

RESOLUTION ECO 2/93

CULTURAL VALUE OF THE VINE AND ITS PRODUCTS

THE GENERAL ASSEMBLY,

BASED ON THE PROPOSAL of Commission III “ Vitiuinicultural Economies ”

TAKING INTO ACCOUNT the work of the IVth International Day of Vitiviniculture which took place July 1, 1991, during the XXVth Week of Wines at Sienna:

CONSIDERING the rôle of vine and wine in civilizations from ancient times;

CONSIDERING their link with the different forms of art, music, painting, sculpture, architecture, literature and poetry;

CONSIDERING the necessity to maintain in life the traditions of our cultural heritage;

CONSIDERING the increasingly important recognition and interest consumers are according to wines of individualistic qualities;

CONSIDERING that this cultural approach and the research on the individuality and diversity of wines promotes appropriate consumption;

RECOMMENDS:

- Promoting public information through all means of communication as well as appropriate initiatives to strengthen the culture of the sector;
- Accentuating policies of personalization of wines including policies on reference to geographical origin and deepening all the cultural values of vine and its products.