



**National Council of  
the Wine Communities  
Hungary**

# STRENGTHENING GEOGRAPHICAL INDICATIONS

## Sustainability and geographical indications

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E-conference – 25/11/2020





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# Sustainability

- 4 aspects
- Hungarian examples

1. Legal aspects
2. Economic aspects
3. Social sustainability
4. Environmental sustainability





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Borászati termékek oltalom alatt álló eredetmegjelölései

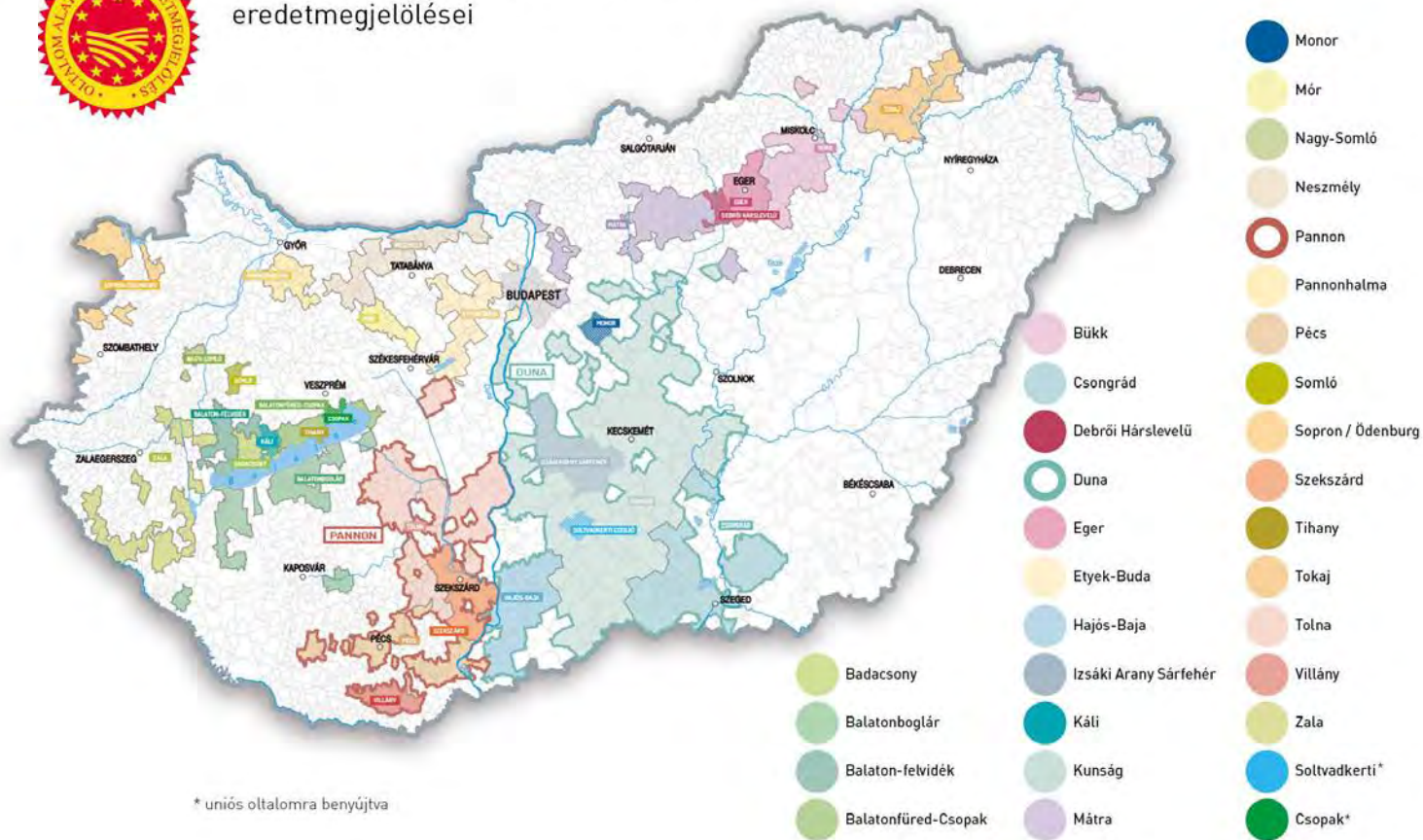
Hungary in numbers:

Surface: 63 000 ha

Production: 2.5 M hl

PDOs: 32

PGIs: 6





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## About the wine communities and GIs:

- Traditional organizations in the wine sector
- Promontorium's
- Regulation's by wine communities (17<sup>th</sup>–19<sup>th</sup> century)
- Tokaj:
  - 1737 - delimitation of the production area
  - 1772 – classification system
- 1894 – Hungarian law on wine communities
- 1948-1990 – Control of the state
- 1994- New law on wine communities:
  - Regulation's on GIs / product specifications





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## GIs sustainability – legal aspects:

- Needs:
  - national and international protection of the product;
  - control of the production (economic aspects)
- International negotiations:
  - 1967 - Member of WIPO
  - Negotiations with EU – Tokaj
  - EU commercial agreements
- 2009 – reform of wine CMO:
  - Definition of PDO, PGI and traditional terms
  - Product specifications
- Wine communities are demanding for more self-regulation possibilities:  
potential of production





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## GIs sustainability – economic aspects:

- Product specification:
  - Legal document;
  - Production rules:
    - Yield;
    - High quality standards;
    - Long term interest of the producers: notoriety;
    - High added value;
- GIs = “production basin”:
  - Promotion of local products
  - Other economical activities





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### GIs sustainability – economic aspects:

- Villány wine region:
  - 1990 – characterless wine region;
  - Historical "savoir faire": red wines
- '90s: Wine route association;
- Early 2000: new classification of product specification: Villányi franc
- 2010's: sustainable promotion policy
- Nowadays --» local economy = production basin
  - Wine tourism (3-4 stars hotels, pensions)
  - High added value product





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### GIs sustainability – social aspects:

- Needs:
  - Local employments in long term
  - High revenues
  - Local education for young generation
- Villány:
  - Needs of local economy:
  - secondary school – wine maker assistant, grape producer







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### GIs sustainability – environmental aspects:

- Needs:
  - Respect of bio diversity;
  - Long term sustainability;
- Somló:
  - Conversion the whole area of Somló PDO into ecological production:
    - 5 year-long conversion program
    - Training and advisory programs organised by the wine community
- National program (HNT):
  - Interbranch measure on vine grape research program from 2021
  - Objectif: adaptation to the climate change





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Thank you for your attention!

