The CORK® mark and the safeguard of cork oak forest sustainability
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Abstract: The importance of industrial products, most particularly the cork stopper, is a backbone of cork oak forest sustainability. A depreciation of the economical value of the cork stopper would trigger the decline of cork oak forests and all their irreplaceable environmental values. Cork is one of the finest barks at the forest realm; however most of its uses are inconspicuous. In spite that cork and cork products are environmentally friendly, an increasing concurrence is on going with synthetics, especially for the stoppers. The need to defend and promote cork and all its ecological values near the consumers drove the cork oak network from FAO/Silva Mediterranea to promote the creation of the CORK® mark. The aim of presence of the CORK® mark logo on wine bottles is to make the stopper “visible” and allow the consumer to identify the type of closure. Discrimination of wines at the basis of natural/synthetic closure is an added value for cork oak forests as well as for wines.