

WINE SECTOR AND PEF

PEFCR PILOT ON WINE



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ceev
Comité Européen
des Entreprises Vins

The CEEV

CEEV represents the EU wine companies in the industry and trade of still wines, aromatised wine products, sparkling wines, liqueur wines and other vine products.

- 23** national associations
- 4** leading wine companies
- 12** EU countries
- 2** non-EU countries



The EU Wine Sector

3 215 549 hectares of vineyard

- **70%** of world wine production - in value
- **1612 Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI)**
 - 67%** of the EU wine export in volume
 - 90%** of the value of EU wine exports
 - 63%** of the total production
- **€ 11.600 million** extra-EU exports in 2018
- **€ 12.000 million** intra-EU trade
- **€ 8.900 million** positive trade balance in 2018
- **2,5 million wine-growing holdings in the EU**
- **3 million direct jobs**

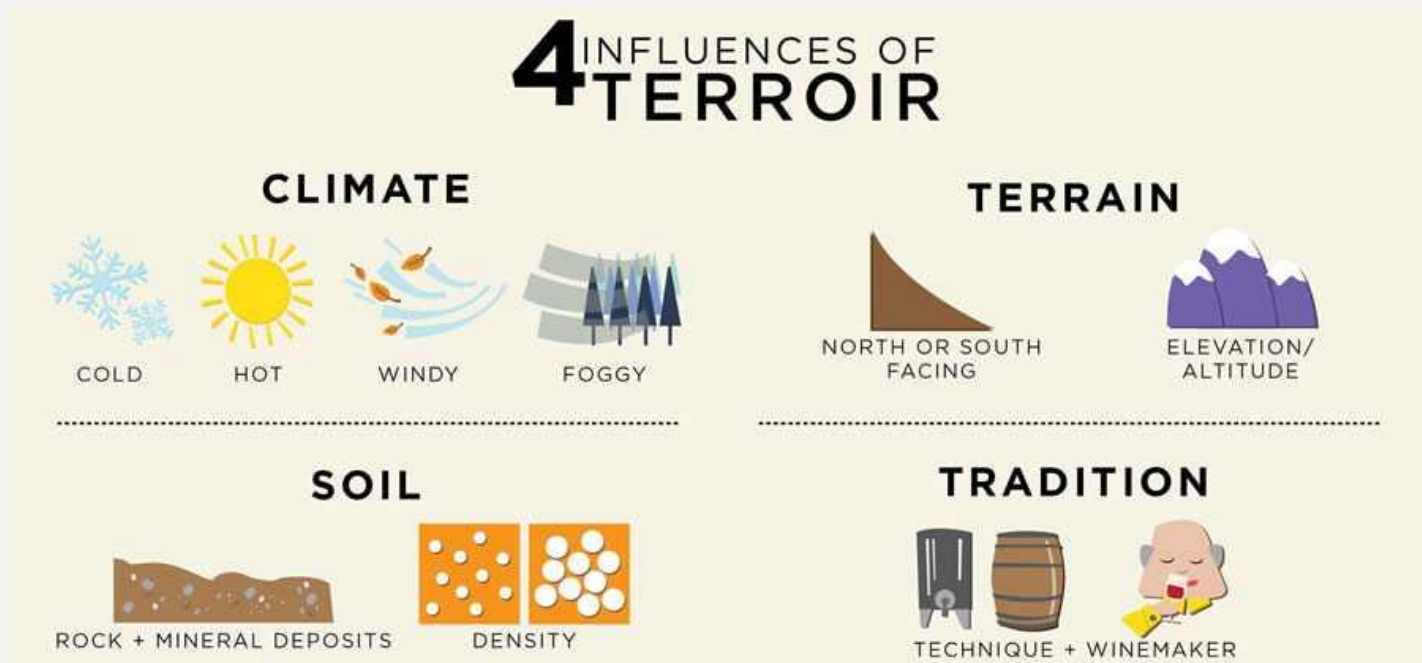
WINE:

- **The EU agri-food export champion**
- **Exported all around the world**



WHY THE WINE SECTOR EMBARQUED ITSELF IN THE PEF ADVENTURE

A sector dependent on the environment

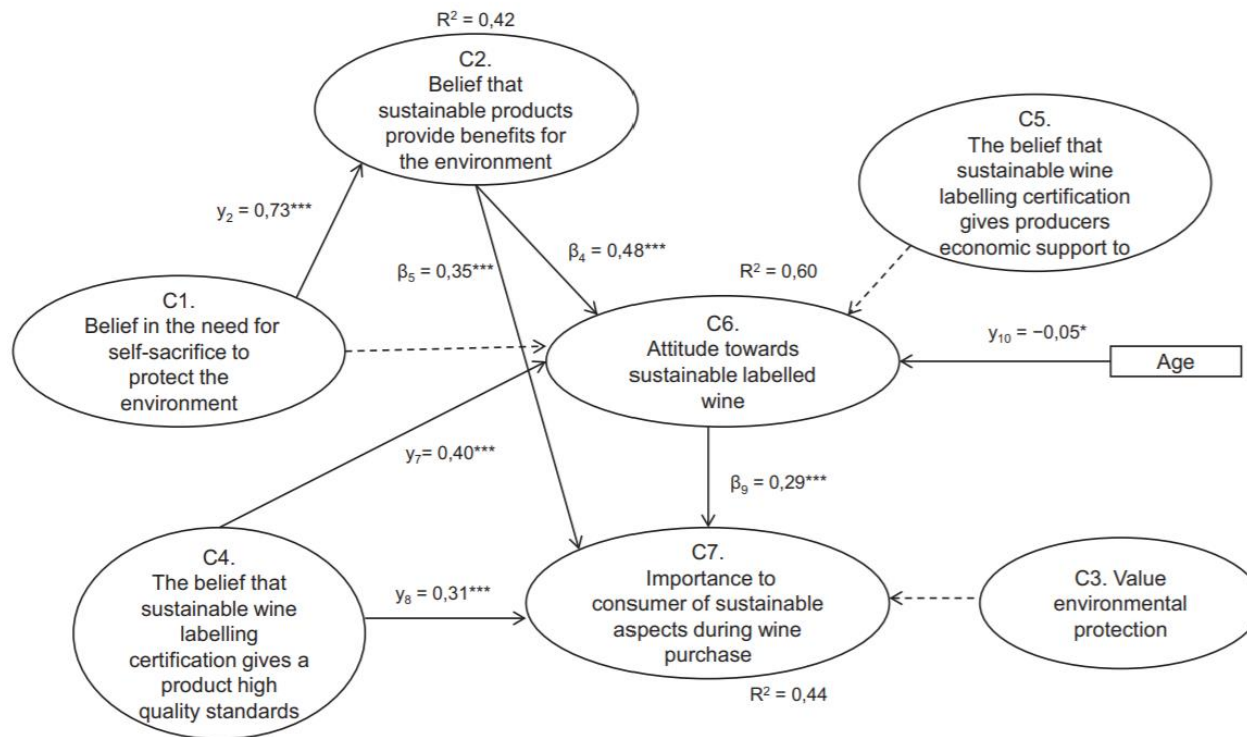


A sector very active in the environmental debate –
Bottom-up approach

Consumer cares about sustainable certification

IJWBR
27,4

Consumer attitude towards sustainable-labelled wine: an exploratory approach



Sustainable certification might become a tool to promote sustainable wine as a high-quality product, and help to give a positive perception of the entire sector.

Protect level playing field

Sustainable Wine? Or Just Greenwashing?



There was a need to look at the harmonisation of communication around wine and environment



WINE PEFCR



The technical secretariat

The members

- **3 trade associations**
 - **European CEEV**
 - **National UNIVINI (IT)**
 - **Regional Comité Interprofessionnel du Vin de Champagne**
- **5 companies (FR, ES, IT)**
 - **2 large**
 - **1 medium**
 - **1 small**
 - **1 micro**

The technical secretariat

The members

- **4 partners from the supply chain partners (primary packaging)**
 - The European Container Glass Federation (FEVE)
 - Amcor
 - Nomaticorc
 - C.E. Liège
- **3 research & consultancy partners**
 - Institut Français de la Vigne et du Vin (IFV)
 - Master viticulture and LCA, UMT Vinitera, SFR Quasav
 - Lavola
- **1 institutional partner**
 - Ihobe / Departamento de Medio Ambiente y Política Territorial Gobierno Vasco



The product category

Reminder: Product category definition

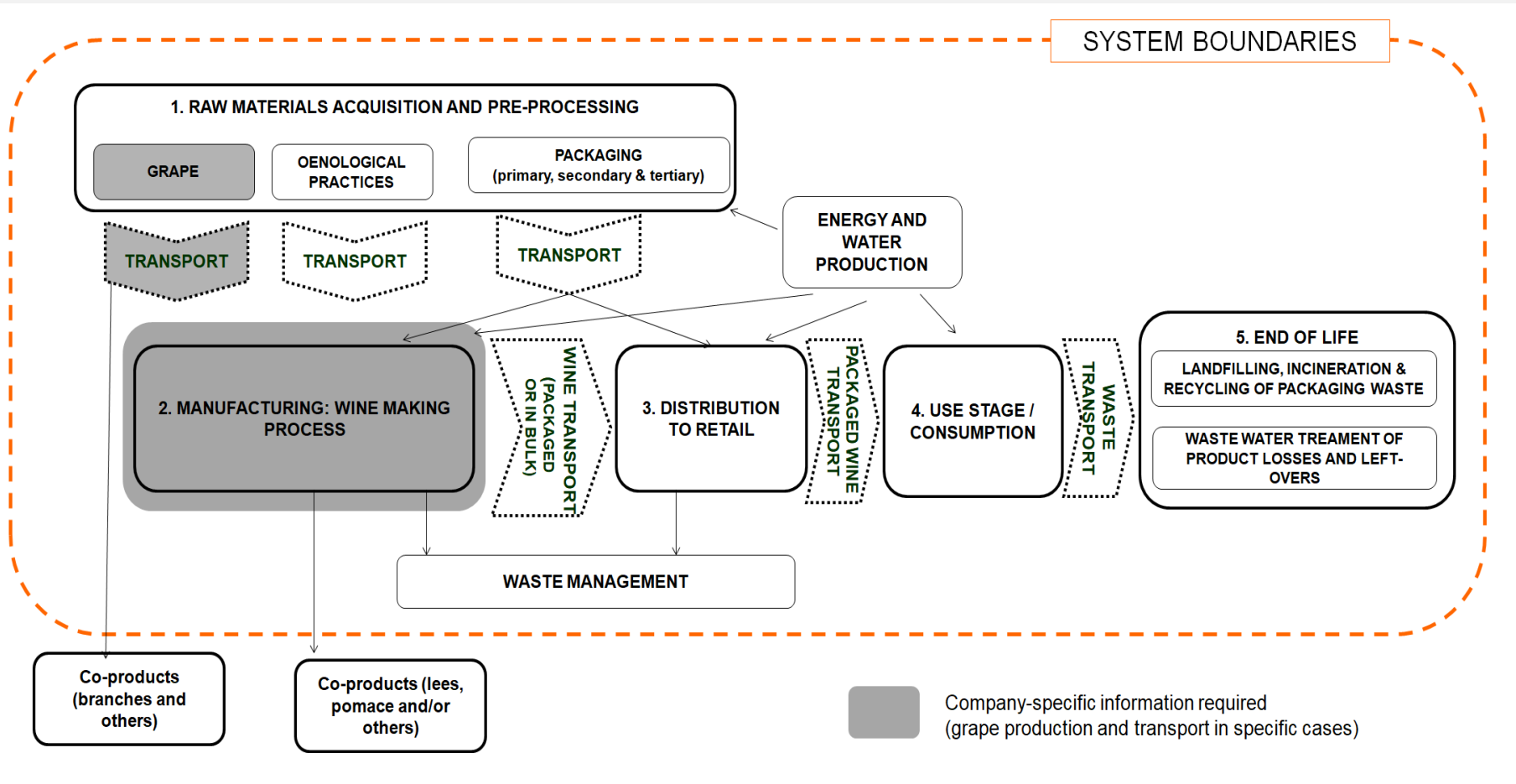
The PEF WINE pilot covers two representative products:

- **Still wine:** the product obtained exclusively from the total or partial alcoholic fermentation of fresh grapes or of grape must. Wine shall have a minimum actual alcoholic strength and specific minimum limits are settled for different wine-growing zones.
- **Sparkling wine:** obtained by first or second alcoholic fermentation from fresh grapes, from grape must or from wine and which, when the container is opened, releases carbon dioxide derived exclusively from fermentation.
- The CPA/NACE class corresponding to wine product category is “11.02 – manufacture of wine from grape”



The product category

Reminder: System boundaries



THE RESULTS

Most relevant impact categories

Still wine	Sparkling wine
1. Climate change (29%)	1. Climate change (32%)
2. Resource use, fossils (17%)	2. Resource use, fossils (19%)
3. Resource use, minerals and metals (14%)	3. Water use (12%)
4. Particulate matter (9%)	4. Resource use, mineral and metals (9%)
5. Acidification terrestrial and freshwaters(7%)	5. Particulate matter (8%)
6. Land use (7%)	6. Land use (5%)

Most relevant life cycle stages for still wine

IMPACT CATEGORY	Grape production	Wine making	Packaging	Distribution	Consumption	EoL
Acidification terrestrial and freshwater	42%	17%	19%	16%	3%	4%
Climate Change	20%	20%	32%	10%	5%	13%
Land Use	75%	5%	15%	4%	0.4%	0.5%
Resource use, fossils	18%	23%	35%	6%	7%	11%
Resource use, mineral and metals	84%	4%	10%	0%	0.3%	2%
Particulate matter	30%	20%	29%	12%	3%	7%

Most relevant life cycle stages for sparkling wine

IMPACT CATEGORY	Grape production	Wine making	Packaging	Distribution	Consumption	EoL
Acidification terrestrial and freshwater	36%	15%	34%	2%	3%	10%
Climate Change	13%	15%	41%	4%	4%	24%
Land Use	68%	1%	24%	4%	0%	1%
Resource use, fossils	11%	18%	43%	1%	5%	22%
Resource use, mineral and metals	88%	2%	7%	0%	0%	4%
Water use	19%	4%	34%	0%	2%	41%

Importance of Wine PEFCR

Setting the basis for a relevant and fair calculation

- Setting the definition of products – basis for benchmarking
- Assess the most adapted rules for allocation – basis for fairness vis-à-vis other sectors
- Identification of hotspots – basis for efficient action at company level
- Identification of database requirements – basis for realistic implementation

GAPS and Limitations

GAPS and Limitations

- Limitation of benchmark (ie when the use of glass bottles is compulsory)
- Uncertainty of data – dependence on secondary data
 - Default values provided for production of wine must and fresh lees and filling operations
 - Grape LCI datasets are not PEF-compliant
 - Missing datasets for some oenological practices
 - [...]
- Cost for running a LCA study

Future use of PEFCR

Future for Wine and PEFCR

- B2B
 - A great tool to identify companies hotspots and opportunities to improve production
- B2C
 - Too expensive for a mandatory implementation
 - Uncertainty - Problems datasets
 - Problems with benchmarking
 - Risk of simplification with the system of communication
- Limitations and opportunities
 - (+) strong tool against greenwashing
 - (-) limitations for dealing with certain certifications
 - OEF – non relevant

THANK YOU



For further information
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