RESOLUTION ECO 2/93

CULTURAL VALUE OF THE VINE AND ITS PRODUCTS

THE GENERAL ASSEMBLY,

BASED ON THE PROPOSAL of Commission III " Vitiuinicultural Economies "

TAKING INTO ACCOUNT the work of the IVth International Day of Vitiviniculture which took place July 1, 1991, during the XXVth Week of Wines at Sienna:

CONSIDERING the rôle of vine and wine in civilizations from ancient times;

CONSIDERING their link with the different forms of art, music, painting, sculpture, architecture, literature and poetry;

CONSIDERING the necessity to maintain in life the traditions of our cultural heritage;

CONSIDERING the increasingly important recognition and interest consumers are according to wines of individualistic qualities;

CONSIDERING that this cultural approach and the research on the individuality and diversity of wines promotes appropriate consumption;

RECOMMENDS:

- Promoting public information through ail means of communication as well as appropriate initia tives to strengthen the culture of the sector;
- Accentuating policies of personalization of wines including policies on reference to geographical origin and deepening ail the cultural values of vine and its products.

Certified in conformity San Francisco, 3th September 1993
The Director General of the OIV
Secretary of the General Assembly
Robert TINLOT

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