

The top topic at ProWein 2024: sustainability

International initiatives will fly their flags:

- **International Wineries for Climate Action (IWCA)**
- **Sustainable Wine Roundtable (SWR)**
- **Future-proof wines: “Zukunftsweine”**
- **Organic wine associations & special show Organic World**

Sustainability has been one of the mega topics at ProWein for many years. At ProWein 2024 from 10 to 12 March this important theme will feature even more prominently now – thereby reflecting one of the key market trends. First and foremost are the internationally active associations and initiatives such as Bioland, Demeter, Ecovin, Fair'n Green, Respekt Biodyn and Vignerons de Nature. Not forgetting the Organic World in Hall 4 (A23 – A30). For years these associations and their members have also been represented at ProWein driving the top issue of sustainability vigorously.

Premiere for “International Wineries for Climate Action”

Two leading international NGOs will also be taking part in the No. 1 trade fair in Düsseldorf: “International Wineries for Climate Action” (IWCA) will be represented for the first time at ProWein. IWCA is an alliance of nearly 50 leading wine producing companies, and 139 Wineries from all over the world; it's co-founders are the Torres Family (Spain) and Jackson Family Wines (California, USA).

The central goal of the NGO formed in 2019 is the reduction of carbon emissions and development of a global decarbonisation standard. The IWCA Certification is already acknowledged the



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world over today and a substantial contribution to reducing the carbon footprint. What's more: as the first representative of the wine and agriculture industry, IWCA supports "Race to Zero" – a global campaign initiated by the United Nations to encourage companies, cities, regions and investors to commit themselves to a healthy, resilient and carbon-free upswing, to create decent jobs and to allow integrative, sustainable growth. "We are very proud to be able to support this eminently important industry initiative as a partner and friend thereby making our contribution to the decarbonisation of the wine sector," says a delighted Peter Schmitz, Director of ProWein, commenting this cooperation.

The central topic will, of course, be decarbonisation, demonstrated hands-on by a tasting of international wines that all comply with the IWCA standard. A range of top, low-emission wines, from IWCA member across the globe, will be on taste throughout the ProWein 2024, as well as an engaging programme of discussion groups designed to explain crucial aspects in this area, such as regenerative viticulture and creating emission reduction road maps for individual wineries.

Charlotte Hey, Executive Director of IWCA said, "IWCA's presence at ProWein 2024 is a great step forward for our organization and we are delighted to be working with the fair build awareness around our certification and the wine industry's need to work together to reduce its carbon emissions towards Net Zero."

"Sustainable Wine Roundtable": focusing on the complete value chain

The second NGO taking part in the no. 1 trade fair is the "Sustainable Wine Roundtable" (SWR), featuring at ProWein for the second time now. Established two years ago, SWR counts over 70 members from throughout the world, who cover the complete value chain from production and distribution & wholesale/retail to logistics and research – which is the USP of this



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NGO. One of its central goals is the development of joint measures in the fields of chemistry in vineyards, labour standards, packaging and bottle weight as well as low-emission logistics – not forgetting the development of international standards. This time, SWR can be found at the VDP stand in Hall 1 of ProWein.

PIWI – future-proof vines

Fungal infestation is and will always be one of the biggest challenges in organic wine growing. No wonder then that wine producers all over Europe have started experimenting with “PIWI”, fungus-resistant grape varieties. Some wines originating from these varieties have been available for some time already but are only marketed on a bigger scale today. A business case for its mainstream marketing is the initiative ZUKUNFSTWEINE (future-proof wines) founded in 2021; a small team around founders Eva Vollmer and Hanneke Schönhals. Today, the Initiative counts 60 members. They focus on revolutionising the world of wine/vines, inspiring consumers with the benefits of sustainable grape varieties and nudging them to act sustainably – in a nutshell: future wines made from sustainable or fungus-resistant varieties. They robustly resist the whims of nature, saving many tractor rides – and hence CO₂ – in vineyards. Soils are less compacted, staying fertile and alive. The initiative, which was awarded the German Sustainability Award this year, will present itself for the second time at ProWein, at the Wein+Markt stand (Hall 4 – C60).

Note for editors:

High-resolution visuals for ProWein can be found in our photo database in the “Media & News” section at www.prowein.de.

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