Consumer Countries/Markets

**Americans Will Pay the Price on the New Tariffs on European Wines**

Wine has a reputation for luxury in the United States, but ultimately, it’s an agricultural product, just like corn or wheat or 19-cent supermarket bananas. And we recently saw how little the Office of the U.S. Trade Representative values that commodity when it announced 25 percent tariffs on wine imports from France, Spain, Germany, and the United Kingdom, effective Oct. 18. But the tariffs aren’t really about wine, of course. They’re the latest double-dog-dare in an ongoing dispute over aircraft subsidies, as detailed in a recent New York Times article, “Why Trump Just Made Your Dinner More Expensive.”

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Global Trends - Wine Industry Key Elements

**Measuring Wine’s Apathy Problem**

Wine has an apathy problem in restaurants. Only 31 percent of diners order wine first when they sit down for a meal, while the rest choose beer or spirits to get things rolling. This preference is even more pronounced in the mere 17 percent dollar share of market that wine commands in off-premise accounts nationwide, according to Nielsen.

A major California winery dug up several reasons for this apathy and some potential solutions through its own data gathering. The top reasons for choosing wine last are: Wine is expensive, people prefer the cocktail experience, and wine is intimidating.

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Natural / Physical Resources

**How water-wise is your diet?**

It takes 21 litres of water to produce a small chocolate bar.

Our diets can have a big environmental impact. The greenhouse gas emissions involved in producing and transporting various foods has been well researched, but have you ever
thought about the water-scarcity impacts of producing your favourite foods? The answers may surprise you. A water-scarcity footprint consists of two elements: the litres of water used, multiplied by a weighting depending on whether water scarcity at the source is higher or lower than the global average.

Foods with some of the highest water-scarcity footprints were almonds (3,448 litres/kg), dried apricots (3,363 litres/kg) and breakfast cereal made from puffed rice (1,464 litres/kg). In contrast, foods with some of the smallest water-scarcity footprint included wholemeal bread (11.3 litres/kg), oats (23.4 litres/kg), and soaked chickpeas (5.9 litres/kg).

Can Dry Farming Help Save California’s Vineyards?
As the state faces ever hotter, drier, and more erratic weather, advocates of dry farming say its time has come—again.

California’s most recent drought lasted many long, parched years—eight in some regions—before ending in 2017 to the relief of everyone in and out of agriculture. For the state’s grape growers, it meant respite from parched vines putting out small berries and leaves and showing other signs of stress. There was plenty of suffering to go around, but some vineyards fared less terribly than others—historic parcels east of San Francisco, in Contra Costa County, for example. Planted at the turn of the last century by Italian, Portuguese, and Spanish immigrants, they rely on a technique called dry farming rather than irrigation.

Dry farming, a method that’s been used for centuries to grow grapes, almonds, and olives in Mediterranean countries, requires soils with enough structure to hold moisture from seasonal rains for months at a time—in California, these rains happen between October and April. One method is to plant young vines that are grafted to vigorous rootstocks relatively far apart and water them for only their first two years in the ground. The point is to encourage their roots to dig deep into the dirt from which they’ll pull stored rainwater starting in year three.

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