




Terroir in Transition: GIS, Climate Change, and Wine

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GIs are foundational to the global wine industry – economically, culturally, legally, and in terms of consumer trust.



GIs are being threatened by climate change because of their direct dependence on terroir.

Why GIs matter



MARKET
DIFFERENTIATION
AND PREMIUM
PRICING



LEGAL PROTECTION
AGAINST IMITATION
AND MISUSE



CULTURAL HERITAGE
AND RURAL
ECONOMIC
DEVELOPMENT



QUALITY CONTROL
AND TRACEABILITY



ENVIRONMENTAL AND
CLIMATE RESILIENCE
(EMERGING??)

A black and white photograph of a miner in profile, wearing a headlamp and a tag that says 'RESCUE'. He is holding a wire cage containing a white canary. The scene is dimly lit, with the headlamp providing the primary light source. The text 'Wine is the canary in the climate coal mine.' is overlaid in white on the image.

Wine is the canary in the climate coal mine.

A photograph of two men working in a field. The man on the left is wearing a red sweater and dark pants, leaning forward and using a wooden-handled tool to work the soil. The man on the right is wearing a green suit and a red tie, also leaning forward and using a similar tool. The field is dark brown and appears to be recently plowed. In the background, there are rolling hills and a line of trees under a grey, overcast sky. The word "Champagne" is written in white, sans-serif font across the center of the image.

Champagne



Bordeaux

John F. Campbell

Mendoza



A photograph of a boat navigating a narrow channel between massive, towering ice walls. The ice is a deep blue color, suggesting it is old and compressed. The boat is in the center, creating a large splash of white water in the foreground. The text is overlaid in white, centered on the image.

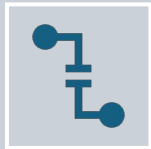
GIs freeze a snapshot of terroir in law, but climate change is melting the ice.

Three pressure points:



Specification Flexibility

Allowing new grape varieties, irrigation methods, canopy management, or sustainability rules.
But without losing identity.



Geographic Boundaries

Whether to expand, subdivide, or shift GI regions as climate zones migrate.




Sustainability as Part of Origin

Should GI specifications include water conservation, soil protection, or biodiversity measures?
If terroir is changing, maybe *protecting* terroir becomes part of the GI itself.



International legal framework is insufficient, and countries are handling it in different ways.



**Opportunity: Harmonization,
innovation, and something good for
the world.**

Call for harmonization

Reviews	Pathways	Plan	Sustainability	Harmonizing
Building periodic climate reviews into GI specifications	Providing clear legal pathways for variety changes	Considering altitude, slope, and water access as part of origin	Embedding sustainability criteria into GI codes	Harmonizing rules across borders so that trade disputes don't ignore climate reality

A close-up photograph of three hands holding wine glasses. The hand on the left holds a glass of red wine. The hand in the middle holds a glass of red wine. The hand on the right holds a glass of white wine. The background is a blurred outdoor setting, possibly a vineyard or a scenic view. The text "Gracias y salud!" is overlaid in the center of the image.

Gracias y salud!