



REPUBLIC OF BULGARIA
Executive Agency on Vine and Wine



Changes in the Bulgarian wine sector after the EU accession (experiences and challenges)





Bulgarian wine sector after the EU accession

- ☐ January 1st, 2007 – Bulgaria becomes a Member-state in the European Union (EU)
- ☐ Integration of the Bulgarian viticulture and winemaking to new market and restrictive measures
- ☐ Massive reform in the wine sector in order to be more sustainable :
 - Competitiveness (quality standards);
 - Balance between supply and demand;
 - Ensured health and consumer protection;
 - Technology deployment for conservation and sustainable development of the environment.





Executive Agency on Vine and Wine

- ☐ Established by the Wine and Spirit Drinks Act (WSDA) in force since 2000
- ☐ WSDA settles down the management and the control over production potential in accordance with the EU policy for strict control over planting new vines. WSDA is harmonized regarding authorized oenological practices and processes.
- ☐ State control body charged to carry out control over the respect of the requirements of the WSDA regarding the vine plantations, grapes designated for wine production, wine and products from wine and grape
- ☐ 9 regional offices
- ☐ 2 accredited tasting laboratories in Sofia and Plovdiv - The laboratories' activity is focused on physicochemical and microbiological analyses of wine, grape and wine products and spirit drinks





Restructuring and conversion of vineyards - a priority in the wine sector

- ☐ Purpose of the measure – enhance the competitiveness of the sector by improving the status and varieties' structure of the vineyard area;
- ☐ Mandatory access requirements to the measure – inventory communication with the European Commission (EC) for the Bulgarian production potential;
- ☐ Commission Decision of 4th April 2007 – recognition of the production potential of Bulgaria and access to support from EU;
- ☐ 1st August 2007 with Regulation (EC) № 922/2007, Bulgaria has a derogation until 15th October 2007 to be absorbed the allocations.





Implementation of the measure "Restructuring and conversion of vineyards"

- ❑ The budget for the financial 2006/2007 was **6 030 464** Euro for areas of 1918 hectares:
 - Annual investment projects for 3 active measures – “Building fences for the protection of wildlife”, “Construction of anti-erosion” and “Reconstruction of existing terraces”;
- ❑ The budget for the financial 2007/2008 was **18 044 087** Euro for eligible areas of 2403 hectares:
 - 12 activities with annual and multiannual investments by allowing them to be merged.





National Support Programme for the wine sector in Bulgaria 2008/2009 – 2013/2014

- ☐ Amendments to the law of the wine sector in the EU in 2008;
- ☐ A set of measures chosen by the Member State depending on the needs and regional particularities;
- ☐ Inclusion of three measures (out of 11) in the National Support Programme according to Regulation (EC) 479/2008:
 - Restructuring and conversion of vineyards;
 - Promotion in Third Countries;
 - Insurance;
- ☐ Total budget of the Programme till 2014 - **112 683 000** euro





Measure „Promotion in Third Countries”

Objectives:

- ☐ Increasing familiarity and consumer interest in the Bulgarian quality, regional and table wines with an indication of variety and harvest;
- ☐ Building a positive image of Bulgarian quality wines and enforcement of Bulgarian origin and trademarks as a well-known and sought by consumers in third countries;
- ☐ Promoting the trade and regional quality Bulgarian wines in the markets of third countries through engagement efforts and attention of key market players (market-traders, hotel chains, tourist attractions, etc.)





Measure „Insurance”

Objectives:

- ☐ Providing prevention for winemakers against the occurrence of losses due to events beyond the control of human intervention and for which manufacturers could not defend themselves regardless the degree of anticipation.
- ☐ Increasing the economic security of the activities associated with the production of wine grapes





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THANK YOU!





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ANY QUESTIONS?

