

September 2007

## Editorial

*The production of the hundredth issue is an opportunity to celebrate an anniversary.*

*Countryside is ten years old, and at the hand of its many contributors it has never ceased sending out strong messages about the positive role of local stakeholders - landowners, manufacturers, managers of sensitive zones - through addressing the different European policies. It also invites these stakeholders to act more efficiently.*

*The CAP reforms, major environmental strategies, the multifunctional forest, Natura 2000, water, air and soil, renewable energies and new technologies have become part of daily life and will continue to be. During its lifetime Countryside has paid attention to society's demands, its environmental aspirations and its socio-economic needs.*

*It is the voice of ELO which today is a modern, green, socio-economic NGO. It proposes, reflects and adopts a holistic approach, taking into account the interests of all of society, both the need for high-quality products and non-commercial services as well as the reduction of its ecological footprint.*

*For example, the Congress of Friends of the Countryside in June 2007 in Evora was dubbed 'carbon free'. The Carbon Zero foundation evaluated the carbon emissions rate of organising the congress and the induced emissions (transport, bus, plane etc). The quantity of CO<sub>2</sub> emitted was compensated for by planting a plot of cork oaks, an indigenous Portuguese species. The objective for the next major anniversary of our magazine will be to produce a 'carbon-free' magazine by applying the same approach, through planting new forest plots.*

Thierry de l'ESCAILLE

## Free market wine reform



**T**he reform proposal of the common wine market, formalized just days ago by the European Commission, aims for a substantial ordering of a sector of relative importance for Europe. ▶

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## CountrySide

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There is a double objective: on one hand, it is an attempt to balance internal European production, aiming for quality, its true strong point; and on the other hand it is hoped to raise the competitiveness of European wine in the world market, with the objective of recuperating the shares lost in the last years to the production of emerging countries.

Obviously, the proposed methods do not uniformly satisfy all of the producing countries, principally France, Germany and Eastern countries; but furthermore national labour organisations of these "favoured" countries here have expressed numerous reservations. One of the main sources of discussion is the distribution of funds, equal to approximately 1.23 million Euros per year until 2014. France in particular pleads a change in the chosen distribution criteria, which is based principally on historic data, for new criteria that would give in turn more clout to surface data structures and average production.

Other elements that may surprise are the deregulation of the rights of implantation of 2014, the elimination of distillations in crisis, the preservation of the prohibition of sugared wines and the new method that seeks to centralize the denominations of origin to the European Union. In any case, the underlying opinion of the proposed reform continues to be positive.

In order to better understand the scope of the "wine market" problem, it is helpful to examine a few essential statistics, all of which concern the year 2005. Above all European wine production clearly dominates world

production, representing approximately 67.1%; followed by American production with 19% and finally the other continents making up individually varying percentages between 3.6% and 5.4% of the production.

Another element that stands out is represented by global vine harvestable surface and its role in the last years: approximately 60% of the harvestable surface in the world is located in Europe, including the former USSR; 22% is found in Asia in its larger part, but is not allotted to wine production and the rest of the 18% is split between the other 3 continents, with approximately 12% found in the Americas.

In the last 5 years the evolution of the wine harvestable surface has been characterized by a loss in the extension of European vineyards, complimented by a significant increase in the vineyards of other continents, particularly until to the end of 2001 by the United States and since then by the Asian continent, principally China. In 2005 the world's harvestable surface area should have reached 7,943,000 hectares at which it wouldn't have approached the 2002 and 2003 record levels of 7,955,00 hectares.

In the interior of the harvestable surface area, the phenomenon of restructuring vineyards acquires great relevance, particularly meaningful in the environment of Europe at 25. In total, European vineyards have reduced somewhere near 150,000 hectares. The new proposal for the OCM Wine forecasts a further reduction of 200,000 hectares of European vineyards in the next 5 years. Keeping in mind evolution over time and recent





changes in tendencies, one can estimate that by the year 2010 world vineyards could approach 8 million hectares, that is to say, 57,000 more than today, with an estimated global production close to 300 million hectolitres.

World consumption and international trade are of great importance in obtaining an accurate appraisal of the wine market. World consumption which in the 70's had reached 286 million hectolitres later reduced sharply in the 80's and 90's to as little as 224 million hectolitres, only to later recuperate gradually from '96 on to reach 236 million hectolitres in 2005. Some 67.4% of commercial wine is consumed in Europe, 20.5% in America, 7% in Asia and the rest of the 4-5% is consumed in other continents. This tendency over time leads to an estimated consumption of wine in 2010 between 239 and 255 hectolitres.

With respect to the changes in international trade, from the point of view of imports, Europe continues to be the lead continent wine importer,

with approximately ¾ of the world's imports, followed by America with 15.4%, Asia with 3.9%, Africa with 3.1% and Oceania with the remaining 0.9%. Between individual importing countries, Germany occupies first place, followed by the United Kingdom, the United States and France. Russian imports are found to be continually increasing.

On the other hand, with respect to exports, Europe always comes in first place with 73.1%, followed by America with 12.6%, Oceania with 9.6%, Africa with 4.4% and finally Asia. The data of Oceania's exports (9.6%) given in contrast to its imports (0.9%) is quite significant. Europe's contributions to world exports have been decreasing since 1980 up to today, while those of Oceania and Africa have resulted in a clear increase. In the EU, Italy, Spain and France are the main exporting countries with market shares of absolute world relevance. Italy in particular is registering an increase of great importance and in 2005 alone the worth of its exports increased 5.8% from 2004, and has reached 18 million hectolitres or the equivalent of 1.9 million hectolitres more than the previous year.

This is important information with respect to the wine market. But when dealing with winemaking surely another "product" to great importance of the vineyard cannot be forgotten: the atmosphere and the landscape. Areas of great winemaking vocation always include great beauty and are an irresistible attraction for those who love to visit the estates, to taste excellent vintages and often to find a character unique to the world. These generate each day more fruitful sources for a myriad of tourist enterprises, hoteliers, merchants, restaurants, artisans, cultural centres

of all kinds, which in the same flux of tourists find a new way of life.

Since wine is the result of excellence that most embodies the tradition, the mentality, the culture and the art of a land, it is precisely the link between the wine and the land that becomes a fundamental element for a new development of an entire rural community.

Oftentimes the same vineyard constitutes an essential factor that characterizes the whole region: the endless pursuit of refined bottles by the orderly ranks turns into the true unifying element between isolated mansions, antiquated abbeys, towered castles, white earthen streets and dark oak forests.

When Europe proposes to optimize its own winemaking, it seeks on one hand to improve its future and to develop its competitive nature in the world markets, but on the other hand there is pressure to protect and esteem a truly unique and absolutely irreplaceable environment.

■ Leonardo FASSATI





## EUROPEAN HISTORIC HOUSES (UEHHA)

### Vineyards and the landscape

**W**ine has always been considered to be a miracle of nature since the vine (*vitis vinifera*) was cultivated in the region between India and the Mediterranean about 8,000 years ago. The lime soil and dry climate which suit the vine shoots seem the very opposite of this nectar which has no equal in any product made by Man. With their rainy springs, torrid summers and sunny autumns, the banks of the Mediterranean have long been the idea place for the civilization of the vine. The Greeks and the Romans got it right. Together with oil (which allowed food to be cooked in ancient times) the trade in wine was the basis for major international commerce.



© E. MIKOSZ

Since Neolithic times farmers have cleared vast areas and slowly leveled the hills and valleys left by the last ice age. But the wine producers did more to shape their landscapes than anywhere else. The (very gradual) fall of the Roman Empire began to be felt from the 7th century when the Arab invasions broke the ancient trade routes. The new self-sufficiency of our regions led to the emergence of local food crops. Slowly and by taking gentle sips the monks revived the vine as a crop. With the increase of the population in the 10th century the streams and rivers were sometimes not as clear as they might have been. Manure ran in the springs and things were made worse by feudal lords poisoning their enemy's water in the event of a siege. As for the towns, cobbled together through improvisation, they were sorely lacking in hygiene. Beer was initially intended to refresh the throats of people eager to avoid bacteria. Then the use of communion wine and the creation of the great abbeys completely changed peoples' habits.

This is how other regions of Europe such as la Mancha, Bordeaux, Burgundy, Tokay or the banks of the Rhine discovered their surprise vocation. *Nunc est bibendum*. The physiognomy of Europe changed. From the 19th century onwards other regions, benefiting from identical conditions – California, South Africa, New Zealand or in a return to its origins the Black Sea

coast – began to produce wines which were to compete with the vintages on the old continent.... at least in the supermarket.

Human activity has always shaped the landscape. The forests have been replanted and like the famous beech forest of Soignes, provide raw material today for barrels as big as the crypt of Gargantua<sup>1</sup>.

We know how important church institutions became after Saint Benoît and Saint Bernard de Clairvaux - a true 'manager' of 12th century Europe. Organised in communities and much more educated than their contemporaries, together the monks formed one of history's first multinational organisations.

<sup>1</sup> Ref to 'Gargantua et Pantagruel', Renaissance myth by François RABELAIS.

EUROPEAN HISTORIC HOUSES (UEHHA)

Every abbey was a Silicon Valley of sorts. We need only to read the writings of Hildegard von Bingen, another superwoman of the 12th century, to realize that these religious centres were lighthouses of modernity. When Saint Bernard died in 1153, he was already the inspiration behind the building of three hundred and twenty-two monasteries, mainly in Burgundy from where this great reformer hailed. Their architecture was futuristic for the period and their environment marked by the presence of a well planted, structured and maintained vineyard. Thanks to rational management of the estate and the creation of high quality storehouses, wine production boomed. The abbey's wine was naturally used for purposes other than holy communion. In the 18th century a Benedictine monk, Dom Perignon, made the wine of Champagne what it is today.

Rather like the tea plantations in the south of India, the vineyards with their vivid green expanses have transformed the regions they dominate. Often grown on terraces to benefit from the sunshine on well-exposed hillsides, or converging towards a château reminiscent of a humble temple to the cult of Bacchus, they order Nature and turn it into a garden. Immense valleys such as those in the Moselle, Rhine, Valais or the Elbe have changed in appearance over the centuries. Where dark pines and wild vegetation once grew there is now a carefully manicured carpet with a weave which announces the harvest. The surrounding villages have changed their location and lay-out to allow the land to breathe easily. As Baudelaire said, the lovely light of Autumn, when the leaves turn yellow on the vine and give the landscape a golden glow, spreads luxury, calm and voluptuousness all around. Old Europe is the daughter of the vine.



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Given the economic role wine plays today, the vineyard is not about to die out. Farming in our regions would disappear if it was exposed to world competition with no protection. But the know-how of our wine producers and our storehouse managers maintains the supremacy of the great vintages, even if the whole world has now a stake in the trade. This civilization which goes back to the Middle Ages can therefore protect the regions where it thrives and preserve them from the aggressive urbanization of our age. The vine is of course fragile (the phylloxera epidemic of 1867 is a sad example) but its shoots and bunches of fruit possess gifts which charm both the heart of the artist and the bon viveur. Climate change is slowly pushing the vine northwards. Of course in warmer periods (in the 18th century for example) wine was produced even in the Baltic. Perhaps this slow slippage signifies the future of our landscapes and of Nature herself.

■ Olivier de TRAZEGNIES

Read more in the special issue that Europa Nostra produced on 'Europe of the Vine' in 2003, and in particular the interesting article by Carlos FALCÓ, the marquis of Griaón: Vineyards, landscapes and architecture in Europe.

**A word from the president**

What should we do with our historic landscapes shaped by man over time? Should we replace the doomed 200,000 hectares of vines across Europe with maize or colza for energy purposes? This may unsettle certain economic balances, and above all totally transform historic landscapes of an exceptional quality. Should we keep these landscapes as the rules of classification stipulate or allow those that work them to reallocate them to other crops in order to promote sustainable development? Today it is the public authorities who decide to allocate land, often losing sight of the economic aspects, and this can lead to disastrous situations.

The same applies to any historic entity, since the best means of conservation is to allow it to maintain an economic function while respecting its authenticity and its historical and cultural character. The role of private landowners is vital in the conservation of our heritage, and they must be supported in this task by a favourable legal and financial environment, both at a national, regional and European level.

■ Ghislain d'URSEL

**FRIENDS OF THE COUNTRYSIDE**

## FCS' Xth Annual Congress in Evora – a carbon free congress

In his welcome speech the President of the Mediterranean Forest Union (UNAC), Jose Miguel LUPI-CAETANO, emphasised the importance of a European relationship between rural landowners, in order to defend private property rights and safeguard the economic value of exploitation. The ELO and FCS network plays a vital role of enabling landowners to speak with one voice in promoting property rights and private initiative. As noted by Edouardo OLIVIERA e SOUSA, President of ANPC, Portugal is the only western European country still undergoing the process of restitution.



E. OLIVIERA e SOUSA, G. VISCONTI,  
T. de L'ESCAILLE, J-M LUPI-CAETANO

The status of landownership is important in the process of rebuilding society, and should be promoted and defended. At a time when land use offers solutions to two of society's major concerns, namely climate change and food scarcity, the rural world should be provided with incentives in its efforts to meet these challenges. The environmental services which are provided by land managers are public goods from private lands, and benefit the

general interest (a point made by Giuseppe VISCONTI, President of FCS). Jose Miguel LUPI-CAETANO considered the consequences of restrictions and obligations imposed upon rural landowners in the absence of public financial support. On the one hand such measures stifle private initiative; on the other they do not guarantee the capital necessary to sustain these territories. The result will be the bankruptcy of the European rural territory, transforming it into an abandoned territory, useless for man, and subject to all the risks inherent in the lack of human management (soil erosion, forest fires...).

Following the formal part of the Congress, FCS then heard from Prof. Raul ROSADO-FERNANDES, who spoke on landownership, making an interesting digression on Portuguese history as well as surveying the land

consolidation problem which exists in Portugal today.

Cork together with cork-oak forest (montado, of which 32% of the worldwide area is found in Portugal) was a key theme of the General Assembly. Dr António AMORIM, the President of APCOR, presented the evolution and characterisation of the cork sector (which employs about 15,000 workers), the importance of the natural cork stopper, what the industry is currently doing, and the perspectives for the future.

Cork is an environmentally friendly material. The trees from which the bark is stripped (around every 9 years) are never cut down during their 170 to 200-year life span; and the continued viability of cork production is dependent upon good forest management (targeting, for example, the re-nurturing of the soil). It is encouraging to



FRIENDS OF THE COUNTRYSIDE



note therefore that cork producers and manufacturers are in favour of the Code of Good Cork practices and FSC Certification, and ready to pay more for certified raw material. Secondly, the biodiversity benefits from cork oak forestry should not be forgotten. Cork is produced in rich, complex, stable ecosystems, such that in Portugal 146,000 hectares of cork-oak forestry are in Natura 2000 areas.

Nuno CALADO, Secretary General of UNAC, highlighted the role of cork-oak forest in mitigating climate change. He presented CarbonZero (a voluntary market instrument which enables citizens and companies to quantify their carbon emissions and compensate them through the co-financing of indigenous forest areas in Portugal), explaining that the FCS 2007 General Assembly is a carbon zero event, since the GHG emissions will be offset through the sequestration of an equivalent amount of CO<sub>2</sub> in a new indigenous forest area in Portugal.

**During the congress, the partners of Friends went on the Route of the Frescoes**

Seeing selected examples of mural paintings dating from the 15<sup>th</sup> to 19<sup>th</sup> centuries in chapels and churches.

In the afternoon, following the formal part of the General Assembly, Friends visited Évora and its surroundings. There was a walking tour of the historic centre of the city (listed as a UNESCO world heritage site due to its historical significance), as well as visits to the Eugénio de ALMEIDA Foundation (where Aduga da Cartuxa wine is produced), the Vila Viçosa palace and hunting estate, and a cork-producing factory at Coruche.

The next day was spent visiting private estates whose activities enhance the value of the countryside: the Coudelaria de Alter, the Herdades do Monte Nove, Conqueiro e Marcolos, the Herdade do Freixo do meio, the Herdade da Ravasqueira, Zambujal, the Herdade do Pinheiro, and the Herdade do Pedrogao.

The common themes for the visits were cork forestry and sustainable hunting. A number of the estates were Natura 2000 sites, including a previous winner of the Anders WALL award, as well as an estate where roe-deer (previously locally-extinct) had been reintroduced.

The economic activities of the estates also included fish-farming, the production of olives and olive-oil,

wine, honey, besides the rearing of Alentejano black pigs, black cattle for bull-fighting, and Lusitano horses. Also of interest were diversifications into eco-tourism (bird-watching) and oeno-tourism (wine-tasting and a restaurant). In addition, Friends had the opportunity to visit an irrigation network (the Alqeva water project).

To conclude the tours, a dinner was held for Friends at the Herdade do Pedrogao, with a demonstration by *campinos* (local bull-herders) of the art of horsemen leading a bull.

■ Rowley MERRICKS



## IN BRIEF

## Responsible forest governance and the beverage carton sector

**W**orldwide commitment on wood traceability welcomed by European Commissioners and members of the Parliament (MEPs)



Chief executives of the world's three leading beverage carton manufacturers have announced details of a unilateral commitment they are making to help improve forest governance globally.

The voluntary initiative on wood traceability, launched by companies representing 80% of the sector's worldwide turnover, was supported by European Environment Commissioner Stravros DIMAS and Commission Vice-President Günter VERHEUGEN. The executives also met MEP Lena EK and MEPs active in climate change and forest governance, as well as WWF, a leading environmental NGO, all offering their support for the initiative.

The companies taking the initiative are Tetra Pak, SIG Combibloc and Elopak, all members of the Alliance for Beverage Cartons and the Environment (ACE). They have committed to a system to ensure within 10 years all wood fibres used in beverage cartons can be traced back to legal and acceptable sources

in their forest of origin. The industry's requirements of paperboard are estimated at 2 millions tonnes annually.

### Good business, good policy

"Our Commitment is as much about good business as good policy", comments Dennis JÖNSSON, Tetra Pak's CEO. "With beverage cartons made of some 75% from wood fibre, a naturally renewable resource, we need to secure long-term supplies. We have a vested interest in responsible management of the forests where our products are ultimately sourced", he says.

"What is important", according to Rolf-Dieter RADEMACHER, CEO of SIG Combibloc "is that our commitment not only covers European suppliers, but that it applies to all our board suppliers worldwide. By this, we will be able to show how the value chain of an entire sector can work together to meet important policy

goals and broader goals of society", he says.

Another priority is to ensure that all players in the sector follow the lead given by ACE member companies. "We need a level playing field and fair competition", says Niels Petter WRIGHT, Elopak's CEO. "Certified traceability systems mean promoting responsible forestry practices in the world's most vulnerable regions", he stresses.

### Certified wood traceability systems and climate change

In addition, underlines Mr. JÖNSSON, "managing forests responsibly will enhance their natural mitigating effect on climate change and global warming. An important part of responsible forest management is independently certified wood traceability".

Key to the credibility of the system is the independence of the certification using chain-of-custody standards. These standards are those set by the Forest Stewardship Council (FSC), the Programme for the Endorsement of Forest Certification Schemes (PEFC), or equivalent schemes.

For further details on the Commitment, and its full text, go to [www.beveragecarton.eu](http://www.beveragecarton.eu)

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Working with Nature



## Joint position paper on Plant Protection Products

In September 2007 the EP will vote in Plenary session on the topic PPPs, namely on a revision proposal of Directive 91/414. The ELO and NFU have decided to join their efforts to raise awareness amongst MEPs before voting.



© T. de DORLODOT

The primary function of the rural world is to feed an ever growing population. This has been made possible thanks to the development of new technology including plant protection products (PPPs). The XXIst Century sees the development of another crucial function which will help to reduce energy dependency on fossil fuels: the production of fossil fuel alternatives. Future generations of land managers will thus face an enormous challenge. To that end, they need to have the means to carry out their tasks, while making sure that fulfilling these vital needs will not adversely affect biodiversity. Modern farming is hence inextricably linked to environmental protection and the enhancement of local economies and communities. Farmers, landowners and rural businesses are responsible stewards of their land, strongly convinced that business, social and environmental performances are mutually dependent.

### The Sustainable Use of Pesticides Regulation

In 2006, the Commission presented a proposal on future EU pesticide policy. This regulation aims to address the human health and environmental threats posed by the use of pesticides, whilst maintaining crop productivity. The initial

proposals centred on each country developing a National Action Plan that would allow existing measures, including voluntary measures in place in each member state to be utilised. However, amendments accepted by the Environment Committee go way beyond this and call for EU wide targets for reduction in pesticide usage (25% in 5 years and 50% in 10 years). These targets are not scientifically based, would seriously harm the competitiveness of EU Agriculture and reduce food supply. Farmers and landowners must be left with options to produce food and fuel crops.

### The 91/414 Replacement

The ELO and the UK farming unions aim to ensure that the **proposed revision of the 91/414/EEC Directive will maintain a high level of protection for health and the environment** and promote sustainability through proper scientifically based risk assessment, and not hazard based cut-off criteria. It should not lead to a radical reduction in the use of PPPs which would adversely affect the activities of land users. It should ensure **proper controls of parallel products and guard against the traffic of dangerous imitations**, and ensure competitiveness as well as harmonisation of authorisation where possible. It should also encourage **innovation** together with Intellectual Property Protection of data and a rapid evaluation of safer new products.

In addition, there should be **flexibility** allowed to member states to adapt individual measures to local

ELO and the UK farming unions support the use of products that increase the output from existing farmland. This contributes to sustainable agriculture by reducing the need to convert further semi-natural habitats for agricultural purposes. New products are highly tested to ensure safety and are used in combination with appropriate cultivation techniques such as conservation tillage or use of environment-friendly machinery. We believe that PPPs play a major role in ensuring high yields and help to keep food at affordable prices.

conditions and practices without compromising the end result. The current approach is based on the strict application of environmental criteria. ELO and the UK farming unions **condemn the current trend to "delist"** certain active substances without satisfactory alternatives. This creates a risk for our members who face serious availability problems for certain categories of PPPs (e.g. insecticides) and is likely to cause **a distortion of competition** at a global level. We are carefully following this process to best protect the interests of our members.

■ Cecile BONINO



## EUROFORENET

## An example of good practice in harnessing forestry resources and in producing energy locally in Europe

**E**UROFORENET, led by the European consortium ELO-FECOF-IFFC, with the support of the Directorate General for the Environment of the European Commission, identifies good practice in harnessing forestry resources in private and/or local authority forests with the intention of producing renewable energy locally. Among these examples the case of the *Magnifica Communita de Fiemme – MCF* – in Italy was chosen, mainly because it has achieved its ambitious energy objectives.



22 % of its heat requirements come from wood resources, 2% of which are forest residue, 13% sawmill waste and 7 % wood collected traditionally by the local population. In order to cover some of the remaining percentage, several photovoltaic power stations, wind farms and solar panel projects are currently being developed.

MCF is located in the Fiemme Valley in Northern Italy. Its territory covers 11 villages with a total of 21,000 inhabitants, over an area of 46,000 hectares. The use of wood for heating is an ancient tradition in this valley. However over the last few decades wood consumption has dropped because of the constant use of oil resources and the desire to improve the quality of life. But increased environmental awareness and the rise in oil prices have reversed this trend in recent years. Attention is being focused

on the use of local resources, this time supported by the availability of new technology. The profitability of wood as a raw material led the managers of MCF to consider the harvesting, processing and consumption of low-value wood.

- Residues from forest work, sawmill rejects (split wood, crowns and stumps), trees damaged by weather conditions and wood collected in the forest (private and public) by the local population (clearing and first thinning) are **supply sources for MCF**. However, branches are left in the forest in order to conserve the fertility and the soil functions in the long term, and because of the high cost of processing them and their low technical quality.
- To transform the wood into woodchip, MCF acquired a crusher assembled on a lorry. This enables it to crush its own wood, purchasing forest residue from private foresters and selling the woodchip to the valley's heating units, thus becoming an indispensable intermediary and a pillar of local rural development. Structural flexibility and independence are two conditions necessary for this processing unit to function efficiently. In total 31,500 ACMs (apparent cubic metres) were produced in 2006.

- With regard to heat production and supply, a collective heating unit "Bioenergia Fiemme" is responsible for supplying the valley's largest community with heat. This unit produces 32 Mwh annually, 80% of which comes from wood-energy. MCF owns 10% of its capital while 70% is owned by local sawmills and banks, the power station's construction company and a number of private individuals.

Once again, this example illustrates the will and determination of a community to equip itself with efficient energy systems using natural resources in order to become energy self-sufficient and ensure security of supply. This example will be an inspiration for many other projects since it is profitable, innovative and environmentally-friendly. For more information on this case study, either contact us or consult: [www.euroforenet.eu](http://www.euroforenet.eu) .

■ Robin du PARC



YOUNG FRIENDS OF THE COUNTRYSIDE

## Managing a wine-growing property

**T**his article is taken from interviews with Messrs François and Etienne CORDONNIER, young landowners of Château Béard saint Emilion Grand Cru and Messrs Jean-Benoît and Michel de CHABANNES, young landowners in Brouilly.



As for European aid, this is mainly granted to table wines, i.e. those which have not been classified by the wine CMO as 'quality wine produced in a specific region'. The premiums and aids encourage grubbing up of vines, distillation and wine enrichment.

Finally concerning inheritance tax on wine estates, in France the tax on wealth and inheritance tax can be reduced under certain very precise conditions. Otherwise rates are the same type as those applying to SMEs since most of these farms are small businesses.

■ Anne-Charlotte  
HERMANN de CHABANNES

As far as marketing is concerned, all methods exist, from direct sale to sales via agents or a combination of the two, and today sales are even possible over the internet (eBay or Château Online in particular). In the case of Bordeaux wines there is a separate phenomenon in the marketing of 'en primeur' wines. 'En primeurs' are a sort of pre-sale of the previous year's wine that the customer will only get the year afterwards at the earliest. This begins in spring and closes in general at the end of June, every producer fixing his own dates. It means the producer gets funds earlier than the delivery date which is sometimes much later. The 'en primeur/direct sales' breakdown is fixed by the manager.

How to stimulate sales and publicize their wine is the ongoing problem faced by producers, especially with competition from new producer countries and the opening up of the European wine market since the 1995 Uruguay Round. Registration of the vine variety provides an international reference and situates the wine on the market, but this is not enough. The wine packaging and style need modernizing to attract buyers. An essential role is played in this area by wine syndicates with their publicity campaigns and grubbing up plans, on a scale the producer alone would be unable to achieve (with the exception of very large groups).

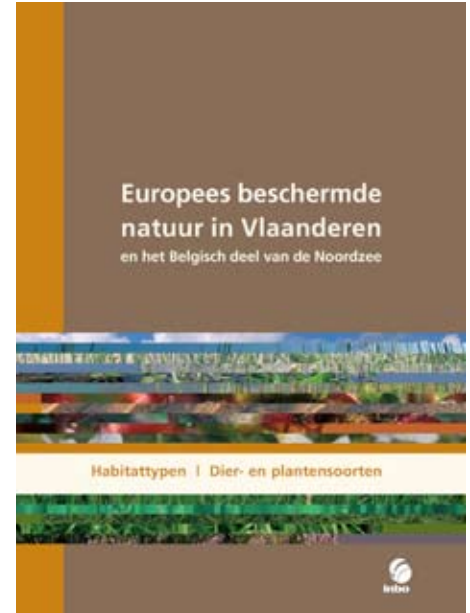
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**BOOK OF THE MONTH**

## “Europees beschermde natuur in Vlaanderen en het Belgisch deel van de Noordzee” - INBO

**I**NBO (Instituut voor Natuur- en Bosonderzoek) has produced an illustrated volume of photographs of zones in Flanders protected by the European Habitats-Birds directives. Much still remains to be done in Flanders to comply with the European directives; INBO hopes that this book will serve as a tool towards finding better environmental solutions in Flanders and contributing to a more positive report to Europe in 6 years' time. The book is available in bookshops so that it may reach the general public. INBO methodically describes 49 types of habitats, 58 species listed in the Habitats directive and 94 species found in the Birds directive. In Flanders and on the Belgian coast ; 205,000 hectares in both well and little-known areas have been designated by Europe due to their flora, fauna and specific habitats of ‘community’ interest.



These zones make up the ‘Natura 2000’ network. INBO underlines its demands regarding the quality of the environment and management and tackles the threats posed by fragmentation, conditioning, draining, acidification and inappropriate management.

According to recent analyses by INBO, it appears that most of the habitats and species protected by the European directives in Flanders are in a bad state of conservation. This sends a strong message and proves that certain measures may become

necessary. It is also important for people and organisations in charge of protected zones to gain a greater a havenness.

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## Diary Dates 2007

**25th -27th September, Ireland**  
National Ploughman’s Competition  
– with the participation of EC DG Environment and an ELO stand.  
Address: Annaharvey  
Farm, Tullamore, Co Offaly.  
[www.npa.ie](http://www.npa.ie)

**4th -5th October, Brussels and Antwerp**  
Delta Closure Conference,  
“Is it possible to balance ports and nature?”  
[www.newdelta.org](http://www.newdelta.org)

**8th -11th October, Brussels**  
“Making it possible- regions delivering growth and jobs”, as part of the Week of Regions, Cities and Open Days, organized by the Committee of the Regions.

[http://ec.europa.eu/regional\\_policy/conferences/od2007/index.cfm](http://ec.europa.eu/regional_policy/conferences/od2007/index.cfm)

**10th October, Belgrade**  
6th ministerial conference ‘Environment for Europe’, with the participation of ELO in the round table on biodiversity.  
[www.unece.org](http://www.unece.org)

**10th -12th October, Beja (Portugal)**  
An appointment for Europe: energy for development 2007  
[http://ec.europa.eu/regional\\_policy/events\\_web/](http://ec.europa.eu/regional_policy/events_web/)

**29th -31st October, Barcelona**  
Conference - ‘Aquatic

Efficiency- an integrated approach to support the sustainable use of water’.  
[www.iqpc.es](http://www.iqpc.es)

**20th November, Brussels**  
EUROFORENET conference – to conclude the project, co-organised by ELO, FECOF, IFFC with the support of EC DG Environment.

**28th November, Brussels**  
Natura Networking Programme (NNP) conference – to conclude the project, co-organised by ELO, EUROPARC and EUROSITE with the support of EC-DG Environment



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