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## **Wine Conference Makes Strides Toward International Labeling Compatibility**

**Davis, Calif.**—In early June government regulators, producers and attorneys from the two largest wine consuming blocks—the European Union and the United States—came together on the UC Davis campus to discuss new E.U. labeling requirements and how labeling laws can become more congruent between markets.

Wine quality can only be assessed by opening a bottle and tasting the wine. For that reason, labels and label information are extremely important in wine marketing, since they allow consumers to make quality judgments without actually tasting a wine. In an extremely competitive international marketplace, firms employ various strategies to differentiate themselves from commodity producers. Some use geographic indicators or origin, others use varietal names, and still others make overt quality claims such as “winemaker selection” or “old vines.”

The UC Davis event provided experts in the fields of wine, commercial law, agriculture and economics with the opportunity to meet with regulators and European producers to gain a better understanding of the new labeling regulations, the legal implications of labeling as intellectual property, and what lies ahead in terms of creating laws that are compatible internationally.

Co-coordinators for the event were Beth Greenwood, J.D., associate dean, Center for International Education, UC Davis Extension, and executive director, International Programs, UC Davis School of Law, and James Lapsley, Ph.D., adjunct associate professor, UC Davis Department of Viticulture and Enology, researcher, UC Davis Agricultural Issues Center.

**[www.extension.ucdavis.edu/wineconf](http://www.extension.ucdavis.edu/wineconf)**

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