

Viticulture modernization program – Modervitis

José Fernando da Silva Protas

Embrapa Uva e Vinho, PO Box 130, 95700-000 Bento Gonçalves, Rio Grande do Sul, Brazil

Abstract. The Modernization Program of the Brazilian Viticulture is focused on establishing criteria, mechanisms and policies that support the implementation of a policy able to promote the restructuring/modernization of physical and technological base of wine production (grape production) and winery (juice preparation grape, wine and other derivatives of grape and wine), on traditional wine regions of Brazil, it being understood that with this, this segment of the wine sector, which is characterized by a strong bond with the family farm, achieve quality levels and sustainable competitiveness.

1. Introduction

The Modernization Program of Brazilian Viticulture – MODERVITIS – is focused on restructuring/modernizing the physical and technological bases of wine production (grape production) and winery production (manufacturing grape juice and wine) from traditional wine regions of southern Brazil. This segment of the wine sector, which is characterized by a strong bond with the family farm, from the implementation of MODERVITIS should achieve quality and competitiveness levels able to give it sustainability.

On the other hand, given the precarious associative relationship that is evident in the Brazilian wine industry, will promote the creation of integrated cores from the Winemaking Business Plan formulation, linking contractually winemakers and wineries.

The programme should take the leading role in production and in its qualitative increase, favoring varieties and wine production systems that are presented with real potential on the production regions environmental characteristics and the effective commercial interest of the wineries that accede to it.

Focused on the promotion of profound changes in a traditional productive sector, the program in one hand, favors the physical modernization of the productive base, which enables better technical and economic performance of the activity and on the other, adjust the characteristics and quality of supply (varieties of grape produced) the technical and market needs of the agribusiness sector. In this context, it is feasible to establish a joint exchange ratio, in which the interests and benefits, both grape producers and agribusinesses, converge, giving rise to a new, more just, harmonious and sustainable reality for the sector as a whole.

2. Objectives

- a) Trigger, from MODERVITIS, a process that encourages networking among winemakers and wineries, promoting technological modernization of production

systems through the establishment of convergent business plans.

- b) Available, growers and wineries members, credit lines appropriate to the reality of the actors involved;
- c) Available, growers and wineries members, Technical Assistance and Advisory to wineries, respectively;
- d) Structure and available, in the framework of PRONATEC, a training program and professional certification to the actors involved in the various links in the production chain.

3. Action strategy

3.1. Core formation

This program will be structured from the formation of Wine-Production Centers. In this context, it is understood by Core the arrangement formed by a wine company (nucleation) and a set of winemakers (nucleated). Each Center will be formed and structured based on the demands of the nucleation companies, and their respective production systems, oriented by the Technical Regulation of MODERVITIS, geared specifically to qualitative and quantitative characteristics of the raw material (grape) to be produced. Relations between the wine business (nucleation) and each of its partners winemakers (nucleated), will be governed by specific contract, signed individually, establishing the rights and obligations of each part. In the case of implementation of new vineyards, the production structure to be financed must conform to the technical guidelines set out in the Technical Regulation of MODERVITIS, so that the deployed production systems reconcile the characteristics and demand needs with environmental and structural conditions of the wineries properties involved.

3.2. Technical regulation of MODERVITIS

Developed under the coordination of Embrapa Grape and Wine and validated with the support of partner institutions in the states involved, this document will establish the

technical standards and guidelines that will structure the ATER Program that will be taken to the winemakers (nucleated) adherents. Thus, based on the profile of demands and the natural characteristics of the respective regions, will be defined the cultivars to be encouraged as well as established the production systems (rootstock, producing, driving system, spacing, etc.). Objectively, will seek to match the characteristics of the cultivars (early, late, etc.) with the natural/environmental characteristics of each region. With these measures, in addition to improving quality and productivity, it will be creating a production structure able to provide a better distribution of production, streamlining the labor demand in the property and optimizing the use of the industrial structure installed by extending the crop period.

3.3. State committees structure to support MODERVITIS

Under the joint coordination of the Brazilian Institute of Wine – Ibravin – and Embrapa Grapes and Wine, in each component state of MODERVITIS (Paraná, Santa Catarina and Rio Grande do Sul), shall be established a committee involving key public and private institutions, directly or indirectly related to the wine industry. In this context, we highlight the important role that should have the Rural Extension Services, the Sectoral Chambers and the entities representing farmers, cooperatives and private companies. In this context, it is recorded that, on previous occasions, the question of the formation of the State Committees, has already been presented and discussed with the public and private institutions and business leaders in the three countries, being at an advanced stage of structuring. The proposal is that these committees are formalized, in each state, through Government Ordinances.

4. Beneficiaries of the modernization program

Considering the economic, social and cultural characteristics of wine industry traditionally developed in southern Brazil, joining the program should have the following order of priority:

4.1. For winemakers

- a) Those already established that need to modernize its productive structure (vineyards) to improve productivity and production quality (variety and quality), through the conversion of existing area or implementation of a new one, as the prerequisites set out under the program and priorities of the company nucleation that bind;
- b) Those already established that need to resize its productive structure (vineyards), by increasing the acreage and modernization of vineyards, as the prerequisites defined in the program and priorities of the company nucleation that bind;
- c) Those wishing to invest in grape production for agribusiness wine and grape juice, whose projects fall under the modern standards that will be established under the Program Rules and priorities of the company nucleation that bind.

4.2. For wine industries

Wineries, including small and medium enterprises, located in the traditional regions that join the program and meet the prerequisites established under the program.

MODERVITIS, as the result of the Brazilian Wine Institute – IBRAVIN, is a component of the Program Greater Brazil Plan (Plano Brasil Maior), involving the federal level, the following government institutions:

- a) Ministry of Development, Industry and Foreign Trade – MDIC (Coordination);
- b) Ministry of Agriculture, Livestock and Food Supply – MAPA;
- c) Ministry of Agrarian Development – MDA;
- d) Ministry of Science, Technology and Innovation – MCTI;
- e) Brazilian Agricultural Research Corporation – EMBRAPA (Executive Secretary);
- f) National Supply Company – CONAB;
- g) National Bank for Economic and Social Development – BNDES.