

**GI AND AGROECOLOGY:
THE PERSPECTIVE OF A
DEVELOPING COUNTRY
(REPUBLIC OF MOLDOVA)**

**Date/place:
October 12th, Angers**

**Presented by:
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Label Origin Taste**



Moldova in short

32 years of independence

3 mln people

1/3 people work in agriculture

1/4 of exports - agriculture

Highest density of vineyards from the world

Since war in Ukraine:

“Small country with a big heart”

Candidate state for joining the European Union



GIs IN MOLDOVA

01 (2011)

Identification

- 4 PGI areas
- GI under *sui generis* system (2008)

02 (2015)

Regulation

- Wine sector: flagship
- Methodology
- Legislative-normative acts approved
- GI = high quality

03 (2016)

Implementation

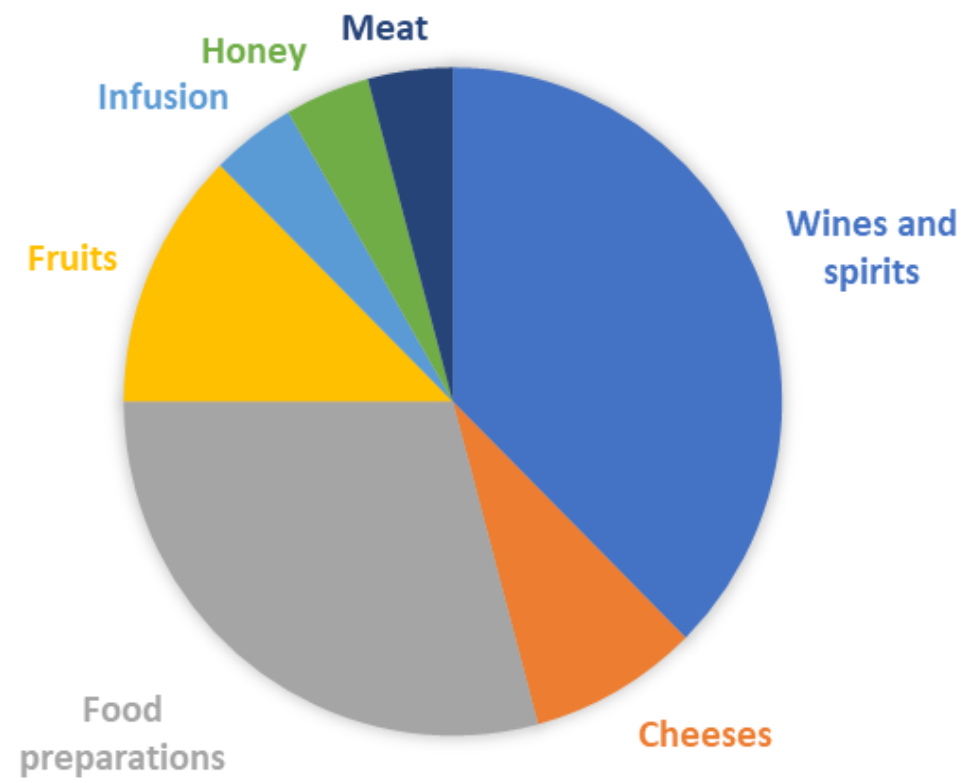
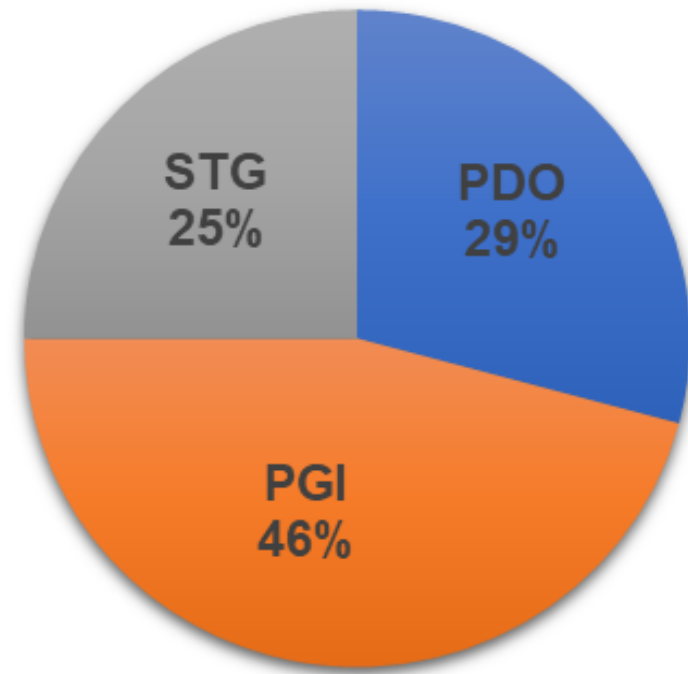
- Approval of producers/products
- Control amonte-aval
- Automated system to classify products

04 (2023)

Today

- 10 % of wines/vineyards with GI
- Reputation & motivation - still poor

GI/STG MAP



An aerial photograph of a vineyard in a hilly, arid region. The vineyard is planted in neat rows on a slope, with wooden stakes supporting the vines. In the background, a large, dark tree stands on a higher ridge. The overall scene is semi-arid with sparse vegetation.

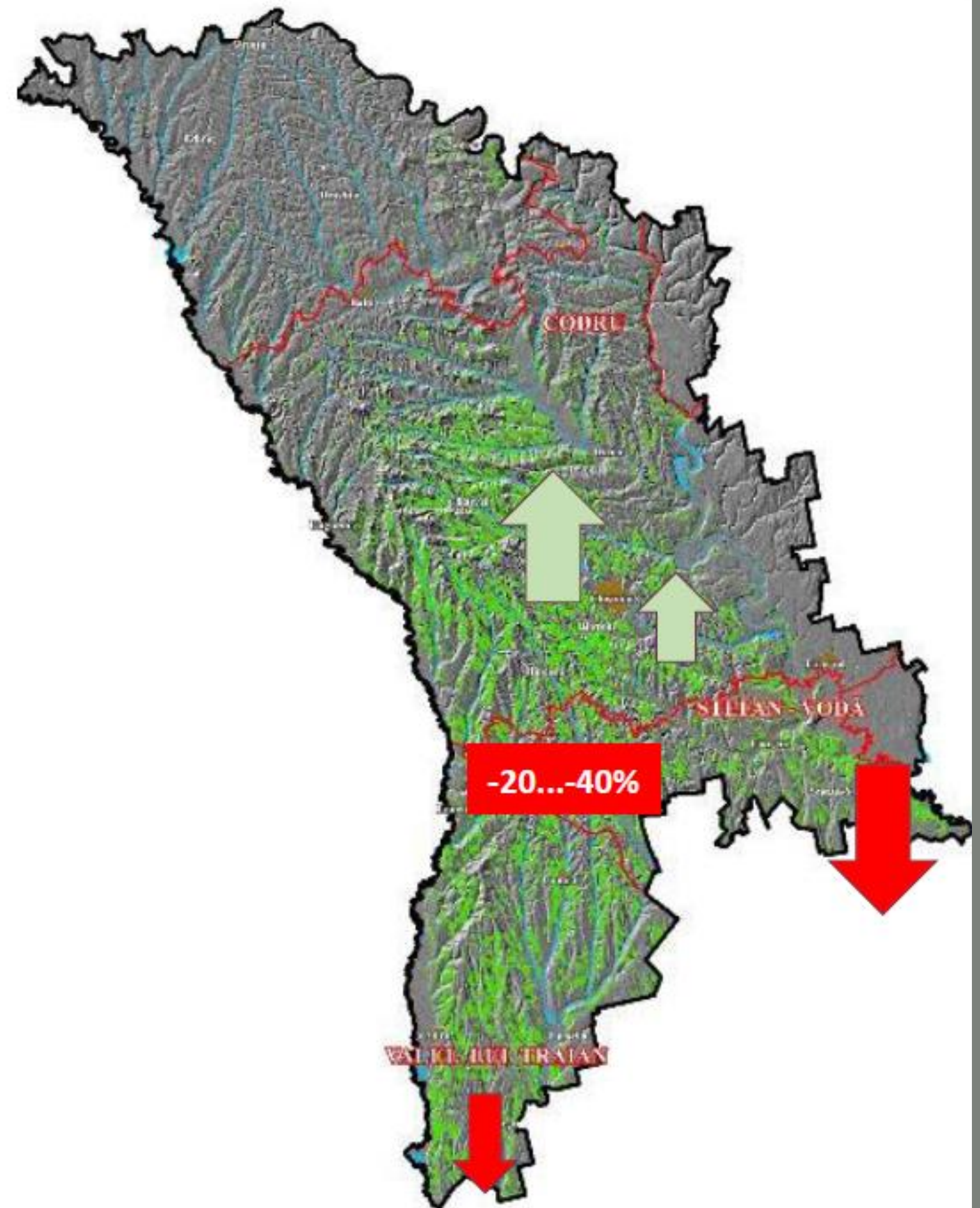
CLIMATE CHANGE

Arid-viticulture:
Adaptation / mitigation
strategies

PGI Ștefan-Vodă

CLIMATE CHANGE

- S/S-E: water constraints and temperature increase.
- Water stress in vines
- Decrease in harvests and yields (20...40%);
- Change of phenological stages: reduction of the vegetative cycle, harvest date – in a warmer period
- New quality parameters: alcohol (+++), low acidity, shorter “life” of the wine, sensory defects
- Changing the typicity of wines (esp. varietal wines)



MITIGATION OF CLIMATE CHANGE

SHORT / MEDIUM TERM

Practices to decrease transpiration
(variety, management of vineyard,
shading)

Practices to increase water availability
(Soil management, planting
density & precision irrigation)

LONG TERM

New resistant varieties

New wine growing areas

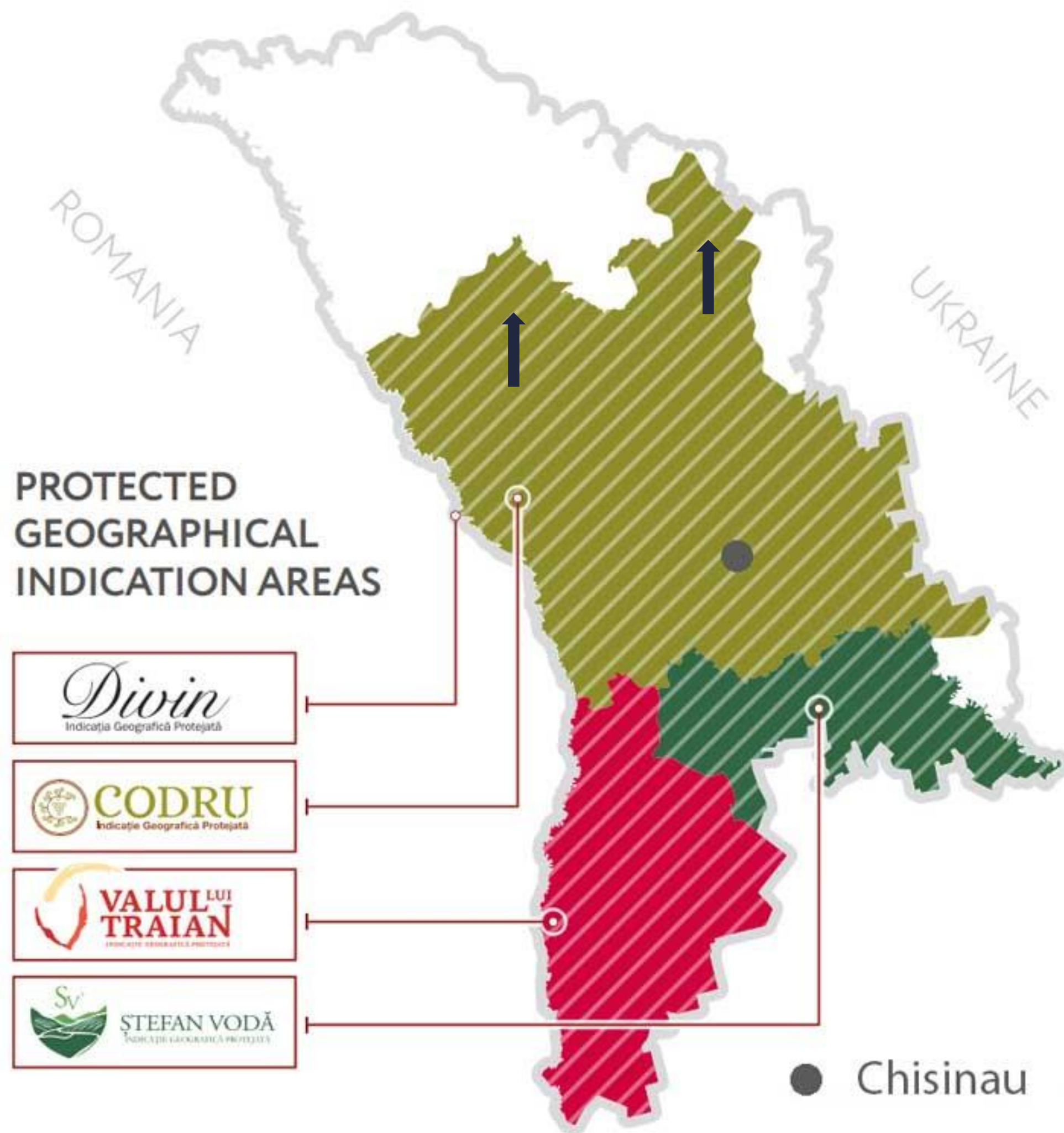
Updating the legal framework



Climate change: the impact on a GI

PGI Codru

Changing the demarcated area
(+ districts from the North)



Consumption patterns: Republic of Moldova

01

Traditionally consumptions from local market is high.



02

Distribution retails are emerging the last 20 years. Catching up “best practices”.



03

Consumers are driven by the cost more than quality/environmental aspect





Diversification of local markets

Market destined for local producers which are either certified for eco production or are producing in the most “natural” way.





Diversification of local markets

Promotion of local/ecological products

Platform for small/family businesses



Diversification of local markets

Market destined to support producers which cannot sell products in the distribution channels / place to test business idea



CĂMARA
FEST



2023
LOCAL FAIRS
CHIȘINĂU





Are GIs valorised
through these
local markets?

Is agroecology a
component of a
GI?

**DeVin & Degust - unique platform
dedicated to GI products**

87%

*DeVin
& DeGust*

INDICAȚIE GEOGRAFICĂ PROTEJATĂ
ORIGINE ȘI AUTENTICITATE



From weaknesses to strenghts

01

Adapt GIs to the agroecology practices is easier (consumer do not expert a certain typicity now)



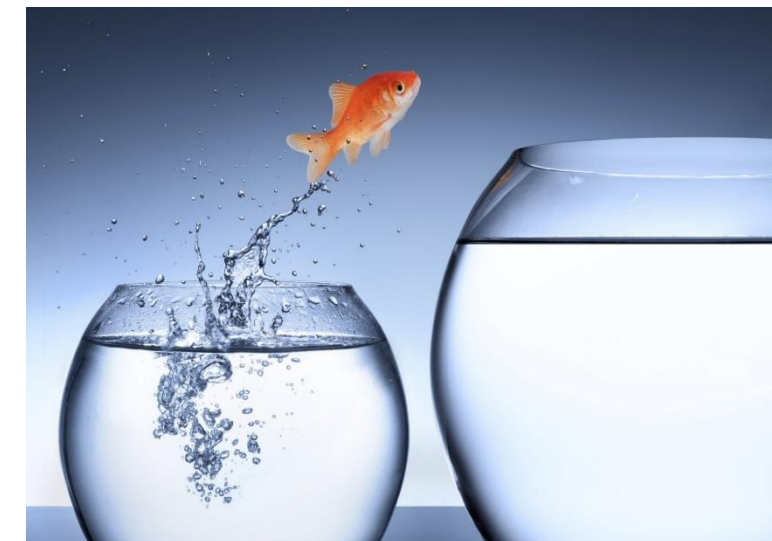
02

The culture of consuming in the local markets it is high (ensure preservation and creation of new markets)



03

Agroecology – as a instrument to strengthen current GIs (give a new & clearer meaning)





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