

'WINE PACKAGE'

EESC - May 20th 2025

General Context



- **Importance of the wine sector for the EU's economy and society :**
 - Rural areas vitality : **3 million jobs**,
 - **€130 billion in EU GDP** : 60% of global wine production, 60% of exports, 48% of consumption,
 - Rich culture heritage,
 - Wine is an emblematic symbol of the EU's traditional way of life around the world.
- **Wine sector is facing multiple challenges :**
 - Decline in domestic and international consumption : In 2024, global wine consumption reached **its lowest level since 1961** (environ 214 mhl).
 - Change in consumer preferences, due to social changes
 - Climate change and frequent extreme weather events
 - Successive crises (tariffs, COVID-19, inflation)
 - Growing instability of export outlets, due to economic and geopolitical factors

→ **Need to carry out an in-depth policy reflection on how to better support the sector**

- **Objectives of the High-Level Group**

- Manage the production potential, to adjust it to the structural decline in demand ;
- Adapt the wine sector to new market realities
- Ensure sustainability, competitiveness, and resilience

→ After four meetings, the HLG published its politics recommendations in December 2024

→ The recommendations were broadly welcomed by stakeholders and MEPs at the COMAGRI meeting in January 2025.

- **The “Wine Package” main Goals**

- Stabilizing the market and regulating production
- Supporting the ecological and climate transition
- Align supply with demand and improve marketing conditions

→ “Wine Package” was published at the end of March 2025

Key Measures of the 'Wine Package'



Stabilizing the market and regulating production

- Authorize national support for green harvesting and vine grubbing (overproduction prevention)
- More flexible planting regime
- Remove penalties for non-use of planting authorization granted before January 2025
- Faster activation of crisis measures.

Supporting the ecological and climate transition

- Increased support for climate adaptation to 80% of the investment

Align supply with demand and improve marketing conditions

- Clearer rules for low-alcohol wine products
- Harmonized wine labeling
- Support wine tourism, to stimulate economic development in rural areas.
- Promotional campaigns extended to 5 years

FNSEA - POSITION



Climate change, lower consumption, and market trends are addressed

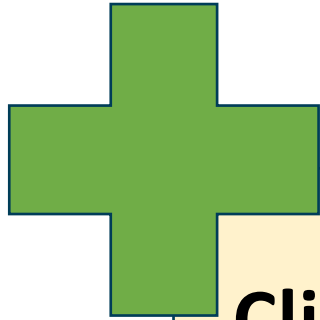
Main objectives of HLG are as follows

Lack of budgetary flexibility

No specific EU financial support

Outdated crop insurance scheme in need of reform





**Climate change,
lower consumption,
and market trends
are addressed**

**Main objectives of
HLG are as follows**

**Conditionality of
restructuring and
conversion
measures linked to
yields**

**Increasingly
complex regulations**



- The “wine package” is a **coherent, pragmatic and well-structured** response to a multifactorial crisis.
- Still waiting for :
 - **Additional financial measures from EU**
 - **More flexibility**
 - **Simplification**