



March 2018

Regional Charter: The industry moves towards greater controls over the use of vine treatments

The "*Terroir and Territory: A Commitment for the Future*" charter, approved at the General Assembly of the BIVB in July 2017, has entered its first phase of implementation. Created by winegrowers, it is the fruit of joint efforts between the BIVB and the Confederation of Appellations and Winemakers of the Bourgogne Region (CAVB). Its aims include meeting societal expectations regarding the use of products for use on vines, and since the fall of 2017, the action plan has been gradually taking shape. After a key phase this winter to raise awareness, different efforts are being introduced and work is intensifying.

This charter was born from a local tendency to innovate and to play an active, pragmatic role in the future, and to lead the entire industry towards achievable goals.



This approach builds on the successful experience of the fight against Flavescence Dorée. Joining forces to combat the spread of the disease meant that the Bourgogne winegrowing region was the only one in France to contain the disease while reducing the amount of insecticides used by 90% in four years.

Between 2016 and 2017, following several months of hard work with regard to the concerns of the sector and various players across the territory, the resulting Regional Charter and Action Plan was submitted to the bodies responsible for the management and defense of the appellations (ODGs), which gave their approval. Representatives of the state, the Bourgogne-Franche-Comté region, and the mayors of Côte-d'Or, Saône-et-Loire, and the Yonne also approved the project, which they signed at the same time as the Regional Bourgogne-Franche-Comté Chamber of Agriculture, Bio Bourgogne, the CAVB, the Federation of *Négociants-Eleveurs* of Bourgogne (FNEB), and the BIVB.

Four main fundamentals

Fostering local dialogue and shared experiments. It is not a question of duplicating what has been done elsewhere, rather adapting best practices to the realities of the Bourgogne region.

Structured communication involving winemakers, traders, and dynamic lawmakers, supported by the CAVB and the BIVB. The projects will also be supported by the ODGs, which form an essential local network.

An initial budget of €100,000 was voted by the BIVB in 2017/2018, to initiate the first phase.



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A period of one year has been determined in order to test the relevance of the different proposals in the action plan, which will result in an evaluation and development of quantitative objectives.

Fieldwork to establish dialogue and share experiences

2018 is a key moment for the five-year Regional Plan. It should make it possible to strengthen dialogue in the field, to boost the profile of the winemaking profession, and also to start implementing a test phase of good practices, before they become widely adopted.

This winter, a dozen or so meetings were organized in the region by the BIVB, the CAVB and the Chambers of Agriculture. **They provided an opportunity to discuss the treatment assessment from the 2017 campaign and the Regional Charter, along with the national plan to fight dieback. They brought together more than 300 industry representatives.**

In parallel, the members of the steering committee have met with all suppliers of vine treatment products in the region. The resulting constructive exchanges made it possible to highlight potential areas for joint efforts for the future. Similar action is underway with wine equipment dealers, with the support of the Departmental Chambers of Agriculture, to discuss spraying practices.

By the beginning of the campaign, the "**Mémo Vigne**" guide, written by the Chambers of Agriculture, will be distributed to all professionals by the BIVB. It lists all the characteristics of plant treatment products and aims to promote those products that have the least impact on health and the environment.

By the summer of 2018, the sector will also be offering a booklet to provide a realistic portrayal of the profession of winegrower. This will introduce both residents and tourists to each stage of work in the vines, and the various constraints involved. It was created with the aim of opening up a dialogue and will be widely distributed.

On the technical side, a range of projects is being set up

DEMAT'VIGNE (Demonstration and self-training to reduce treatments in the vines): This flagship project, that is part of the Regional Plan launched in 2018, is supported by the Chambers of Agriculture of the Yonne and Côte-d'Or, Vinipole Sud Bourgogne and Bio Bourgogne. It aims to **raise awareness amongst winemakers with regard to low input strategies** (e.g. without carcinogenic, mutagenic, and reprotoxic substances or herbicides), thanks to the establishment of a network of demonstration plots. Communication and information materials promoting a shift in viticultural practices will also be made available.

For the past two years, **a project for varietal creation has been underway**. It is based on selection by crossing naturally resistant plants with Bourgogne grape varieties to preserve the regional character. **The first vines will be planted out in the spring in order to observe their agronomic behavior in real conditions.**



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Other tools will also be shared with growers, such as tools for adjusting sprayers, a repository for pooling information on treatments, and a tool for refining diagnostics for disease recognition.



For the record, the four results we hope to achieve as a result of the Regional Action Plan are:

- ▶ **By the end of 2018:** A constructive dialogue on good practices will have been established on a territorial scale and the profession of winegrower will be better known by the general public
- ▶ **By 2020:** The Bourgogne wine sector will be committed to a plan for better information, training and sharing of good phytosanitary practices, with quantified objectives
- ▶ **By 2022:** The Bourgogne wine sector will have established a strategy to adapt materials and approaches to ensure greater efficiency in terms of product usage on a local level
- ▶ **By 2022:** The Bourgogne wine sector will have supported R&D and other joint projects aimed at reducing the use of vine treatments

👉 **An English translation of the charter is available on request from the BIVB Press Office**

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