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Manifesto
**For a proudly
wine-growing Europe**

Appel de Strasbourg _____



Manifesto

For a proudly wine-growing Europe

This manifesto was adopted during the European Wine Day on October 21, 2025, hosted by Franck Leroy, President of the Grand Est Region (France) and of the Assembly of European Wine Regions (AREV).

It was developed in close collaboration with European wine-producing regions and the National Association of Elected Officials of Vine and Wine (ANEV, France).

Europe's wine regions stand at a turning point : facing a complex, multifaceted crisis, they need our support more than ever..

Franck LEROY,
President of the Grand Est Region (France),
President of the Assembly of European Wine Regions (AREV)

21 October 2025

A multi-dimensional crisis for our vineyards



CLIMATE CRISIS

The vine is confronted—perhaps more than other crops—with the destructive effects of climate disruption. Rising temperatures and intensification of extreme climatic phenomena—from prolonged droughts to late frosts—destabilize cultivation cycles, encourage new diseases, and threaten both vine productivity and grape quality.

CONSUMPTION CRISIS

At the same time, global wine consumption is undergoing profound changes: more occasional consumption, shifting tastes, but also a hygienist offensive that demonizes wine consumption and blames it for all ills regarding public health. These are among the factors driving a structural decline in wine consumption worldwide.

ECONOMIC CRISIS

Finally, in recent months, a thunderclap for European wines, the world's leading exporters: the onset of a new commercial paradigm from the United States, deeply destabilizing amid increased international competition. All this comes while the sector faces rising costs (energy, inputs...) and while some regions suffer from overcapacity, putting downward pressure on prices and producers' incomes.

Behind wine lies an entire sector concerned about its longevity and survival.

Wines, vines and territories – a virtuous alliance

Today, the very future of wine in Europe is at stake. In the face of these challenges, we, elected representatives of wine-growing regions and territories across Europe, reaffirm strongly: defending viticulture is defending living territories, a beneficial economy, and a shared identity.

The wine and vine sectors are powerful economic engines for our regions. From vineyards to trade, from wine production to oenotourism, these are first and foremost thousands of local, non-relocatable jobs and dynamic businesses organizing themselves to produce and sell wine in our regions. For Europe, these sectors positively contribute to its trade balance.

It is also a major driver of attractiveness: millions of visitors every year come to our cellars, our vineyards, our tables, to discover the fruit of a millennia-old culture. The passion of the men and women who patiently blend and craft the vintages that make Europe renowned across the world is very much alive. It supports the vitality of our rural territories.

Moreover, in light of recent climatic tragedies, vine cultivation has proven to be a powerful ally in combating forest fires and floods, as well as in reinforcing soil stability.

And, finally, wine plays a part in European identity: in our vineyards lie the living memory of a millennial civilization, landscapes shaped by generations of winegrowers, communities united around a production that evokes conviviality, gathering, and sharing. Behind the incredible variety of terroirs, grape varieties, and viticultural traditions in Europe lies a shared art of living, weaving gastronomy and social ties. UNESCO is not mistaken, recognizing in the World Heritage both the Mediterranean regime and the specificity of many vineyard landscapes.

For a proudly wine-growing Europe

As the discussions begin on the future multiannual financial framework of the European Union, one essential question arises: will Europe continue to recognize and support its vineyards— in their diversity, in their specificities, in their richness— as pillars of its heritage and agriculture? As witnesses of a culture, an art of living, and a richness, as cornerstones of European culture ?

We, elected representatives of wine-growing territories across Europe, affirm our conviction :

- **Yes, vineyards are a resource for territories.**
- **Yes, viticulture is an opportunity and a driver for Europe.**
- **Yes, it contributes to our influence in the world.**

We call for collective mobilization: the defense of viticulture calls for transcending borders and divisions. Elected officials, professionals, citizens, Regions, Member States, and European institutions must unite their efforts to guarantee to viticulture and European wine-growing territories a future befitting their history.

The defense of viticulture calls for transcending borders and divisions.



Supporting our vineyards in their transitions

Today, wine-growing territories have the advantage of counting, across all Europe, on committed professionals: to adapt their know-how to the new climate and commercial realities, to develop innovative practices to preserve resources and biodiversity, to invent new

We ask the European Union to enact bold measures, both in the context of the future « wine package » and the post-2027 CAP

OUR DEMANDS

- **Recognize the cultural specificity of European wine** in legislation and regulation, as a product of terroir and identity, and put an end to the offensive that systematically assimilates it to risky behavior, while facing public health challenges.
- **Defend viticulture in international trade agreements** : refuse asymmetries, impose genuine reciprocity clauses, particularly with respect to the United States.
- **Guarantee ambitious budgetary means** dedicated to viticulture, particularly within the post-2027 CAP and notably under the wine working organization (OCM vitivinicole), commensurate with the sector's challenges.
- **Develop an ambitious plan** for research, innovation, and investments to support ecological transition and collective initiatives..
- Place **the sustainable management of resources, notably water, at the heart of European viticultural competitiveness** in order to support the sector's adaptation to climate challenges.
- **Support the diversification of wine sector activities** toward wine tourism, hospitality, and territorial synergies to reinforce the resilience and attractiveness of wine-growing regions.
- **Foster exchanges and training between European vineyards**, through a major *“Erasmus for winegrowing.”*.

wines and meet the societal expectations of Europeans. They are organizing, collectively, to build the agroecological transition of our vineyards.

Our role is to support them, to back their commitments, and to multiply actions in favor of triple performance : economic, to ensure income for those who produce; social, to facilitate work for everyone; and environmental, to take care of the land and those who work it and live on it.

For a Europe that believes in its vines

We call on the European Commission, the Parliament, and Member States **to provide the Regions with the means to act, according to their specificities, as close to the ground as possible.**

We also request that local and regional authorities be fully involved in shaping the future of the wine sector.

Because Europe cannot abandon its roots, we will continue, together, to defend our vineyards, our producers, and our wine-growing territories, **so that the vine remains, tomorrow as today, a symbol of life, of culture, and of European pride.**



They have joined the movement



Assembly of European Wine Regions (AREV)

For over 40 years, AREV has been dedicated to defending and promoting the interests of Europe's wine-producing regions before the institutions of the European Union. Its uniqueness lies in a dual legitimacy: it is composed of elected representatives from the regions of the European Union and includes representatives from professional organizations.



National Association of Elected Officials of Vine and Wine (ANEV, France)

Created in 1999, ANEV is the French network of elected officials involved in the wine sector. It brings together several hundred members from wine-producing municipalities, intermunicipal bodies, departments, and regions, as well as around a hundred national parliamentarians. Closely involved in many of the causes championed by the wine industry, it serves as a forum for reflection on the role of wine in our society.

- **Assembly of European Wine Regions (41 European Regions)**
- **National Association of Elected Officials of Vine and Wine (France)**
- **Germany**
 - Baden-Württemberg
 - Bayern
 - Hessen
 - Rheinland Pfalz
- **Austria**
 - Burgenland
 - Land Niederösterreich
 - Steiermark
- **Belgium**
 - Wallonie
- **Spain**
 - Castilla la Mancha
 - Catalunya
 - Euskadi / Pais vasko
 - Valencia
- **France**
 - Région Auvergne Rhône Alpes
 - Région Bourgogne Franche-Comté
 - Région Centre Val de Loire
 - Région Corse
 - Région Grand Est
 - Région Hauts de France
 - Région Occitanie
 - Région Nouvelle Aquitaine
 - Région Pays de Loire
 - Région Sud
- **Luxembourg**
- **Czech Republic**
- **Romania**
 - Iași



At the instigation of :

