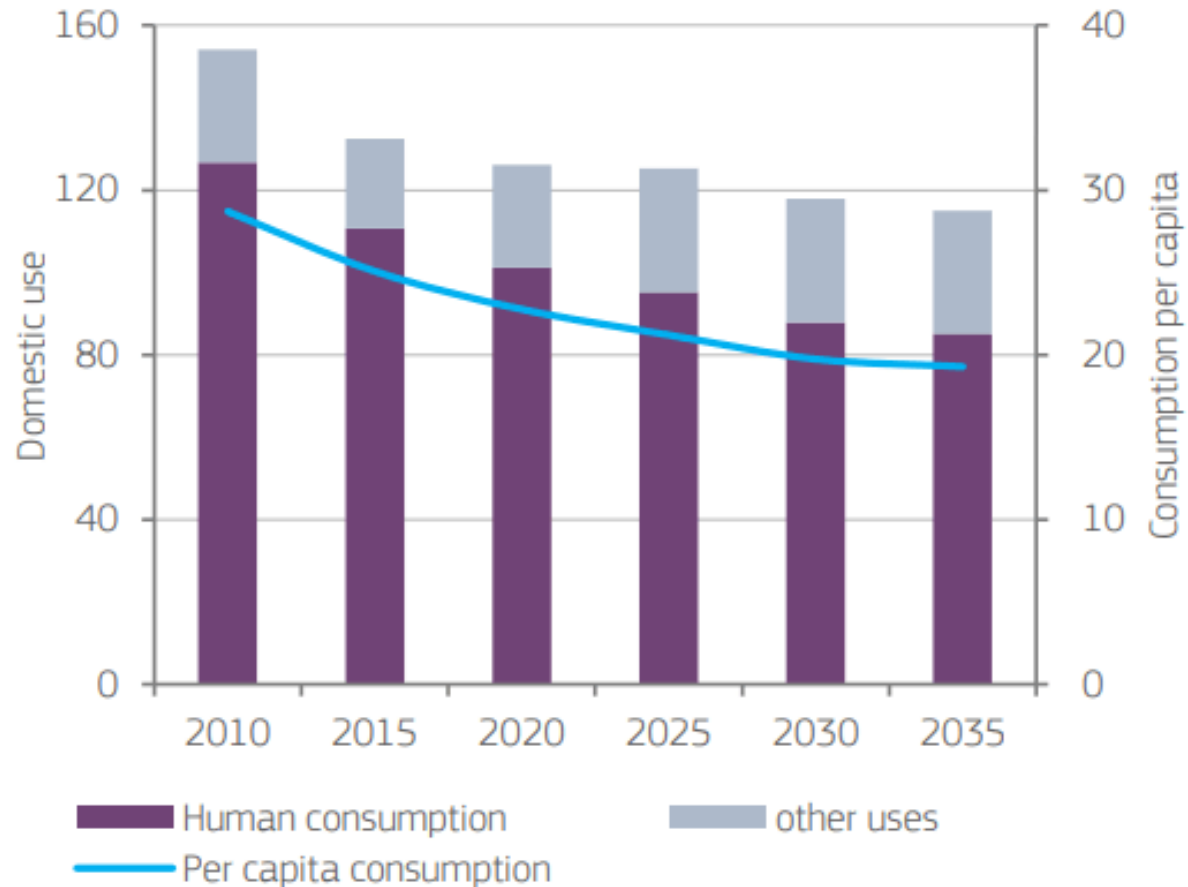


A Post-Growth Paradigm for Wine Law: learning from Heroic Viticulture

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GRAPH 6.1 EU wine domestic use (million hl) and human per capita consumption (l)



Source: DG Agriculture and Rural Development, based on Eurostat and MS notifications.

Post-Growth is a reality in the EU wine sector

Heroic Viticulture and Post-Growth?

A threat for many

- extreme climatic and geomorphologic conditions, effects of climate change
- high share of manual labor : rural exodus and abandonment of mountain landscapes.
Unattractive working conditions, small revenue. Degradation of cultural background.
- Public finance is getting more contested

Tarolli et al. 2023
Heroic viticulture:
Environmental and
socioeconomic
challenges of unique
heritage landscapes

An opportunity for some?

- Obsolete technologies do not return because of consumer nostalgia. They reemerge when actors actively reconstruct their identity, meaning, and market category.
- Reemergence is built on a joint redefinition by entrepreneurs, producers, media, collectors, experts and consumers.
- Value basis shifts from superior performance to superior meaning and symbolic value.

Raffaelli 2019
Technological
Reemergence:
Creating New
Markets for Old
Technologies

A model for all?

Dimension	Growth metabolism	Post-growth metabolism
Economic	Efficiency	Sufficiency
Social-ecological	Extraction	Regeneration
Allocative	Accumulation	Distribution
Institutional	Private ownership	Commons
Relational	Control	Care

McGreevy et al
2022
Sustainable agrifood
systems for a post-
growth world

A model for all?

The problem is not business itself, but extractive ownership models.

Post-growth entrepreneurship builds to serve, not to scale

Entrepreneurship as a form of activism / self-expression

Emergence of hybrid, non-profit structures

Rieback 2021:
Post growth
entrepreneurship

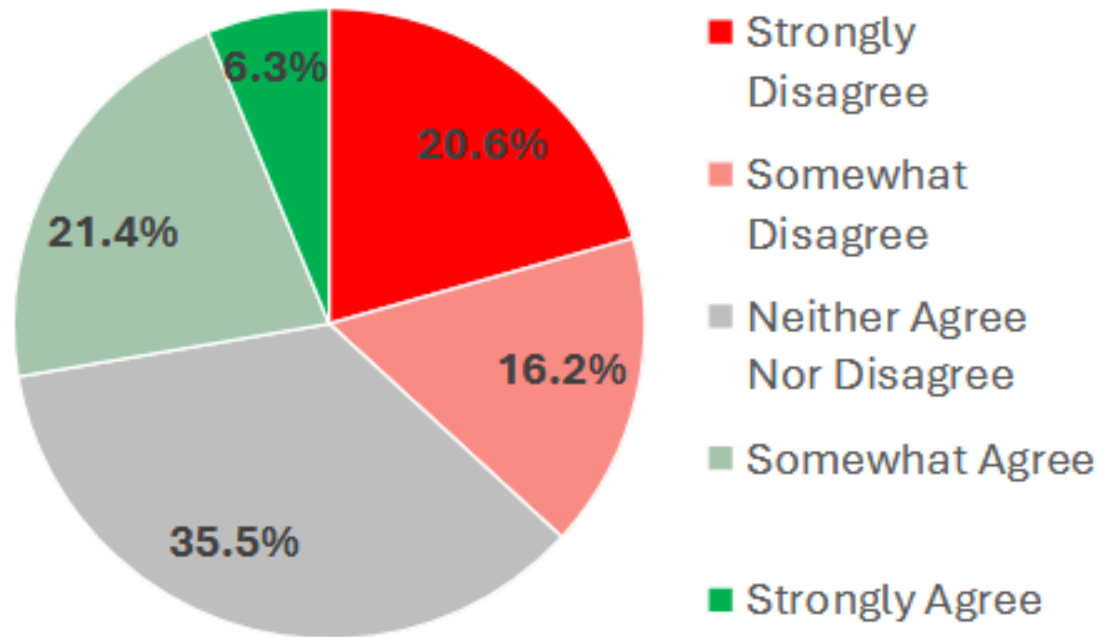
Non-commercial motivation?

What motivated you to produce natural wine?

You saw better market chances for the wine.

Natural wine producers only (n=383).

Multiple-choice question; producers could select multiple options.



Goldstein &
Dubois (2024):
What is Natural
Wine?

European Wine Law

- Protection of quality and authenticity, mainly via GIs (Reg. (EU) 1308/2013 and Reg. (EU) 2023/2411)
 - Authorization schemes for vine plantings, national vineyard registers, accompanying documents and transport certification, inward and outward registers, compulsory stock, and harvest declarations (Reg. (EU) 2018/273),
 - Rules on ingredients, additives, enrichment, and specific oenological practices (Delegated Regulation (EU) 2019/934)
- Legal framework built for a growth metabolism.

New Wine Package (Reg. (EU) 2026/471)

- Prolongation and retightening of planting authorizations
- Grubbing-up schemes
- Tourism promotion
- Niche product innovation (aromatized wine, NoLo)

→ Is this enough?

Geographical Indications

- Ultra-strong protection against misuse at EU Level
 - Internal rules are set “bottom-up” by producer groups/consortia. Often do not prevent expansion, ecological externalities. EU does not prescribe governance. Differences between Member States.
- Harder Caps in view of post-growth reality?
- Do climate change and sociodemographic developments call for deregulation (e.g. resistant varieties, irrigation, natural wines)?

Cultural Heritage

- Heritage as the underlying rationale for GI protection and an element of the “wine constitution” (Reinhardt et al. 2024).
- Heritage protection can contribute but also challenge sustainability (Ponte 2021; Salazar et. al 2015). GIs are accused of contributing to gastronationalism, ossifying and homogeneizing heritage, commercial capture and exclusion (de Witte 2022).
- Art. 2 Faro Convention: Cultural heritage as an “*expression of constantly evolving values, beliefs, knowledge and traditions.*”
- → Heritage as a **dynamic and constructive process** involving people and environments.

Conclusions

- EU Wine package acknowledges secular de-consumption trend
- Unique bottom-up structure of Wine Law allows stakeholders to create own rules, but maybe less rules are needed
- Wine sector as a model and precursor for other sectors (food system transformation)

Thank you for your attention!

