



Vale dos Vinhedos – APROVALE

VALE DOS VINHEDOS ORIGIN INDICATION

“Introduction to the International Trade”

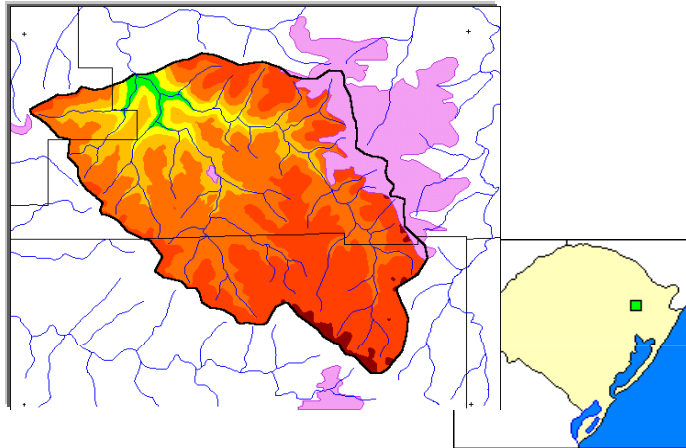
**ORGANIZATION AND COORDINATION - JAIME MILAN
ANDREIA G. MILAN**





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The first Brazilian certified geographical indication



Population:

- Bento Gonçalves: 104 thousand inhabitants**
- Garibaldi: 36 thousand inhabitants**
- Monte Belo do Sul: 3,5 thousand inhabitants**

Demarcation of Vale dos Vinhedos region: 2,7 thousand

Organization: Jorge Tonietto, 2003 - Embrapa Uva e Vinho





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<i>Use</i>	<i>Area (ha)</i>	<i>(%)</i>
Urban area, urban use in rural area, exposed soil and road system	813	10
Native, cultivated, secondary and gallery forest	3496	43
Agriculture	1691	21
Viticulture	2123	26
Total	8123	100

Organization: Jorge Tonietto, 2003 – Embrapa Uva e Vinho





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The viticulture practice in Vale dos Vinhedos began in 1876. The production of wine started in 1895.

The difficulties encountered by the sector in the 90's led many viticulturists to become grape and wine growers. The creation of a representative number of small wineries characterized this decade, aiming to take advantage of the existing raw material and to add value to the property.





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Sectorial Overview

Until the end of the 80's

- Sector controlled by medium size and large companies (in the intra-sectorial relation) and cooperatives, including 200 companies/RS 200.
- Viticulturists supplied the raw material, conditioned to the sales of the final product.
- Industrial technology in transformation and very little progress in the field. Focus on productivity to the detriment of quality.
- There was no connection between the product and the region where the raw material was produced. Only at the macro-region = Serra Gaúcha or Wine from Rio Grande.





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Setorial Overview

Starting in the early 90's

- **Difficult situation for the viticulturists led to the verticalization of the production and sales.**
- **Better infrastructure conditions allowed the development of the enotourism – the major tool of the sector.**
- **The number of wineries tripled, with focus on small and medium-size companies.**





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History: - Established in February, 1995, by grape and wine growers.
- Recognition of I.P.V.V. by INPI, on Nov. 22, 2002.
- Recognition of EU, on Jan 23, 2007.

Goals: a) Qualification of the product.
b) Organization preservation of the properties.
c) Promotion of the tourist potential and the socio-cultural improvement.
d) Preservation and protection of the Geographical Indication.





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Total member companies - in August 2008 = 59 businesses.



Producers (wine and grape growers)

31 companies

19 small (up to 50,000 liters/year)

8 medium-size (50,001 to 500,000 liters/year)

4 large (over 500,001 liters/year)





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Total member companies – in August 2008 = 59 businesses

Contributors (enogastrotourism, agribusiness and handcraft)

28 companies

5 hotels

3 bed and breakfasts

11 restaurants

4 studios

2 travel agencies

2 dairies

1 Wine Memorial





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Certifications

<i>Vintage</i>	<i>Fine wine produced in Vale dos Vinhedos</i>	<i>Wine with OI (no. stamps)</i>
2001	6,621,248 bottles	1,574,897
2002	7,416,170 bottles	2,120,973
2003	10,249,490 bottles	1,943,525
2004	12,478,149 bottles	2,349,333
2005	12,852,373 bottles	2,329,353
2006	9,170,196 bottles	1,757,858
2007	9,985,780 bottles	1,652,667

Organization: Jorge Tonietto, 2003 - Embrapa Uva e Vinho





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Production

We produce 20% of the fine wines and 35% of the sparkling wines in Rio Grande do Sul.

Approximately 10 to 12 millions of bottles of fine wine a year. The percentage ranges between 55 to 60% for red wine, 10 to 15% for white wine and 30 to 35% for sparkling wine.





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International Market of Wines – 2007 - OIV

Production: 28,360 billions of liters

Consumption: 24,080 billions of liters

Wine Production in Brazil – 2007 – Embrapa

With G.I.: 1,3 millions of liters

Without G.I.: 348,9 millions of liters

Sparkling wines: 8,6 millions of liters

Others: 9,9 millions of liters

368,7 millions of liters

Brazil accounts for 1.3% of the worldwide production and 0.35% of its production has Geographical Indication.





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Brazilian Exports - 2007 - WFB

Table wine: 1,5 millions of liters

Fine wine: 2,0 millions of liters

434,000 liters of wine were exported with I.P.V.V. (Vale dos Vinhedos Origin Indication) totaling 578,000 bottles, which represent 35% of the certified wines in 2007 and 21.7% of the exported fine wines.





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Statements:

“At first, we needed the GIs to have access to the markets, because we were not able to export just with varietal and vintage. With the change in the legislation in the EU, the future of the GI will be a factor for differentiation and marketing. We will use this argument to justify the exclusiveness/typicity of the products from these regions as an appeal for the differentiation of the terroir, a form well understood in Europe, Canada and little less in the USA. For Asia and other markets, these arguments are not strong yet. Even in Europe there are countries that value this more than others, but I believe that we should follow this way, since any form of differentiation that has been recognized is welcome.”

Carlos Eduardo Corrêa Nogueira
Export Director – Vinícola Miolo





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Statements:

“To answer your question I’ll use some statistics I got during my study:

Of the 232 people interviewed, 73.71% had never tasted Brazilian wine. The positive side is that 85.3% of the interviewees had a good opinion about Brazil, but none of them associated Brazil with the production of wine. Most of the interviewees think of beach, carnival and soccer, which does not surprise me.

Therefore, I believe that the Geographical Indication has little value for the international consumer. First of all, the Brazilian industry needs to build a good reputation for its wines, teaching the consumers about the differences between the regions. This is what has been done in Australia and what we should do too.”

Dirceu Vianna Junior
Master of Wine





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The Geographical Indications are not valued in Brazil. However, they have a great potential having in mind the diversity of our products and the extension of our territory.

All of us – public power, producers and consumers – have our share of participation. Some of the difficulties that we used to face have been overcome by the official bodies and the producers.

We need to adjust the legislation, to encourage businessmen to get their GIs and to promote our initiatives nationwide and abroad, valuing what is ours.

Aprovale's partners: EMBRAPA/MAPA, WFB/IBRAVIN, INPI/MDIC, SEBRAE, MRE, FAPERGS, FINEP, UCS, CEFET-BG.

