

VITA Bourgogne - Working in the wine industry: Your future!

The Bourgogne wine sector is coordinating training and recruitment of future employees

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Faced with the chronic shortage in manpower in the area of production, the Bourgogne wine sector has been working to overhaul its approach to recruitment in the region and ensure that training programs respond to companies' needs. The VITA BOURGOGNE program is particularly based on an ambitious communication campaign to attract future candidates towards training and companies looking to hire. The industry has already earmarked 150,000 euros to fund these efforts, and it is hoped that local authorities will come on board with this project which promises an excellent growth opportunity for the region.

Wine houses, cellars, and estates in Bourgogne have in recent years been faced with a **shortfall in recruitment for the vine-growing and wine production sector** (vineyard employees, tractor drivers, cellar managers, operators on bottling and packaging lines, maintenance, etc.). A survey carried out in 2019 revealed that **the sector is currently seeking to fill some 700 posts, including 450 vineyard workers, 150 tractor drivers, and 60 cellar managers.** This structural need is expected to grow.



Plantation - © BIVB / Aurélien Ibanez

In response to an appeal from wine producers, the Confédération des Appellations et Vignerons de Bourgogne (CAVB) and the Union des Maisons de Vins de Grande Bourgogne (UMVGB), with the support of the Bourgogne Wine Board (BIVB), is implementing a plan of action in the area of training and employment. Entitled **Vita Bourgogne / Working in the wine industry: Your future**, it aims to attract candidates, develop training, and foster relationships between employers and potential employees.

Forging a network of key stakeholders in employment and training

The program's first operational step will be to develop a network involving all key stakeholders in training and recruitment in Bourgogne, including winemaking schools, centers for professional training and agricultural promotion, and Maisons Familiales Rurales, along with any other organizations involved in this issue, such as chambers of agriculture, skills bodies like OCAPIAT, VIVEA, and IFRIA, and employment offices.

There are already examples of coordination between certain organizations, but it seems useful to generate a shared dynamic. In the long term, it should then be **easier to adapt training provision** (content, duration, number of people trained) **to the actual needs of the production sector.** Likewise, at the end of training, future interns can connect more easily with the companies that need them. **These links could result in lasting jobs.**

An unprecedented and unique platform to record supply and demand

Scheduled to come online in 2020, the Vita Bourgogne platform will list all job and training offers in the local winemaking industry. It will also contain full details on training programs, job descriptions, and the steps to follow to help candidates in their career development.

A key tool for jobseekers, it will push content to partner sites and social media to reach out to potential candidates wherever they may be.

The promotional program will be complemented by a series of events, including job dating sessions, open days to discover job opportunities and companies, and participation in student fairs. In parallel, a kit will be available containing information on the program for partners dealing with people seeking careers advice (schools, careers advice offices, rehabilitation centers, etc.).

Driven by companies in the sector, the Vita Bourgogne program sets out bring together the many stakeholders in the field of training, whose active support is indispensable for the success of this initiative.

Why Vita Bourgogne?

Vita Bourgogne sets out to inspire people to make a life choice, by embracing a career in the Bourgogne wine trade.

Vita evokes vitality. It is a dynamic word that captures the energy the wine industry is putting into rallying various partners into a network to facilitate recruitment.

The main targets of the campaign are young people, seasonal workers, the jobless, those on reinsertion programs, and refugees, and those already in work, but who are considering a career change.

The wine sector in the Bourgogne Franche-Comté region in figures

- ▶ 4,500 estates, 800 wine merchants, 17 cooperative cellars
- ▶ More than 30,000 jobs (including 20,000 directly employed), excluding seasonal workers
- ▶ Relatively small average size of companies: 5 staff for estates, 10 for wine companies, and 20 for cooperative cellars
- ▶ Average area under vine per establishment: 6.5 hectares
- ▶ 186.5 million bottles produced per year (five-year average 2013-2017)
- ▶ 1.74 billion euros in revenue (five-year average 2013-2017)



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