



OIV Strategic Plan 2015-2019

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Introduction

The International Organisation of Vine and Wine (OIV) is an intergovernmental organisation established under the Agreement of 3 April 2001 (the Agreement). The Agreement entered into force on 1 January 2004, following the deposit of the 31st instrument of ratification. The 2001 Treaty effectively updates an earlier Agreement for the creation in Paris of an International Wine Office on 29 November 1924 (“the 1924 OIV Treaty”).

OIV is an intergovernmental organisation of a scientific and technical nature, of recognised competence for its works concerning vines, wine and wine-based beverages, table grapes, dried grapes and other vine-based products.

Article 2 of the Agreement establishes the objects and functions of the OIV.

The objects are to:

- a) to inform its members of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration;
- b) to assist other international organisations, both intergovernmental and non-governmental, especially those which carry out standardisation activities; and
- c) to contribute to international harmonisation of existing practices and standards and, as necessary, to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products, and to help ensure that the interests of consumers are taken into account.

In full accordance with the terms of reference established by Article 2.2 of the Agreement, the OIV fosters an environment that is conducive to scientific and technical innovation, the dissemination of its results and the development of the international vitivincultural sector. Through its recommendations, it promotes international standards and guidelines, the harmonisation and sharing of information and sound science-based knowledge, in order to improve productivity, product safety and quality and the conditions for producing marketing and trading vitivincultural products.

The international wine trade continues to grow. The share of wine export volumes has risen significantly over the last decade with over 101 million hectolitres (MHL) in 2012 or 36% of global production, compared with 72.4 MHL 10 years ago, representing 25% of production. This acceleration is related not only to the globalisation of consumption, but also to the steady increase in the number of producing countries.

In this context, where competition is developing between countries, it is essential to define the characteristics of vitivincultural products and their specifications, and to promote good regulatory practices in order to ensure fair trade and the integrity and sustainability of the various viticultural products on the world market.

It is important to meet the expectations of consumers in terms of product quality, protection of health and the environment and information on vitivincultural products, while maintaining a sustainable world market for wine.

The OIV is uniquely positioned to provide wine producing and consuming countries with information to develop viticultural regulations that minimise barriers to trade, promote sustainable production and protect consumers. The OIV must ensure that its work is based on sound science. Therefore an ongoing review of OIV resolutions is an important aspect of the OIV work

There are considerable commercial, economic, environmental, territorial and societal challenges related to vine cultivation and vine-based products. The OIV should, provide its expertise and timely advice on these issues.

The Strategic Plan 2015-2019 aims to provide the best response to these different concerns. It is a continuation of the last Strategic Plan (2012-2014), during which approximately sixty recommendations including oenological practices, methods of analysis and viticulture recommendations were evaluated by a community of international experts and adopted by the Member Countries. New categories of vitivincultural products along with their presentation rules were also defined and adopted.

A genuine road map, the 2015-2019 five-year plan is structured around the following five strategic axes:

1. Promote sustainable vitivinculture;
2. Establish the authenticity rules of vitivincultural products and promote the good regulatory practices
3. Understand market trends and supply chain dynamics;
4. Contribute to the safety of the consumers and consider their expectations
5. Strengthen international cooperation and the governance of the OIV.

This Strategic Plan is developed through a work program specifying the operational objectives for each axis approved by the Scientific and technical committee and adopted by the Executive Committee.

The OIV enhance its actions and works through the relevant and broadest possible communication.

Strategic Axes

1. Promote sustainable vitivinculture

Within the framework of vineyard development and evolutions of conventional vitivinculture, the OIV aims to promote sustainable vitivinculture. To do so, the OIV considers the challenge of climate change, characterizes and evaluates production methods of grapes, wine, other products and principles and analyses their economic efficiency, while considering corporate practices on social responsibility. The OIV protects and optimizes the use of natural resources and the sustainability of vitivincultural terroirs.

a. Consider and respond to the challenge of climate change

- i. Collate information on climate change to enable its development, dissemination and interpretation;
- ii. Analyse the specificities of vitivinculture in extreme conditions
- iii. Assess the costs and benefits of different climate change adaptation strategies

b. Characterise and evaluate sustainable production methods and principles

- i. Specify the different principles and production methods
- ii. Study the impact of vitivincultural production on the environment
- iii. Propose measures to reduce greenhouse gas emissions.
- iv. Consider and develop principles of environmentally friendly analytical chemistry

c. Protect and optimise the use of natural resources

- i. Propose measures to manage water consumption;

- ii. Identify problematic soils and propose solutions as appropriate;
- iii. Promote knowledge on the functional genomics of the vine and micro-organisms

- d. Analyse economic efficiency (costs and benefits) of different production systems**
- e. Identify and analyse corporate practices on social responsibility from the sector**
- f. Take into account the sustainability of viticultural terroirs,**

2. Establish the authenticity rules of vitivincultural products and promote good regulatory practices

In order to categorize the vitivincultural product, the OIV promotes principles of good regulatory practices and draws up recommendations on oenological practices and on methods of analysis. The OIV defines quality professional training courses of the sector.

- a. Contribute to promote good regulatory practices with respect to oenological practices, compositional requirements and labeling and presentation**
- b. Continue the categorisation of vitivincultural products**
 - i. Define the different categories of vitivincultural products, including grapevine propagating material
- c. Draw up recommendations relating to oenological practices**
 - i. Evaluate new oenological practices according to technological innovations;
 - ii. Set out principles for the definition of good oenological practices and strive for consistency between OIV product definitions, good manufacturing practices (GMP) and oenological practices;
 - iii. Draw up specifications for products for oenological use
 - iv. Evaluate the use of microorganisms, taking into account their technological interest and their qualitative impact on vitivincultural products.
 - v. Regularly review and revise existing specifications for products for oenological use as well as oenological practices.]
- d. Draw up recommendations relating to methods of analysis**
 - i. Study and develop methodologies that tend to guarantee product authenticity;
 - ii. Study and develop analytical tools in the field of control and sensory analysis of vitivincultural products;
 - iii. Harmonise methods for diagnosis and identification of vine diseases and pests
 - iv. Regularly review and revise the methods and annexes in the OIV Compendium of International Methods of Analysis.
- e. Define quality professional training courses of the sector**

3. Understand market trends and supply chain dynamics

Within the context of developing international trade in the wine sector and in order to understand whole-of-supply chain dynamics, the OIV will enhance its systems for exchanging information and statistical analysis and facilitates identification of markets trends across the value chain.

- a. Understand whole-of-supply chain dynamics across the vitivincultural sector**
 - i. Analyse markets and their trends across the value chain
 - ii. Deepen the economic analysis of the sector

- b. Incorporate vitiviculture within the context of developing international trade**
 - i. Identify and analyse major trends and factors in consumer behaviour;
 - ii. Facilitate plant material trade by developing and "promoting" tools for description, identification and sanitary and phytosanitary control.
 - iii. Take into account the concerns of consumers and producers, with a focus on private voluntary standards in relation to the interaction with standards adopted by government and intergovernmental agencies
- c. Enhance the systems for exchanging OIV information and their analysis in particular statistics**
 - i. Continue and deepen the statistical analyses of all vitivicultural products of the sector
 - ii. Develop the visualisation of sector and product data
 - iii. Continue to develop and promote collective data banks
- d. Promote a competitive vitivicultural economy**
 - i.

4. Contribute to the safety of the consumers and consider their expectations

Based on assessment and scientific opinions, the OIV participates to the food safety of vitivicultural products It evaluates innovative technologies and physiological and nutritional aspects related to the consumption of vitivicultural products as well as socio-behavioural factors. The OIV aims also to ensure consistency in regard to traceability and labeling.

- a. Participate to the food safety of vitivicultural products**
 - i. Undertake assessment and provide scientific opinions on viticultural and enological treatments, processes and practices;
 - ii. Identify and evaluate the main emerging risks
 - iii. Propose guidelines to detect and limit contaminations in vitivicultural practices, processes and treatments.
- b. Evaluate physiological and nutritional aspects as well as socio-behavioural factors as related to the consumption of vitivicultural products**
 - i. Collect and collate and disseminate scientific information and encourage research on the effects of consumption of wine, grapes and other vine-derived products on human health together and in consistency with the WHO and the other relevant organisations,
 - ii. Identify and recommend research axes, in collaboration with the FAO and the WHO, on the health aspects, nutritional potential and socio-behavioural factors of all non-alcoholic vine-derived products.
 - iii. Identify and analyse corporate practices on education for consumption
- c. Ensure consistency in regard to traceability and labelling**
 - i. Propose to the consumers clear, effective correct and transparent information for vitivicultural products
 - ii. Increase consumer involvement in environmental issues linked to the vitivicultural production
- d. Evaluate innovative technologies**
 - i. Consider and evaluate the technical need, effectiveness and implications of innovative technologies in relation to the production and marketing of vitivicultural products
 - ii. Evaluate economic efficiency of innovative technologies in relation to the production and marketing of vitivicultural products.

- iii. Define products issued from biotechnologies in the vine and wine sector and participate to the evaluation of their consequences with other International Organisation

5. Strengthen international cooperation and OIV governance

As a world intergovernmental organisation the OIV fosters international cooperation and participation of States and Observers. The OIV facilitates and highlights scientific production through an adequate communication.

e. Foster international cooperation

- i. Increase Member Countries and Observers' participation
- ii. Work with international organisations, Codex Alimentarius to ensure OIV standards are technically appropriate and internationally consistent;
- iii. Encourage consideration of OIV recommendations and evaluations within international organisations;
- iv. Further collaboration with the FAO, WHO, WTO and WIPO and other international Organisations,
- v. Encourage technical cooperation between laboratories of the member states

f. Facilitate and highlight scientific production and communication of the OIV

- i. Enlarge the participation of new countries within the OIV
- ii. Improve internal decision making process of the OIV
- iii. Proceed with the development of publications and communication tools, paying particular attention to online services and new platforms of communication.
- iv. Review protocols for participation in international organisations and OIV contributions to international debates of interest to the vitivinicultural sector.
- v. Improve dissemination of the OIV validated methods of analysis for controlling and analysing vitivinicultural products and encourage Member States to use them.

The 2015-2019 strategic plan is implemented in accordance with a work program annually adjustable adopted by the Executive Committee and to be developed by the various Commissions, sub-Commissions and groups of experts, scientific and technical committee in accordance with article 19.1 of the Internal Rules.

Commissions, sub-commissions and expert groups shall advise the Executive Committee and the Scientific and technical Committee of the long-term planning implications, targets and timelines associated with each work programme, with the aim of the most effective implementation of this Strategic Plan.

Insofar as possible, at the end of each annual period of reference, the results effectively obtained shall be compared with the objectives defined in the annual programme as approved by the Executive Committee in accordance with article 19.4 of the Internal Rules.