



ASSEMBLÉE GÉNÉRALE 2007

14 Mars 2007

***Effet Terroir /Itinéraires
techniques et marchés***



Exemples d'itinéraires techniques

Peter Hayes

OIV

14 October 2005



OIV Strategic Plan 2005 – 2008

*Adopted by the OIV extraordinary General Assembly
On 14 October 2005*

*Drafted on the basis of the Strategic Framework
adopted by the OIV General Assembly on 17 June 2005
(Implementation document)*

Objectives



Strategy



Areas of activity

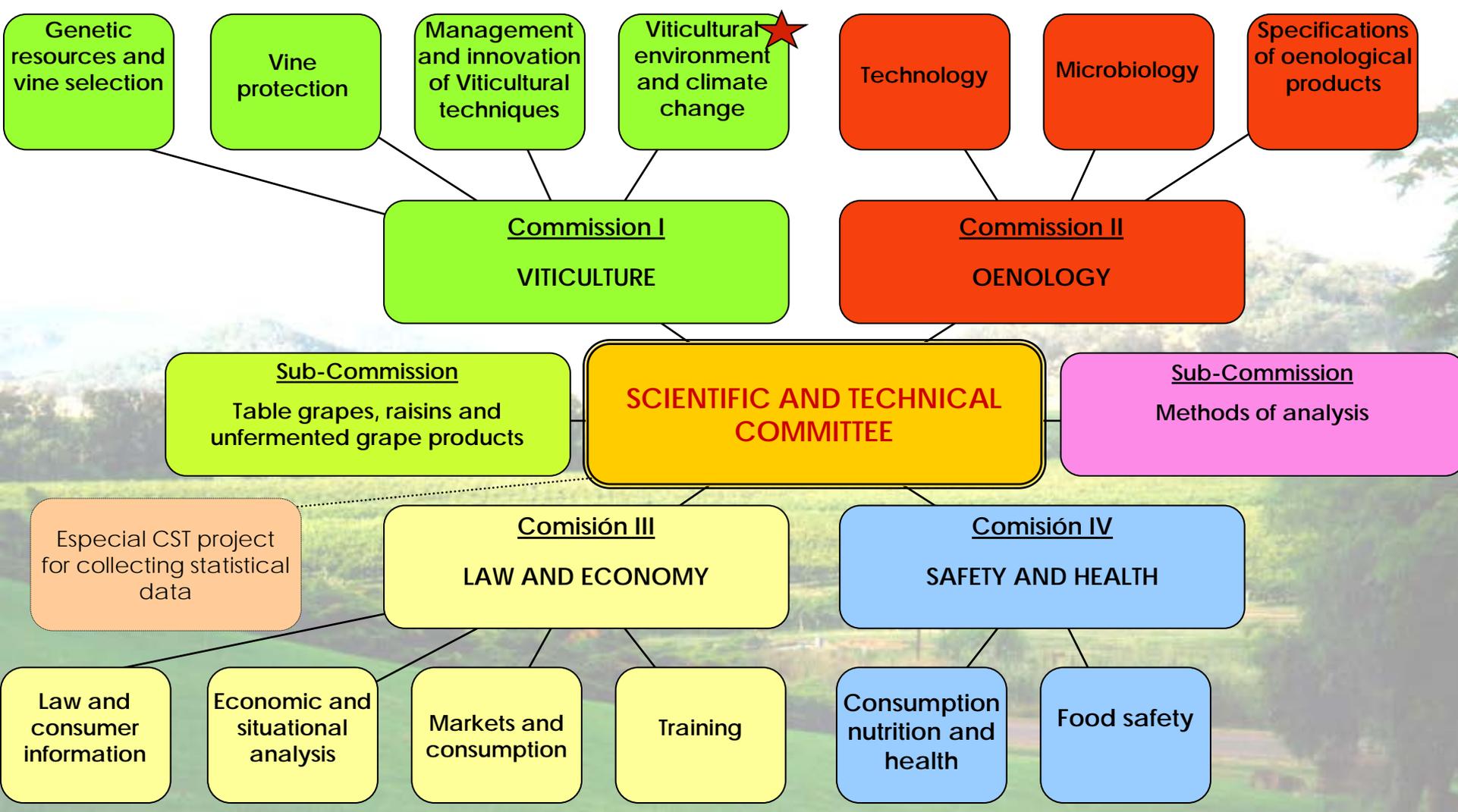


Actions

Objectives - OIV

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- a) **to inform its members** of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration;
- b) **to assist other international organisations**, both intergovernmental and non-governmental, especially those which carry out standardisation activities;
- c) **to contribute to international harmonisation** of existing practices and standards and, as necessary, to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products, and to help ensure that the interests of consumers are taken into account .

ORGANISATION CHART FOR THE SCIENTIFIC AND TECHNICAL COMMITTEE OF THE INTERNATIONAL ORGANISATION OF VINE AND WINE



Ad hoc group ★
Prediction and management of grape and must composition

Ad hoc group
Traceability

Ad hoc group
Sustainable managements systems

Ad hoc group ★
Cartography

Expert Group: “MANAGEMENT AND INNOVATION OF VITICULTURAL TECHNIQUES”

Strategic Plan Objectives:

5. Evaluate management mechanisms and analyse the response of vines to abiotic constraints

- 5.1. Draft chapters on the mechanisms (viticultural practices) adaptation and changes in the general document entitled « OIV and climate change »
- 5.2. Draft a document on salinity control in vineyards

Current Meeting Agenda:

Evaluate management mechanisms and analyse response of vines to abiotic constraints

- 5.1. Climate change Hydric stress, Acidity / alcohol

Alain Carbonneau and Hernán Ojeda

- 5.2. Salinity

Rob Walker (Australia)

Expert group: “VITICULTURAL ENVIRONMENT **AND** CLIMATE CHANGE”

Strategic Plan Objectives:

5. Analyse the effects of climate change on the entire viticultural production

- 5.1. Draft chapters on the physiological effects on plants and products for the general document entitled “OIV and climate change”
- 5.2. Discuss the Index of the whole document “OIV and climate change”

6. Zoning methodologies

- 6.1.6.2.6.3. Description of zoning methodologies and their minimum characteristics to be viewed as being valid

7. Definition of terroir and zoning methodologies

- 7.1.7.2. Definition of terroir to be presented at Step 1

Expert group: “VITICULTURAL ENVIRONMENT AND CLIMATE CHANGE”

Current Meeting Agenda:

5. Analyse the effects of climate change on the entire viticultural production

- 5.1. State of the actual situation of climate change previsions in the world viticultural areas - Physiological effects on plants and products *Hans Schultz (Germany)*
- 5.2. Interest and structure of an OIV document on climatic change – discussion

6. Zoning methodologies

- 6.1. Zoning methodologies DOC “Soave” *Diego Tomasi (Italy)*
- 6.2. Methodologies for the approach of water constraints *Vivian Zufferey (Switzerland)*
- 6.3. Description of zoning methodologies *Vicente Sotés (Spain)*

7. Definition of “terroir”

- 7.1. Definition of “terroir” *Jacques Fanet (France)*



Expert group: “VINE PROTECTION”

Strategic Plan Objective:

9.Climate change and diseases and pests

- 9.1.Draft chapters on implication of climate change on viticultural diseases and pests in the general document entitled “OIV and climate change”

Current Meeting Agenda:

9.Climate change and diseases and pests

- 9.1.Effect of climate change on diseases and pests *Carlo Duso (Italy)*

Some Regulatory and Commercial Challenges in Dynamic Environments

- **Physical/Biophysical**
 - Resource allocation/resource scarcity
 - Climate change issues; fixed land holdings but changed atmospherics and seasonal events
 - Energy demands and access
- **Traditional or Mandatory Production 'Rules'**
 - Approved varieties
 - Yields and harvest dates
 - Cultivation techniques
- **Technical Feasibilities**
 - Must and wine compositional adjustments
 - Adaptation to consumer need *cf* producer practice

Conclusions

- The OIV is addressing “Terroir” within its role as a technical scientific reference body and its objectives in facilitating harmonisation
- Commercial and industry developmental objectives based on “Terroir” must be mindful of
 - Dynamics increasingly influencing regional performance and, *presumably*, style or character
 - Heightened consumer and societal expectations about product specification and promotional and label claim
 - Whether product differences are really as fixed and defensible as some may wish - *are differences real?*