

# Development plan for Italian wine is urgent!

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*In the face of transformative market dynamics and changing consumer preferences, Italy's wine sector must urgently define a development strategy. Drawing lessons from Australia's Vision 2050, the article highlights actionable steps, including balancing supply and demand, sustainability, and diversifying markets, underscoring the need for stakeholder collaboration to secure a successful future for Italian wine.*

Years ago, I was fortunate to participate in the **Vision 2030 project**, coordinated by Ettore Nicoletto, former CEO of Angelini Wine Estates. This initiative brought together several leading wine industry **owners and managers** to analyze key **issues** (such as the **demand-supply balance, communication, training, and wine tourism**) and identify solutions.

Despite these attempts, no comprehensive **development plan** has emerged in the past 30 years, demonstrating the industry's reluctance to adopt shared strategies. Meanwhile, other wine-producing countries, like **Australia**, are taking significant steps, exemplified by their updated **Vision 2050** plan.

Australia's **Vision 2050 reset** outlines six **urgent priorities** to be implemented by June 2025:

1. **Balancing supply and demand:** Align supply with sustainable demand.
2. **Diversifying international markets:** Expand presence through **market research and product innovation**.
3. **Growing the domestic market:** Support wineries in local market expansion.
4. **Embracing sustainability:** Promote the **Sustainable Winegrowing Australia** program.
5. **Defending wine's social role:** Implement **evidence-based policies** to address alcohol abuse.
6. **Adapting funding systems:** Ensure **financial models** align with the sector's future needs.

Specific actions include creating a **national vineyard registry** and encouraging transitions to **alternative crops** where necessary. The ultimate goals are ambitious:

- **3% annual growth** in unit value.
- **A \$100 billion contribution** to Australia's economy from wine and wine tourism.
- Achieving **#1 product status** in key markets.
- Enhanced **perception of quality** for Australian wine.

These strategic objectives highlight the need for Italy to implement its own **development policy**, leveraging clearer, deeper **sector insights** and involving all relevant **stakeholders** effectively.

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## Key Points

1. Italy's wine sector lacks a unified development plan amid market changes.
2. Australia's Vision 2050 offers a model with six urgent priorities.
3. Balancing demand and supply is critical for long-term sustainability.
4. Stakeholder collaboration is vital for a successful wine strategy.