

01. Institutional

Mission, vision, culture & pillars

WINES OF ARGENTINA

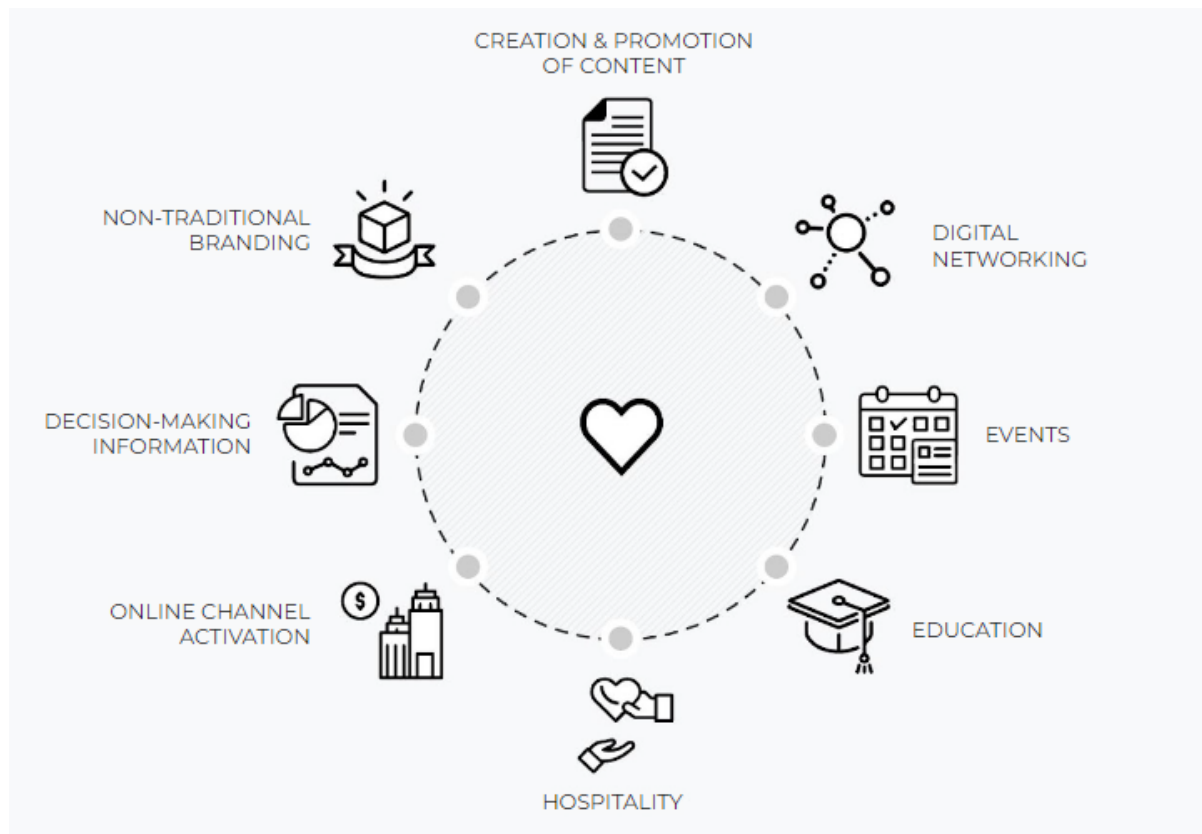
Since 1993 we have been the organization responsible for promoting *Argentine Wine* across the world.

OUR PURPOSE

- To facilitate Argentina's consolidation as one of the globe's leading exporters of wine and contribute to the world-wide success of the Argentine wine industry through the construction of the "VINO ARGENTINO" brand.
- To guide the export strategy of the Argentine viticultural sector.

OUR MISSION

- To enhance brand awareness of *Vino Argentino* throughout the trade, and among opinion leaders and consumers through the development and implementation of comprehensive communications strategies, innovative "*phygital*" activities, and digital marketing, and to generate business opportunities for wineries.



OUR VISION

To create a leading country-based international wine brand in the communication and digital promotion spheres through innovative activities that also have beneficial social, environmental and economic impacts.

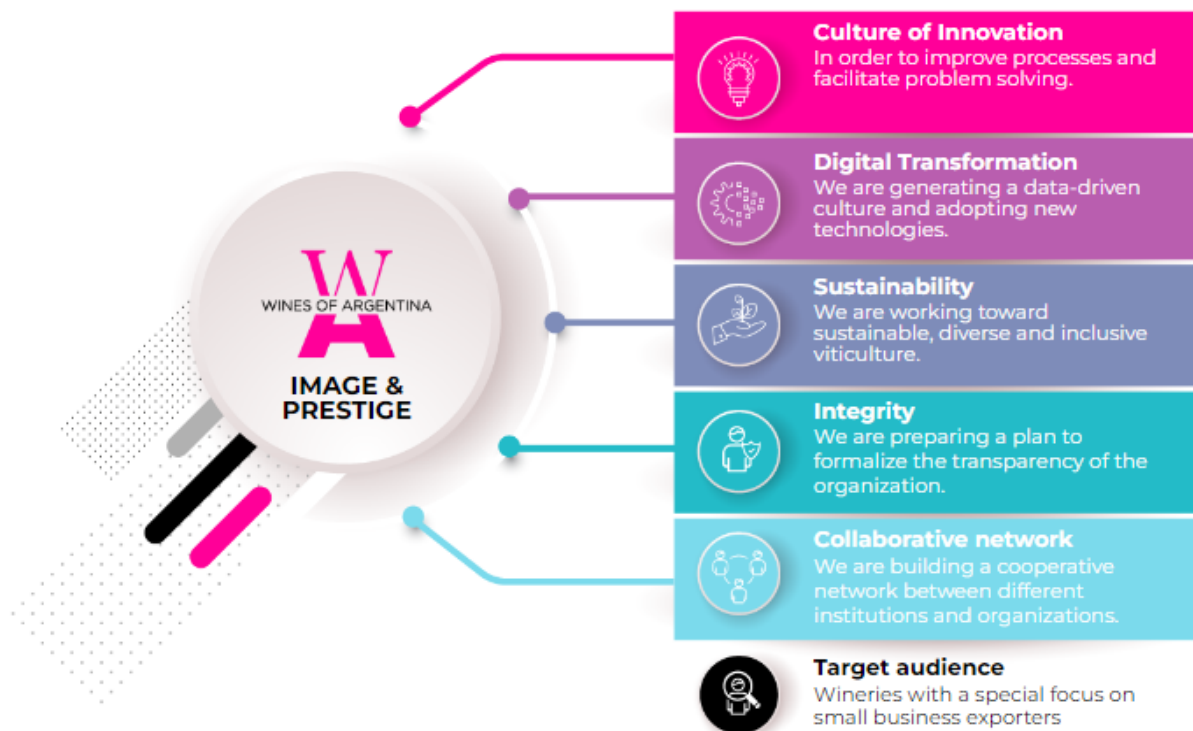
OUR CULTURE

- We value **diversity** and learn from our differences, encouraging **equality of opportunity** at every level to foster a more **inclusive** viticultural industry.
- We believe that our achievements are the result of **teamwork**. Every project we embark upon can only be successful through the efforts and contributions of everyone involved.
- We have the **flexibility** to adapt to new challenges and respond rapidly and effectively to the needs of the industry and changing environments.
- We are a team of **committed** professionals who work to achieve our goals with **enthusiasm** and **drive**.

- We are **facilitators** of a network of cooperation between wineries, institutions and organizations that collectively work to strengthen and expand the sector.
- We encourage open, honest, transparent and socially responsible **communication** to generate bonds within our team and our audiences.
- Our organizational culture is defined by **digitization** through the adoption of new technologies and the implementation of activities in virtual environments.
- We focus on **innovation** as the best way to improve our processes and facilitate solutions.
- We promote **solidarity** to contribute to the improvement of the conditions and wellbeing of the community.
- We seek to be the agents of change, contributing to the **economic, social, and environmental sustainability of our partners** and the viticultural sector as a whole.

INSTITUTIONAL PILLARS

For the construction of a holistic, collaborative, innovative, digital and sustainable industry.



02. Communication Strategy

2022 - 2024

All the activities Wines of Argentina is implementing in the western hemisphere are part of the communications strategy entitled **“Argentina’s Got Range”**, an evolution and reinforcement of the previous stage *“Argentina Breaking New Ground”*, which began in 2017. Given the changes in the international situation and their impact at different levels, WofA decided to revise the strategy in accordance with the guidelines and partner contributions that arose out of the 2022 Strategic Workshop.

ARGENTINA’S GOT RANGE

| Objectives | Key Audiences | Target Markets |
|---|---|--|
| <div>1. To enhance and reinforce the positive image of Argentine Wine among key audiences in target markets.</div> <div>2. To make a contribution to increasing Argentina's market share in target markets.</div> | <ul style="list-style-type: none">● Consumers● Trade● Key opinion leaders (KOLs). | <ul style="list-style-type: none">● United States● Brazil● United Kingdom● Canada● Mexico● Europe● Latin America |
| Core activities | | |
| Work with KOLs and influencers. | <ul style="list-style-type: none">● KOL Networking: building ties with key opinion leaders in target markets.● SM Influencers: expansion of the key messages through activities with influencers on social networks. | |
| Activation of channels / trade. | <ul style="list-style-type: none">● Driving interest and demand for Argentine Wine by encouraging micro-conversion through traffic to online Argentine Wine stores.● Organizing activities with trade organizations and retailers to activate channels and increase distribution of Argentine Wine in target markets and establish the presence of Argentine labels in monopolies. | |
| Focusing on education. | <ul style="list-style-type: none">● Generating educational opportunities to promote knowledge about Argentina and its viticulture. | |
| Mixed media strategy. | Investment in PR, media & social media ads. | |
| Phygital (online+offline) activities to enhance impact and results. | | |

STARTING POINTS: KEY FACTORS

- An old producer in the New World.
- Extensive viticultural heritage.
- Argentine DNA
- A naturally natural environment
- Quality: #ArgentineWine from value for money to high-end.

An old producer in the New World

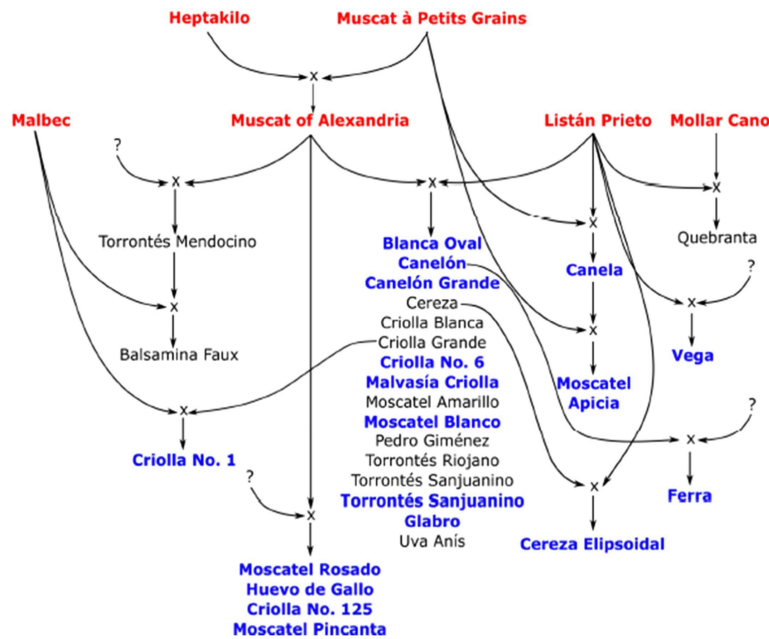
Argentina's viticultural roots date back to the 16th century when Spanish colonists introduced the first species of *vitis vinifera* to the country. Although Argentina's emergence as an exporter is relatively recent, beginning in the 90s before significant expansion in the 2000s, the western viticultural regions of Argentina – Mendoza, San Juan, La Rioja, Catamarca and Salta – have been producing wine for 400 years, while other areas have only recently begun to rediscover their heritage: for instance, the Sierras of Córdoba boast wineries built 3 centuries ago by the Jesuits. This explains winemakers' extensive knowledge of local terroirs and ability to harness them to produce wines of excellence.

An extensive viticultural heritage

Argentina has a rich pre-phylloxera genetic stock and several native grape varieties. Most of the vines imported from Europe in colonial times up to the middle of the 19th century are plants that disappeared from the old continent. These vineyards preserve genetic stock that has been lost across much of the world, meaning they have unique potential. These old vines account for a third of the surface area under vine in Argentina.

Apart from their patrimonial and historic significance, the value of these old varieties is that they produce great wines. A new wave of producers is looking to restore, preserve and revive this biodiversity as can be seen in phrases such as "old vines", "old vineyards" and "vieilles vignes" on labels. The old vineyards of Argentina are a genetic archive that guarantees the unique character of their wines now and in the future.

Similarly, there is a global movement in which heritage wines and native varieties (known as "criolla" in Argentina) are being reassessed and appreciated anew. These are wines that offer styles and flavors that cannot be found anywhere else. In Argentina, over 50 new varieties have been identified, most of which are the offspring of the Listán Prieto (known as "Criolla Chica" in Argentina) and Muscat of Alexandria grapes.



Argentine DNA

Argentine DNA is what defines us. We are a society of contrasts: intense, sensitive, complex and authentic. Argentina is the country of tango, football, empanadas, asado and wine, which has been declared the national drink and is a fundamental part of our identity. The country's culture and passionate, disruptive character come out in its wines.

ARGENTINA IS

European
Fun
Elegant
Passionate
Cultured
Friendly
Chaotic

AND ALSO

Latin
Nostalgic
Informal
Thoughtful
Wild
Individualistic
Civilized

A naturally natural environment

Argentina is the 8th largest country in the world by surface area; a vast territory that spans an enormous range of geographies, climates and natural wonders that the world is only just beginning to discover.

The traditional winegrowing areas are located in high altitude regions far from the sea, making them one of the few continental wine zones in the world with a significant thermal range –the difference in temperature between day and night. Most of these vineyards are in arid areas with dry climates and plenty of sun with little need for artificial enhancement. They are also far from urban centers and thus potential

pollution. These characteristics, in addition to the purity of snowmelt irrigation water from the Andes, make the wines naturally natural.

In recent years, producers have pushed the boundaries of Argentine wine to the south and east, seeking out the cold (to the south), and the influence of the Atlantic (to the east), producing wines in new environments but maintaining that essential natural purity.

Quality: #ArgentineWine from *value for money* to *high-end*

In addition to the fact that *Vino Argentino* has positioned itself as the best value for money option on the market, especially in the mid-level price segments, over time, thanks to the efforts of the industry, it has also become known for world-class quality in the high-end or premium wine segments. This is a distinguishing characteristic that means that Argentina is sought after by wine lovers across the world because it doesn't just guarantee that the wines will offer much more than the price tag might suggest but also that they will be of consistent quality year after year.

The systematic work of globally renowned tasters such as Luis Gutiérrez (Robert Parker's *The Wine Advocate*), Tim Atkin, Joaquín Hidalgo (who recently replaced Stephen Tanzer as taster for *Vinous* for Argentina and Chile), among others, and the increased frequency of high scores, medals and awards for Argentine labels have helped to consolidate Argentine Wine's international reputation for quality. This is enhanced by ties with internationally prestigious bodies such as the *Institute of Masters of Wine* and *Court of Master Sommeliers*, Europe and Americas Chapters. Heightened interest from leaders of global viticulture reflects not just Argentina's reputation on the wine scene but also the evolution and maturity of the country's industry and its resulting potential and attractiveness.

CORE MESSAGES

Innovation

| Research | Digitization | Experimentation | Micro-terroirs | Parceling | GIs | Evolution |

Argentine viticulture is being transformed by comprehensive, innovative processes that are redefining the country's identity and the range of wines produced there.

New technologies for the study of the soil and environmental factors that affect vines (satellite imagery, temperature monitoring systems to establish micro-climates, electricity conductivity tests, etc.) have produced a veritable Copernican Revolution in Argentine Wine. The trends we're seeing today include a **shift in focus from terroir to parcel**, where in-depth studies allow for more detailed classification of vineyards and

vines to get the best, most unique qualities out of a micro-terroir (precision viticulture). This is made possible in part by the industry's **digitization process**.

Argentina's producers have amassed greater in-depth knowledge of their terroir, allowing them to identify ever smaller units to concentrate on. One of the most notable recent innovations of Argentine Wine is the parceling of terroirs with political boundaries into smaller portions whose borders are determined by viticultural factors. Two decades ago, the talk was of regions, then the focus shifted to terroir. The key today is the narrowing down from landscape to much smaller **sections of vineyard**. Local wineries are investing in research and exploration to find out what distinguishes one vineyard from another and produce exceptional wines. This represents an evolution in viticultural methods in Argentina, **which is now producing some of the best wines in its history**.

These days, vineyards are often revealed by studies of their soils and plant populations to in fact be several different vineyards at once. One side, for instance, might be rich in clay and thriving plants; but a section with a dried river bed might be rich in stone and sand where the plants struggle more, while in yet another portion, the ground may be higher up with a much thinner layer of soil due to erosion where the plants quickly dry out. From a producer's point of view, this is a horticulturally varied vineyard. From an oenological point of view, it has the potential to produce three different kinds of wine.

Continuing the example, if Malbec is planted in each of these parcels, the grapes from each will produce three different kinds of Malbec. If they are mixed together, they will reflect the identity of the vineyard as a whole but separately they will reflect the character of the parcel from which they came. If, following harvest, it is discovered that one is especially exceptional, the vineyard will be reclassified in terms of the flavors it produces. And that is what is happening everywhere in Argentine Wine today.

Until the 1990s, it was illegal to plant vineyards outside of the specific provinces of Mendoza, San Juan, La Rioja, Catamarca, Salta and, to the south, Río Negro. In 1999 that legislation was changed: Law 25.163 also stated that wines in Argentina must be classified by their place of origin. It was something the country needed to implement to meet international export standards. The deregulation of vineyards, in addition to new innovative processes, gave rise to **significant experimentation in new regions**, transforming several into brand new winegrowing locations. **The rise of new Geographic Indications**, meanwhile, is pushing the boundaries for production and offering new, entirely different styles, some

of which are genuinely disruptive.

Establishing Geographic Indications of viticultural origin requires one key innovation: acknowledgment of the fact that traditional regions are not authentic representations of the wines they produce and so need to be redrawn. These new maps genuinely reflect the kind of wines that are produced there, showing what can be done with the knowledge possessed today.

Innovation also appears in other guises. Argentine wine professionals are **building a new national identity**, trusting their methods and the potential of their terroirs to produce exceptional wines.

Working to modernize their operations, local winemakers are **reshaping the range of wines that the country has to offer**, inspired by the pioneering spirit of the first immigrants to **create their own style** without fear of the past: many are returning to age-old techniques, varieties and methods, combining traditional practice with cutting edge technology. All this is reflected in the ongoing evolution of the industry today.

- Reassessing the country's botanical heritage such as those represented by **"criollas"** (native) varieties to produce unique, authentically Argentinian wines.
- Placing greater emphasis on the grape's freshness rather than ripe- or over-ripeness in order to properly establish the diversity and uniqueness of local terroirs.
- Epoxy and stainless-steel tanks dominated the Argentine –and global– wine scene in the 1990s and 2000s, making it possible to make good value, mass-market wines. However, the quest for excellence and greater detail is seeing winemakers turn to clay vessels, small recipients and eggs. This also allows wines to be made more naturally, enhancing the processes' sustainable credentials.

Diversity: Argentina's got range.

| Diversity | 3D winemaking | Altitude | Latitude | The Andes | Varieties | Styles | Pairings |

Argentina boasts vast natural, climatic, geographic, cultural and varietal diversity, factors that have consolidated the country's place on the global wine scene.

With 2,791,810 km² of continental surface area, Argentina is the eighth largest country on the planet. From north to south, it stretches 3,700 km, the same distance between Crete in the Mediterranean, to the Champagne region in France. This vast expanse, not seen elsewhere, means a diverse range of terroirs and different varieties and styles of wine.

3D Winemaking: altitude, latitude and the presence of the Andes

Argentina is the only country in the world where altitude plays a key role in its terroirs. The Andes mountain range runs north to south with different formations and geological morphologies. From a viticultural point of view, the **Andes** provide for variable altitudes for vineyards, depending on whether they're on the slopes or the plains, and how far they are from the mountain proper. **Altitude** and **latitude** work inversely to temperature. The higher each is, the lower the average temperature and vice-versa. There is a simple equation for this; for every 150 meters higher you go, working horizontally across the map, the temperature lowers by 1°C; while for every 10 degrees of latitude you get further from the Equator, the temperature falls by 6°C on average.

The lower the latitude (closer to the tropics) the farther up the slopes of the Andes the vineyards need to be to ensure ideal temperatures. And vice versa heading further south.

This means that in Argentina it's possible to successfully grow vineyards in cool, high-altitude areas at a latitude as low as the Tropic of Capricorn – such as Humahuaca. In Mendoza, at a latitude of 33°, you can go from warm areas at 500 meters above sea level such as La Paz (the Eastern Oasis of Mendoza) to extreme heights of between 1700 and 2000 meters above sea level such as Gualtallary (Uco Valley) or Uspallata (Las Heras). And to round things off, vineyards in Chubut at 45.5° Latitude South, are just 270 meters above sea level.

But it's not just a question of temperature. The further up the slopes and valleys one goes, the more the soil plays a crucial role in the viability of the vines. The higher you are, the steeper the slopes are and the newer the

souls while the materials provided by the mountains change depending on what has been brought by the river and gravity. The soils can expand or reduce the temperature range for a given variety. From the year 2000 onward, since producers began to experiment with vineyards at new heights, the soil has become a whole theater of study and with it the geology of the Andes.

The new heights also bring a change in the atmosphere, which grows thinner. The degree to which ultraviolet light is filtered out falls the higher you go. At sea level, you get 100% of the atmosphere to filter out its potency but 2,000 meters up that capacity drops by 30%. Put another way, the radiation increases the higher you are. The resulting effect on vines is notable. According to research in the area, the plant responds to the greater stress this causes: while the most obvious effect is increased color as a defense mechanism, it also affects the generation of phenolic compounds due to changes in hormonal behavior. For the reds, this means greater structure and color.

Radiation is also affected by the latitude. The closer you are to the Equator, the greater the radiation while it decreases to the south due to the curve of the earth and the thickening atmosphere, which reduces the intensity.

The combination of soils and heights, in addition to factors such as temperature, light, harvest time and winemaking methods, add up to a kind of puzzle that shows how complex *Vino Argentino* can be.

Varietal diversity

Between 1860 and 1930, 6 million immigrants came to Argentina from Europe. They brought with them the tastes and varietal range of many different parts of the old continent. In fact, the viticultural land registry records 167 different varieties having been planted in the country.

Such a large range of different grapes offers nothing but encouragement for innovators and researchers. For both blends and varieties, this heritage is key to the diversity the country has to offer. And there's another plus for experts: in addition to having pre-phylloxera genes, these vines were planted on their own roots.

A detailed breakdown of the different varieties under vine shows that Malbec accounts for 23% of planted surface, followed by Cereza, a *criolla*

grape, at 13%, and Bonarda, which is also known overseas as Charbono or Corbeau, with 9%. These take up 45% of the country's vineyards while the next 18 varieties, which take up at least a thousand hectares each, account for the next 46%. They include, in descending order by quantity, some famous varieties: Cabernet Sauvignon, Criolla Grande, Syrah, Pedro Giménez, Torrontés Riojano, Chardonnay, Tempranillo and Moscatel Rosado.

This range offers plenty of opportunities for viticultural professionals to be creative. They have also been restoring and updating the stock of *criolla* grapes among which Torrontés is the most famous, an icon among whites from the country. DNA testing has identified over 50 varieties of native grapes in Argentina, almost all of them descended from Listán Prieto (known locally as Criolla Chica) and Muscat of Alexandria, which were introduced to the Americas by Jesuit monks in the 15th century.

A range of styles and pairings

The wines of Argentina are well suited to the tastes of consumers from across the world, whatever the season or occasion, due to their large range of styles, their affinity with food and their excellent value for money. This diversity is equally true of reds (which range from young and light to structured and full-bodied), whites (from dry to fruity and aromatic), sparkling wines (from *nature* to sweet) and rosés.

Local producers are favoring the freshness of the grape over ripeness and over-ripeness in order to clearly express their unique character. Argentine Wines are faithful reflections of the subtle qualities the country's terroirs have to offer. They tend to be very expressive with a wide range of aromas that reflect their place of origin: from sweet, fresh and fruity to some that have a vivid, mineral character.

- Great versatility: they adapt to every taste and lifestyle.
- They pair well with all kinds of cuisine.
- Plenty of choice: there is an Argentine Wine for every occasion and seasonal celebration.
- They reflect the diversity of the country, offering many different styles and aromas. They clearly express their place of origin and the best of their terroirs.
- Wines with spirit: as icons of Latin culture, they are made to be shared but they can also be a wonderful treat on your own.

- Some are attractive to collectors as they age very well, while others are perfect for occasional drinkers as they are very easy to drink when they are young.

Pairing Argentine wines is easy, fun and offers infinite possibilities. It's important to try different combinations to experience new tastes and sensations. Here we share a basic guide:

- **Red Varietal – light**

Fowl, pork, salmon and trout, roasts.

- **Red Varietal – full bodied**

Meat, grilled food, barbecue, memorable occasions.

- **Red Blend – light**

Grilled food; pairs well with both meat and fish

- **Red blend – full bodied**

Grilled and spicy food and sauces, rack of lamb, game. Spices, thyme, tarragon, garlic, spring onion and fennel.

- **Whites**

Aperitif, salads, roast chicken, white fish with lemon, al fresco meals.

- **Rosé**

Versatile: salads, raw tomato, vinaigrettes, fish, especially salmon and seafood, white meats, spicy sausage. Ideal for spicy food, Thai, Vietnamese and Chinese cuisine.

- **Sparkling**

Ideal for drinking on its own or paired with hors-d'oeuvres. Perfect for toasting special occasions with family and friends.

Malbec: a success story

Argentina has made Malbec an important fixture on the global viticultural scene. It's a genuine success story.

This is an iconic example of a country becoming associated with a single variety, which it rescued from oblivion and genuinely changed the global wine scene.

The emergence of Malbec on the international stage thanks to the work of local producers, restored the prestige of a wine to levels it previously enjoyed two centuries before. While Malbec is now spreading across the world, Argentina is perfecting the precision of the variety, exploring how it performs in different terroirs and expanding its range of styles. It is by far the most popular variety of Argentine Wine in the country and overseas

and also offers the most in terms of range of styles and terroirs, with an inexhaustible wealth of different expressions depending on the type of soil. And this comes out in the glass.

Argentine Malbec is a very versatile and expressive red with pleasant textures that never irritate the palate. It comes in every different form imaginable, from raw wine to oaky versions, or floral and herbal incarnations, from extremely precise and measured to wild and boisterous. It is grown from north to south, in every different region of the country, each of which brings its own unique natural geologies and climates to bear on the resulting identity of the Malbec.

Altitude is a key factor in understanding the wide range of choice offered by Malbec. Its upper limit in Mendoza (Cuyo) is between 1,350 and 1,500 meters while the highest altitude at which it's grown is 3,329 meters in Jujuy (to the north), meaning that there is a whole universe of different options of which the consumer should be aware. Argentine Malbec is presenting a whole new topography of flavors, freshness and tannins meaning new tastes and increasingly unique and rewarding combinations are arriving on the market, each of which needs to be identified and described anew.

The more we learn, the better equipped we are to properly characterize Malbec Argentino. The skill required to interpret the different facets of Argentine Malbec is proof of its range: Malbec is not one but many.

This makes Malbec the perfect vehicle through which to tour the different landscapes of Argentina, glass by glass. Each new place will reveal novel layers of different aromas and flavors and if we add its accomplished freshness and textures you get a real idea of how diverse and complex it can be.

The success of Argentine Malbec across the world allowed the country to position itself as an international trend setter, as is now happening with Cabernet Franc. In Argentine terroirs, we have had to rethink what we know about the flavors the variety has to offer and both producers and consumers are extremely excited about that. The number of different labels available is expanding and revitalizing the global scene, all thanks to Argentine wineries.

Working toward a sustainable, diverse and inclusive viticultural industry

The Argentine viticultural sector shares a vision of sustainable, diverse and inclusive viticulture, implementing good practices and initiatives that have a genuinely beneficial social, environmental and economic impact.

Whereas at one time the conversion to a sustainable production and management model was a response to the requirements of the export market, today it is clear that the relationship between wine and sustainability is being driven by a local vision derived from the understanding that wine production is an industry that depends on its environment. It is impossible to consider expansion and future growth without taking into account the sustainability of the enterprise, which involves protecting the environment in which it takes place and the natural resources that it requires, as well as supporting the local community among whom it lives. Fortunately, this awareness has grown ever more deeply rooted in Argentine Wine. The sector's economic success is occurring in tandem with its efforts to protect the environment through rational use of natural resources and a commitment to local people and society.

Organic and biodynamic wines

One segment that is growing increasingly popular is organic and biodynamic wines. Because they are deserts, Argentine terroirs lend themselves to agro-ecological and organic practices. Thanks to the natural conditions and work of technical teams, we are seeing more and more wineries implementing environmentally sustainable protocols, biodynamic practices and natural vineyard management.

The growth of organic wines is a global phenomenon across every category. This increase in demand is due to a combination of trends, many of which transcend the world of wine. People are looking to eat and drink more healthily: they want to know exactly what is in their food and drink and organic foods and wines especially offer them guarantees in that regard. Organic wine is also better for the environment and tends to express the qualities of the grape and terroir more clearly.

Responding to that demand, Argentina has increased and diversified its output of organic wines: more and more wineries, both small and major producers, are getting their vineyards and labels certified. However, rather than quantity, it is the improvement in quality that is most notable about organic wines. Consumers are beginning to see that existing perceptions of organic wine as caring more about the environment than quality should be consigned to the past. Now, the goal is to produce good wine and for it to be organic too.

According to existing legislation in Argentina, an “organic”, “ecological” or “biological” product must have a sustainable production system that lasts over time through rational use of resources, must not involve the use of chemical products and must provide healthy and abundant foodstuffs and maintain or improve soil fertility and biological diversity as well as be clearly identifiable by consumers as possessing the characteristics stated by the certification system (SENASA, res 423/1992).

[NVI SPECIAL REPORT ON NATIONAL VITICULTURAL PRODUCTS](#)

Sustainable practices

Argentina is committed to taking care of the environment, paving the way for the production of excellent wines through ecological methods.

- Rational use of water. Many wineries are making an effort to reduce their hydric footprint while others are looking to improve their irrigation systems. The case of the San Pablo GI is leading the way. In 2019, the first stage was implemented involving an irrigation system across the GI that channels and pressurizes the water from the Arroyo Villegas, taking advantage of the natural slope of the area so that drip irrigation can be implemented without any need for electricity.
- This commitment doesn't just involve reducing the impact of viticulture on the environment but also the implementation of regenerative agriculture to restore any damage that has already been caused.
- Efficient use of energy is another essential aspect both in terms of reducing avoidable carbon emissions and economic savings. Some wineries have implemented energy efficiency programs ranging from simple practices such as a reduction in outdoor lighting to certifying specific protocols and adding sources of clean energy.

- Waste management. There are initiatives in which the grape pomace (skin and seeds) and must generated during production is reclaimed as raw material for making alcohol, vinegar, tartaric acid and grapas by strategic producers. The stalk that is separated from the grape is also used for compost in the vineyard.
- To make a significant reduction in its overall carbon footprint, the industry is transforming its packaging, with the weight of the bottle a crucial factor. Less weight means lower energy costs during transportation, which reduces CO2 emissions.

Positive social and economic impact.

Protecting the environment is one aspect of sustainability, another is a commitment to the wellbeing of communities where the activity takes place. Argentine wineries are working on this in many different ways:

- Some provide housing, healthcare and education to their staff as well as providing childcare during working hours.
- Many are setting up community vegetable gardens to raise awareness about healthy eating and nutrition, other projects involve support for the workers' own enterprises, which has a long tradition in Argentine viticulture.
- In some cases, satellite schools have been set up in a semi-remote format at the winery to help employees complete their studies, providing a system of study grants, technical specializations and post-graduate courses for workers and their families.
- Another example of social responsibility is the joining of Fair Trade programs, an international trade system based on the values of equality and respect with a focus on the output of small producers. These schemes encourage responsible resource management and facilitate direct market access on equitable terms, creating sustainable, quality, communitarian sales channels. Fair Trade Argentine wine is the main Fair Trade product sold in the country: there are 4,000 hectares planted in Mendoza and La Rioja run under the program and several wineries and labels have the seal.

350 producers and 1,200 workers currently benefit from Argentine viticultural Fair Trade programs. They generate around 500 thousand dollars a year for the community, depending on annual sales.

Gender issues in viticulture

The viticultural sector has historically been dominated by men. Equality of opportunity isn't just a fundamental human right, it is also one of the foundations of a sustainable, inclusive and diverse viticultural industry. Wines of Argentina has begun a process of increased visibility, recognition and appreciation of the role of women in the industry that has spread throughout the sector, encouraging more and more wineries, organizations and related enterprises to become more inclusive in terms of gender and experience the resulting boost to productivity.

WofA has implemented a series of initiatives designed to ensure equality of opportunity for both men and women:

- Signing up to the Women's Empowerment Principles (WEPs) which promote gender equality at different organizations and the communities where they work, making WofA the first "Wines of" organization in the world to do so.
- Signing the Official Commitment to establishing a Productive Environment Free of Violence organized by the National Ministry of Development as part of the Zero Tolerance for Violence Against Women Campaign. Wines of Argentina commits to playing an active role in an action plan that helps to make visible, raise awareness about and eradicate gender violence in the working environment.
- WofA's commitment to equality is spelled out in its [Institutional Manifesto](#), whose principles sum up the organization's culture and are expressed in different promotional campaigns and phygital activities in its strategic target markets.