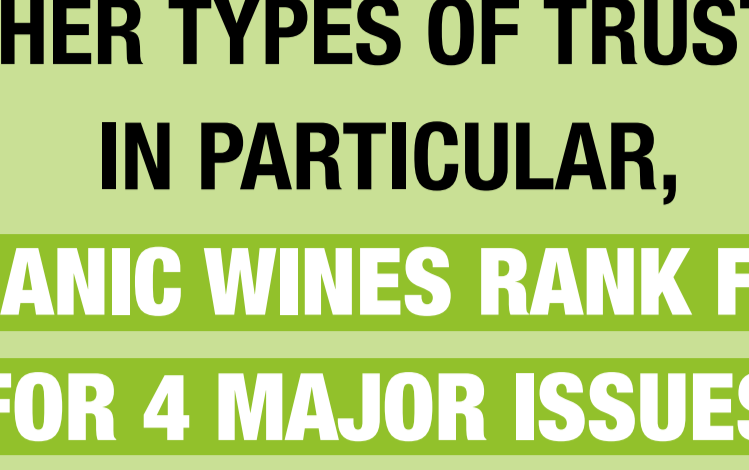
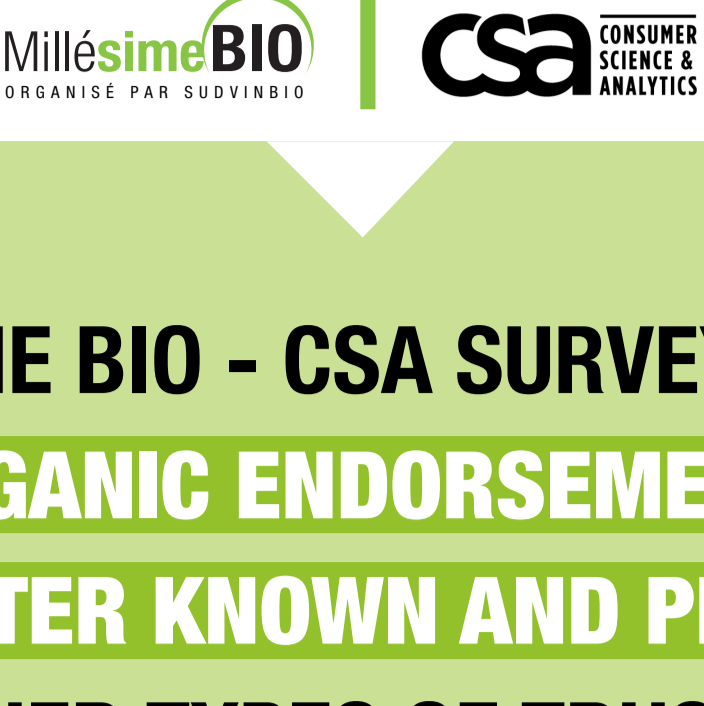




– NOVEMBER 2022 –

# MILLÉSIME BIO – CSA SURVEY FOR WINE, ORGANIC IS STILL THE BENCHMARK ENDORSEMENT



THE MILLÉSIME BIO - CSA SURVEY SHOWS THAT **ORGANIC ENDORSEMENTS ARE BETTER KNOWN AND PERCEIVED** THAN OTHER TYPES OF TRUST MARKS. IN PARTICULAR, **ORGANIC WINES RANK FIRST FOR 4 MAJOR ISSUES:**

- NON-USE OF SYNTHETIC CHEMICALS
- RESPECT FOR THE ENVIRONMENT
- HEALTH PROTECTION
- RELIABILITY OF INSPECTIONS

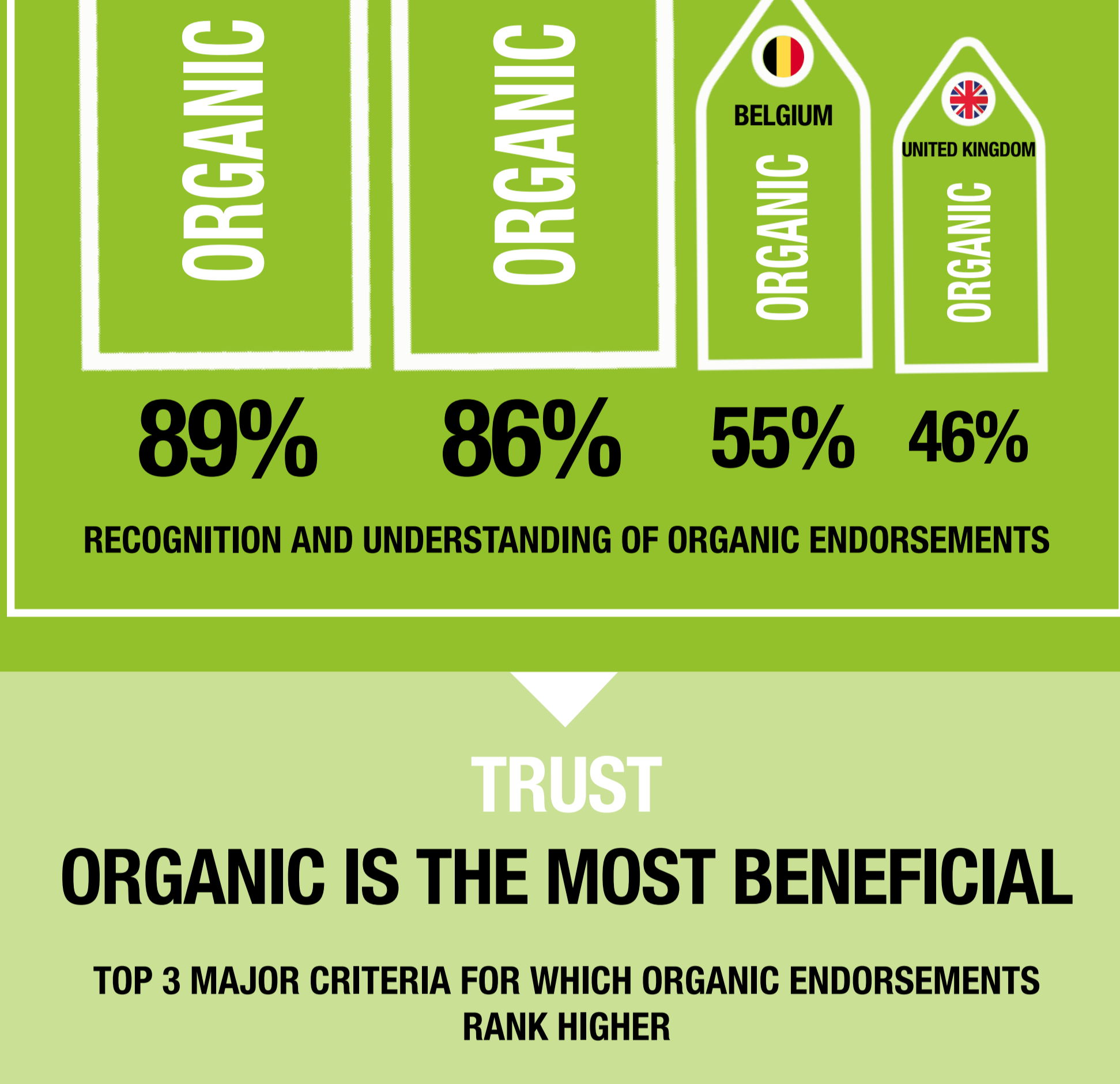
## AWARENESS ORGANIC IS WELL AHEAD



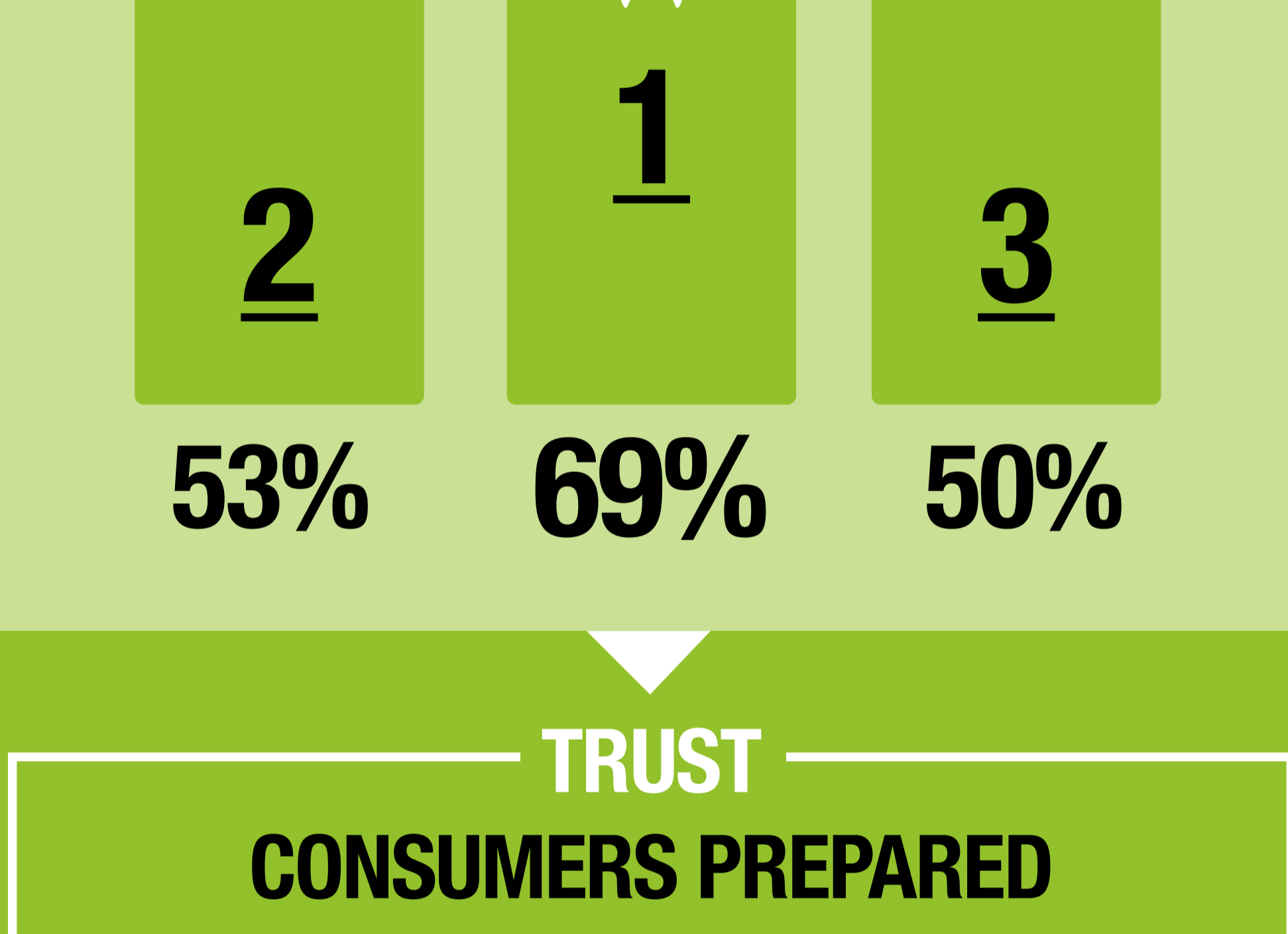
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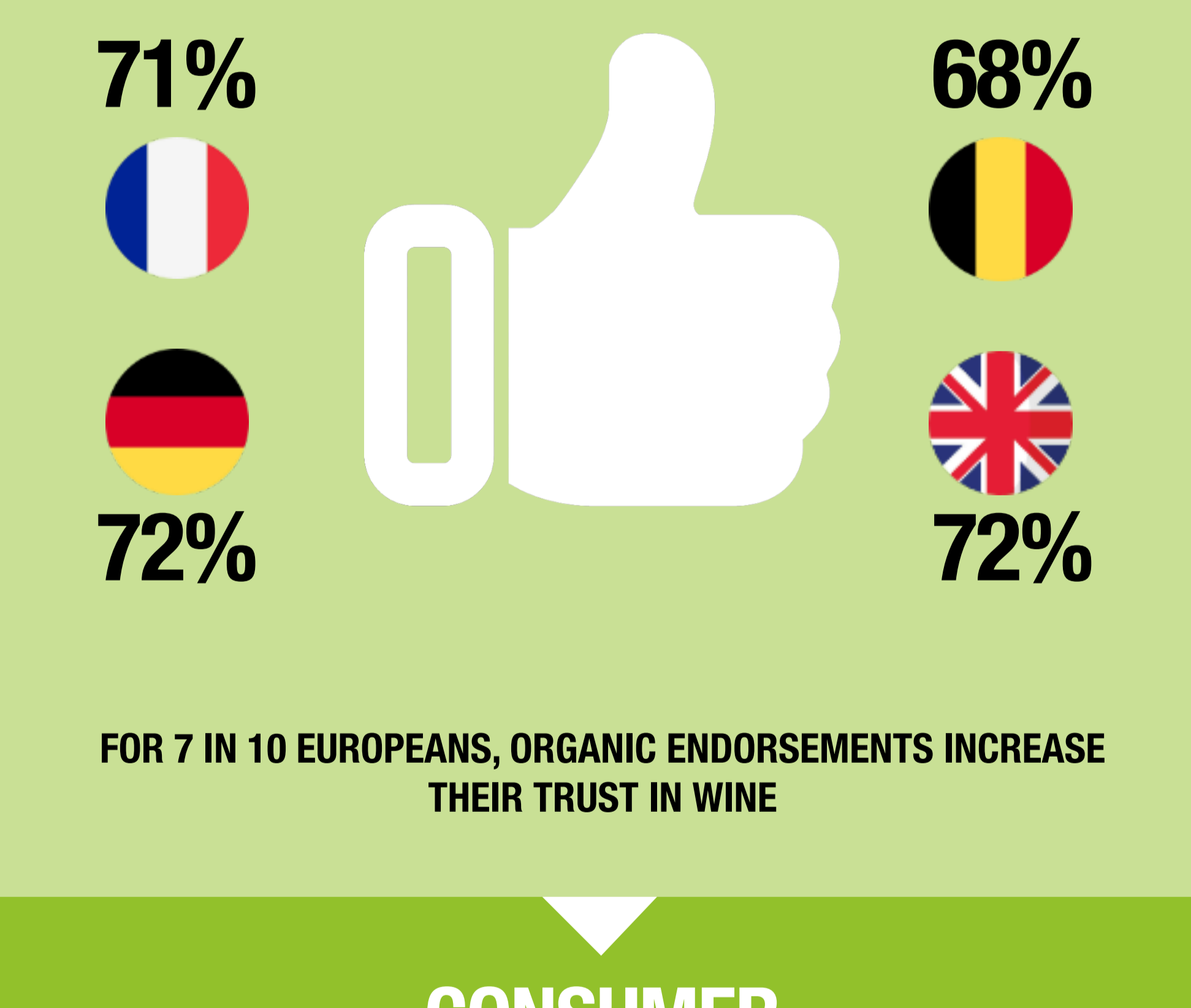
## TRUST ORGANIC IS THE MOST BENEFICIAL



## TRUST CONSUMERS PREPARED TO COMMIT



## TRUST IS ORGANIC PART OF EUROPEAN HERITAGE?



## CONSUMER ASPIRATIONS

- REDUCTION IN THE ENVIRONMENTAL FOOTPRINT OF THE PACKAGING
- LOWER WINEMAKING INPUTS INCLUDING SULPHITES
- DEVELOPMENT OF LOCAL SUPPLY CHAINS BETWEEN PRODUCERS AND CONSUMERS

WINE CONSUMERS SAY THEY ARE RECEPTIVE TO INITIATIVES THAT COMPLEMENT ORGANIC FARMING

## CONSUMER ASPIRATIONS

OPENNESS TO MORE RECENT ENDORSEMENTS

	FRANCE	GERMANY	BELGIUM	UNITED KINGDOM
ORGANIC	71%	72%	68%	72%
BIODYNAMIC	74%	65%	68%	80%
NATURE'S PROGRES	77%	64%	71%	73%
WINE METHODE NATURE	73%	70%	52%	70%

## ENDORSEMENTS WHAT ARE WE REFERRING TO?

**ORGANIC ENDORSEMENTS**

NON-USE OF SYNTHETIC CHEMICALS AND ANNUAL INSPECTIONS BY AN INDEPENDENT CERTIFICATION BODY AFTER THREE YEARS

**ENDORSEMENTS COMPLEMENTING ORGANIC**

THEY TAKE ORGANIC SPECIFICATIONS A STAGE FURTHER