



# Réseau Vinicole Européen R&D d'Excellence



**Lien de la Vigne / Vinelink**  
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**R&D is strategic for the sustainable  
competitiveness of the EU wine sector**

**However R&D focus and investment are  
under-developed / non-adapted  
in the EU wine sector**

**Why?**

**How can we contribute to fix this issue?**

Despite EU and national available funding for research projects related to wine, there is a limited benefit for the industry due basically to:

- **Weak link between the projects currently carried out and the industry's real technological needs.**
- **Specific structure of the EU wine sector, widely dispersed geographically and extremely atomized**



**Wine sector  
uniqueness...**



**...also for R&D!!!**

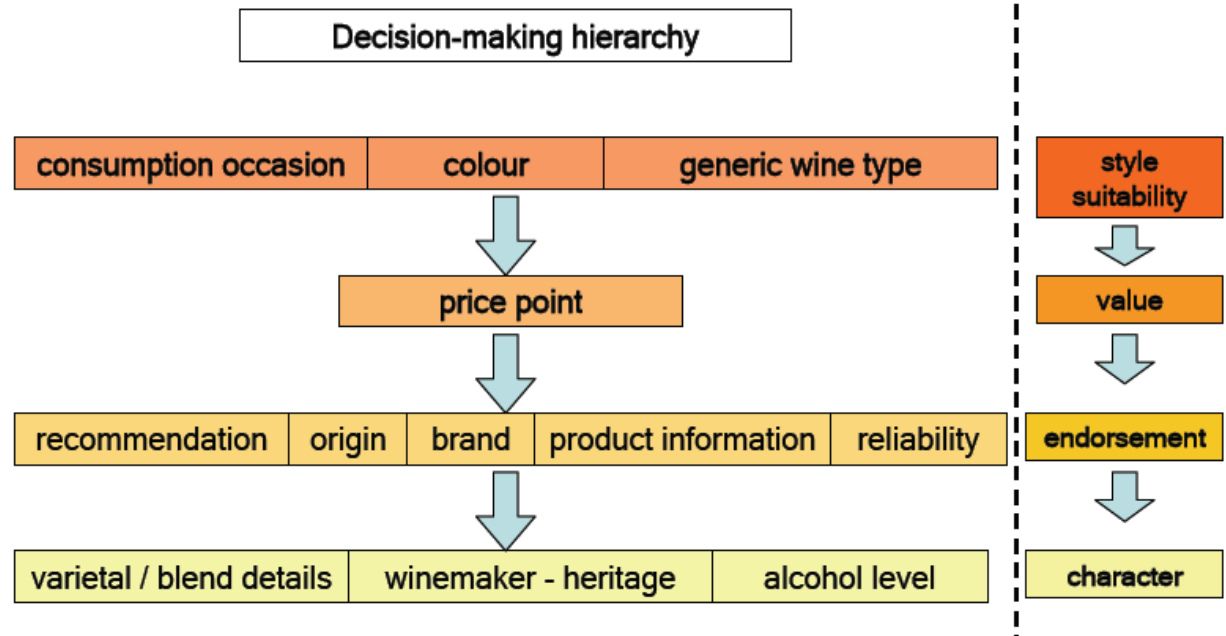


# Sensorial perception drives preference and market value...

... but results from a matrix of multiple, interdependent, factors



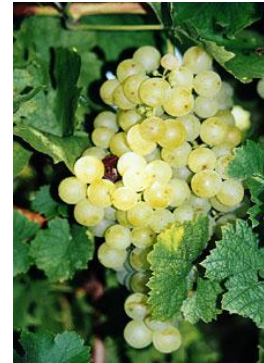
## The 2015 Wine consumer behaviour model



Greater proximity  
to the origin of raw  
material, often  
with direct  
intervention



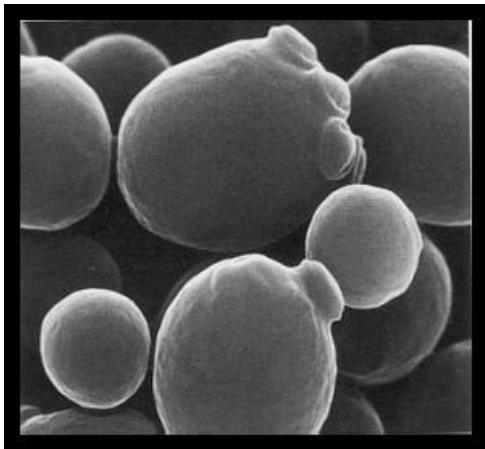
Extreme variability  
in the sector's key  
vegetal species  
(*Vitis vinifera*)



$$P = G + A + (G \times A)$$

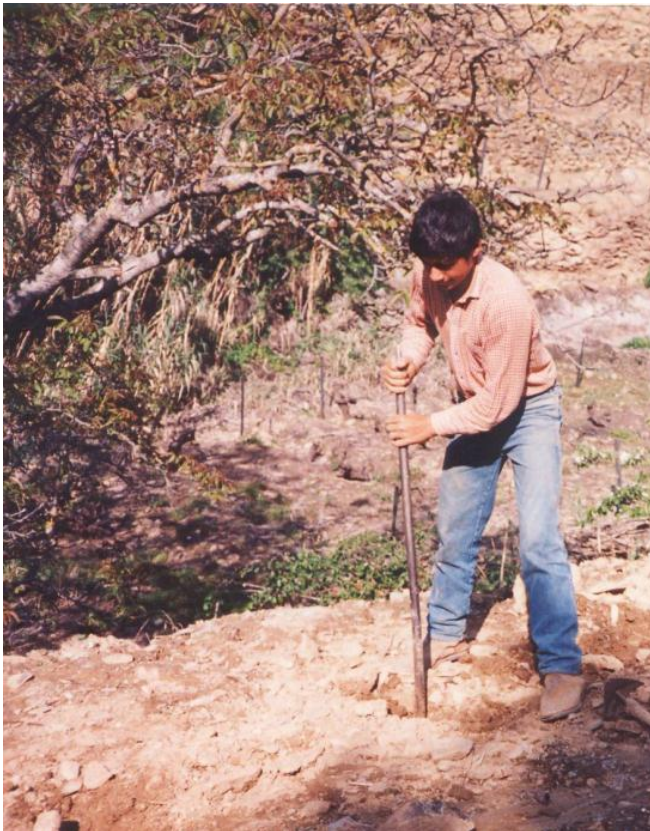
**Expression = environment + genome + interaction**

Weak result reproducibility between different experimental scales calls for real -“life” experimentation



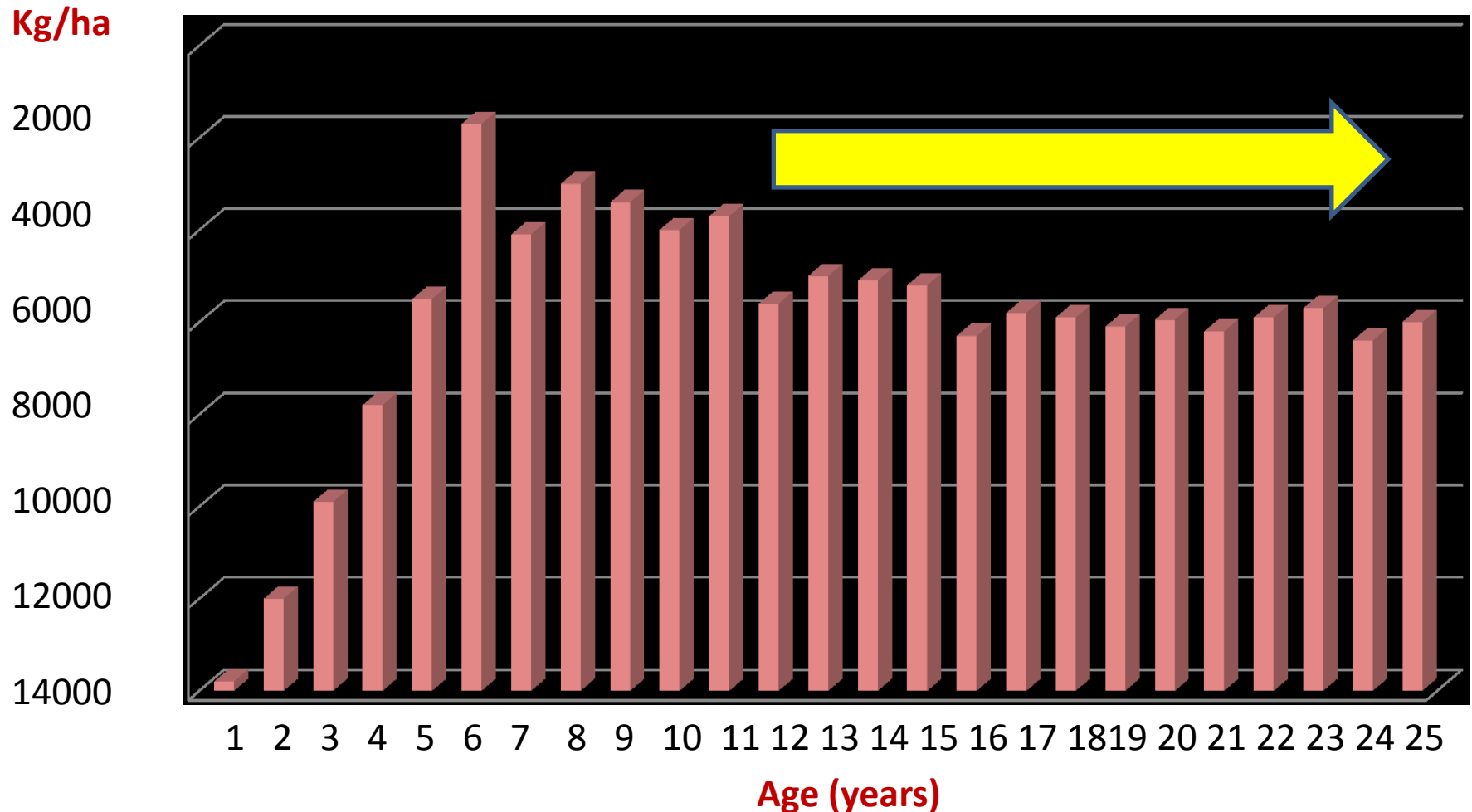


# Dedicated experimental structures call for major investments



Long-term, narrow-window  
experimentation are the norm

### Evolution of average production of a vineyard



**The specific structure of the EU wine sector, widely dispersed geographically and extremely atomized, dominated by a large number of small structures, lead also to a number of critical issues in regard to research:**

- ❖ **Networking and coordination are missing:** which leads to duplication and fragmentation, and lack of consistency with the policy objectives set up in the European wine legislation;
- ❖ **SME limited capacity** to actively engage as research partners as well as to absorb new and external knowledge for faster innovation due to human resources constraints;
- ❖ **Inefficient / insufficient dissemination** of results within the sector.

## CEEV Initiative on Research & Development:

EU network of excellence on R&D applied to wine

**A concerted effort from the EU research community and wine industry, to increasing the scale and impact of research investment, improving the level of coordination and integration, in addition to raising the technological content of industrial activity.**

### ▪ Objectives:

- ✓ To define EU wine industry's R&D strategic agenda,
- ✓ EU coordination of R&D applied to wine, to generate greater efficiencies and effective knowledge diffusion
- ✓ EU funding framework on R&D specific for wine to bring it closer to the EU wine policy objectives

# CEEV Initiative on Research & Development:

EU network of excellence on R&D applied to wine



- ❑ Moving away from the traditional case-by-case funding of projects approach towards large scale research programmes dedicated to common strategic research targets.
- ❑ Opportunity to create an EU-based forum led by companies and key stakeholders to produce a road map to guide European research on wine for the next 10-15 years.
- ❑ a forum for European coordination of timely, rigorous, technically sound, and scientific research that focus on all aspects of the EU wine industry and consistent with the policy objectives and tools set up by the EU wine legislation.
- ❑ Optimizing the dissemination of knowledge bridging the scientific and professional communities, thus emphasising knowledge translation and policy impact and proposing a mechanism for the exchange of information that engage all key stakeholders within the sector.

## **CEEV Initiative on Research & Development:**

**EU network of excellence on R&D applied to wine**

### **□ Window opportunity:**

-CAP post-2013 reform

-Shaping the new 8th Research  
Framework Program (FP8)

## **CEEV Initiative on Research & Development: EU network of excellence on R&D applied to wine.**

▪ **European Commission welcomes CEEV inputs** to fill in the gap on R&D applied to wine:

- ✓ CAP and Wine Policy reforms
- ✓ Future research on winegrowing, winemaking and wine marketing
- ✓ Proposes the framework of Coordination and Support Action (CSA) to define wine industry's R&D strategic agenda, to be included in workplan 2013

**BRIDGES NEEDED!.**

## CEEV Initiative on Research & Development: EU network of excellence on R&D applied to wine.



### Suggesting topics...

- ✓ Observatory of climate effects for the European Wine sector.
- ✓ Deployment of wireless sensor network in vineyard to improve management of fertilisers
- ✓ Development of a centralized European grapevine germplasm collection:
- ✓ Functional biodiversity in viticulture: enhancing biodiversity relevant for the biological control of vineyard pests and diseases.
- ✓ Rationalizing usage of water in viticulture
- ✓ Development of an European sector for Biochar production from vineyard and winery waste
- ✓ Creation of a novel technology for grape de-stemming:
- ✓ Deployment of physical technologies for must and wine sterilization
- ✓ Development of in-line detection of contaminations in wine during the process of packaging
- ✓ Development of a quick and simple method for winery lab determination of grape aroma precursor potential
- ✓ Development of embedded fermenting vat sensors for fermentation and maceration control in red wines
- ✓ Alternatives to sulphur dioxide as disinfectant in wine and cider production
- ✓ New technologies to provide food information to consumers – alternatives to labelling





**Merci**  
**Thank you**

