

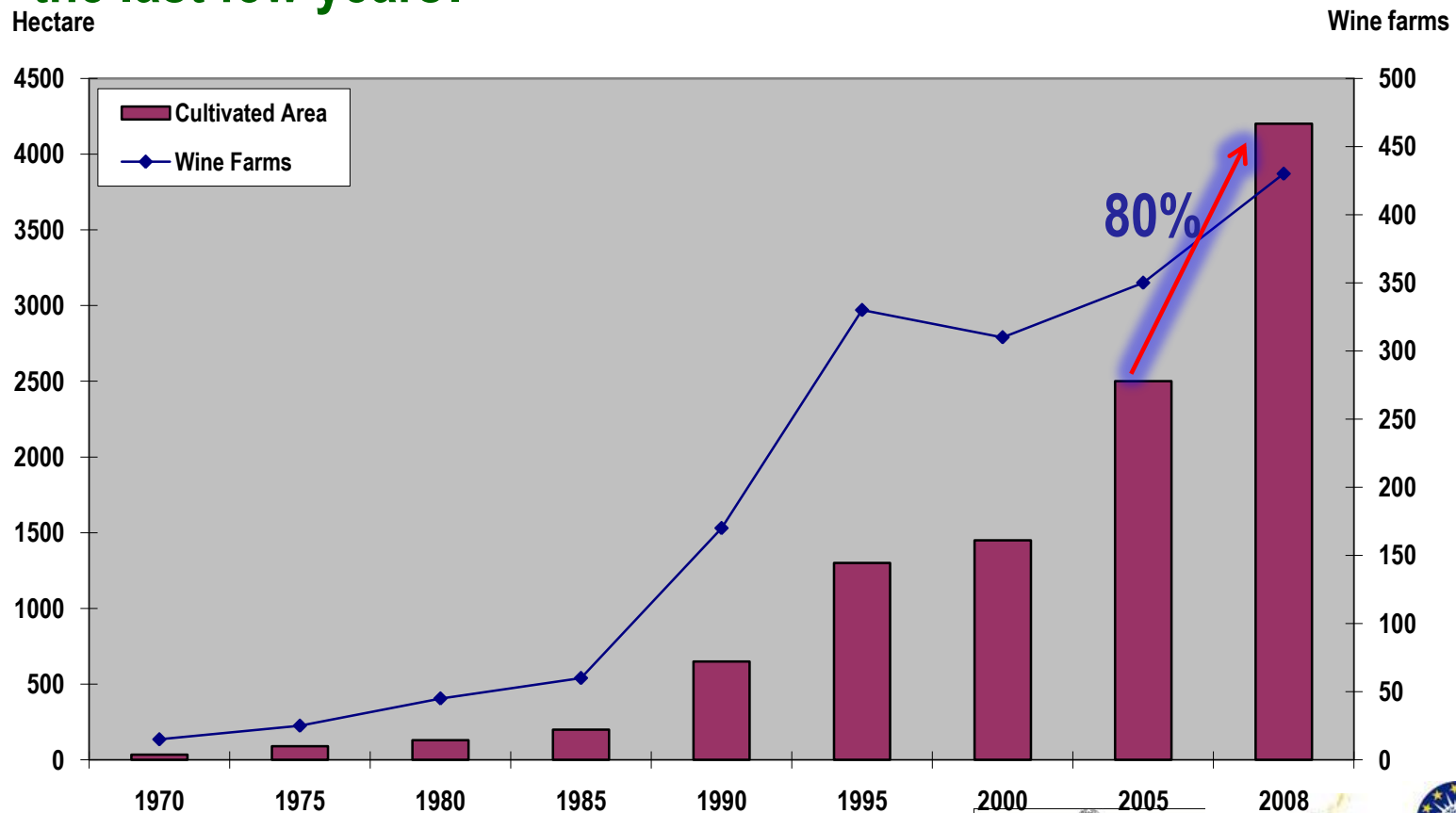
# ***New EU Regulation for Organic Wine***

**Impact of new regulation on the sector and market in Germany**

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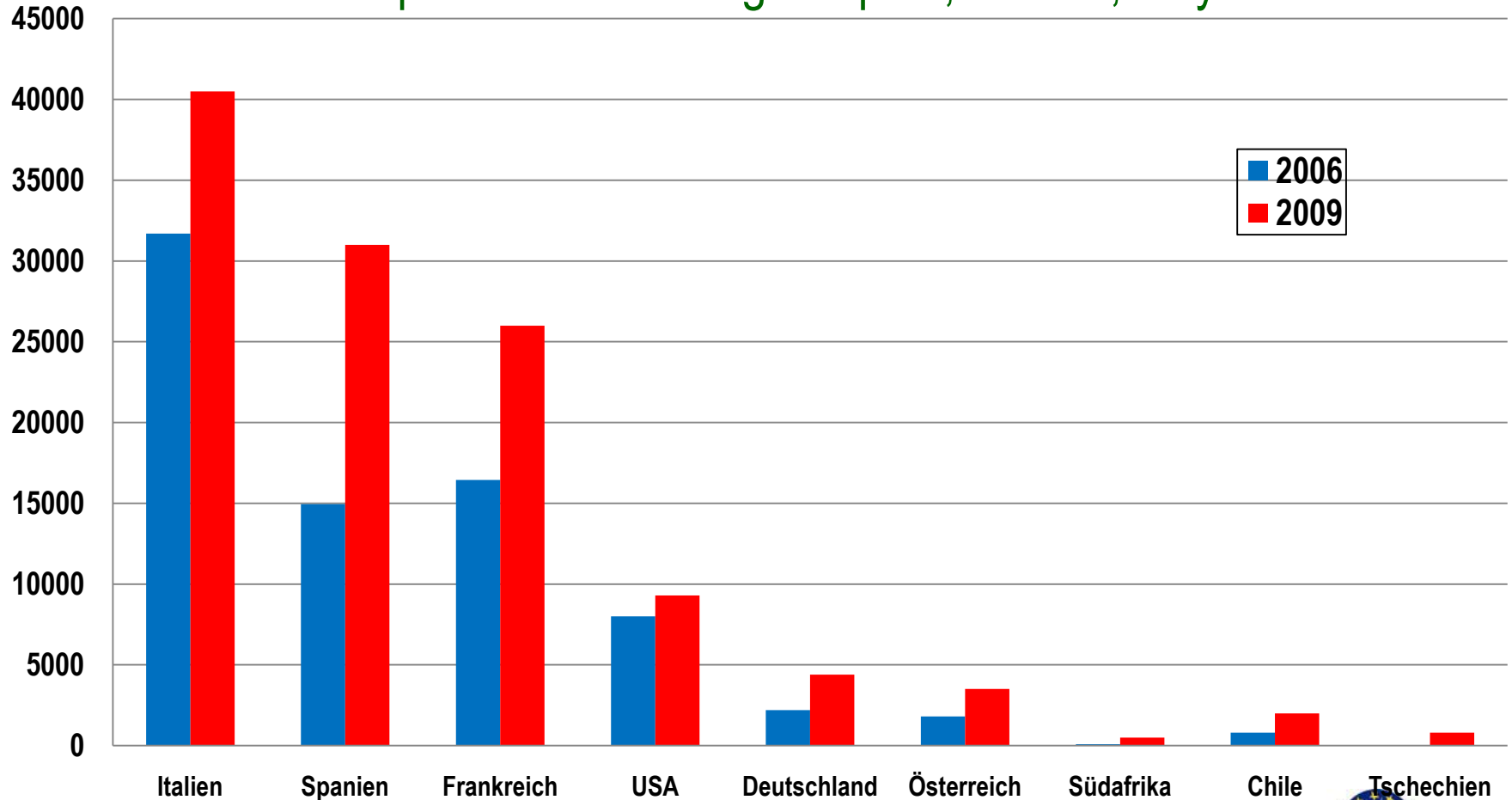
## Impact of new regulation on the sector and market in Germany

- The development of organic viniviticulture has a great progress in the last few years.



## Impact of new regulation on the sector and market in Germany

- The same development are existing in Spain, France, Italy or Austria



# Impact of new regulation on the sector and market in Germany

- Germany has 4500 ha under organic production with an average wine production / year of 30. Mill. litre organic wine.
- Ca. 60 % are sold directly at cellar-door, 25% are sold by organic wine shops, 15 % are exported to Netherlands, Great-Britain, Sweden or USA.
- Germany is one of the biggest market for organic wine world-wide.
- The import of organic wine has the same amount than the own production with an big pressure of the market and the price.

# Impact of new regulation on the sector and market in Germany

- The most important import countries are:
- France with average of 35%
- Italy and Spain (growing) approx. 30% / country
- 5 % Overseas (South Africa, Chile, Argentina and USA)