



**“En stråle af håb” kalder Angelo Gaja** det faktum, at på trods af en general eksportnedgang på minus 20% i 2009 for italienske produkter, er eksporten af italienske vine steget med 10% - selv om eksporten af vine i alt er faldt med minus 6% i værdi.

Mindre vinproduktion i 2008 og 2009 er samtidig medvirkende til, at vinlagerne er mindre i Italien. Der er derfor udsigt til, at vinbønderne vil kunne sælge deres 2010-høst til en pris, som vil kunne dække deres produktionsomkostninger...

Læs hele brevet fra Angelo GAJA, som i februar-nummeret af vinbladet Decanter er på listen over Italiens mest indflydelsesrige vinproducenter.

### **A RAY OF HOPE**

**Although 2009** was a black year for Italian exports, -20% according to the official government statistics, for Italian wine it was an all time record year with an increase in the overall volume of wine exported which was close to 10%, even if the value of the wine exported totalled -6% from the point of view of price. A success? Absolutely, even if there is little to cheer about because the results were achieved at the cost of painful sacrifices on the part of the cellars: a lowering of prices to the break-even point and, for those accustomed to sell only bottled wine, forced sales of surplus wine in bulk to the sole advantage of commercial bottlers who paid fire-sale prices. Not to speak of the price of the grapes during the 2009 harvest, purchased at drastically lowered prices.

**The system managed to hold its own**, however, indicating that this is a healthy sector of the Italian economy, one which has developed with many different compartments and components which work together for mutual benefit. It was a sector which was not compelled to resort of layoffs, did not need the assistance of government support programs, and did not waste time with the usual pointless diatribes of home-grown polemicists: native grapes versus well known French varieties, territory versus less identifiable sources, new oak barrels versus older casks, international taste versus typical character. 2009 was certainly not a lark, the entrepreneurs of the sector were forced to double their efforts and tighten their belts but gained results which none of their European rivals, above all the French, could even come close to.

**The prospects for the export of Italian wine in 2010 are rosy.**

**The weakening of the euro against other currencies will be of great assistance in non- European markets.**

**The objective of exporting at least an additional 2.5 million hectolitres of wine in the coming year is an entirely feasible objective for Italy.**

**Stocks of wine** will inevitably decrease, at least partially due to lower production in the 2008 and 2009 vintages.

There is a chance that Italy could arrive at the 2010 harvest this coming fall with some prospects of a remuneration - for those who either sell their grapes or confer them to cooperative cellars - which will balance the cost of their production.

Exports, which are of great benefit for Italy, must become of obsessive importance for those producers of wine who intend to maintain their firms in healthy and competitive shape.

**Angelo Gaja**  
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**VINOBLE**

**ØSTJYSK**  
VINFORSYNING