

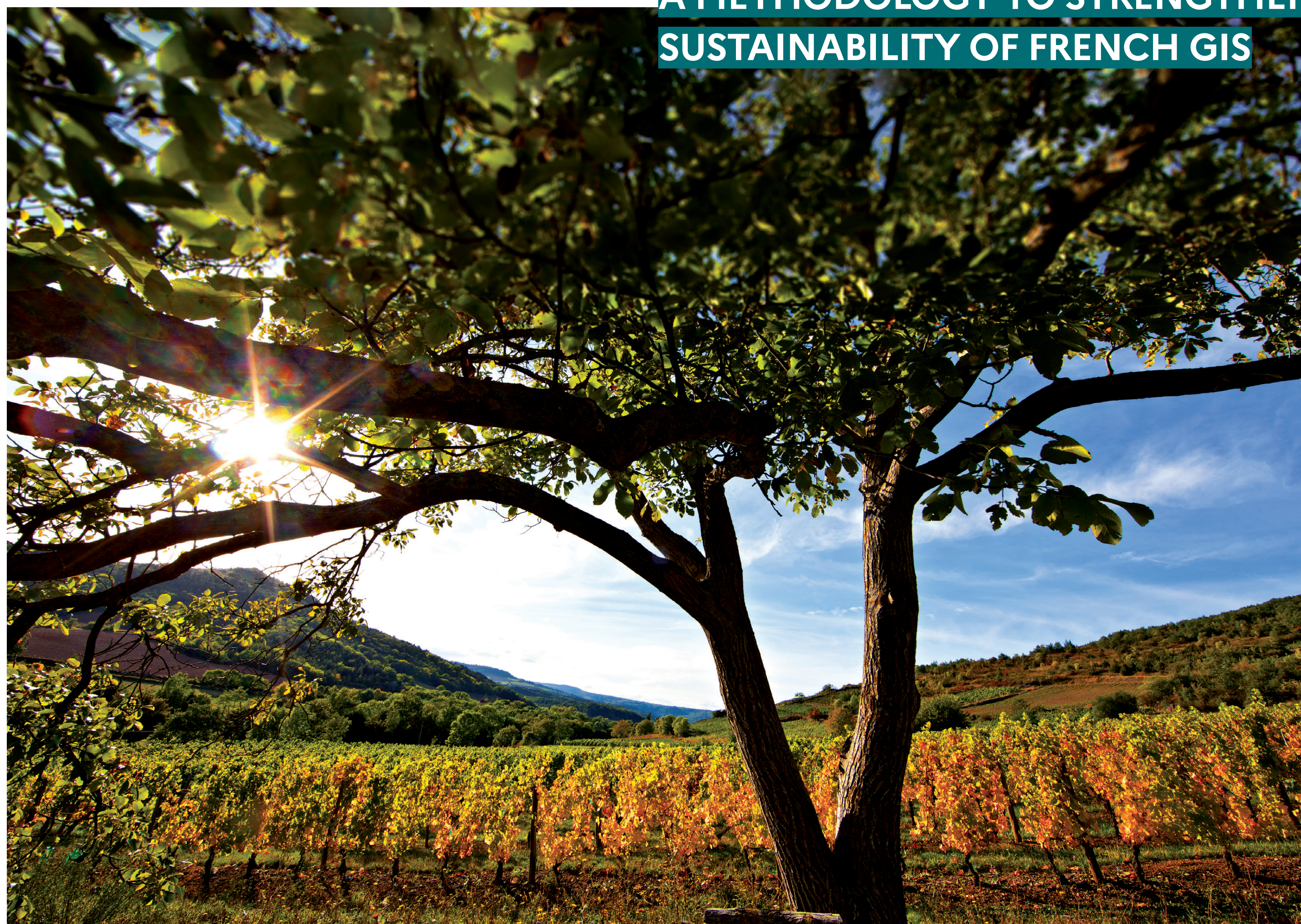
STRENGTHENING THE SUSTAINABILITY OF FRENCH WINE GEOGRAPHICAL INDICATIONS - ESTABLISHING A METHOD APPLICABLE TO ALL FRENCH GIS



A PROCESS OF REFLECTION UNDERTAKEN BY INAO OVER THE PAST SEVERAL DECADES

While geographical indications (GIs) can be considered sustainable, as they are based on a strong link between the product and its terroir, they currently face challenges such as market instability and declining consumption, climate change, and rising societal expectations. In this increasingly competitive world, French geographical indications must strengthen their sustainability.

A METHODOLOGY TO STRENGTHEN THE SUSTAINABILITY OF FRENCH GIS



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INAO's Objectives and Performance Agreement, signed in 2024 with the Ministry of Agriculture, provides for enhanced support for GIs in the area of sustainability, including the following points:

- Each GI must establish its own sustainability strategy, encompassing economic, environmental, and societal aspects,
- Sustainability is an integral part of a competitiveness strategy.
- It is necessary to seek territorial coherence with other stakeholders in the region.

INAO's chosen methodology consists of three steps:

1. the GI's assessment of existing practices across the three pillars of sustainability.
2. the development of a sustainability strategy for each GI.
3. Each strategy will then be implemented and updated regularly.

All French wine GIs are involved, and the method is based on taking into account proposals from operators.

INAO has published a support guide to assist in the collective definition of objectives and to present various indicators that can be adopted by GIs.

The chosen method relies heavily on a collective approach to decision-making, as GIs are shared tools whose management depends on collective action involving all operators.

CONCLUSION

Strengthening the sustainability of French GIs is a shared goal endorsed by the INAO, the French wine industry, and government authorities, with the aim of enhancing their competitiveness.

To achieve this goal, which involves all 450 French GIs, a three-step methodology has been approved and implemented since 2025; an initial analysis of the GIs' performance will follow within two years.