RESOLUTION ECO 1/99

IMPROVING THE ECONOMIC VIABILITY OF THE VITICULTURE SECTOR

THE GENERAL ASSEMBLY,

HAVING NOTED the disparity between supply and demand of wine and grapes could affect the economic viability of wine and grape producers in different wine production regions of the world.

NOTING that wine is sold in the largest beverage sector, and that demand is affected by competing beverages as well as changes in taste and consumption.

As a result, RECOGNIZED the necessity of

- encouraging knowledge of world trade so wines of different regions may be produced and sold in such a way as to protect the particular type, heritage and character of the wine and grapes; and
- ensuring information transparency concerning these products and marketing mechanisms, in order to protect the interests of both consumers and the liable producer, while taking into account the distinctive specificities of each Member-State.

CONSIDERING that the “Nutrition and Health” Sub-commission of the O.I.V. studies the effects of wine drinking and recognized certain health benefits of moderate consumption;

WISHES, in order to solve the difficulties encountered on the market, for the viticultural policy in the countries not to be implemented by simply reducing production, but by taking into account all reasonable measures including the consumer’s interest in having diverse quality products to choose from, with the knowledge that these efforts will contribute not only to the preservation of the viticultural sector, but to its development taking into account its economic significance.

Certified in conformity Mainz, 9th July 1999
The Director General of the OIV
Secretary of the General Assembly
Georges DUTRUC-ROSSET

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