RESOLUTION ECO 1/97

EDUCATION OF YOUNG ADULTS[1]

THE GENERAL ASSEMBLY,

IN VIEW of the proposals formulated during the Symposium held in Sienna on 2 June 1995, in the framework of the « 29th Settimana viticola » on the theme of « wine in the environment of young adults ».

IN VIEW of the opinion of the expert groups « Social Aspects of Wine Consumption », « Training », « Analysis of Vitivinicultural Markets and Networks »,

IN VIEW of the opinion of Commission III « Vitivinicultural Economy »;

CONSIDERING the lack of lasting relationships between operators of the vitivinicultural sector and young adults;

CONSIDERING the need to inform future generations on all economic, social and cultural aspects related to vine-products,

RECOMMENDS to the Member States of the O.I.V. to, firstly, heighten the vitivinicultural sector's awareness of the importance of a better quality in the relationship between the representatives, the operators and young adults, and, secondly, to emphasize the impact of vine and its products on the economic, social and cultural environment,

WISHES for an appropriate education to be developed and implemented in order to include wine culture in the environment of young adults,

REQUESTS a particular effort on the part of the representatives of the vitivinicultural sector as well as culture and training, to facilitate young adults' access to the knowledge of wine and ensure a sensible, responsible and balanced consumption,

WISHES for the association of the Jeunes Amis du Vin, which is already recognized and supported by the O.I.V., whose object comes into the scope of the aforementioned principles, to be more actively encouraged, through the development of national federations as well as through the activities of the Fédération Internationale des Jeunes Amis du Vin.

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[1] « Young adults » refers to people which have the legal age to dink alcohol

Certified in conformity Buenos Aires, 5th December 1997
The Director General of the OIV
Secretary of the General Assembly
Georges DUTRUC-ROSSET

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