Young mountain wine value chain in Spanish Pyrenees: challenges and potential

Mountain wine production value chain in Huesca, a province in Spanish Pyrenees, is a relatively young value chain with strong historical background. The main actors of the VC are small and medium wineries, a dynamic association of farmers "Vignerons de Huesca" plays an important role in the value chain development.

Topic
Ekaterina Kleshcheva (Vinidea)
More info: https://www.moving-h2020.eu/reference_regions/spanish-pyrenees-spain/

Four years of MOVING project offered the possibility to summarize and assess the state of art of the integrated local policies from the point of view of the wine value chain and from the direct experiences of farmers, wine producers and other actors of the value chain and of the correlated activities (i.e. tourism). Another important achievement was the possibility to put on the same table a very wide range of local actors, including farmers, advisors, researchers and policy makers in order to reflect together on the most relevant challenges and solutions.

The study highlighted that wine production has an important potential for the economic and social sustainability of the region: up to 50% of activities of the value chain take place in the area and up to 70% of value generated by wine production stays in the territory and the local community. It also has a high potential for integration with tourism and other economic activities. On the other hand, for further development it needs to overcome the high level of vulnerability caused by abandonment, emigration and climate change, to which viticulture is very sensitive. Well-targeted policies, focused on attracting of young professionals to the wine sector and infrastructure development in mountain rural areas, together with producers synergy in terms of territorial marketing can allow the value chain to move forward for the benefit of the region and local community.

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