Market in wine: reform of the common organisation of the market COM

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This proposal for a regulation aimed to reform the common organisation of the market in wine. The fundamental objective of this reform was to bring wine-growing potential under control and restore balance on the wine market mainly by setting a Community target production, distributed among the Member States, which would each be allocated national reference productions that could eventually be regionalised. Each Member State or its wine-growing regions would then submit a programme on measures intended to ensure respect for the reference production. Each programme would contain four components: - cutting annual production by green cropping and other actions to reduce yields. This component would be cofinanced equally (50/50) by the Community and the Member States. For Objective 1 areas, the Community contribution would increase to 75%; - abandonment of areas under vines, accompanied by environment-friendly actions (reparcelling, soil protection). A premium of ECU 7 000/ha would be paid for a yield of 50 hl/ha, at one time, after grubbing had taken place; - in regions covered by the above aspect, maintenance of viticulture for ecological reasons (hills and steep slopes, ground particularly susceptible to erosion, fire risks, etc.). Replanting could be envisaged in line with demand. The financial envelope would be determined in each region, depending on the areas abandoned. For each hectare abandoned, a sum of ECU 3 000 would be provided, with Community funding accounting for 75% in Objective I regions and 50% elsewhere; - technical training and commercial exploitation of the region's viticultural products. The amounts paid would be financed equally between the Community and the Member States, except in Objective 1 regions where Community funding would account for 75%. The overall amount granted for implementation of this component would not exceed 5% of the total amount granted for a programme. The programmes would be required to produce specific results, which would be penalised in two ways: through the suspension of premium payments and the obligation to distil surpluses at very low cost. Moreover, controls would be stepped up, through the establishment of a simplified vineyard register that would make it possible to verify precisely the area under vines and through the significant increase in the staffing levels of the Community's specific inspection body and more precise specifications of the inspectors' duties. Finally, the proposal contained a number of selective measures designed to improve quality and the balance between supply and demand: restrictive approach with regard to chaptalisation, ban on the system of aid for the use of concentrated must and rectified concentrated must to increase strength, measures to promote consumption.