



## Tuesday, 1 December workshops in detail

### ➤ **New methods used in wine-making**

Animated by Jean-Luc Berger, Scientific and Technical Director - French Institute of Vines and Wine

**Tuesday 1 December at 10 am**

Within the new context of the Common Market Organisation, this workshop is intended to help define developments in regulations pertaining to wine-making methods, and to specify how each of these new methods is to be implemented for the wine-making sector.

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### ➤ **How the economic crisis is affecting the behaviour of wine consumers throughout the world**

Animated by Hervé Henrotte, Head of the Wines, Spirits, Beverages Department - Ubifrance

**Tuesday 1 December at 11 am**

The world press first focused on the 'American' financial crisis, before starting to talk more in terms of the 'world' financial crisis. The situation is gradually evolving into a serious consumption crisis. With unemployment rising rapidly, people living in fear of losing their jobs and credit terms becoming increasingly tough, the wine market is being directly affected. As household expenditure is reduced, difficult decisions have to be made. But a closer look at these decisions can sometimes reveal a few surprises.

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### ➤ **Wine distribution in France against the backdrop of the economic crisis**

Animated by Brice Eymard, Head of department of market analysis and management - Inter Rhône

**Tuesday 1 December at 12 pm**

Based on surveys and panels made up of distributors, consumers, wholesalers and restaurant owners from throughout France, this workshop will look at changes on the French wine market against the backdrop of the economic crisis: sales across various different outlets, the morale of restaurant owners and consumers, strategies being implemented by supermarkets and hypermarkets and restaurant owners, possible restructuring initiatives, etc.

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### ➤ **Fruit and vegetables: the role played by organic products in the development of export markets.**

Animated by Martine Schwartzmann, Sector Project Manager for Food Products and Industries - Ubifrance

**Tuesday 1 December at 14 pm**

European consumers have increasingly high expectations when it comes to organic fruit and vegetables - as demonstrated by an increase in demand - and France's offering pales into insignificance on overseas markets next to what its Italian, Spanish, German, British or Austrian neighbours have to offer. France's low production capacity is a major handicap, and there are numerous issues which need to be addressed, such as getting people to switch to organic products, finding ways of enhancing the prestige of products in different distribution channels, standardising criteria at EU level, etc. Given these factors, can French fruit and vegetable exports do without a range of organic products?



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➤ **How irrigation can affect quality and yield**

*Animated by Jean-Christophe Payan – French Institute of Viticulture and Wine*

**Tuesday 1 December at 3 pm**

The concept of limited water availability in vineyards is an essential component of integrated wine production in the Mediterranean region. The results of experiments obtained by various technical services enable us to gain a better understanding of the relationship between water stress, output and grape quality, in order to more effectively evaluate the performance of plots within a restrictive climate context.

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➤ **The energy performance of wine-making equipment**

*Animated by Christophe Gaviglio - French Institute of Vines and Wine*

**Tuesday 1 December at 4 pm**

Energy consumption in wine farms should be controlled - for both budgetary and environmental reasons. For the first time in the wine-making sector, the French Institute of viticulture and wine (IFV) has introduced a system for measuring the amount of energy that various pieces of equipment use in real time. The system provides accurate information about the amount of fuel consumed by each type of equipment being used and depending on the settings selected. This workshop gives a presentation of the first results for the 2009 season, as well as a sketch of what the future looks like for energy efficiency on wine farms.

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➤ **Trellising... where are the real savings?**

*Animated by LPG Palissage*

**Tuesday 1 December at 5 pm**

Is trellising a necessary evil? Or is it an essential process in the production of high-quality wine? What are the possible options for increasing profitability?

With the help of established techniques, trellising can be done in a way that is appropriate and economical.

The LPG Association is an independent repository of technical information about trellising and will provide an overview of the main technical principles involved in sensible trellising. The main components will be examined closely for optimising the solutions available.