

Draft; for consideration and discussion
International Foundation for Wine in Society

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I have been approached by a number of OIV members on the issue of **Wine in Society** given the increasingly intense focus of media and regulators on the role of alcoholic beverages in society, control of advertising and prospects of more punitive taxation, potentially applied across the whole of alcoholic beverage category.

This prompts consideration of how the sector might constructively respond to such developments and whether there is a case for well targeted international research around these issues.

Our view was that a broadly based, concerted international approach to R&D and policy analysis around diverse but interrelated issues might include the following:

- Wine and the risk of abusive behaviours-individual and societal groups
- Wine consumption and wellbeing-individual and community
- Public education, information campaigns and fiscal /taxation measures as inducements for “responsible consumption”
- Wine in a healthy diet – nutritional and health aspects of wine
- Impacts of wine compounds on health – e.g. Biogenic amines, Resveratrol etc in wine
- Economic and social dividends from the wine sector
- Wine in vibrant historic and contemporary cultures

We also identified this theme as one of the few which might be considered *internationally pre-competitive* and for which it may be possible to raise significant interest and funding.

We agreed that an internationally sponsored and funded initiative such as an **International Foundation for Wine in Society** might be developed to define a program of R&D and policy analysis directed to priority themes around legitimacy and sustainability (social, cultural, economic, environment) of the Wine Sector in modern societies.

From such a base, a Foundation would

- be constituted and structured to manage the defined program;
- raise international funds, public and private;
- identify and contract internationally respected R&D and policy analysis via open-call or commissioned work; and
- ensure effective accountability and reporting to investors, public and the wine sector.

It is anticipated that this proposal might be presented in conceptual form to a broad range of potentially interested parties over the early part of 2009; depending on the feedback and indications of potential support, a more detailed business plan to establish its mission and objectives, international governance and legal framework.