

## **Exporting sustainable wine to Europe**

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In Europe, sustainable wine is mostly associated with organic wine. However, sustainability involves a much wider range of practices aimed at reducing the environmental impact of wine production and improving working conditions. Sustainable practices can include converting to organic production, reducing energy and water use, and recycling, among others. The market for sustainable wine is still considered to be a niche, but a niche with growth potential. Entering this market also involves challenges, such as convincing consumers of the quality of organic wine or communicating the value of your sustainable approach.