

**From:** [REDACTED] (AGRI)  
**To:** BURTSCHER Wolfgang (AGRI); [REDACTED] (AGRI); SCANNELL Michael (AGRI); [REDACTED] (AGRI); [REDACTED] (AGRI); [REDACTED] (SANTÉ)  
**Cc:** [REDACTED] (AGRI); [REDACTED] (AGRI); [REDACTED] (ASN); [REDACTED] (AGRI); [REDACTED] (AGRI); [REDACTED] (AGRI); [REDACTED] (AGRI); [REDACTED] (AGRI); [REDACTED] (DGT); [REDACTED] (AGRI)  
**Subject:** Flash report on meeting between CEEV and Unit G2 on 9 February 2021  
**Date:** mardi 9 février 2021 14:53:33

---

**Flash report on meeting between CEEV (Comité Européen des Entreprises Vins) and Unit G2 on 9 February 2021**

**Participants**

**CEEV**

[REDACTED]  
[REDACTED]

**Unit G2**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**POINTS RAISED BY CEEV**

1. The EU's Beating Cancer Plan and the related issue of wine labelling and health warning. What was planned in terms of legislative changes? FIC? CEEV board was favourable to being pro-active and constructive: G2 reply: Further meetings are planned together with DG SANTE to discuss the labelling issue with the wine sector. The self-regulation approach is not working. It is good that health warnings are now included in the debate. Coordination with what will happen in the CMO will have to be ensured. The idea is to front-load as much as possible on this issue in the ongoing process of the CMO review.
2. Wine promotion policy: G2 recalled that the 1<sup>st</sup> line of attack was the measure "information on the internal market" within the wine programmes that would be followed by the horizontal promotion and finally by the measure "wine promotion in third countries". Will happen sooner rather than later.
3. EU support from "New Generation fund" for the wine sector that is complaining a lot and requesting compensation: some questions would be addressed to the COM following feedback from certain ES regions according to which the wine sector was excluded from this RD support.  
The crisis distillation measure was not considered as being the best tool to address the crisis because it was seen by some producers as an outlet for wines of lower quality that would not have found its place on the market in any case. However crisis storage was very well perceived because it was injecting money in the sector at the right time.
4. Fresh money or no fresh money: G2 reply: No more money.

**TRILOGUES**

5. CEEV asked about timing and offered help. G2 reply: Difficult to know but obviously the COM would like the PT Pdcy to succeed in having an agreement on the whole package by the end of June. Com would continue to play its role of breaching gaps between the 2 co-legislators.

6. When would the new rules esp. on labelling, apply because the sector needed time to adapt: G2 reply: the transitional rules will ensure there is enough time to adapt and should also cover the situation of existing stocks labelled before the entry into force of the new legislation.
7. Planting authorisations': the 2045 compromise and the 2%: COM is against any prolongation. Making this system permanent is touching on fundamental rights. Whatever the result, it will be difficult to accept but will have to be very strongly and soundly justified. Could be challenged before the Court. The 2% figure is consistent with the COM's position at the time when this new authorisations' scheme was agreed.
8. De-alcoholised wines: G2 repeated the COM position which is very open, mentioned the flexible position of the EP and the reticence of the CSL. Landing zones were known. This was a market opportunity and a response to the health debate. Com would push for as much coverage as possible.

## **MARKET SITUATION RAISED BY G2**

G2 asked about the market situation and underlined that there were a lot of complaints unsubstantiated by facts, impact of tariffs on exports to the US had been exaggerated, beginning stocks were not particularly high. It seemed that, at the end of 2020, the EU wine market had been left untouched: CEEV reply: 2021 will be a remake of 2020. There is no hope that the situation will be back to normal in the autumn. FR 2020 export figures would be available by the end of the week. Negative impact of tariffs was being distributed along the supply chain.