

# D.O. CAVA

## **The Cava D.O. approves limiting production to help rebalance the market**



*Cava harvest, 2020*

**Vilafranca del Penedès, 4 June 2021** - The Regulatory Council of the Cava D.O. approved, in a plenary session, placing temporary limits on production for the second year in a row. For the next harvest, growers have been authorised to harvest 11,000 kilos of grapes per hectare throughout the Cava Region. The total figure is 1,000 kilos more than in last year's campaign. The decision was adopted by a majority of the 12 members who make up the full Regulatory Council. The president of the Regulatory Council, Javier Pagés, stated that “the circumstances needed to restore the 12,000 kilos per hectare are not present yet”.

The purpose of the measure, according to the institution's president, Javier Pagés, is to make progress in correcting the surplus in the sector caused by Covid-19 and the excess number of hectares planted in the D.O. He made a new appeal to the unity and the responsibility of all the agents in the sector to achieve a “self-regulated market”. The goal is to lay the foundations for restoring the prices paid for grapes.

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The president of the Cava D.O. Regulatory Council wanted to expressly defend the winegrowers, and is convinced that “fair production prices” have to be paid to ensure the sustainability of the sector. Accordingly, “the entire value chain of the Denomination of Origin, and every public authority, must act responsibly to guarantee its orderly and sustainable growth”.

## **Cava D.O., commitment to provenance, land and sustainability**

With over 70% of international sales, Cava is the Spanish D.O. with the most exports. Its 6,800+ winegrowers manage over 38,000 hectares of vineyards. And its 370 member wineries are present in more than 100 countries. Cava, universal harmony for cuisine, is made using the traditional method with a strict commitment to provenance, land and sustainability.

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