



## COPA COGECAL

COPA-COGECA is the organisation representing European farmers and their cooperatives. The organisation is composed of COPA (Committee of Professional Agricultural Organisations), which represents farmers' organisations from the EU's 27 member states, and COGECAL (General Confederation of Agricultural Co-operatives), representing agricultural cooperatives in the same countries.



### Why did you decide to join the Wine in Moderation movement?

Copa and Cogeca were among the first promoters of the initiative and recently confirmed their engagement in the programme. Many members of the two associations collaborate with Wine in Moderation at national level and have been supporting its activities for the past 10 years.

### What would you say is your most appreciated and impactful Wine in Moderation activity?

The strength of the programme is the diversity of its activities and initiatives that have been promoted in the last decade. Every and each one of them dramatically contributed to enhance a responsible wine culture in producer countries, with a longstanding wine tradition, as well as in new consumer markets, less acquainted with the product.

### Do you think that your "Wine in Moderation" actions helped to change the wine value chain in your country?

#### If so, how did it make a difference?

A quality product naturally requires wise and attentive consumers. Wine in Moderation fits perfectly with the quality policy promoted by the European Union and supported by EU winegrowers. No surprise if the market has been moving towards sustainable business practices that include the promotion of responsible consumption.

### Do you think that "Wine in Moderation" passed the message to the wine drinkers? if so, how did it make a difference?

Wine drinkers got the message loud and clear: moderation is the only way to consume wine. The programme has amplified the message and built a successful and coherent framework at the global level; and we believe that the message will continue reaching more consumers as the programme and the association continue growing. Hopefully more actors will be involved, and more and more consumers will be reached.

### Have your expectations been met?

Copa and Cogeca are proud to be associated to Wine in Moderation and will continue to endorse and disseminate its messages both at European level and among our members. A great mission remains: make sure that every drop of wine is consumed responsibly. We believe we are on the right path for changing the mindset of consumers and we look forward to continuing working hard.



Pekka Pesonen,  
COPA & COGECA,  
Secretary-General

**“EU wine is a quality product and needs to be consumed according to quality patterns: moderation is key for ensuring a healthy lifestyle and enjoying of a unique tasting experience.”**



[10years.wineinmoderation.com](https://10years.wineinmoderation.com)