 3% of the world's wines, is at present certified "sustainable" for some of its vineyards and wineries (by California Sustainable Winegrowing Alliance), but "sustainable" is not as strict as "organic", having no restriction for addition of sulphites.




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CONCLUSION



- ✓ New legislation, policies and more communication confer good prospects for the expansion of organic wine production and sales.
- ✓ In this international trend, Romania too can benefit, provided proper measures are taken swiftly in order to catch up with more advanced countries.

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**THANK YOU
FOR YOUR ATTENTION**

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QUESTIONS?

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