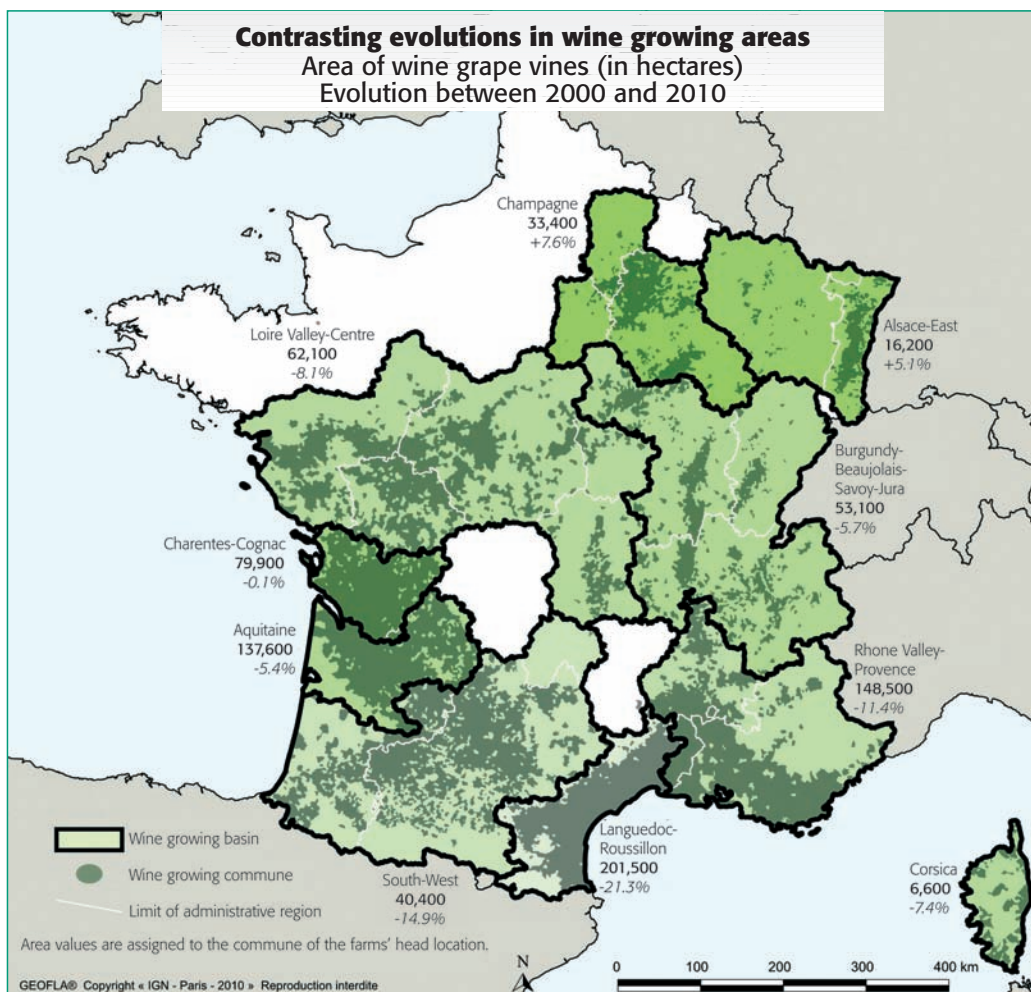


# Strong geographical identities

Some 85,000 farms cultivate 780,000 hectares of vine for wine production. The wine sector is very specialised. The majority of French wines are geographical indications.

In 2010, vineyards in metropolitan France accounted for 788,700 hectares (equivalent of 3% of the agricultural area) and were maintained by 87,400 farms (18% of all farms). 99% of the vine growing area produced wine grapes for the production of wine or grape juice. The

average area of wine grape vineyards is 9.1 hectares per farm but with big differences between wine growing basins going from 2.4 hectares in the Champagne area to 14.4 hectares in Aquitaine and even to 25 hectares in Corsica. Three quarters of the vineyards are farmed by one quarter of farms of which the vine growing area is more than 12 hectares. The French wine industry also produces table grapes on an area of 6,200 hectares (4% of farms with grape vines), seedling nurseries on 1,100 hectares and root-stock nurseries on 1,900 hectares (less than 1%). These farms are essentially concentrated in the South of France. Two out of three vineyards are considered "middle and large" in terms of economic dimension which is the same proportion as that of all French farms. 96% of vineyards are held by these "middle and large farms".



Source: SSP-Agreste-Agricultural census 2000 and 2010 – provisional results

### Shrinking area except in the north east

Since 2000, the area under wine grape vines has shrunk by 11%. This is true for the majority of the basins and is particularly noticeable in Rhone Valley-Provence and even more so in the Languedoc-Roussillon basin. However, vineyards are stable in the Charentes-Cognac basin and are quite clearly increasing in the Alsace-East and in Champagne basins. ➤

## Strong specialisation in French wine growing

■ The FADN vineyard type of farm, which includes nurseries and the production of table grapes as well as wine, groups 80% of farms that have vines. In 2000, this amount was below 70%. If the proportion of specialised farms has increased, the tendency remains stable where land area is concerned. Specialised farms cultivate 92% of vineyards compared to 90% ten years ago.

### > 90% of vineyards specialised in PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication)

Among the vineyard farm types, 68,500 vineyards (98%) are "specialised wine producing farms" producing wine or wine for brandy production. Two thirds of them are specialised in the production of PDO wines and covers 62% of the wine growing area. Certain basins such as Champagne, Alsace-East, Aquitaine or Burgundy-Beaujolais-Savoy-Jura produce almost only PDO wines. On the other hand, 59% of the farms of the Languedoc-Roussillon basin are specialised in PGI wines and account for more than three quarters of the French farms specialised in PGI. A vineyard on a protected area is said to be mixed if it produces both PDO and other wines. This is characteristic of basins in the south of France (Corsica, Languedoc-Roussillon, Rhone Valley-Provence, South-West). In 2010, among the specialised wine farms growing vines only on areas declared suitable for the production of PDO wines, 6% of their production came from wine other than PDO. For example, 28% of the wine produced by these farms in the Languedoc-Roussillon basin benefit from a PGI label. This usually means the farmer has made a choice depending on potential opportunities. In terms of economic size, 38% of specialised farms are "large farms". They account for three-quarters of the vineyards. The size of

## Further reading...

Consult the SSP web site:  
[www.agreste.agriculture.gouv.fr](http://www.agreste.agriculture.gouv.fr)

▼  
**Results**  
**Agricultural Census**  
**bookmark 2010**

## PDO wines remain in the majority

Wine growing basins	% of specialised farms detailed by farm type				Number of wine farms
	PDO wines	PGI wines	PDO and PGI wines	Other than PDO and PGI wines	
Loire-Valley-Centre	75	4	4	17	4,000
Rhone Valley-Provence	67	17	11	5	10,000
Aquitaine	97	ε	ε	3	8,100
Charentes-Cognac	ε	1	-	99	4,000
Alsace-East	100	-	-	ε	3,900
Burgundy-Beaujolais-Savoy-Jura	97	1	ε	2	7,300
Champagne	100	ε	-	ε	13,000
Languedoc-Roussillon	26	59	10	5	16,000
South-West	41	29	10	20	2,000
Corsica	54	19	14	13	200
<b>Metropolitan France</b>	<b>68</b>	<b>18</b>	<b>4</b>	<b>10</b>	<b>68,500</b>

**Note:** percentages add up by line  
**Scope:** specialised wine producing farms  
ε: result inferior to half of the unit; - result rigorously null.

Source: SSP-Agreste-Agricultural census 2010-provisional results

## "Large farms" are more specialised in PDO

Economic size	% of specialised farms detailed by farm type				Total
	PDO wines	PGI wines	PDO and PGI wines	Other than PDO and PGI wine	
Small farms	27	49	18	47	33
Middle farms	29	35	42	16	29
Large farms	44	16	40	37	38
<b>Number of farms</b>	<b>46,600</b>	<b>12,100</b>	<b>3,100</b>	<b>6,700</b>	<b>68,500</b>

**Note:** percentages add up by column.  
**Scope:** specialised wine producing farms.

Source: SSP-Agreste-Agricultural census 2010-provisional results

these farms varies depending on the type of wine. The farms that produce PDO wine tend to be the bigger farms whereas those that produce PGI wines are mostly small or middle-sized. Large farms only account for 16% of total PGI farms but account for 52% of the PGI area. 70% of PDO or PGI specialised farms are individual farms, just like French metropolitan farms as a whole. For PGI farms this figure reaches 87%. The proportion goes down to 68% for PDO specialised farms who prefer a company structure. 16% of them are limited liability farms (EARL). The status of the farmer varies de facto according to the specialisation of the basin. Thus, in Languedoc-Roussillon, 86% of vine growers are indi-

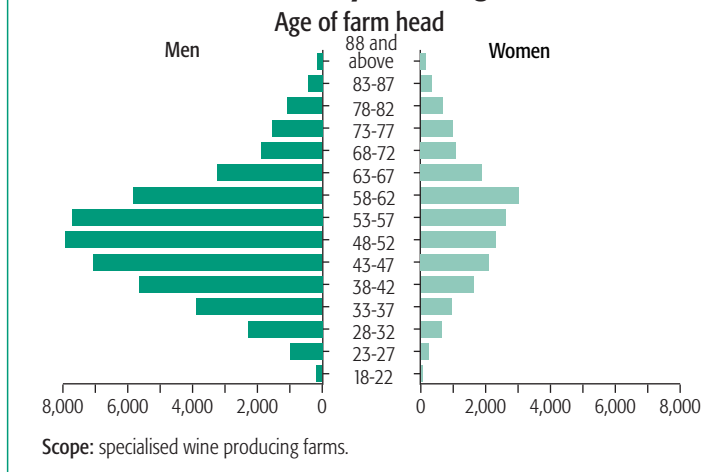
dual and 4% are in a limited liability structure (EARL). However, the EARL structure accounts for 13% of farms in the Aquitaine basin and 26% in the Val de Loire-Centre basin.

### A greater proportion of women in this sector

A specialised farm uses on average, including seasonal labour, the equivalent of 1.9 people employed full time which is 0.4 more than in all French farms. Permanent non-family employees supply 30% of the total work volume. Seasonal workers make up for 18% of this volume compared with 11% in all French farms. Seasonal workers are employed more often in the Champagne and Burgundy-Beaujolais-Savoy-Jura



## In 2010, four out of ten wine growers were under 50 years of age



Source: SSP-Agreste-Agricultural census 2010-provisional results

> basins where manual harvesting is more common, when not obligatory. On the other hand, Corsica, Languedoc-Roussillon, Aquitaine and Charentes-Cognac employ more permanent workers. In 2010, as in 2000, specialised wine growers were of an average age of 52, which is one year older than all French farmers. Since 2000, their age has recentered around the average. In 2010, one quarter was at least 60 years old compared with 63 in 2000. On the other hand, 20% of wine growers are young people of 40 or under (24% in 2000). There are more of them in Champagne (24%) and in Burgundy-Beaujolais-Savoy-Jura (22%). They are fewer in Corsica (14%), Alsace-East (15%), and the South-West (16%). One third of them benefit from a young farmers' grant (DJA). This proportion varies from 70% in the South-West to 13% in the Champagne basin where the farming area often does not reach the minimum required area for obtaining the grant. There are more women in the wine growing profession than in the other types of farms. 27% of heads of specialised wine producing farms are women compared with 23% of all French farm heads. This proportion reaches 37% for wine growers

of 60 years of age and above. Women often replace their spouses when the latter retire. Among the heads of specialised farms of 50 years of age or older, the majority (60%) do not know who will take over when they retire or even think that the farm will eventually disappear. One third say that a family member will take over. Uncertainty is stronger in Languedoc-Roussillon, where 71% of wine growers do not know if there will be someone to take over their farm, than in Champagne where they are only 40%.

### A wide range of ways of making and selling wine

In 2010, specialised farms produced 45% of red wine, 43% of white wine and 12% of rosé wine. A large amount of white wine is intended for the production of brandy. There are a wide range of ways of making wine and a same farm may send its harvest to a cooperative winery, to its individual winery or may sell its freshly picked grapes. In 2010, 53% of specialised farms sent all or part of their crop in a cooperative winery (39% take all their production there). Cooperatives still play an important role in wine making as it concerned 37% of the harvest. In the Languedoc-Roussillon basin this is an historical

fact. 45% of specialised farms make their wine in their individual wineries. In volume however, this makes up for 55% of all wine production, which is on the increase from 2000 (51%). At the same time, 21% of farms sell grapes, juice or grape must. For example, the Champagne houses buy freshly picked grapes from vine growers to make it into wine. The sale of wine (not including fresh harvest which covers 8% of transactions) often goes through cooperatives (37% of the volume) and through wine merchants (35%). Among the 13,200 specialised farms that sold wine in bulk or bottles for the year 2009-2010, 85% sold to wine merchant companies, to a producer group or to a wholesaler. One quarter sold direct to consumers, including exports. A farm can have recourse to several modes of commercialisation. The marketers' role remains essential in the industry. In terms of volume, selling through wine merchants and cooperatives is the main way of selling. If only a small amount of farms sell direct to the consumer, the volumes involved are increasing.

**Jo Cadilhon, Olivier Catrou, Auriane Renaud**

SSP

**Clarisse Lefèvre**

SRISE Champagne-Ardenne

### PDO and PGI wines add value to France's production

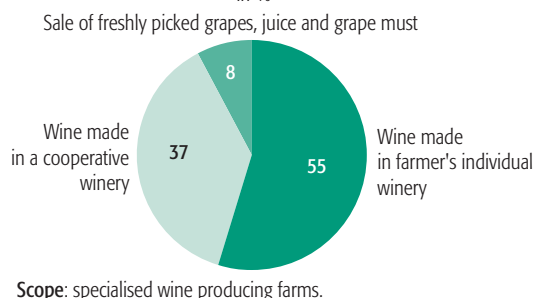
Volume of types of wines produced



Source: SSP-Agreste-Agricultural census 2010-provisional results

## Most of the harvest made into wine in individual wineries

Destination of wine grape harvest in 2010  
in %



Scope: specialised wine producing farms.

Source: SSP-Agreste-Agricultural census 2010-provisional results

## More than one quarter of volumes produced by wine growers is sold direct to consumers

Method of commercialisation of wine for the year 2009-2010 (from farmers' individual wineries)  
in %



Scope: specialised wine producing farms.

Source: SSP-Agreste-Agricultural census 2010-provisional results

## Developments in regulation

The reform of the common market organisation (CMO) in wine in 2008 introduced new labels for quality and origin of wine. The unique CMO in the farming sector gives specific provisions concerning the wine growing sector. Since 2009, the segmentation of the wine market is similar to that of other food products. The wines that were previously labeled AOC (*appellation d'origine contrôlée*) are now labeled PDO (Protected Designation of Origin) and regional wines get a PGI label (Protected Geographical Indication). The other wines are labeled wines without geographical indication (VSI – *vin sans indication géographique*).

The wine growing basins structure the French vineyards. They were defined in 2006 as areas distinct from administrative regions and are consistent as much through their type of production as the way their particular industry is organised. In metropolitan France, ten basins cover almost the whole of French vineyards (99.97%). The role of the basins council, a forum for discussion among partners in the industry, was reinforced in 2008 through the wine growing modernisation plan. In 2010, in the overseas departments (essentially in La Réunion), 34 farms cultivated 17 hectares of vines.

## Definitions

The results presented in this paper concern wine growing in metropolitan France and come from the agricultural census of 2010.

A farm is an economic unit that participates in agricultural production and meets certain criteria:

Its activity is farm production and maintenance of the land to good agricultural and environmental standards or making the land available for collective grazing.

It has a certain size – 1 hectare of agricultural area (AA) or 20 ares of specialised crops or a production higher than a certain threshold. Concerning wine growing, the minimal area is 20 ares of vines or 10 ares for a PDO area or 5 ares for Champagne. Equally counted are the vine growing areas of a farm that has 1 hectare of AA even if its vine growing area is inferior to 20 ares.

Its daily management is independent of all other enterprises.

Agricultural areas and livestock are valued according to certain coefficients that allow the standard gross output of farms (SGO) to be calculated. In the case of wine, the SGO is calculated according to the areas that are claimed PDO or PGI. These coefficients are a result of the average values calculated over a period between 2005 and 2009. The SGO classifies farms according to their economic size into "middle and large farms" when this size is superior or equal to 25,000 euros and into "large farms" when it is superior or equal to 100,000 euros. The contribution of each area or livestock unit to total SGO enables a classification of farms according to specialisation (FADN farm type). A farm is said to be specialised if at least two thirds of its SGO comes from a given production. The FADN vineyard type of farm includes farms specialised in wine producing, in the production of table grapes and in vine nurseries. The limited scope of the "specialised wine producing farms" used in this publication excludes nurseries and specialists of table grapes. This group is detailed further into four sub groups according to PDO wine specialisation, PGI wine specialisation, PDO and PGI wine specialisation, and wine other than PDO and PGI.