

# The integration of fungus tolerant vine cultivars in the organic wine industry: the case of German wine producers

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## Abstract

While the wine industry is generally not perceived as major environmental polluter, soil erosion, chemical pesticide and fertilizer usage in addition to ground water consumption result in consequential environmental impacts. In Germany, organically certified wine production has grown exponentially since the early 1990's. However, organic wine makers are faced with a double challenge: how to achieve necessary market penetration with their products while ensuring an adequate standard of living. Fungus tolerant vine cultivars (grape varieties) have gained recent attention and received accolades from some organic winemakers. At present, there is a paucity of literature in the field of fungus tolerant vine cultivars and the marketability of the wines that are being produced. Hence, the purpose of this paper is to provide an overview of the fungus tolerant vine cultivars in Germany with a particular interest in researching the current marketability. Findings of the survey provide a clear picture of the current positioning of fungus tolerant vine cultivars in the market and provide hints on the steps necessary for the promotion and exchange of scientific and practical findings concerning disease tolerant grape cultivars nationally and internationally.

**JEL classification:** L66, O13, Q13, Q21, Q56.

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