

NATIONAL PISCO CONGRESS
CONCLUSIONS

1 st Congress Ica – 2002 PROPOSALS	2 nd Congress Tacna – 2003 TACNA DECLARATION	3 rd Congress Lunahuana/Lima 2004 AGREEMENTS	4 th Congress Moquegua – 2005 PROPOSALS	5 th Congress Arequipa – 2006 CONCLUSIONS	6 th Congress Ica - 2007
<p>Legal and Regulatory Framework</p> <p>Causing the submission of complementary suggestions for the approval of the Technical Pisco Regulation within the following 15 days.</p> <p>Constitution of the Regulatory Council of the Pisco Appellation of Origin through Supreme Decree.</p> <p>Supervising the follow-up to the destination of industrial cane alcohols to identify alternative uses and discourage adulteration.</p> <p>Institutional consolidation</p> <p>Institutionalization of the National Commission of Pisco (PROPISCO).</p> <p>Strengthening the presence of Peru in the OIV and in the technical commissions and international events it organizes.</p> <p>Designing the heroic city of Tacna as the venue for the 2nd National Pisco congress to take place no later than one year after August 2002.</p>	<p>In the 2nd National Pisco Congress held on November 15th, 2003, we, the undersigned producers of the pisco appellation of origin, hereby declare the following:</p> <p>The Peruvian State establishes that cultural heritage is comprised of cultural assets that are proof of human, whether material or immaterial, creation, expressly declared as such. Furthermore, the State recognizes that this heritage is protected by the State and the national community, and their members have the obligation of preserving it, thus recognizing pisco as cultural heritage of the nation.</p> <p>The State recognizes that the pisco appellation of origin for the grape eau-de-vie has a deeply rooted tradition in Peru. Its Peruvian nature is undeniable and innate to our nationality.</p> <p>We, as recognized pisco producers, reassert this ancient, cultural, historical, patrimonial and social commitment before our heritage: pisco.</p>	<p>Within the framework of this event and with the participation of pisco producers at the national level, the following agreements were reached:</p> <p>Acknowledging State institutions related to pisco grapes and pisco production, and to the control, supervision and promotion of sales in the domestic market and abroad, for the support given to the recovery of our only product granted an Appellation of Origin, which, in turn, has strengthened its emblematic role as flagship product.</p> <p>Furthermore, we recognize the significant response of the local market in the two last years, as it values the effort made for promoting pisco quality.</p> <p>We have to join efforts. The State must provide a more appropriate legal framework and producers must permit the achievement of significant results both at the domestic and international market through their dedicated, honest and joint work, contributing to improving the</p>	<p>We propose to bear in mind the following proposals for the organization of the 5th National Pisco Congress to be held in Arequipa, and for subsequent congresses:</p> <p>Instituting a National Organizing Committee for the 5th National Pisco Congress, comprised of representatives of formal associations of the valleys with appellation of origin, that makes coordination with the local organizing committee (Arequipa) and CONAPISCO. Deadline: December 6th, one representative and one substitute per region.</p> <p>On the date of creation of the National Committee, the Grape and Pisco Producers Association of Arequipa will submit a schedule proposal divided in four sections:</p> <p>a) Seminar on selected subjects.</p> <p>b) Work sessions aimed at producers to address real problems faced in each area and to identify common issues.</p>	<p>Agronomy Aspects</p> <p>Consolidating the efforts made by the clonal selection research project and sanitary certification of the pisco grapes varieties, with the participation of PERVID, UPCH, CITEvid, universities, producers associations, regional and local governments, SENASA, INIEA and all the individuals and institutions involved in this matter.</p> <p>Requesting the Ministry of Agriculture to grant the DPA the necessary resources for supporting the vine-to-pisco production chain in each region.</p> <p>Driving good agricultural practices stressing the efficient use of water resources.</p> <p>Industrial Aspects</p> <p>The producers and the Ministry of Production undertake the commitment to diagnose all the cellars that produce pisco under the appellation of origin in order to plan a sustainable</p>	

<p>Constituting the Congress's organizing committee with the participation of local institutions and organizations of the south macro-region and set it up in October.</p> <p>Strengthening the relationship between PROPISCO and CITEvid with the National Barmen Association, the Wine Club, the Peruvian 'Paso' Horse National Association and other national and international institutions, such as the Council of Andalusia (CIFA), AINIA (Valencia), INAVI (Uruguay), INTA (Argentina).</p> <p>Strengthening the promoter role of CITEvid through a comprehensive strategy encompassing the vinicultural sector and pisco.</p> <p>Information and Technical Studies</p> <p>Requesting the competent authorities to perform a national cadastre of grape production and identification of grape destinations.</p> <p>Requesting the competent authorities to perform a national cadastre of cellars and grape processors per product type.</p>	<p>We thus make a call to the authorities for the respect of our history, agricultural tradition, geographical areas and traditional preparation methods, and we reject the attempt to modify this Peruvian cultural heritage as it would lead to the disappearance of the only Peruvian appellation of origin.</p> <p>As true producers and source of decentralized job positions in these historical valleys, we ratify our firm will and total commitment to respecting, protecting, and conserving the values and traditions embodied in our pisco.</p> <p>2nd National Pisco Congress "Cesar Chiarella Arce"</p> <p>Lima Region-Alfredo Gordillo Uribe Ica Region - José Antonio Carrasco González Arequipa Region - Heymer Bejarano Neves Moquegua Region - Víctor Paredes Salazar Tacna Region - Cesar A. Chiarella Yacub</p>	<p>quality of life of all those who are part of the vinicultural chain, that goes from grape to its distribution as pisco.</p> <p>The fight against technical and tax informality begins with us. We must be formal. We are aware that the entry into formality may be expensive and complicated, but we are also aware that this is the only way, and in the future it will grant us the moral power to demand a deeper commitment of authorities in favor of the elimination of falsified products.</p> <p>We want to attest that fraud and pisco falsification are a grave offense against the health of our people and, therefore, it must be immediately tackled by the sanitary authorities.</p> <p>As a first step towards the reorganization of the sector, we hereby commit as pisco grape producers and pisco producing cellars to provide the State with the necessary information about our reality of cultivated areas, number of plants and pisco grape varieties, yields, cellar</p>	<p>c) Presentation of research and development results, previously selected by a Technical Evaluation Committee to be appointed in February 2006 by the National Committee.</p> <p>d) Plenary session to present proposals and conclusions made by the research and development results and by the producers' meetings.</p> <p>The main topics for the 5th Congress are:</p> <p>a) Expansion of the agricultural and vinicultural boundary, good agricultural, financing, training and technical assistance practices.</p> <p>b) Preparation of pisco and other good manufacturing, training and technical assistance practices.</p> <p>c) Commercialization of pisco grapes, pisco and raw materials for suppliers.</p> <p>Associativity is streamlined to all the topics, but emphasis is put on commercialization.</p>	<p>development.</p> <p>Regulatory Aspects Demanding INDECOPI the compliance with the technical regulation regarding the authorization of the appellation of origin within the established geographical areas. Likewise, demanding that new authorizations of use for the pisco appellation of origin to producing cellars, not to centers of technological innovation, universities and higher education institutes, as they were created to provide advice and to develop research projects.</p> <p>Likewise, the centers of technological innovation cannot render pisco manufacturing services under any circumstance, as it would be against the basis and/or objectives for which they were created.</p> <p>Considering the vinicultural sector within the Agricultural Promotion Law No. 27360.</p> <p>Pursuing the commitment of the five regions' producers association presidents for the review, supervision and approval of the draft regulation of the regulatory council within a term of three</p>	
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<p>Installing a vinicultural information system at CITEvid, training centers and associations, and ensuring update and dissemination mechanisms.</p> <p>Associativity</p> <p>Promoting associativity, sub-contracting, collective brands and process standardization in pisco producing cellars.</p> <p>Promotion</p> <p>Continuing with National Pisco Festivals and Contests, and the National Barmen Contest, and promoting Regional Contests.</p> <p>Coordinating with the Ministry of Agriculture contests for pisco grape vineyards and cellar contests, defining the guidelines, rules and judges.</p> <p>Systematically disseminating specialized articles in widely distributed magazines and TV and radio programs.</p> <p>Preparing video programs for airlines and bus lines.</p> <p>Disseminating pisco in cultural programs and Peruvian soap operas.</p> <p>Enforcing the use of national drinks for toasts in official ceremonies, instituting the welcoming pisco as the flagship drink, acknowledging</p>		<p>capacities, and production levels of the different types of pisco, so as to carry out joint actions to increase supply with lower costs and also increase quality levels, allowing us to evaluate the results of our efforts.</p> <p>Working jointly with INDECOPI on the proposal to modify the current regulations, so as to permit the effective control against adulteration and fraud in line with Decision 486 of CAN. This means that if fraud or adulteration are suspected and proof is submitted to CONAPISCO for its corresponding intervention, the immediate seizing of the product will be ordered, and the product will not be transported, handled, offered or sold until its true pisco grape origin is proved.</p> <p>Constituting a workgroup within CONAPISCO with the support of the production chain in order to prepare a master plan of pisco grapes research and pisco preparation. This plan will be submitted for consideration of all the universities and the sector's research institutions to coordinate efforts and prevent double work in future researches.</p> <p>Suggesting the creation of a mechanism that permits the payment of an additional fee at the moment of paying the</p>	<p>Producers association must consider critical research and development issues, innovation and training plans, and technical assistance, coordinating with universities, INIA, Center of Agricultural Education, Centers of Technological Innovation and other technical organizations. The objective is having a National Research and Development Plan.</p> <p>As from June, the producers associations must hold meetings in each region to identify the main topics to be addressed in the 5th Congress to decide on the event's main objectives and the State's proposals, and to prepare a Strategic Development Plan (aiming at a balance between pisco preparation and agricultural research).</p> <p>On the date of creation of the National Committee for the 5th Congress, the 4th Congress's Organizing Committee must present a technical and economical summary of the event's results to ensure the utmost transparency of information. We suggest to create a special fund with the profits, if any.</p> <p>The following issues arose from the 4th Congress's discussion and representations:</p> <p>The need to have a national vinicultural strategy in the</p>	<p>months.</p> <p>Demanding the Ministry of Production to include in the shortest term possible the sugar cane alcohol and molasses into the regime of controlled products.</p> <p>Strengthening and organizing the vinicultural sector through the approval of the ad-volume excise tax for all grape-based alcohol products.</p> <p>Associativity</p> <p>Strengthening the associativity programs of the different ministries and seeking new strategies for the production vine-to-pisco chain:</p> <p>a) Driving the creation of an association of technicians and professionals related to the vinicultural industry.</p> <p>b) The board of the Center of Technological Innovation must be comprised of one representative of each union of the five coastal areas with appellation of origin.</p> <p>Commercialization</p> <p>Requesting the Ministry of Foreign Trade and Tourism a market and strategy research for the promotion and positioning of pisco in the domestic and international market.</p>	
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<p>the decision of CTAR-Ica.</p> <p>Promoting the “Route of Pisco” tourism campaigns in the areas of the appellations of origin.</p> <p>Investments</p> <p>Identifying opportunities, promoting and preparing private investment projects for updating and expanding the vinicultural, viticultural or pisco production and related industries.</p> <p>Launching a sensitization campaign with COFIDE, MIBANCO, Rural Banks and Municipalities and private banks to make loans more accessible for installing new plantations.</p> <p>Human Resources Training</p> <p>Strengthening careers related to viticulture and enology in schools, educational and training centers, technical institutes and universities in connection with CITEvid and renown international centers.</p> <p>Promoting a professional traineeship and thesis national program with university graduates, using an encouragement mechanism. Secigra-VID.</p> <p>Expanding the BONOPYME (MTPE) system to vinicultural areas and cellars.</p>		<p>ad-volume Excise Tax. This additional fee would be used to build a fund used by CONAPISCO to protect the Pisco Appellation of Origin, supporting the research, training, technological transference, and promotion and dissemination campaigns, both at the domestic and international market.</p> <p>Following up the central government authorities to advance on the recommendations and implementation of sugar cane bio-fuel in order to contribute to the reduction of the alcohol supply, contributing to the reduction of fuel costs, permitting the existence of a new field in agribusiness development.</p> <p>Furthermore, insisting on implementing the control system for production and commercialization of sugar cane byproducts, so as to eradicate the clandestine commerce of harmful industrial alcohol.</p> <p>A further reorganization of the sector must ratify our commitment to differentiate between management of pisco and vinicultural grapes and grapes from other origins, being mandatory not to process pisco grapes and common grapes in the same cellar. In this regard, we undertake to pursue solutions</p>	<p>short, medium and long term. For this, the strategies of each pisco region must be considered, and a sectorial study on the technological prospective of pisco chain must be performed.</p> <p>Proposing the Ministry of Agriculture to continue with agricultural promotion offices, placing special emphasis on good agricultural practices in the vinicultural chain.</p> <p>Strengthening research and development projects for innovation on the vinicultural chain, aiming at resolving critical matters through the funds.</p> <p>INCAGRO FONCYC (IADB FUND) GRANT FUNDS CAF FONDOEMPLEO (Tacna-Moquegua)</p> <p>Improving the methodology and transparency of regional and national pisco contests and the organization of tasting.</p> <p>Developing the pisco website.</p> <p>The attending producers require that the authorization for the use of the appellation of origin must be in line with Article 201 of the Agreement of the Andean Community of Nations, which sets forth that the appellation of origin is based on geography rather than variety. Furthermore,</p>	<p>Final Recommendations</p> <p>Entrusting CONAPISCO and a technical work team of producers:</p> <p>a) Consolidating and systematizing all the exhibitions made in the different national pisco congresses held to date.</p> <p>b) Proposing guidelines for the next congresses' technical agenda.</p> <p>Causing CONAPISCO, in coordination with the Ministry of Production, to implement a teleconference system for integrating and expediting the communication between producing areas in a maximum term of 60 days.</p> <p>Recognizing Mr. Luis Montes Bellina, for his brilliant participation in the ratification of cooperation agreements between the city of Jerez de la Frontera with the cities of Pisco and Moquegua, as cities have joined and entered into cooperation agreements on regulatory councils.</p>	
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<p>Marketing</p> <p>Cooperating with the Ministry of Foreign Affairs in strengthening the promotion campaign, specially within the OIV framework.</p> <p>Strengthening the permanent positioning of pisco with the Peruvian actors' association and mass media.</p> <p>Promoting strategies for presenting the appellation of origin through special brands, bottles and labels.</p> <p>Relating the promotion of pisco to Peruvian gastronomy, tourism and elements of national identity.</p> <p>Institutional participation of PROPISCO in national and international fairs.</p> <p>Strengthening the technical regulation by enforcing the HACCP approach, good manufacturing practices, ISO, among others.</p> <p>Developing special specific, cultural, economic and technical programs in TV and radio.</p>		<p>to the problem of wine alcohols made with common grapes.</p> <p>In order to take on globalization and the participation in global markets, we must adopt international techniques related to the identification and traceability of our products.</p> <p>Finally, the future of our sectors greatly depends on the understanding that only the global recognition of our products' quality will lead us to success. This will be achieved through good agricultural and manufacturing practices applied from grape growing to the production of good pisco.</p> <p style="text-align: center;">LUNAHUANA DECLARATION</p> <p>Pisco producers of the regions of Tacna, Moquegua, Arequipa, Ica and Lima hereby reaffirm our decision to pursue the framework adopted under the Tacna Declaration.</p> <p>Likewise, we reaffirm our commitment to achieve the incorporation of our vinicultural sector to the international regulations, as provided by the International Standard Industrial Classification of All Economic Activities (ISIC), to the creation of an independent</p>	<p>they require that the appellation authorization be valid for all varieties of grapes used in the preparation of pisco.</p> <p>The producers request the certification of the Uvina variety by an international organization for the production of pisco.</p>		
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		<p>national vinicultural institute with its own budget supported by producers, and to the demand of an efficient and effective legal framework for the eradication and repression of falsification and fraud, as only the quality of our pisco and the commitment to a larger and better production for the domestic and international market will permit a better future for our sector that in turn will benefit the development of Peru.</p>			
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