

Strengthening Geographical Indications – on-line Conference 2020

EMPOWERING PRODUCERS

**STRUCTURATION
OF COGNAC**

November 2020



BNIC
COGNAC
FRANCE

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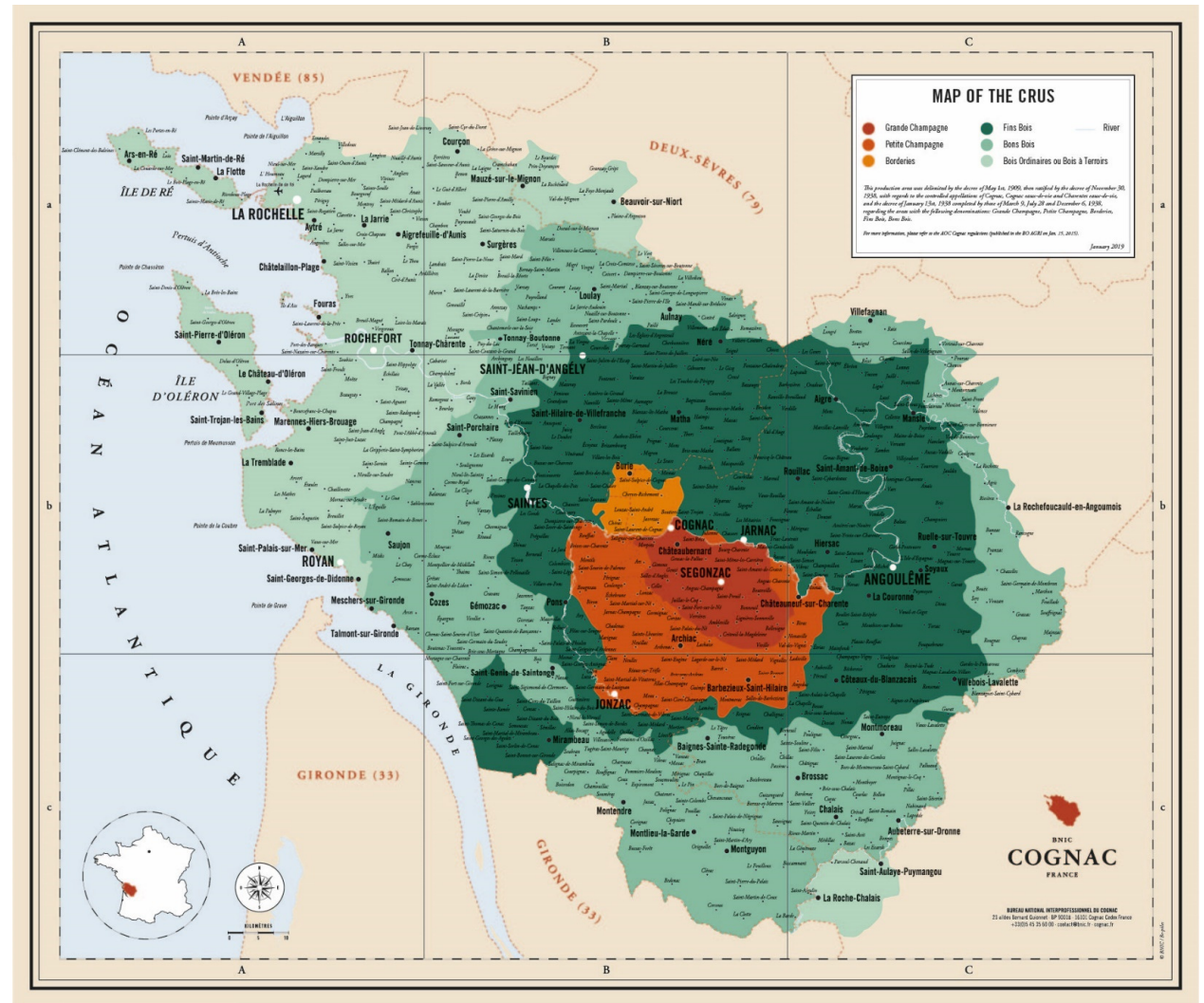
COGNAC: A UNIQUE
PRODUCT



Regulation (EU) n° 1308/2013
CMO



Grapes are harvested in the Cognac delimited area and made into wine.





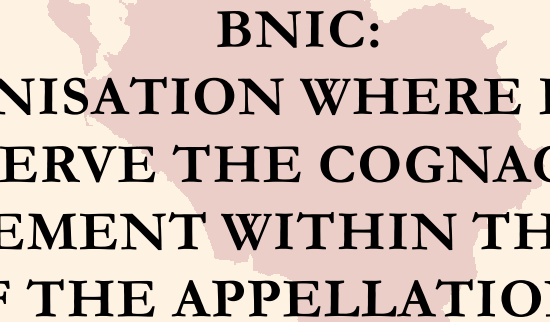
Wine spirit is aged at least
2 years in oak vessels

Wine is double distilled
in copper pot stills

Regulation EU 2019/787
Spirit drinks regulation

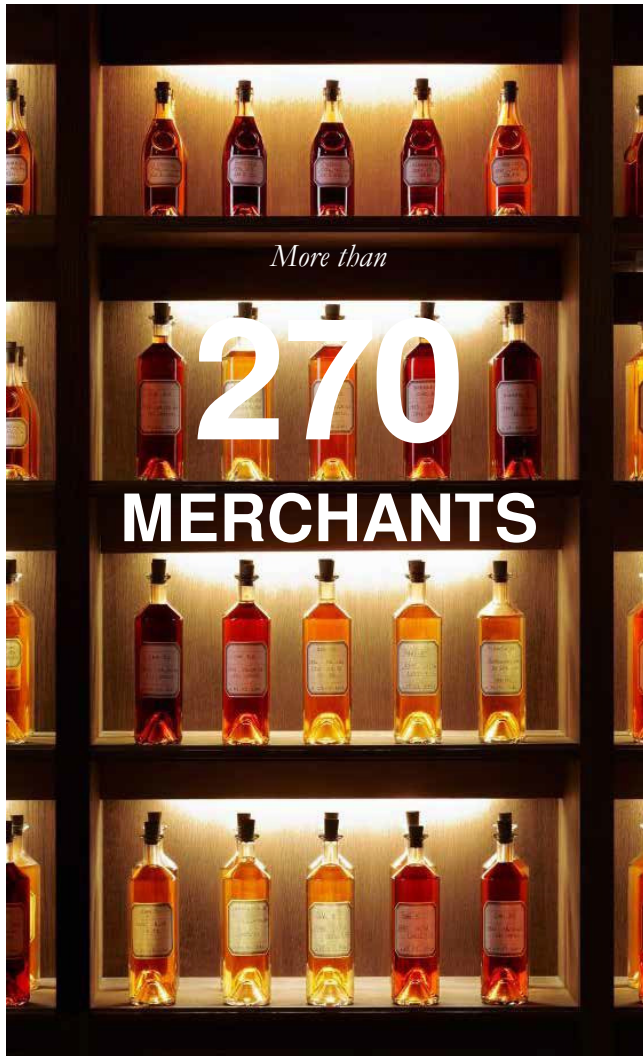


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BNIC:
**“AN ORGANISATION WHERE FORCES ARE
JOINED TO SERVE THE COGNAC ECONOMIC
DEVELOPPEMENT WITHIN THE RESPECT
OF THE APPELLATION”**





More than

270

MERCHANTS



Cognac operators

More than

4,300
WINEGROWERS



More than

120

**PROFESSIONAL
DISTILLERS**

1,165

**HOME
DISTILLERS**

BNIC

Missions

PUBLIC SERVICE MISSIONS

-1946-

On behalf of the DGDDI
(French customs)
Monitoring Cognac movements
Monitoring ageing registers
Issuing Cognac certificates

INTERBRANCH MISSIONS

-1989-

Understanding, defending, and promoting
the GI
Organizing production and responding
to market requirements
Facilitating market access
Implementing a Research
and Sustainable Development policy
Providing downstream quality control

MISSIONS OF THE DEFENSE AND MANAGEMENT BODY (DMB)

-2010-

Defending and managing the Cognac GI
Verifying compliance with Cognac GI specifications
Implementing a control plan



BNIC
Governance based on Parity

Union of wine growers (UGVC)
WINEGROWERS COLLEGE

Union of Trade houses (SMC)
Union of professional distillers
Union of wholesale trade
TRADE HOUSES COLLEGE

INTERBRANCH
The presidency alternates between
representatives of trade houses and winegrowers

DMB
Wine grower presidency

PLENARY ASSEMBLY
(17 + 17)

ASSEMBLY OF DELEGATES
(68 + 17)

STANDING COMMITTEE
(9 + 9)

DMB SECTION
(17 + 17)

COMMITTEES AND WORKING GROUPS

GI Development
Technical & sustainable development
Quality

Communication
Production Business Plan
Budget



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COGNAC: AN EXPORT-LED GROWTH



COGNAC SECTOR ECONOMY

An export-led growth

(between August 2019 and July 2020)

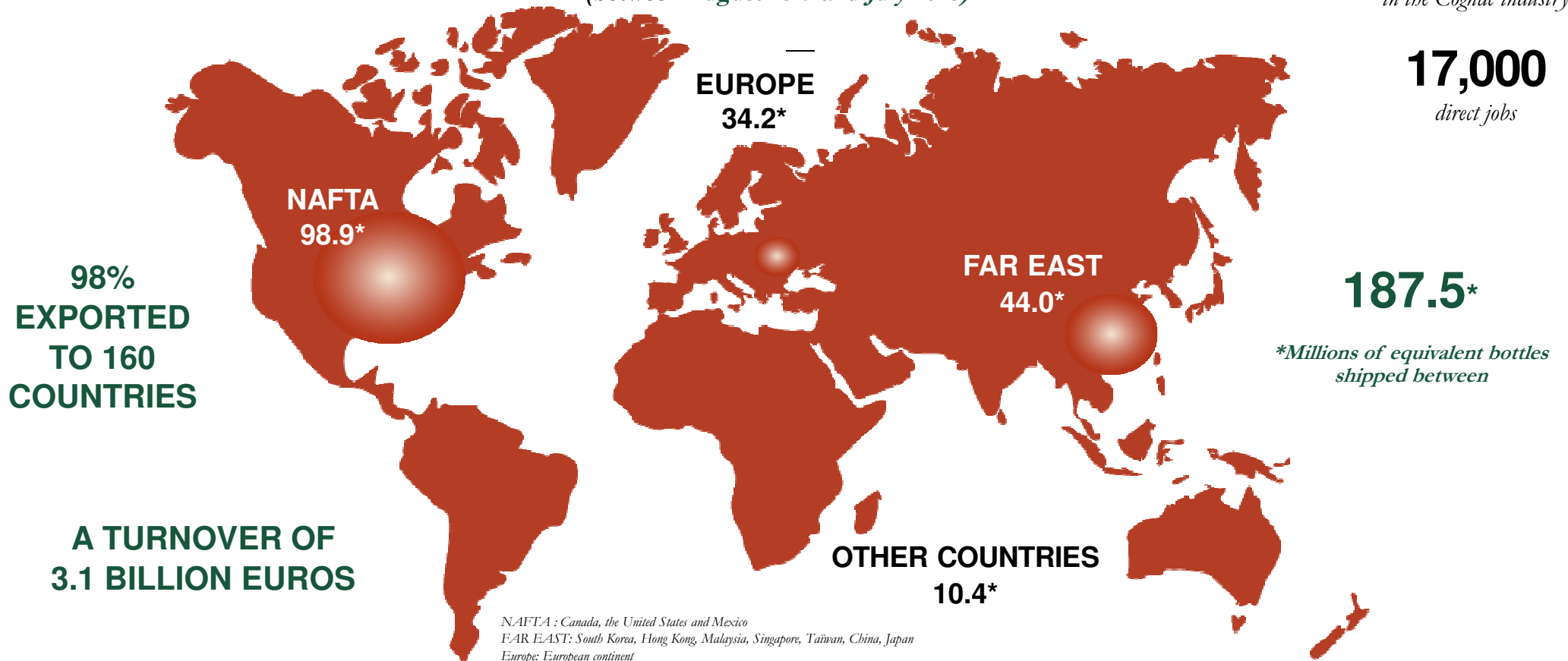
Rooted in a region

60,000

*people in France work
in the Cognac industry*

17,000

direct jobs



FOOD FOR THOUGHT

- ✓ Permanent dialog between production and trade
- ✓ Shared vision of the long term development of the GI within the whole chain
- ✓ Parity in the decision making process
- ✓ Appropriate financing by both production and trade
- ✓ Monitored production thanks to appropriate management tools
- ✓ Strict respect of product specifications and effective GI protection
- ✓ Strong brands promoting the category on the markets
- ✓ Good balance between costs of production and added value created
- ✓ Added value created all along the chain, with profits on the final markets resulting in local investments
- ✓ Responsible authorities acting more in support of the producers than in a coercive way

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