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**REFLECTIONS ON THE DYNAMICS OF VINEYARD SURFACES AND WINE ACTIVITIES IN THE INTERVAL 1995-2020 AT GLOBAL AND REGIONAL LEVEL**

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**Abstract**

This paper outlines statistical benchmarks of the wine sector, globally and regionally, in the period 1995-2020, regarding: wine area and wine production. We chose units that represent the representative territories in the field of viticulture, ten European countries and one country from each non-European continent, with history and tradition in the cultivation of vines.

In the context of globalization and outsourcing of the world wine market, we have outlined the place of the European Union countries, implicitly of Romania on the world wine map.

The bordering basin of the Mediterranean Sea, represented by Spain, France and Italy, remains the main viticultural nucleus both as the area cultivated with vines and as an agricultural yield in the production of grapes and wine. The promotion of wine on foreign markets is an opportunity of the moment, which requires financial support funds, the inclusion of vineyards and wineries in the regional or local tourist circuit, with a focus on indigenous varieties.

**Keywords:** viticulture, vinification, vineyard holdings, per capita consumption, controlled, appellations of origin.

**1. Introduction**

Vinification is one of the oldest agricultural activities and one of the human concerns closely related to the natural environment (Unwin 2005, White et al. 2009). *Vitis vinifera* is a species that requires a good matching of climate, soil and relief morphology with traditional and modern local practices in wine processing. Wine varieties in a given area are the result of years of selection of grape varieties on a certain type of soil under a favorable climate. However, the variability in the quantity and quality of wine is mainly the result of short-term climatic variability, especially the average air temperature during the ripening and grape harvesting season.

Recent studies have exploited this to justify the effects of short-term meteorological fluctuations on multiannual grape variability and wine quality globally (Jones et al. 2005; Jones and Webb 2010), regional (Ashenfelter et al. 1995), and the evolution of vine phenophases (Ubalde et al., 2010).

There is talk of the vine from 8000 BC. (Dejeu, 2010), like a vine in the Pontic forests of Armenia and Georgia today. Later, signs of vines were discovered and dated from an archaeological point of view in the Mediterranean Sea and the Balkans. The migrations of peoples have spread the vine beyond the European space. The Phoenicians introduced the vine

culture to Greece (3000 BC.) and North Africa, to countries such as Algeria, Morocco and Tunisia. The Greeks perfected the cuttings, adapted cultivation systems practiced in the countries of the Middle East, making a significant contribution to the expansion of vine cultivation in many European countries: southern Italy, southern France, Spain.

The Renaissance brought a boost to European culture and economy, and agriculture began to be organized on a scientific basis. The first agricultural schools were established in Spain (1513) and Germany (1600), where knowledge of viticulture was taught, which experienced important technical advances. At the same time, viticulture developed during this period, especially in the countries of Central and Western Europe. In the second half of the 19th century, the vine faced the invasion of phylloxera. This moment marked, practically, a staging in the evolution of European viticulture: the pre-phylloxeric, phylloxeric and post-phylloxeric stage. To restore the vineyards destroyed by phylloxera, we resorted to American vine varieties, resistant to phylloxera (hybrids directly producers), and the grafting of European vines was applied on American vines resistant to phylloxera (rootstock) (Dejeu, 2011).

The twentieth century brought a high level of development for viticulture. We went from mixed plantations, which satisfied the need for self-consumption, to plantations specialized in production directions, respectively for table grapes, wine grapes, red wines, white wines, etc.

According to the International Vine and Wine Organization's 2020 report, the total area under vines was 7.4 million hectares, more than 50% of which is owned by five countries: Spain (13%), China (12%), France (11%), Italy (10%) and Turkey (7%) and the wine production obtained was 258 million hectoliters of wine.

Dynamics of wine activities: the area cultivated with vines and wine production, is analyzed in a geographical context, with emphasis on spatial and temporary variations of physical and geographical factors.

## **2. Method**

Statistical data were taken from the website of the Statistical Office of the European Union (<https://ec.europa.eu/eip/agriculture/en/publications/eip-agri-factsheet-diseases-and-pests-viticulture>); The International Organization of Vine and Wine (<https://www.oiv.int/en/statistiques/>), which collects information on wine from around the world; Food and Agriculture Organization of the United States National Statistics Division (<http://www.fao.org/faostat/en/#data/QV>). These are currently the largest and most comprehensive food and agricultural statistical databases. Data used in the processing and interpretation of the material **Reflections on the dynamics of wine-growing areas and viticultural activities in the period 1995-2020 at global and regional level**, include areas cultivated with vines (ha), annual wine production (million hl), import/export, per capita consumption and vine varieties in the plantation, at regional level. We chose the representative territories in the field of viticulture, ten European countries and one country from each non-European continent, with history and tradition in the cultivation of vines.

The data were processed and represented graphically with the Excel 2017 program

### **3. Results**

Globally, in the period 1995-2020, the wine-growing area experienced a moderate decline of only 4.6%, with variations in 2000 and 2010 and a visible stability after 2015 until now.

According to the OIV (International Organisation of Vine and Wine) report in 2019, 28 countries of the world with over 45 thousand ha of vines-/ country were registered, of which 11 countries are within the European Union. Five countries in the world own 50% of the areas cultivated with vines: Spain, China, France, Italy, Turkey. The decreasing trend was given after 2015 by: China, Turkey, Iran, US, and Portugal. However, the current stabilization hides heterogeneous developments in different regions of the world.

In Europe, wine-growing areas decreased in the period 1995-2020, by almost a quarter of the initial areas (-23.4%). The largest restrictions on wine-growing areas are visible after 2005, in the ex-communist European countries: Hungary (47.3%), Bulgaria (43.2%), Romania (24.5%). This aspect can be attributed to technical-material deficiencies, financial deficiencies or regional and local disinterest (Tab.1).

The restriction of wine-growing areas in Portugal, Italy and Greece is explained by the abandonment of small vineyards and the increasing maintenance costs of plantations in conditions of unpredictable climate in southern Europe: years of prolonged drought (1997-2003, 2006-2009, 2011-2012) succeed the rainy years (1990, 1997, 2005-2006, 2008-2010).

If the current stabilization in Europe remains long-term, it remains a challenge.

Out of a total of 3.2 million ha of wine-growing land in the European Union (U.Ep.), which represents 45% of the world's total, Spain, France and Italy occupy the first places in terms of area under vines and wine production, due to the tradition millennial practice of viticulture, favorable soil and climatic conditions and productive vineyards with high economic yield.

Recently, China and Australia are making their mark in the profile statistics. China, with a progressive growth after 2000 that currently accumulates the largest wine area in Asia (855,000 ha) and a growth rate of 431.4% in the period 1995-2020 (Tab.1). To cope with the high demand for wine, China cultivates with predilection, the varieties of red and rose wines being the country with the highest consumption of red wine (Eijkhoff, 2000). The varieties grown mainly in China are: Cabernet-Sauvignon, Syrah, Merlot and Chardonnay, because Asians consume almost no white wine. In Australia, wine is produced in 60 wine-growing regions with a geographical indication, totaling 145,000 hectares. However, the Australian wine regions are located in the south of the continent, in the warm climates of: South Australia, New South Wales, Victoria, Western Australia, Tasmania and Queensland. Argentina has a rich history of wine production, dating back more than 400 years, when vines were brought from Chile to Santiago del Estero (northern Argentina) and planted in the province of Mendoza. The wines of South Africa, especially the sweet wine "Vin de Constance", have been sought after with interest and consumed with pleasure in the past centuries. After the 1990s, South Africa was faced with major challenges in building and consolidating the country as a world wine producer.

Table 1. Dynamics of wine-growing areas in the period 1995-2020 (thousand ha)

The region	1995	2000	2005	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2020/1995,+-%	Mean	%from mean
World	7799	7338	7366	7084	7466	6969	7506	7551	7540	7398	7390	7409	7402	7418	-4.9	7402.6	100.0
Europe	4731	4376	4161	3739	3824	3571	3723	3703	3670	3678	3668	3653	3622	3622	-23.4	3838.6	48.8
U.Ep.	4426	3979	3778	3391	3498	3235	3213	3204	3190	3186	3178	3166	3255	3255	-26.5	3425.3	43.9
Spain	1196	1168	1161	1002	985	943	973	974	974	975	968	972	966	968	-19.1	1016.1	13.0
France	926	861	855	772	795	761	793	788	784	786	788	789	794	794	-14.3	806.1	10.7
Italy	926	873	793	778	719	687	705	689	685	693	699	701	708	710	-23.3	740.4	9.6
Portugal	260	232	223	180	236	180	230	224	204	195	194	192	195	196	-24.6	210.1	2.6
Germany	105	102	99	100	102	100	102	102	103	102	103	103	105	105	0.0	102.4	1.4
Hungary	131	113	83	72	69	66	63	65	68	68	68	69	69	69	-47.3	76.6	0.9
Greece	134	125	126	99	109	99	110	109	107	105	106	106	106	106	-20.9	110.5	1.4
Romania	253	248	217	191	190	192	192	192	191	191	191	191	191	191	-24.5	201.5	2.6
Austria	51	51	52	46	44	44	44	45	45	46	48	49	48	48	-5.9	47.2	0.6
Bulgaria	118	111	127	83	74	77	65	63	64	64	65	67	67	67	-43.2	79.4	0.9
Moldavia	193	141	140	133	142	129	137	140	140	145	151	147	143	141	-26.9	144.4	1.9
US	340	383	378	385	387	389	453	450	446	439	434	408	408	408	20.0	407.7	5.5
China	161	283	408	552	600	600	757	813	859	807	830	855	855	855	431.1	659.6	11.5
Argentina	210	188	212	224	219	220	224	226	225	224	222	218	215	212	1.0	217.1	2.9
South Africa	103	108	113	110	133	124	132	133	133	130	128	123	122	120	16.5	122.3	1.6
Australia	72	111	153	164	170	148	156	154	147	145	145	146	146	146	102.8	143.1	2.0

In the 19th century, Romania had an average area of vineyards of 150,000 ha. Although phylloxera destroys a considerable part of the vineyards of Europe and, implicitly, those of Romania, around 1900 there were, however, 152,000 ha of vines. The return and recovery after phylloxera was also achieved with the help of French advisers, through which varieties such as Merlot, Chardonnay, Pinot Noir, Cabernet Sauvignon, Sauvignon Blanc were brought to Romania country, varieties that produce very good quality wines even today.

In the interwar period, viticulture registers a real flowering, demonstrated by the increase of the cultivated area with vines to 220,000 ha. After 1972 (when in Romania we could talk about an impressive area of 300,000 ha), the communist regime decided to cut large areas of vineyards cultivated with varieties of foreign origin. An important moment is the period after 1990, when the cultivated area will decrease drastically, in 2005 reaching 217,000 hectares.

According to the report published by the OIV in 2020, Romania ranks tenth in the world, with 191,000 hectares cultivated with vines, a level that has remained stable since 2015 and with a slight decrease of 1% compared to 2014. But in fifth place in the European Union, as area cultivated with vines, after Spain, France, Italy and Portugal, followed by Greece, Germany, Hungary, Bulgaria and Austria. A position that honors Romanian country and obliges Romanian farmers to improve their performance through the quality of wine products and promote them internationally (Tab.1).

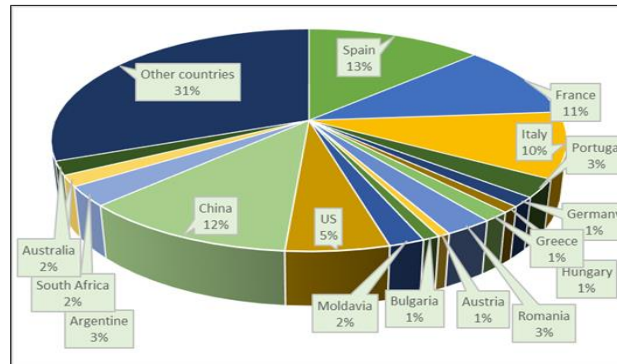


Figure 1. Share of wine-growing areas in 2020 in the world total (%)

The general trend in the dynamics of viticultural activities converges towards the expansion of vineyards and national grape production, through the contribution of non-European countries, especially Asia (China, Turkey-largest producer of raisins), America (US, Canada, Argentina, Chile and Brazil) and Australia (Fig. 1, Fig. 2).

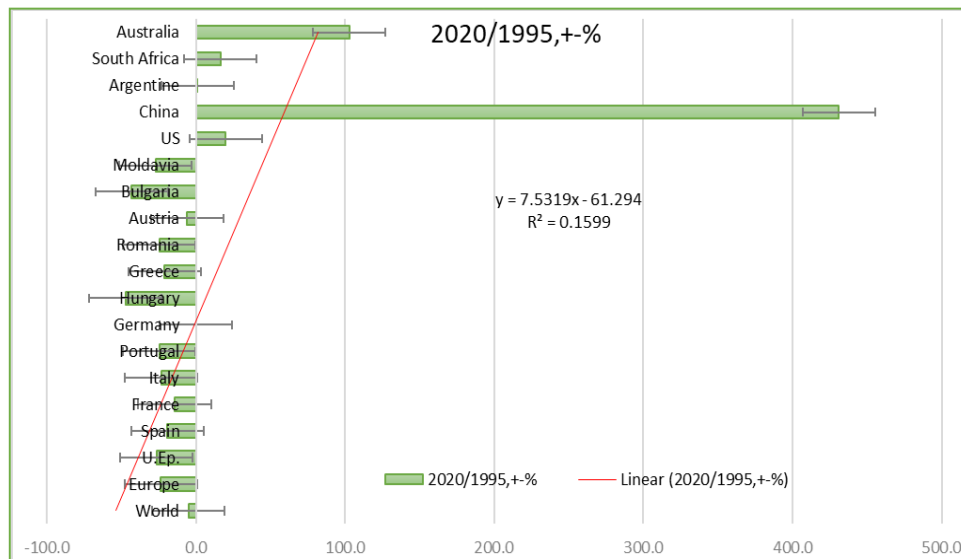


Figure 2. Evolutionary trend of viticultural areas in the period 1995-2020 (thousand ha)

The trends in the main wine-growing countries illustrate two major stages: the stage of growth of the wine-growing areas in the period 1995-2015 and the stability trends after 2015, areas amounting to over 3.2 million ha for the fifth consecutive year, only in the European Union.

This stability can be attributed, on the one hand, to the end of the European Union's deforestation and regulation program for wine production potential and, on the other hand, to the management of wine production potential, which allowed the Member States in 2016 to authorize planting up

to an annual increase of 1% of the vineyards already planted. In 2020, wine production had a positive balance, globally, with an average quantity of 258 million hectoliters and an average increase of 1.7% for the period 1995-2020 (Tab. 2). The variability of wine production is observed by analysis both regionally and locally.

Thus, it can be observed the notable decrease of the production of 2020 of 14% compared to the production of 2018, in which the maximum value was reached by over 294 million hectoliters. Continent Europe accounts for 66% of world production, with the world's largest wine producers in 2020: Italy, France and Spain. In the conditions of a relative stability of the global surface of the vineyards, in the last five years, Italy and France keep the tradition and occupy the leading places in the production of wine, with values of about 35-50 million hectoliters and Spain recovers among the wine producers, with an average growth of 41.3% between 1995-2020 and the largest vineyard in the world (Fig. 2).

Climatic conditions have been less favorable for some European countries, such as Portugal (6 million hectoliters). Although mold attacks have had a significant impact on production, Portugal remains above average production in recent years, compared to Greece (2.7 million hl) and Bulgaria (1.1 million hl), which saw significant decreases in the production of wine.

In terms of quantity, Germany is in the top ten wine-producing countries. Just over 60% of the wines produced are white, with the unanimously accepted opinion that German white wines, coming from the best plantations, from renowned producers, are the best in the world. Red wines from this country are gaining more and more popularity, especially those from Spatburgunder (Pinot Noir), the second most important red variety being Dornfelder. Germany is recovering today through oenological tourism - Deutsche Weinstrasse, Mosel, Rheingau and the future vineyards of Bavaria, Rhineland and Alsace. France is the second largest wine producer in the world when it comes to volume and remains the global center for the production of fine wines. France is also a pioneer in the introduction of Controlled Appellations of Origin (AOC), a legislative project taken over by other European countries.

Wine production in Romania in 2020 was 3.6 million hectoliters, 0.8 million hectoliters more than in 2017, which is an increase of 18% higher than in the previous year, similar to the increase in world wine production. These figures place Romania country the 13th place in the ranking of the largest wine producers in the world between Portugal (6.1 million hectoliters) and Hungary (3.6 million hectoliters). The significant increase in Romanian wine production is a consequence of the fact that the Romanian wine industry has matured steadily and considerably in the last ten years. This development was determined primarily by the amount of grape product through the higher number of winemakers, 206 in 2015, compared to 78 in 2009, and the increase in areas cultivated between 2010-2018. The general trend in the dynamics of wine production leads to a quantitative increase, at the level of countries, either by expanding cultivated areas, such as non-European countries: China, Australia, US, South Africa, or by improving maintenance agro-techniques and viticulture processing, in the case of Spain, Germany, Austria (Fig. 3).

Table 2. Dynamics of wine production in the period 1995-2020 (thousand hl)

The region	1995	2000	2005	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2020/1995, +-%	Mean	%from mean
World	253678	278918	277684	262657	267509	260030	291008	269806	275207	269096	247846	293964	254846	258075	1.7	268595	100.0
Europe	178870	197942	183374	171349	174512	162503	188706	171281	177539	177604	165680	191485	165768	165768	-7.9	176599	64.2
U.Ep.	172677	187483	171269	163853	168360	154510	181809	164104	165190	163447	15569	183327	159069	158469	-9.0	157795	61.4
Spain	20876	41692	36158	35353	33397	31123	45308	39494	37704	39670	3256	44486	37560	35566	41.3	34403	13.8
France	54354	57541	52105	44381	50757	41548	42134	46534	46977	45592	3645	49169	36495	36485	-49.0	43408	14.1
Italy	55702	51620	50566	48525	42772	45616	54029	44229	49996	50920	42572	54895	47507	47200	-18.0	49011	18.3
Portugal	7255	6710	7266	7148	5622	6327	6231	6206	7048	6010	6698	6148	6498	6532	-11.1	6550	2.5
Germany	8510	9852	9153	6906	9132	9012	8409	9202	8819	9013	7593	10312	8200	8954	5.0	8791	3.5
Hungary	3289	4299	2900	1646	2508	1765	2644	2427	2572	2545	2647	3586	2430	2897	-13.5	2725	1.1
Greece	3841	3558	4027	2950	2750	3115	3343	2800	2501	2490	2690	2216	2690	2690	-42.8	2976	1.0
Romania	6720	5456	2602	3287	4058	3311	5113	3750	3628	3267	4387	5173	3787	3587	-87.3	4152	1.4
Austria	2229	2338	2264	1737	2814	2125	2392	1999	2268	1953	2565	2892	2565	2565	13.1	2336	1.0
Bulgaria	2641	3305	1708	1080	1030	1098	1337	833	1367	1206	1148	1062	1148	1148	-129.1	1437	0.4
Moldavia	2964	1112	2520	840	1520	1470	2570	1630	1560	1495	1864	1986	1864	1864	-59.0	1804	0.7
US	18660	2150	2288	20880	19140	21650	24306	23090	21730	23701	23370	24750	24340	24790	-24.7	19632	9.6
China	700	10500	11800	13000	13420	16060	13690	13490	13340	13210	11670	9380	8340	7800	91.0	11171	3.0
Argentina	1644	1253	1522	1625	1547	1177	1498	1519	1336	944	1184	1456	1284	1084	-51.7	1362	0.4
South Africa	833	694	840	922	972	1056	1098	1146	1123	1053	1089	957	976	1040	29.9	986	0.4
Australia	502	806	1430	1142	1118	1225	1231	1186	1191	1310	1374	1274	1206	1054	62.4	1146	0.4



Figure 3. Share of wine production in 2020 of world total (%)

Globally, wine consumption has remained relatively constant in recent years. If in 2014 global wine consumption amounted to about 241 million hectoliters, then the trend was upward, so in 2020 there was an increase of up to 244 million hectoliters according to OIV data.

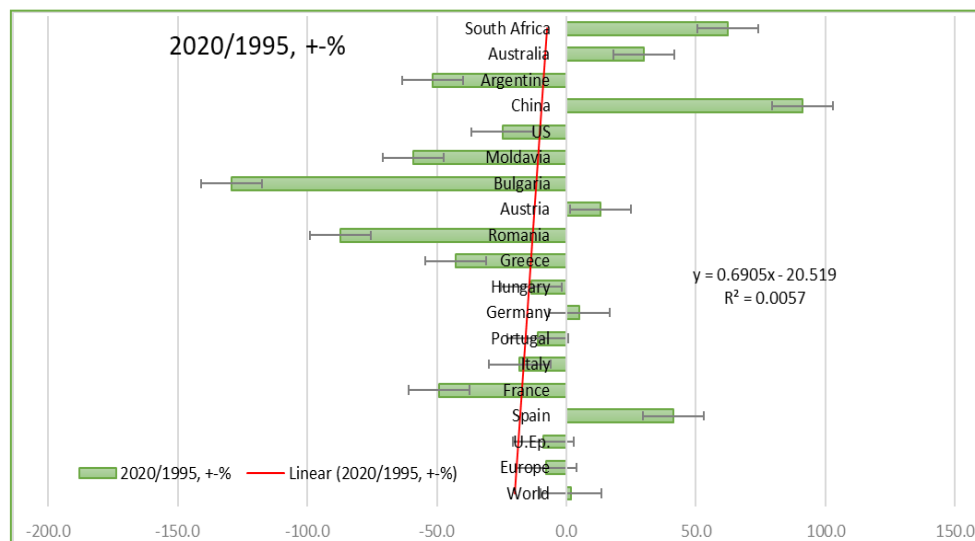


Figure 4. Evolutionary trend of wine production in the period 1995-2020 (thousand hl)

Although we would be tempted to attract major consumption to countries with a tradition in vine cultivation, the figures show that the United States is the largest consumer of wine in the world, with over 33 million hectoliters/year, according to data from 2018 - 2020, increasing compared to 2014 by 2.8 million hectoliters (Table 3).

Table 3. Total wine consumption for the period 2014-2020 (million hl) and per capita consumption in 2020 (liters)

The region	2014	2015	2016	2017	2018	2019	2020	Mean	2020/2014,+ in volum	2020/2014, +-%	Cons/pers.2020 (+15years)
World	241.0	243.0	244.0	246.0	246.0	244.0	244.4	244.1	3.4	1.4	
Europe	102.1	104.6	103.8	104.9	107.3	105.2	105.2	104.7	3.1	3.0	
U.Ep.	98.7	102.2	101.6	99.8	103.9	101.4	101.4	101.3	2.7	2.7	
Spain	9.8	9.8	9.9	10.5	10.5	11.1	11.1	10.4	1.3	13.3	26.9 litre
France	27.5	27.3	27.1	27.0	26.8	25.7	25.7	26.7	-1.8	-6.5	50.2 litre
Italy	19.5	21.4	22.4	22.6	22.4	22.1	22.1	21.8	2.6	13.3	43.6 litre
Portugal	4.3	4.8	4.7	5.2	5.5	5.0	5.0	4.9	0.7	16.3	62.1 litre
Germany	20.3	20.5	20.2	19.7	20.0	20.2	20.2	20.2	-0.1	-0.5	28.0 litre
Hungary	2.3	2.2	2.3	2.3	2.4	2.5	2.5	2.4	0.2	8.7	29.3 litre
Greece	2.6	2.4	2.3	2.3	2.1	2.0	2.0	2.2	-0.6	-23.1	21.9 litre
Romania	4.7	4.0	3.8	4.1	4.5	3.9	3.9	4.1	-0.8	-17.0	29.9 litre
Austria	3.0	2.4	2.4	2.4	2.4	2.3	2.3	2.5	-0.7	-23.3	28.3 litre
Bulgaria	0.9	1.0	1.0	0.9	1.0	1.0	1.0	1.0	0.1	11.1	19.7 litre
Moldavia	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.0	0.0	34.8 litre
US	30.6	30.9	31.7	32.6	33.0	33.4	33.4	32.2	2.8	9.2	12.4 litre
China	17.4	18.1	19.2	19.3	17.6	17.3	17.1	18.0	-0.3	-1.7	1.5 litre
Argentina	9.9	10.3	9.4	8.9	8.4	8.5	8.3	9.1	-1.6	-16.2	24.8 litre
South Africa	4.0	4.3	4.4	4.5	4.3	4.0	4.0	4.2	0.0	0.0	10.6 litre
Australia	5.4	5.5	5.4	5.9	6.0	5.9	5.9	5.7	0.5	9.3	31.5 litre

According to OIV data for 2020, the European Union provides 65% of world wine production, 60% of global consumption and 70% of wine exports. Countries with a long tradition in the field, France and Italy have dominated both wine production and consumption. France, with 25.7 million hectoliters/year, down from 2014 when the figures showed a consumption of 27.5



million hectoliters, while Italy is in third place, with 22.1 million hectoliters/year, with a slight decrease in the last three years. This is due to the fact that several countries with a tradition in wine production, recognized as the main producers, started after 2015 to reduce vulnerable vineyards (Italy, France) and thus the grape harvest for wine. This is explained by the worsening of climatic conditions with prolonged droughts and low humidity, lack of labor and additional marketing costs to market wine products on the non-European market.

If we look at what is happening in the countries of the New World, Argentina recorded a decrease in consumption after 2015, offering consumption 8.3 million hectoliters of wine in 2020, down from 2015, due to unfavorable weather conditions. Similarly, China recorded steady declines after 2017, so that in 2020 the decline in wine production forced a decrease in wine consumption, of only 17.1 million hectoliters by 2.2 million hectoliters less than in 2017 (Tab. 3). The decrease in domestic wine consumption in China is justified by the modest quality of local wines (it is known that this country has no tradition in growing and processing vines), but also by refining the taste among consumers, to superior wines, the involvement of viticulture companies and price increase in direct proportion to quality/price.

Romania ranks 13th in the world in terms of wine consumption, with an average of 4.1 million hectoliters in the period 1995-2020, in 2018 - a year characterized by record grape production for wine processing by 4.3% less than in 2014. Per capita consumption increased between 2016 and 2017, although own consumption is difficult to monitor, placing Romania in sixth place with an average of about 30 liters-/person, between Austria (31.5 liters-/person) and Hungary (29.3 liters-/ person). One explanation could be that many Romanians continue to produce homemade wines for domestic consumption, which decreases market demand. Another reason could be the fact that wine ranks third in Romanians' preferences, after beer and spirits.

The difference between wine production (258 million hectoliters) and wine consumption (244 million hectoliters) is found in the distillation of wine for spirits or vinegar. World wine consumption is, in most cases, difficult to know, so the OIV makes estimates that can be roughly described as "production + import-export". Foreign wines on the Romanian market come mainly from France, Italy, Spain and Hungary. Romanian wine exports are mainly made to European countries such as Germany, Great Britain or Sweden. Recently, the market is expanding in the US, Canada, Russia, China or Japan.

#### **4. Discussion**

According to Pau Roca (OIV headmaster), at the web conference on October 27, 2020, Paris (<https://www.oiv.int/public/medias/7542/en-oiv-oiv-press-conference-october-2020-press-release.pdf>) and the data analyzed in this material, it results that after the high productions until 2017 were followed by a moderation in the last years 2018-2020, both in terms of concerns vineyard areas as well as global wine production. Which is not necessarily bad news, but the consequences of the current geopolitical context, climate change and the Covid-19 pandemic have generated a high degree of volatility and uncertainty on the world wine market. Notable for 2020:

- ✓ The production volume is lower than the average in the European Union. After 2017,

where measures to reduce crop volume have had a significant impact in Italy, France and Spain, despite favorable climatic conditions overall.

- ✓ Satisfactory harvests in South Africa, Australia, China and the USA with volumes in line with previous years, but the uncertainty caused by fires could lead to further revisions.
- ✓ Declining wine production in South America, especially in Argentina and Chile, due to adverse weather conditions.
- ✓ South Africa has finally returned to "normalcy" after several years of drought.
- ✓ Australia records a reasonable harvest despite climate risks (drought, fires)

From a historical point of view, Europe is one of the emblematic regions, through the variety and quality of wines. European Union countries: Spain, France and Italy are by far the dominant players in the field of wine.

What characterizes the current period? It is the ability to adapt to climate change now and in the future (Jones et al. 2005). The current too rigid agricultural systems and the vision deficiencies in the planning of agricultural productions are subjects of analysis in the perspective of the flexibility of this economic field.

At present, the European and Romanian wine industry shows a positive evolution both in terms of area, wine production and marketing. Most winemakers, especially young ones, are quality-oriented wine producers. In terms of external demand, efforts should be continued to find new international markets, discover new market segments and convince foreign consumers about quality European and Romanian wine.

This objective implies maintaining a constant quality products every year in order to consolidate and improve the competitiveness of Romanian wine; increase in yields per ha, because the still low productivity of Romanian producers compared to foreign winemakers causes high costs, high price/kg the price of grapes and wine by default; increasing efficiency will be possible in the future due to the convergence of two factors: on the one hand, the use of appropriate technologies and strict compliance with vineyard treatments, and on the other hand, the intensification of land use that has undergone replanting.

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