



**BOURGOGNES**

Bureau Interprofessionnel des Vins de Bourgogne

## The General Assembly of the BIVB The industry commits to reducing the use of products for pest and disease control

Tuesday, 4 July 2017

During its recent general assembly, the Bourgogne Wine Board (BIVB) brought together its partners to sign a Regional Charter with the title “Terroir and Territory: A Commitment for the Future” in the presence of representatives of central government. This initiative from winegrowers themselves is the result of a cooperation between the BIVB and the Confederation of Bourgogne Appellations and Winegrowers (CAVB), and aims to respond to societal expectations with regard to the use of pest and disease control products in the vines. The Charter includes an action plan, the feasibility of which will be tested in the vines over a year before being widened out.

This charter is in keeping with the Bourgogne tradition of being a driving force of change and taking a pragmatic approach to the future, and lead the whole profession towards achievable goals. This method draws upon the successful experience in fighting flavescence dorée, where working together allowed the Bourgogne winegrowing region to become the only French winegrowing region to reverse the spread of the disease while reducing the use of insecticides by 80% over three years.

As such, a joint committee of BIVB and the CAVB representatives met in the fall of 2016, after discussion with the Regional Department for Food, Farming, and Fisheries (DRAAF). In conjunction with local bodies such as various chambers of agriculture, the MSA (social security for the agriculture sector), the FREDON (the Regional Federation for the Defense against Harmful Organisms), and representatives of civil society, lawmakers, and health experts, they discussed local experiences, best practices from other regions, and also the expectations of the wider community.

The Regional Charter and Action Plans drawn up after several months of work were then submitted for approval to all bodies responsible for the management and defense of the appellations (ODGs), which gave their seal of approval. Representatives of the state, the Bourgogne Franche-Comté region, mayoral committees from the Côte-d’Or, Saône-et-Loire, and Yonne also gave their approval to the project which they signed at the same time as the Regional Chamber of Agriculture Bourgogne Franche-Comté, BioBourgogne, the CAVB, the Federation of *Négociants-Éleveurs* of Bourgogne (the FNEB), and the BIVB.



**The Regional Charter draws on four main fundamentals:**

**Dialog** with local people and bodies, and shared experiments. The aim is not to duplicate what has been done elsewhere, but to adapt best practices to the reality of the Bourgogne winegrowing region

**A structured campaign** involving winegrowers, *négociants*, and lawmakers, with the support of the CAVB and the BIVB. Projects will also be driven by the ODGs, which form an essential local support network.

**An initial budget of €100,000 euros** has been approved by the BIVB for the 2017/2018 period, to finance activities.

**An initial 12-month phase to test the actions proposed**, which will be followed by a report and the setting of quantitative goals.

The plan is to finalize the strategy after the initial test year, but four aims have already been defined:

- ➔ After one year (2018): The work of winegrowers will be better understood by local people and a constructive dialog on best practices will be easily established across the territory.
- ➔ After three years (2020): The Bourgogne wine industry will be committed to a plan to better inform, train, and share best practices with regard to pest and disease control.
- ➔ After five years (2022): The Bourgogne wine industry will have established a strategy to better adapt materials and actions on a very local level.
- ➔ After five years (2022): The Bourgogne wine industry will be supporting R&D projects and other joint projects that aim to reduce the use of products for pest and disease control.

“Some will say that we aren’t going far enough, while others will say the opposite. We have tried to find a balance, while listening to all concerned and respecting their views. We are seeking to meet society’s expectations without threatening people’s livelihoods, nor increasing the burden upon them,” explains Jean-Hugues Goisot, spokesperson for the industry along with Frédéric Barnier. “It wasn’t easy, but we think that pragmatism will be the best approach and will help us lead everyone to more sustainable practices in future,” he adds.

Over the coming weeks, the piloting committee will identify volunteers to test out the actions proposed. “In a way, this agreement is like a beta version of our Regional Charter, and we look forward to returning in 12 months’ time to install the full program and roll out the revised plan,” concludes Louis-Fabrice Latour, President of the BIVB.

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