

Press kit
2023

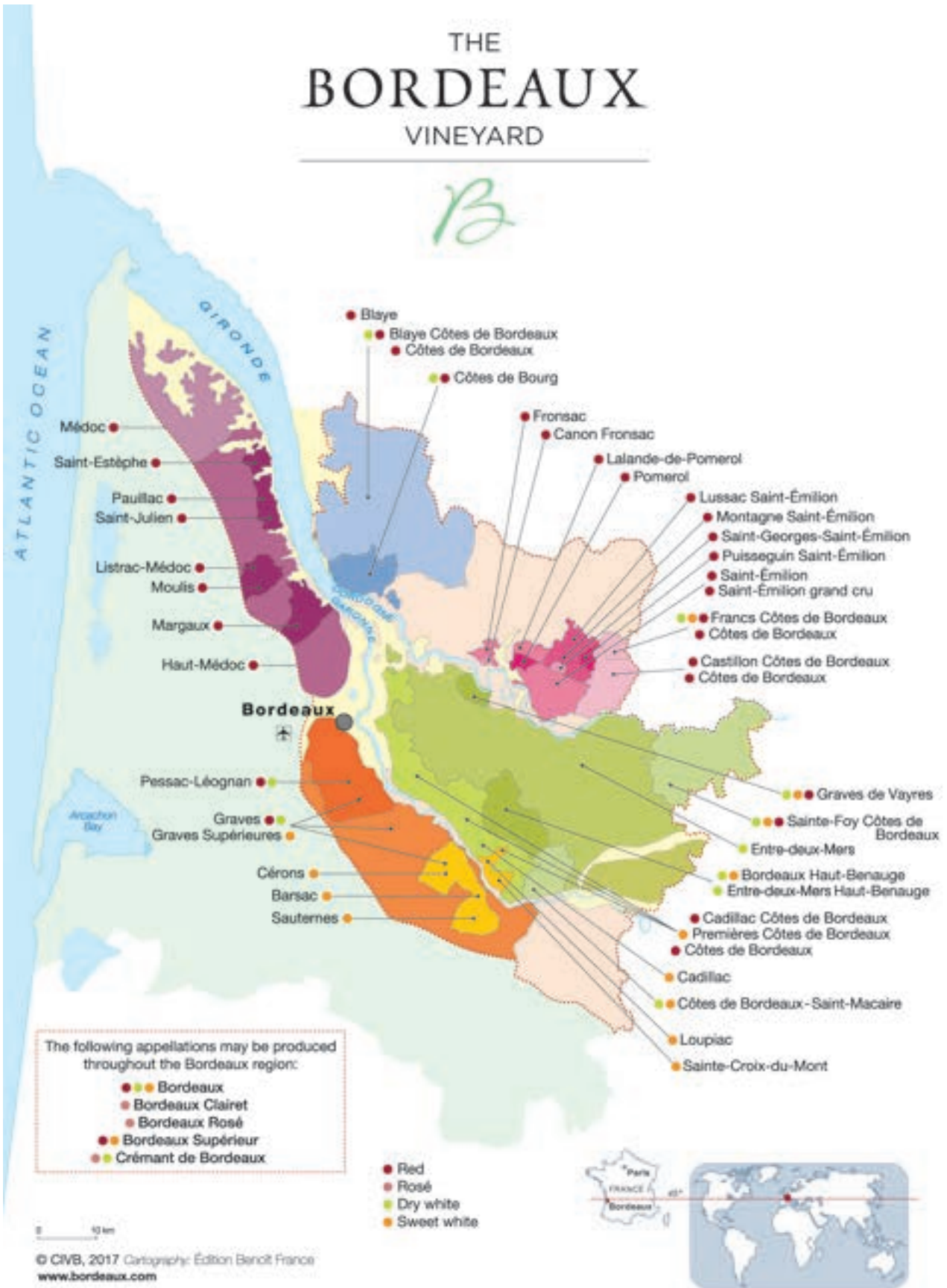
CSR

CORPORATE SOCIAL RESPONSIBILITY

VINS DE
BORDEAUX | *B*

Conseil Interprofessionnel du Vin de Bordeaux

THE BORDEAUX VINEYARD



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What is CSR?

CSR is the application of sustainable development principles to a company's strategy. For the company, this means taking account of the economic, environmental and social/societal aspects of its activities. To do this, it can follow international standard ISO 26000, which sets out the guidelines for corporate social responsibility and a company's contribution to sustainable development. It is based on 7 central issues:

- Governance of the organisation
- Human rights
- Labour relations and conditions
- The environment
- Fair practice
- Consumer issues
- Communities and local development



CSR & BORDEAUX WINES

The production and sale of wine is one of the main hubs of economic activity in the Gironde. The number one employer in the department, the sector's companies support around 60,000 direct and indirect jobs in the region (cooperage, transport, bottling, agricultural machinery, printing, etc.) in both urban and more rural areas. They thus perform a wide range of activities, shape the landscapes and continue to breathe new life into the fabric of local society.

In parallel, the Bordeaux vineyard is engaged in a real ecological revolution. In 2021, 75% of the Bordeaux vineyard area has a certified environmental approach (Organic, High Environmental Value, Terra Vitis, Demeter, etc.), compared with 35% in 2014. The vineyard is also an exemplary centre of excellence, hosting scientific and engineering researchers (ISVV, INRAE, etc.) and start-ups, all of them incubators and sources of innovation.

Hence, the decisions made by Bordeaux wine men and women influence and to a great extent shape the future of this region. To fully assume their role in ensuring the sustainability of the local economic fabric while meeting social, societal and environmental demands, they have chosen to engage in a process of Corporate Social Responsibility (CSR)

A CSR policy at the scale of the Bordeaux vineyard

CSR takes into account the company itself, its activity and its environment in the broader sense (customers, employees, partners, etc.). Corporate strategy is thus based on ethical values and commitments linked to consumer expectations, societal demands and environmental issues. Being responsible means taking into account and involving all stakeholders:

- current and future employees;
 - buyers and consumers;
 - suppliers and financiers;
 - neighbours and local public authorities;
 - future generations;
- etc.

In Bordeaux, winemakers and merchants are committed to contributing to a more sustainable and fairer society, continuing to innovate, attracting talent, ensuring the region's livelihood.

Multiple CSR actions already carried out through individual initiatives

Both properties and merchants have already modified their practices, reorganised their activities, rethought their methods to move towards a durable and more responsible model.

Creation of solidarity-based jobs, innovations to reduce pesticides, responsible and local procurement, holding discussions with local residents, etc. These actions are carried out by individual companies or within a group (at the level of an AOC, a grouping of wineries, a federation, etc.).



Bordeaux Cultivons Demain: the new collective CSR approach of Bordeaux wines

To step up and promote recognition of the major changes already made and currently under way in their companies, Bordeaux winegrowers and merchants have taken an innovative approach adapted to all players: Bordeaux Cultivons Demain.



This approach, based on the strength of acting together and adapted to the specific characteristics of the wine sector, is of benefit to individual company performance.



Wineries, merchants and cooperative cellars, this approach is suitable for all companies in the sector (whatever their size, number of employees, turnover, etc.).

This approach supports them in structuring and implementing a CSR strategy within their own company.

A tool for the future in which everyone progresses at their own pace.

And coming soon, a label

Bordeaux Cultivons Demain is built on the foundations of the ISO 26000 standard, the international benchmark for CSR strategy.



To give more credibility to the work they carry out, companies can apply for a label managed by certification body Bureau Veritas.



BORDEAUX WINES CSR

THE SECTOR'S COLLECTIVE APPROACH





Committed to making environmental progress for more than 30 years, the Bordeaux wine sector has gone further by adopting a corporate social responsibility (CSR) approach. The goal is to assert its responsibility in the face of environmental, economic, social and societal challenges, and to take better account of the impact its activities have on the people of the Gironde region. Convinced of the benefits of working together and buoyed by the success of the Environmental Management System (EMS)*, in 2020 the sector adopted a collective approach for individual support of companies (winegrowers, merchants and cooperative cellars) in their move towards CSR. This approach is named Bordeaux Cultivons Demain.

Goals

SUPPORT, STRUCTURE, AMPLIFY, ASSESS AND PROMOTE CSR ACTIONS TAKEN BY COMPANIES IN THE SECTOR.

For all

Bordeaux winegrowers, merchants and cooperative cellars, whatever their size and profile. Companies that follow the approach undertake to achieve realistic, appropriate but ambitious goals.

AN APPROACH BASED ON STANDARD ISO 26000

An international benchmark for CSR, the ISO 26000 standard does not, however, provide certification. It is a complete and structuring management system based around major guidelines for progress. CSR addresses 7 fields including the environment, fair practice, consumer issues, working conditions, etc.

A UNIQUE APPROACH DEDICATED TO THE BORDEAUX WINE SECTOR

- adapted to the different players in the sector: winegrowers, cooperative cellars and merchants.
- customised support.
- step-by-step progression.

4 pillars

- › **ENSURING THE LIVELIHOOD OF OUR REGION**
- › **HELPING TO MAKE THE SECTOR ATTRACTIVE**
- › **CULTIVATING DIALOGUE**
- › **PRESERVING THE ENVIRONMENT**

Leading to **A LABEL**

The approach is built on 3 levels of progress. Companies can choose to be audited by a third-party inspection body, Bureau Veritas, to obtain the label. This provides official recognition of the social, societal and environmental commitments that contribute to the competitiveness of the company.

- Level 1: confirms that the issues have been identified and/or good practice has been implemented.
- Level 2: confirms that an action plan has been set up once the issues have been identified and/or good practice has been implemented.
- Level 3: confirms that concrete results have been achieved and/or difficult-to-establish good practice has been implemented. This label may be displayed on the bottle.

* The Bordeaux wine EMS is the collective approach initiated in 2010 by the inter-profession to support the environmental transition of companies. This system allows properties and merchants to opt for HVE and/or ISO 14001 environmental certification. Today, more than 1000 companies have signed up.

Pathway OF THE COLLECTIVE APPROACH

After signing the commitment charter, the company undertakes a continuous improvement plan:



THE MAJOR STEPS

2019: A PILOT GROUP OF 28 COMPANIES TO BUILD AND TEST THE APPROACH FOR 1 YEAR

- Merchants, winegrowers, a cooperative cellar • 10 different AOCs
- 7 environmental certifications represented • From 0 to 3000 employees.

2021: OPENING OF THE APPROACH TO THE ENTIRE SECTOR

Companies that wish to join a working group led by an accredited facilitator to benefit from customised support. Together, they then start a process with several steps. More than 100 companies have signed up so far.

DECEMBER 2021: FIRST LABELS ISSUED

To make this approach more credible, the sector has adopted its own frame of reference and label, Bordeaux Cultivons demain, built on the benchmark international standard ISO 26000. Subject to certain conditions, this label can be displayed on the bottle. At the end of 2021, the first companies, members of the pilot group, will apply for the label under the control of the international certification body Bureau Veritas.

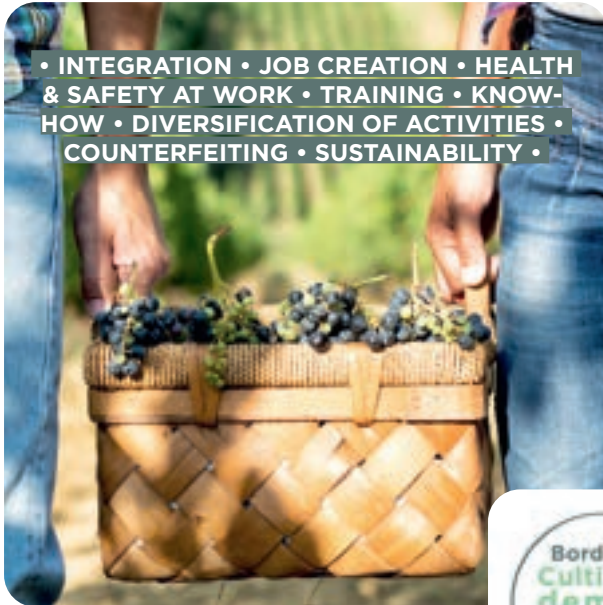
DECEMBER 2022: 56 companies are committed (winegrowers, merchants and one cooperative cellar).

2030: SECTOR TARGET: 30% OF VOLUMES SOLD WILL BEAR THE LABEL BORDEAUX CULTIVONS DEMAIN.

The 4 pillars

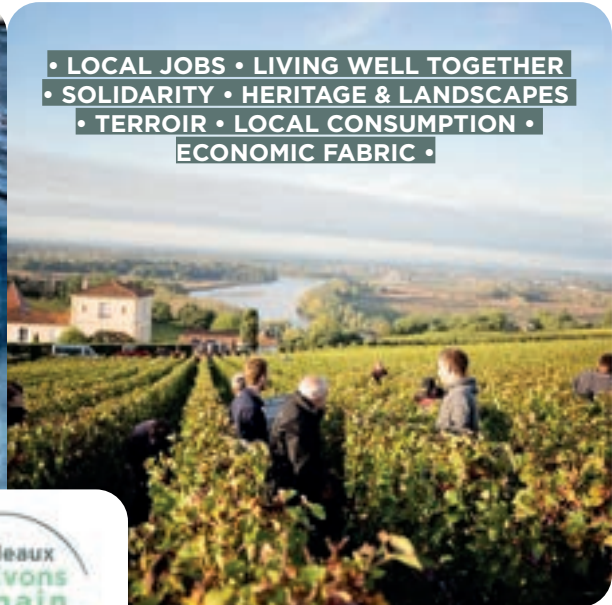
OF BORDEAUX CULTIVONS DEMAIN

**HELPING TO MAKE
THE SECTOR
ATTRACTIVE**

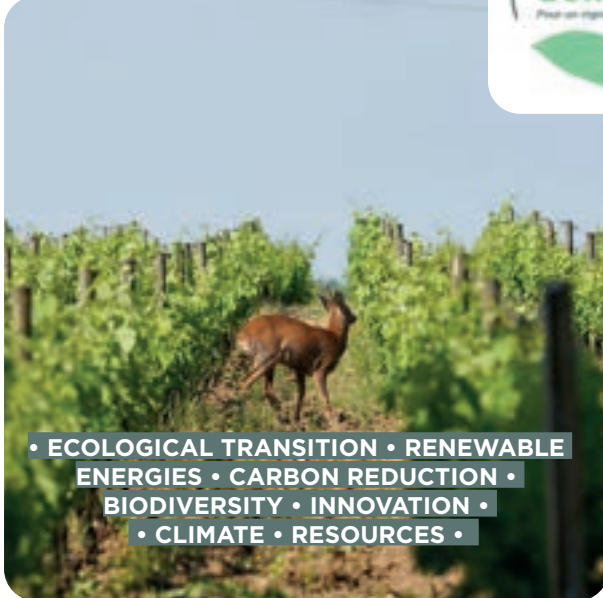


- INTEGRATION • JOB CREATION • HEALTH & SAFETY AT WORK • TRAINING • KNOW-HOW • DIVERSIFICATION OF ACTIVITIES • COUNTERFEITING • SUSTAINABILITY •

**ENSURING THE
LIVELIHOOD OF OUR
REGION**



- LOCAL JOBS • LIVING WELL TOGETHER • SOLIDARITY • HERITAGE & LANDSCAPES • TERROIR • LOCAL CONSUMPTION • ECONOMIC FABRIC •



- ECOLOGICAL TRANSITION • RENEWABLE ENERGIES • CARBON REDUCTION • BIODIVERSITY • INNOVATION • CLIMATE • RESOURCES •

**PRESERVING THE
ENVIRONMENT**



- ETHICS • FAIR BUSINESS PRACTICE • CONSUMER EXPECTATIONS • TRACEABILITY • TRANSPARENCY • RESPONSIBLE CONSUMPTION AND PROCUREMENT •

**CULTIVATING
DIALOGUE**

THE PILLARS



HELPING TO MAKE THE SECTOR ATTRACTIVE

• INTEGRATION • JOB CREATION • HEALTH & SAFETY AT WORK • TRAINING • KNOW-HOW • DIVERSIFICATION OF ACTIVITIES • COUNTERFEITING • SUSTAINABILITY •

The Bordeaux wine sector supports 60,000 direct and indirect jobs with a wide range of skills and professions (in the vineyard, in the cellar, in offices on the administrative or sales side, etc.). But recruitment is a struggle for some professions (e.g. tractor drivers, salespeople) while each link is essential to ensure a company's sustainability.

To prepare the wine of the future, Bordeaux must maintain a constant balance between know-how passed down over several centuries and an ability to reinvent itself and innovate.

Priority is therefore given to:

- listening better to **employees' needs** in order to retain them;
- better understanding of the **arduous nature of certain activities** (e.g. vineyard work in all weathers, sometimes physically demanding) and providing better training;
- better anticipation of working conditions **to attract new talent**;
- making the Bordeaux brand more attractive, in particular through **combating counterfeiting**.

COMMITMENTS: • Regular training of employees • Monitoring accident rates and setting up preventive actions for employees • Taking on trainees or apprentices • Diversification of company activities (e.g. wine tourism). • Means of counterfeit detection.

CULTIVATING DIALOGUE

• ETHICS • FAIR BUSINESS PRACTICE • CONSUMER EXPECTATIONS • TRACEABILITY • TRANSPARENCY • RESPONSIBLE CONSUMPTION AND PROCUREMENT •

Winegrowers and merchants are attentive to rapid changes in tastes and wine consumption habits. The sector must **be as close as possible to consumers**.

Promotional efforts are complemented by further work on transparency, ethics and loyalty both to consumers and to others involved in Bordeaux wine, between them and their suppliers.

As marketing channels are also evolving, Bordeaux is working to streamline relationships between players in the sector in order to sustain performance.

COMMITMENTS: Product traceability and safety • Commitment to long-term partnerships • Listening to consumers / customers • Promotion of responsible consumption • Organisation of open days.





ENSURING THE LIVELIHOOD OF OUR REGION

• LOCAL JOBS • LIVING WELL TOGETHER • SOLIDARITY • HERITAGE & LANDSCAPES • TERROIR • LOCAL CONSUMPTION • ECONOMIC FABRIC •

Bordeaux covers 110,000 hectares throughout the Gironde department, which totals more than 900,000 ha. It is thus a major and structuring player in the local economy, landscapes and human activities.

PRESERVING THE ENVIRONMENT

• ECOLOGICAL TRANSITION • RENEWABLE ENERGIES • CARBON REDUCTION • BIODIVERSITY • INNOVATION • CLIMATE • RESOURCES •

The women and men of Bordeaux are stepping up and strengthening their environmental commitments, in particular in response to consumer expectations. One figure demonstrates this: **in 2021, 75% of the vineyard area has a certified environmental approach** (Organic, High Environmental Value, Terra Vitis, Demeter, etc.) **compared with 35% in 2014.**

At the same time, Bordeaux is also facing the challenge of climate change with its present and future impacts. Adaptation, mitigation, anticipation and innovation are the keys to working towards **carbon neutrality by 2050.**

Preservation and development of biodiversity, soil life, rational management of energy (water, electricity, fuel oil), the circular economy, production of renewable energies, reduction in the use of pesticides are just some of the projects already under way in Bordeaux.

COMMITMENTS: • Reduction of crop-protection inputs and use of alternative methods • Preservation of biodiversity, maintenance of ditches, planting of hedges • Monitoring and sorting waste. • Reduced water consumption.

Consequently, the sector must be a driving force:

- in the **creation of a local job dynamic** including in rural areas;
- in building **peaceful cohabitation** with local residents, in particular for properties on the edge of urbanised areas;
- in a dynamic of **local supply and procurement.**

It is the terroir, the social and economic rural fabric, that must be preserved.

COMMITMENTS: • Identify neighbours and inform them before spraying • Responsible procurement policy using local suppliers • Preservation and maintenance of buildings and heritage.





THEY ARE COMMITTED TO THE APPROACH



To test and fine tune the tools used in the collective approach, a pilot group was set up in 2019.

28 companies, representing the diversity* of the Bordeaux vineyard, worked together and individually over 1 year.

13 of these companies have decided to apply for the label in the first year.

*Merchants, winegrowers, a cooperative cellar, 10 different AOCs, 7 environmental certifications, companies with 0 to 3000 employees.



VINS DE
BORDEAUX | 

Castel Bordeaux

Wine merchant

Member of the pilot group since 2019

“Castel Frères began thinking about CSR on a national scale in the mid-2000s: how could we carry out our activities while having a positive impact on the development of the company, our region, and preserving our environment at the same time? How to develop quality but affordable wines, remain a player close to our customers? We have answered all these questions through a structured approach, for which our Bordeaux site has been a pilot.”

Stéphane Mischler, CSR manager at Castel Bordeaux

Some examples

A LOCAL PLAYER

Aware of its size and the role it plays in the Bordeaux economy, Castel's priority is to participate in the life of its region. Hence, all procurement decisions for the Blanquefort site have been reoriented along local lines, whether it is purchase of dry goods, building upkeep, mechanics, maintenance, the use of service providers, etc. The recent construction of a new automated warehouse in Blanquefort was mostly performed by local companies.

“TRIBES” OF EMPLOYEES WORKING FOR CSR

In Blanquefort, Castel has made all its 300 employees aware of the CSR approach. Four “tribes” were then created, each made up of six volunteer employees of all levels, responsible for working on a given theme. The “internal communication” tribe has created a newsletter on the life of the establishment and its professions; the “upstream and biodiversity” tribe has allowed employees to follow a wine training module and is working on optimising the use of the site's green and wooded areas; the “training” tribe has worked with management to implement ambitious training goals for all employees; and finally, the “well-being at work” tribe is working on ways to better reconcile professional and private life on a daily basis.

- Certifications: IFS (International Food Standard)/BRC (British Retail Consortium); ISO 14001 in the framework of the Bordeaux Wine EMS; Terra Vitis for some of the Bordeaux wines bottled in Blanquefort
- Number of employees: 300 in Blanquefort, of which 200 on the bottling lines
- AOC: mostly Bordeaux appellation, but with a presence in all Bordeaux region appellations

www.castelfreres.com



We are an major player in the region: committing to CSR is also a way of contributing to the standing of the Bordeaux wine sector.

THEY ARE COMMITTED

SUPPORT FOR OUR PARTNERS IN OBTAINING CERTIFICATION

As a wine bottling centre, the Blanquefort site works in close collaboration with many partners in the sector – winegrowers and cooperative cellars. Setting up partnerships, some of them over more than twenty years, makes it possible to secure this collaboration and make it durable. In addition, for the past three years, the Castel oenologist, responsible for plot monitoring, has been supporting several dozen of these partners as they worked towards Terra Vitis certification. After three years of this support, Castel Bordeaux bottles nearly 100,000 hectolitres of Terra Vitis certified Bordeaux. In 2022, Castel's emblematic brand Baron de Lestac will all be marketed with this certification.

Château de La Dauphine

Wine estate

Member of the CSR pilot group since 2019

- Environmental certifications: Organic, HVE + ISO 14001 in the framework of the Bordeaux Wine EMS
- Number of employees: around 20
- Number of hectares: 66 hectares
- AOCs produced: Fronsac, Bordeaux Blanc and Bordeaux Rosé

www.chateau-dauphine.com

"Adopting a CSR approach appeared to be the logical continuation of the certifications to which we are already committed (Organic, HVE, ISO 14001) and our sensitive biodynamic approach. We had built the foundations. With CSR we are building the roof, and determining what we will leave for our children. A particular point of CSR also gave us food for thought: the stakeholders. We have made a lot of progress over the past 8 years on the environment, safety, well-being at work, etc. We were undoubtedly missing this building block: greater involvement for our partners in our approach. Many of them are already well on the way, but we didn't always know about it or we didn't talk about it in a transparent way. Now we will move forward together and continue to make progress."

Some examples

MAKING VISITORS AWARE OF THE ENVIRONMENTAL ISSUES ON A WINE ESTATE

While strolling through the park of Château de La Dauphine, visitors can discover the property's entire ecosystem: bee hives with craft honey production, wild bee houses and bird and bat shelters made from recycled wooden cases (LPO* refuge in 2022), the hydroponic system, the presence of chickens for food waste and to protect bees from Asian hornets, the permaculture vegetable garden, etc. The property's story is told through this regenerated environment, with its beneficial effects on the quality of the wine produced.

TRANSHUMANCE IN THE FRONSAC VINEYARD

Until spring 2022, for the first time the Château is hosting 200 ewes from Béarn as part of their winter transhumance. A lost tradition but one that is being reborn today, with ecological and human advantages for both winegrowers and shepherds. Natural weed control in the vineyard should allow less use of machines. Likewise, sheep droppings will naturally enrich the soil and microbial life, reducing the need to buy green manure. These advantages for the vineyard are matched by benefits for the flock. In particular, shepherds need pesticide-free pasture during autumn and winter to support the animals' needs. From a human point of view, this initiative also has much to offer: while promoting agriculture and the rural environment, it offers better life balance for shepherds, with 5 months in winter in the Gironde, then 5 months in summer in the mountains, with some time for rest. Local residents and the château team have quickly become attached to these sheep, with a lot of good will and a certain amount of amazement at the return of this tradition.



*Rediscovering
sometimes forgotten
balance*

STÉPHANIE BAROUSSE,
director of Château de La Dauphine



THEY ARE COMMITTED

Château de La Rivière

Wine estate

Member of the pilot group since 2019

- The château already existed in the year 800
- Certifications: ISO 14 001 in the framework of the Bordeaux Wine EMS + HVE
- Employees: 32 full-time equivalents
- Area: 95 hectares with 68 under vine
- AOC: Fronsac – Bordeaux white and rosé

www.chateau-de-la-riviere.com

Some examples

AN ARTS FESTIVAL TO SPREAD THE FAME OF FRONSAC

Located in a small rural town of 300 inhabitants, in Fronsac, château de La Rivière wanted to contribute to spreading its region's fame by creating the Confluent d'Arts festival in 2017. Through this festival, focusing in particular on theatre and music, Château de La Rivière has fostered cohesion between château employees and local villagers: more than 70 volunteers lend a hand at the château to organise the festival. It has also breathed new life into the cultural scene in Fronsac, with the creation of a culture department within local institutions; neighbouring châteaux have followed suit with their own cultural activities. Despite being cancelled in 2020, the 2021 edition attracted a large audience, with more than 5000 visitors in three days.

Château de La Rivière also offers a range of wine tourism activities (thematic tours, escape games, etc.), and in this context welcomes more than 20,000 people a year. Through their consumption (hotels, restaurants), visitors to Château de La Rivière help keep the local economy alive and maintain jobs in a rural area.

A CHARTER ON BEST PRACTICE FOR WINE ESTATES AND CONTRACT FARMING COMPANIES

As a member of a working group bringing together winegrowers and contract farming companies providing agricultural labour in the Gironde, Xavier Buffo contributed to the development of a charter of reciprocal commitments. It aims to set out the rights and duties of wine estates and contract farming companies in the context of providing agricultural labour. "Beyond the question of salary, it is essential that we guarantee the quality of work, supervision and reception, so that our professions become attractive again. This is fundamental: paying attention to the people who work with us and for us."



THEY ARE COMMITTED

Château Lagrange

Wine estate

Member of the pilot group since 2019

- Environmental certifications: ISO 14001 + HVE in the framework of the Bordeaux Wine EMS
- Number of employees: 55
- Number of hectares: 118 hectares of vines
- AOC: Saint-Julien

chateau-lagrange.com

“CSR values are convictions that have long been shared by Château Lagrange and the Suntory group to which we belong. The logic was to preserve the company's profitability and growth while being as responsible as possible on the social and environmental aspects. We have had no certification until now, because these values were rooted in the property's DNA. But the idea was to better formalise our action. Certifications allow us to establish action plans, monitoring methods, performance indicators, etc. It's like a toolbox in the company that unites all employees around a common goal and values. We are also convinced of the advantages of collective actions such as Bordeaux Cultivons Demain. Together, with our different approaches and experiences, we are all enriched and we are quite simply in a better position to meet the challenges of sustainable development. Having a sector approach with a framework adapted to our businesses and collective tools has also made our work easier.”

BENJAMIN VIMAL

deputy director of Château Lagrange

Some examples

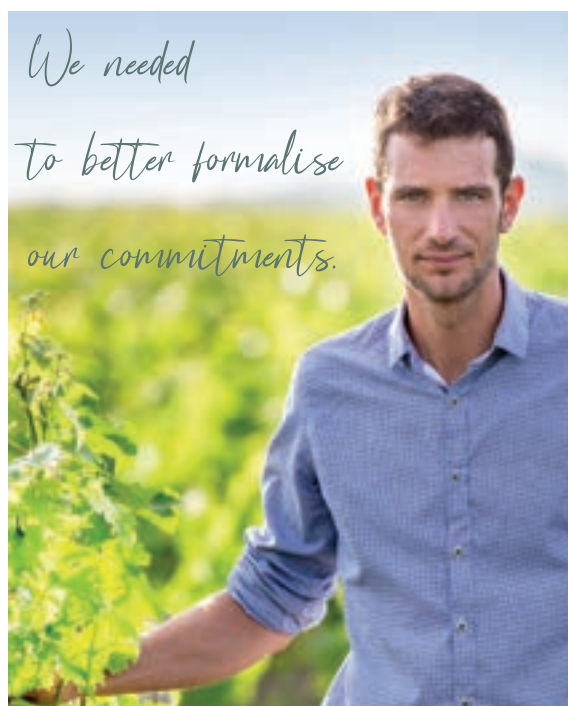
THE VINEYARD SCHOOL, TO TRAIN AND RECRUIT FROM HOME

In 2014, to respond to the labour shortage in the wine sector, around ten Médoc châteaux, led by Franck Bijon from Château Larose Trintaudon, launched their own **Vineyard School**. Objective: to train and recruit qualified and operational staff. It is based on soft skills rather than know-how, on the premise that these people would be trained in the vine and wine trades directly by the estates. Each new session welcomes students from many different backgrounds: young people and the less young, seasonal workers looking for a more stable job, people wanting a career change, etc. They undergo an 18-month work-study programme, supported in particular by Pôle Emploi, ANEFA Gironde (agricultural training and employment) and the Maison Familiale Rurale of Saint-Yzans de Médoc.

At the end, they receive a professional qualification certificate (CQP) as a wine estate specialist, and a job! Tillage, vineyard management, spraying, maintenance and operation of motor vehicles, planting and pruning, harvesting, winemaking and wine ageing are all covered. At Château Lagrange, 4 people were hired on permanent contracts from the first 3 sessions.

ADAPTED EXOSKELETONS TO PROVIDE RELIEF FOR VINEYARD WORKERS

Difficult working conditions is a subject taken seriously at Château Lagrange. In the cellar, on the bottling line and in the offices, there are quite effective ways of adapting workstations. But in the vineyard, beyond minor measures such as electric secateurs or tying machines, the means are quite limited. Château Lagrange has thus embarked on an innovative experiment with vineyard and cellar workers who want to take part: exoskeletons. These are tailor-made support devices (a kind of harness) to provide relief to the body from repetitive movements and thus limit the development of musculoskeletal disorders (MSDs). For the moment, the results are very promising!



THEY ARE COMMITTED

Château

Lapelletrie

**Wine estate
Member of the pilot group
since 2019**

"In 2019, I wanted to move forward with my business plan and turn it resolutely towards sustainable development in the broadest sense of the term. This allowed us to address human resources issues, the place of the company in the social fabric, its sustainability through all the storms that lie ahead. It was a new direction, a way to reinvent ourselves around a worthwhile project. But to succeed, it required all employees to be included in the approach. CSR had to be considered and put in place at all levels of the company. What I particularly appreciated in setting up this project was its resolutely positive vision."

**ANNE BISCAYE, owner
of Château La Pelletrie**



A family property since 1875, but wine production pre-dates the acquisition of the château by Anne's family
9th generation
Certifications: ISO 14 001 in the framework of the Bordeaux Wine
EMS + HVE – in organic conversion
Employees: 2 full-time equivalents
Area: 15 hectares of which 13.5 in production
AOC Saint-Émilion and Saint-Émilion Grand Cru

lapelletrie.com

Some examples

LIVING YOUR DAILY LIFE IN HARMONY WITH NATURE, THE ENVIRONMENT AND YOUR PARTNERS

Anne Biscaye takes care of her property methodically, whether it is working with nature or in her relationship with stakeholders. She has carefully chosen her suppliers and in particular the contract farming companies she uses (service companies responsible for providing her workforce). Together they have drafted a charter, documenting their mutual commitments on compliance with the law, minimum wages and accommodation conditions. Their workforce agreements go beyond the legal obligations, beyond the minimum social rules, to guarantee a good quality of life for employees. In return, these contract farming companies undertake to respect Anne Biscaye's agroecological commitments and to adopt a mindset that respects nature and people.



© LPO Y. Charbonnier

ENCOURAGING BATS TO REDUCE THE USE OF PESTICIDES

While the cellars of Château Lapelletrie are home to many bats, Anne Biscaye's adventure with bats didn't really start until 2017 when she took part in a study conducted by the LPO (Bird Protection League). This study showed that bats "roam" in her plots but that they eat very little. Yet bats are valuable allies that can eat up to 2000 insects every night, with a particular fondness for the grapevine moth, which causes serious damage to grapes. Following the LPO's recommendations, Anne Biscaye changed her working habits in the vineyards so as to encourage visits by bats. As from 2018, grass cover has been intensified. A second study confirmed her choices, so she has gone even further and decided to mow as little as possible (only for the comfort of vineyard workers) and as high as possible. The goal is to have flowers in bloom in the vineyard all year round. This allows it to provide food and shelter for bats. The experience has been a success: bats now feast on pests that threaten the château's vines. Today, Anne Biscaye manages to do without insecticides.

THEY ARE COMMITTED



Château Luchey-Halde

Wine estate
Member of the pilot group since 2019

- Created in 2000 (on the site of an old château which had closed down in 1920) // Owned by Bordeaux Sciences Agro, a school for agricultural engineers
- Certifications: ISO 14001 + HVE in the framework of the Bordeaux Wine EMS
- 8 employees
- 23 hectares
- AOC: Pessac-Léognan (red and white)

luchey-halde.com/en/home-luchey-halde/



The Luchey-Halde vineyard has 2 characteristics that set it apart:

- it is a classroom vineyard for agronomy engineering students from Bordeaux Sciences Agro (BSA)
- it is a wine estate located in Mérignac in an urban setting.

Pierre Darriet, Estate Director at Château Luchey-Halde

Some examples

HELPING TO PROVIDE A HEALTHIER DIET FOR LOCAL CHILDREN

One of the ways to develop biodiversity is to limit vine monoculture and promote crop diversity. With this in mind, a wide range of plant species is already planted on the estate, with trees and hedges in particular. To go further and wanting to take part in local life, the château is working on a market gardening project in collaboration with Mérignac town hall. The land made available by the property and municipal land will be cultivated by a market gardener. The produce will be used by canteens in nurseries and schools in Mérignac. The town hall is fully behind this project, which will take the form of a cooperative collective interest company (SCIC). Through this action, Château Luchey-Halde fulfils 2 goals:

- Acting as a responsible local player by helping to provide healthy, local and seasonal food for children;
- Promoting better ecological balance on the estate.

This project is a challenge for the château because it involves inventing a new model of urban agriculture, economically profitable and compatible with high environmental requirements.

BSA engineering students will provide their expertise to study the various agroecological solutions and define the best technical choices to achieve minimum environmental impact (e.g. sparing use of water).

This pilot project will also serve as a laboratory: all the results will be shared with local authorities or private individuals who wish to initiate similar actions.

SAFEGUARDING LOCAL SPECIES

On land adjoining the vineyard plots, Château Luchey-Halde is home to Landes ponies, a species threatened with extinction. Developing this eco-grazing activity (natural mowing by the ponies) allows the château to help protect an animal species while diversifying its agricultural activities on areas that are not planted with vines (even though they could be). The Aquitaine breeds conservatory now numbers only 150 Landes ponies, an endangered native horse breed.

The animals living here can take advantage of 4 hectares of meadows and woods. They are not put to work in the vineyard (there is no animal traction) but provide a service to the château by maintaining these spaces (keeping the grass down and soil maintenance). They promote local biodiversity, an essential parameter for moving towards balanced ecosystems (pest control, ability to be more resilient, etc.). In addition to the Landes pony, the château plans to extend its partnership with the conservatory to host sheep and donkeys from the Pyrenees.



THEY ARE COMMITTED

Grands Chais de France

Wine merchant

Member of the pilot group since 2019

- Certifications: IFS (International Food Standard)/BRC (British Retail Consortium); ISO 14001 in the framework of the Bordeaux Wine EMS + HVE on all vineyards with some in Organic conversion
- Number of employees: 450 people on the Landiras site, 800 in total in the Bordeaux division
- Number of hectares: 850 ha
- All Bordeaux AOCs
- Landiras site: Bottling site (more than 150 million bottles per year, around 45 million of them from Bordeaux) and logistics platform (more than 180 million bottles shipped to more than 170 countries)

www.groupegcf.fr

Some examples

AN IN-HOUSE SCHOOL

On the Landiras site, the Grands Chais de France Group has grown very quickly, going from 0 to nearly 500 employees in around fifteen years. Working to make jobs attractive quickly became a priority: several dozen positions remained unfilled (setter-operators, logistics operators, cellar workers). In 2011, in partnership with Pôle Emploi, IFRIA (Agriculture training institute) and local employment agencies, the group set up a recruitment method using simulation. It aims to select people not based on CVs, but rather on their ability to develop skills. In each recruitment campaign, around thirty candidates take tests, then a motivational interview. Those selected then undergo 6 months of training in the company (2/3 practical, 1/3 theoretical). Through this "in-house school", 400 people have been trained since 2011, including 250 employees who have thus improved their skills.

"We have built our approach gradually, little by little. First came our commitment to quality certification, then a human resources policy, then environmental and energy management. Our first CSR commitment (2016 - 2020) signed by our CEO has given consistency to all these approaches by encompassing the 3 pillars of sustainable development: social, environmental and economic - while continuing to ensure company performance.

But everyone practises CSR without knowing it! Today, we must involve as many structures as possible in this collective approach; this can only be good for the image of Bordeaux."

*Everyone practises
CSR without
knowing it!*

SERGE MELCHIOR, Director of Sustainable Development for the Grands Chais de France group



ENERGY MANAGEMENT

On the Landiras production site, bought in 1994, between 45 and 50 million bottles of Bordeaux wine are filled each year. Reducing energy consumption was essential to control site performance. Grands Chais de France therefore set up innovative constructions and logistics very early on: the buildings are extremely well insulated; the new workshops are lit with LEDs; the heat from compressors and cooling units is recovered to heat water or buildings and software measures consumption in real time allowing continuous improvement in performance. The next major project is to install 10,000 m² of photovoltaic panels in the staff car park.

Jules Lebègue

Wine merchant

Member of the pilot group since 2019

- Certifications: Organic, Demeter, ISO 14001 in the framework of the EMS, IFS (International Food Standard)/ BRC (British Retail Consortium)
- Number of employees: 50 on the Saint-Émilion site
- AOC: Bordeaux, Bordeaux Supérieur, Médoc, Haut-Médoc, Saint-Émilion Grand Cru... a total of 22 Bordeaux AOCs

www.juleslebegue.com

"In 2019, we reoriented the entire business plan around sustainable development. This allowed us to deal with the issues of making professions attractive, gaining competitiveness, and improving brand image at the same time. It was a new direction, a way to reinvent ourselves around a worthwhile project. But to succeed, it required all employees to be included in the approach. CSR had to be considered and put in place at all levels of the company."



CARMEN ETCHEVERRY,
sustainable development manager
at Jules Lebègue / AdVini

Some examples

EACH EMPLOYEE CONSULTED

One of Jules Lebègue's priority areas was to raise awareness and consult all employees on launching the approach, so that CSR could be activated at all levels. The concepts of friendliness and living together having been undermined by the health crisis, "small-scale" projects were quickly suggested by these employees, to improve their daily lives and carry out concrete actions on the Saint-Émilion site: the construction of an insect hotel, setting up beehives and a shared vegetable garden project, sports initiatives, workshops on working hours, efforts to sort waste and become paper-free, etc.

A CLIMATE POLICY FOR ALL

Beyond the industrial process that it has set up to improve energy performance (meters, optimised production lines and equipment), Jules Lebègue will be offering all employees training / awareness-raising workshops on climate change and carbon emissions. These workshops will deliver tools that everyone can use to improve their consumption patterns and reduce their climate impact in their daily life and at work.

SUPPORT FOR STAKEHOLDERS

As a merchant, Jules Lebègue buys grapes or wine from Bordeaux winegrowers. The CSR project therefore required getting these stakeholders on board as well. The company has thus set up training courses intended for all of its partner winegrowers in Saint-Émilion, so that they can obtain HVE certification and also become players in this transition by meeting customer requirements: "We try not to leave anyone behind!".

*Taking on ideas
from each employee,
both in their daily
life and in their
profession: this is
what gets everyone
behind the approach!*



THEY ARE COMMITTED

Maison Johanès

Boubée

**Wine merchant
Member of the pilot group since 2019**

- Creation: 1960
- Environmental certifications: IFS Food, Organic and LIVRAISON GARANTIE
- Number of employees: 750 full-time equivalent employees
- 290 million bottles sold each year

www.maisonjohanesboubee.fr

"The Carrefour group, of which we are part, has adopted a CSR strategy focused on the food transition to offer accessible products and quality food for all. In line with this strategy, Maison Johanès Boubée is already highly committed, particularly to the environmental and social component (e.g. gender equality in the workplace, employment of disabled people, innovative recruitment methods, health and quality of life at work, etc.). The Bordeaux Cultivons Demain approach deployed in the Bordeaux vineyard was an obvious choice for us. It reflects our group's aims while being adapted to the specific character of our businesses. It gives coherence to our actions and allows us to share common values within the group, the sector and our region and hence work better together. CSR also meets the strong expectations of society and consumers, who want more transparency when they make purchases."



*We are stakeholders in what we
leave to future generations.*

ISABELLE CHARNOT
CSR manager at Maison Johanès Boubée

Some examples

THE FIRST WINE BLOCKCHAIN FROM CARREFOUR GROUP LAUNCHED IN BORDEAUX

In the interests of transparency and traceability for consumers, Maison Johanès Boubée, in partnership with Carrefour Group, Caves de Rauzan and Terre de Vignerons, has developed a blockchain for a wine from the Carrefour Organic range. Through a QR code on the bottle, the consumer has access to a wealth of information on the winegrowers who provided the grapes, the cooperative cellars that made the wine, all the checks carried out, etc. This is a real philosophy of sharing information and empowering each player.

SUPPORT FOR ORGANIC CONVERSION

In line with the group's policy on developing an organic product line, Maison Johanès Boubée offers support to its partner winegrowers in their conversion from conventional viticulture to organic

viticulture. Over the 3 years of conversion, the commitment relates to volumes, rewarding vineyard work that entails more effort and risk.

TANKER TRUCKS THAT RUN ON BIOFUEL FROM GRAPE POMACE

Maison Johanès Boubée has joined forces with the Raisinor group distilleries in Coutras and the transporter Veynat, both based in the Gironde. The distillery processes the grape pomace to extract ethanol and the transporter is committed to fuelling its tanker trucks with 2nd generation bioethanol, for collecting bulk wine from winegrowers' properties and delivering it to the Maison Johanès Boubée site in the Gironde. A partnership based on working together and making the most of the strength of local businesses.



Ducourt family

Wine estates
Member of the pilot group since 2019

- Since 1858 - Specialised in wine around the 1920s
- 6th generation
- Certifications: ISO 14001 + HVE in the framework of the Bordeaux Wine EMS and ISO 9001
- 45 employees
- Owners of 480 hectares of vines + 150 of woods, meadows and lakes.
- AOC Bordeaux (red, dry white, sweet white and rosé) – Castillon Côtes de Bordeaux – Saint-Émilion – Entre-Deux-Mers – Montagne Saint-Émilion

www.ducourt.com

Some examples

ROLE-PLAY TO BUILD TEAM SPIRIT

To give employees a global vision of the company, all of them are offered the opportunity, for half a day, to discover one of their colleagues' jobs. Those who usually work in the vineyard discover the activities of the sales department, or the accountants work on the bottling line. This "temporary exchange" gives them a better understanding of the needs and challenges of other company departments. This experience promotes better understanding and quality dialogue between employees while allowing the personnel to become more versatile and learn new skills. It is also very rewarding for employees to realise that their work contributes to the smooth operation and sustainability of the company.

This action is accompanied by a plan dedicated to improving working conditions. Each year, the Ducourt family cooperates with the MSA (farmworkers' healthcare fund) to reduce arduous working conditions. Various subjects have been addressed, resulting in marked improvements, in particular:

- reduction of noise emissions (on the bottling line in particular),
- adaptations to allow ergonomic handling for improved posture
- tractor seats that limit vibrations (to reduce back problems).

The results of this work carried out with the MSA are then shared with all players in the sector.



AN EXPERIMENTAL LABORATORY FOR THE SECTOR

Dephy Ferme, a network of farms committed to experimenting with solutions aimed at reducing the use of crop-protection products and improving agricultural practices that respect the environment and biodiversity.

They operate "collectively" by organising test and demonstration days for innovative equipment or techniques. These experiments make it possible to verify the operational side of the techniques before they go into general use. Among the topics covered are alternatives to weeding under the rows and winter sowing... These discovery days are a great success: hundreds of winegrowers take part.

Pooling these improvements speeds up the transformation of all viticultural aspects of the sector.



THEY ARE COMMITTED



Vignobles Rousseau

Wine estate

Member of the pilot group since 2019

- 5th generation
- Certifications: ISO 14001 + HVE in the framework of the Bordeaux Wine EMS; Terra Vitis; IFS Food
- Employees: 9 permanent and up to 24 with seasonal workers
- Number of hectares: 77 hectares
- AOCs produced: Pomerol, Lalande de Pomerol, Lussac Saint-Émilion, Bordeaux Supérieur, Bordeaux (red and white)

www.vignoblesrousseau.com

"Committing to CSR was an obvious choice in view of the overall management of my estate. We are committed to multiple environmental and quality approaches to sustain our activity and remain competitive. Each certification is complementary and CSR provides a comprehensive and structuring framework for all aspects of sustainable development."

Some examples

CERTIFIED SAFETY AND TRACEABILITY

A little over a year ago, Laurent Rousseau committed to IFS Food, a demanding international certification covering product safety, quality and traceability. This entailed a large amount of work, particularly with his suppliers. Not all of them could continue to supply, because food safety certificates are required for everything that goes into the cellar (document certifying the compliance of plastics that come into contact with food). New partners had to be found, themselves committed to this requirement for traceability.

A NEW GRAPE VARIETY TO TACKLE THE CHALLENGE OF CLIMATE CHANGE

Faced with climate changes and variability, Laurent Rousseau is among the winegrowers who have been experimenting with new grape varieties for several years. Four years ago, he planted the red grape Marselan, a cross between Cabernet Sauvignon and Grenache. This late-ripening grape variety is less exposed to early frosts and corresponds to classic Bordeaux harvest dates. Marselan was recently authorised in AOC Bordeaux on an experimental basis. Planted in the midst of mainly Merlot vines, Laurent is already finding that it shows many advantages and great promise for the future.

VOCATIONAL INTEGRATION FOR PEOPLE WITH DISABILITIES

For 12 years, Laurent Rousseau has worked with the Jean Elie Jambon medico-social centre in Coutras, helping young adults with intellectual disabilities or behavioural disorders to find suitable employment. Every year, around fifteen young people learn about vineyard trades. Without any performance requirement, they work at their own pace on suitable tasks. "Teaching an 18-year-old how to tie-up vines, and realising that at the same time he will learn how to tie his shoe laces, is scary but also highly rewarding". Everyone in the company adapts to them. From this experience are born beautiful friendships and sometimes difficult moments on the human scale. But trying to contribute to the integration of these young people is part of the business logic.

Everything I put in place on my property corresponds to a responsible approach.

LAURENT ROUSSEAU, winegrower and owner of Vignobles Rousseau

Vignobles André Lurton

Wine estate - Member of the pilot group since 2019

- Certifications: HVE + ISO 14001 in the framework of the Bordeaux Wine EMS
- Number of employees: 190
- Number of hectares: 600 ha on 5 properties
- AOC: Pessac-Léognan, Entre-Deux-Mers, Bordeaux

www.andrelurton.com



“Initiating a CSR approach is the logical continuation of what we have been doing for several years, in particular by joining the Bordeaux Wine EMS in 2010. We ensure constant improvement of our vineyard management and production techniques; we also strive to improve the way our employees work and live their daily lives.”

**Jacques Lurton, chairman of Vignobles
André Lurton**

Some examples

TRAINING EMPLOYEES AND ENSURING THEIR WELL-BEING

With the aim of promoting greater fairness and better consideration of their employees, Vignobles André Lurton offered some of their female employees the chance to train as tractor drivers – a job traditionally reserved for men. They have also provided in-house training of forklift driving instructors: more than twenty employees benefit from their skills.

Meanwhile, a survey on the quality of life at work is being launched. A steering committee will be set up at the next meeting of the Occupational Health and Safety Committee, with the aim of quickly initiating an action plan. In addition, in partnership with MSA (farmworkers' healthcare fund), an addiction awareness programme will be set up for all group employees.

Finally, tests on working using exoskeletons are to be carried out.

RECYCLING WASTE

To go even further with waste sorting and recycling, Corinne Duboureau, CSR coordinator for all the sites, approached the environmental association Tree6clope, which collects cigarette butts (the most common waste in the environment) for recycling. Employees have been made aware of

this approach, so they no longer throw cigarette butts on the ground.

In the same vein, the company is in partnership with an organisation that collects and recycles the backing paper for self-adhesive labels. This is the glazed paper on which the labels are printed before being stuck on the bottles. Across all the properties, several tons of this paper needs to be recycled every year.



December 2023, **56 committed companies.**

(winegrowers W, merchants M, cooperative cellar CC - headquarters HQ)

- ANTOINE MOUEIX JULES LEBÈGUE (AdVini Group) (M) • CASTEL FRÈRES BLANQUEFORT (M) • CELLIER VINICOLE DU BLAYAIS (M) • CHÂTEAU BERLIQUET (W)
- CHÂTEAU BRANAIRE DUCRU (W) • CHÂTEAU CAMBON LA PELOUSE (W) • CHÂTEAU CANON (W) • CHATEAU CROIX DE GUILLOT (W) • CHÂTEAU DE LA DAUPHINE (W)
- CHÂTEAU DE LA RIVIERE (W) • CHÂTEAU DE LA TONNELLE (W) • CHÂTEAU DE L'ORANGERIE (M) • CHÂTEAU DE ROQUEFORT (W) • CHÂTEAU D'EYRAN (W) • CHÂTEAU LA VERRIERE (W) • CHÂTEAU LAGRANGE (W) • CHÂTEAU LAMOTHE (W) • CHATEAU LE MENAUDAT (W) • CHÂTEAU LUCHEY HALDE (W) • CHÂTEAU MAILLARD (W) • CHÂTEAU PALOUMEY (W) • CHÂTEAU RAUZAN-SEGLA (W) • CLARENCE DILLON WINES (M) • COMIN LIBERATORE (W) • LES VIGNERONS DE TUTIAC (CC + HQ) • DOMAINES FABRE (M) • DUCOURT : CHÂTEAU DES DEMOISELLES (W), LES CELLIERS DE BORDEAUX BENAUGE (M AND W), VINS BIO (W), VIGNOBLES DUCOURT (W) • GRANDISSIME SAS (M) • GRANDS CHAIS DE FRANCE (M) • BORDEAUX VINEAM GROUP : BORDEAUX VINEAM VIGNOBLES (M), CHÂTEAU BOURDICOTTE and GRAND FERRAND (W), CHÂTEAU MOULIN À VENT (W), CHÂTEAU ROCHER BELLEVUE (W), BORDEAUX VINEAM (HQ), CHÂTEAU GRILLON (W) • LA CAVE DE CHARLEMAGNE (M) • MAISON JOHANES BOUBÉE (M) • SC DE LA GIRONVILLE : CHÂTEAU BELLE-VUE (W), CHÂTEAU BOLAIRE (W), CHÂTEAU GIRONVILLE (W) • TREASURY WINE ESTATES FRANCE (M) • VIGNOBLE ANDRÉ LURTON : CHÂTEAU BARBE BLANCHE (W), CHÂTEAU DE CRUZEAU (W), CHÂTEAU DE ROCHEMORIN (W), CHÂTEAU LA LOUVIÈRE (W), CHÂTEAU BONNET (W), CHÂTEAU COUHINS LURTON (W) • VIGNOBLES BOURDILLAS (W)
- VIGNOBLES DE TERROIRS (HQ) • VIGNOBLES J.C. ICARD (W) • VIGNOBLES ROUSSEAU (W)





THIS IS ALSO WHAT CSR MEANS IN BORDEAUX

EXAMPLES OF ONGOING COLLECTIVE INITIATIVES IN THE
BORDEAUX VINEYARD



VINS DE
BORDEAUX | 

Job integration

THE “VIGNERONS DU VIVANT” INCUBATORS OF YOUNG TALENT

Each year, fifteen young people aged between 17 and 30, from outside the job market, have the opportunity to follow a one-year training course within winemaking properties. This unique initiative was created 3 years ago by 25 Médoc châteaux, the Maison Familiale Rurale of Saint-Yzans-de-Médoc, the Fondation des Apprentis d’Auteuil and the training organisation AFEPT. It aims to train and support young people in difficulty so that they can obtain sustainable employment and thus promote the revelation of young talent. At the end they receive a Professional Qualification Certificate (CQP) recognising their qualification as multi-skilled vineyard workers. Caroline Boidron from the Fondation des Apprentis d’Auteuil comments: “Most of these young people have been in care, and have had a difficult life path. Nevertheless, they have also come to a point where they want to break out of it.” Led by experts, the training focuses on learning agro-environmental techniques. “This is a strong lever for attracting young people: viticulture is an area in which they can do something to help the planet,” says Jean-Baptiste Cordonnier of Château Anthonic. The results from the 1st year’s intake were very positive: 4 young people recruited on long-term contracts and 4 for seasonal work. This initiative has gained momentum, with more Bordeaux wine estates signing up.

“We open these
youngsters’ eyes to
new possibilities.”
Pierre Cazeneuve, Château Paloumey.



Attractiveness of merchant professions

MERCHANTS ARE RECRUITING

The professions within the 300 Bordeaux merchant houses are often overlooked. However, this sector is recruiting and becoming better known!

In parallel with selling wine in France and more than 170 other countries, these companies carry out production, bottling, storage and logistics activities, with the support of services essential to their performance (information and IT systems, legal and administrative departments, management control, accounting, customs, etc.).

Bordeaux Négoce* (the union of Bordeaux merchants) and its members have been working for many years to make these career possibilities better known. The wine merchant sector is included in initiatives to promote professions to students and retraining workers organised by regional partners: Pôle emploi, Cap'Métiers**, IFRIA***. On the programme: job fairs, forums, company visits, openings for work-study

trainees, and an innovative recruitment method using job simulation (testing a candidate's skills in performing tasks rather than relying on a CV) etc.

In 2021, Bordeaux Négoce is also deploying new tools to attract talent, such as a 360° video allowing candidates to immerse themselves in a company, a website presenting the professions, an online CV library, and a training and integration course.

*www.bordeaux-negoce.com
**www.cap-metiers.fr
***www.aquitaine.ifria.fr



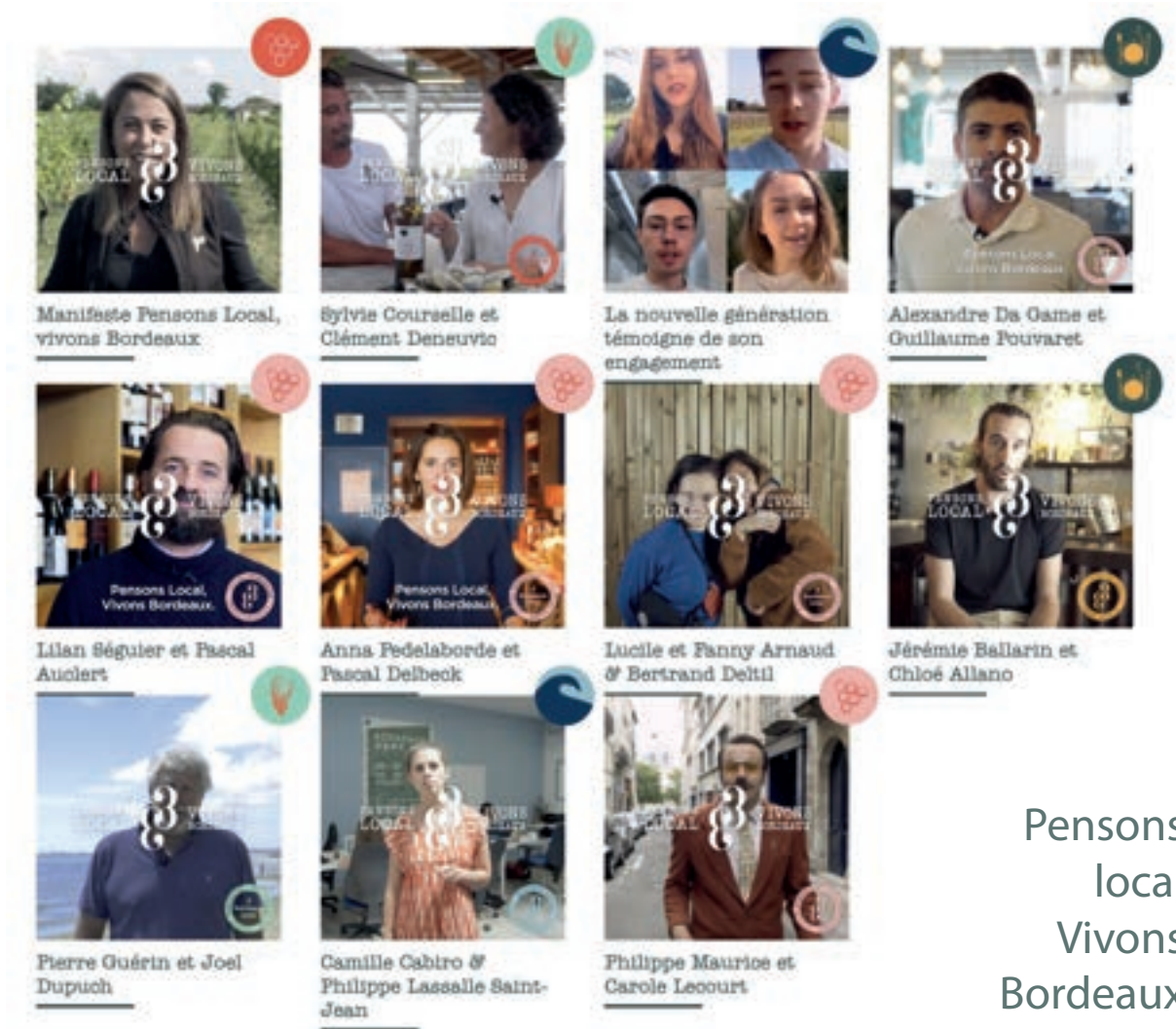
Taking on seasonal workers

GUIDELINES FOR THE DAILY LIFE OF SEASONAL WORKERS

For vineyard work, the industry employs a large number of seasonal workers all year round (pruning, trellising, harvesting, etc.). With many different backgrounds and needs (locals, students, nomads, migrants), all require precise and practical information for their daily life. Inspired by work already carried out by the Médoc Regional National Park, guides for seasonal workers are becoming more common in the Bordeaux vineyard as well as in the Bourg/Blaye region and Saint-Émilion. These guides have been translated into several languages to adapt to the different nationalities of seasonal workers. They contain all the information necessary to ensure better conditions for workers:

- Finding out about my rights
- Taking care of my health
- Having my children looked after
- Nearby camp sites
- Moving around
- etc.





Pensons
local
Vivons
Bordeaux

Promoting the local economy

#BORDEAUXLOCAL

At the initiative of multiple local players*, the #Bordeauxlocal movement, launched in 2020, brings together a large number of sectors that make the economy and the reputation of the Bordeaux region: tourism, wine tourism, restaurants, shops, gastronomic products and brands and, of course, Bordeaux wines. Above all, it is a collective, united and committed dynamic to encourage and promote local consumption on all fronts. bordeauxlocal.fr

* CMB / Bordeaux Métropole Tourist and Convention Office / UMH Gironde / Local personalities

Keeping neighbours informed

A FREE MOBILE APPLICATION TO GIVE ADVANCE NOTICE OF SPRAYING AND WORK IN THE VINEYARD

The BVE 33 application (“Bien vivre ensemble”, or “Living well together”) was put online in spring 2021 to inform neighbours and walkers when spraying has been carried out or is in progress nearby. This tool is in addition to systems already widely used to inform local residents (e.g. SMS, email) and promote constructive and peaceful dialogue.



Application created by the Gironde Chamber of Agriculture and the CIVB.



Encouraging local job creation

AN EMPLOYERS' ASSOCIATION TO RECRUIT SEASONAL WORKERS IN SAUTERNES

Shortage of seasonal labour is a recurrent problem in the vineyard. To get a better grip on staff recruitment, 13 properties in Sauternes (covering 600 ha) have joined together to form a GEA (consortium of associated employers). Its task is to recruit from 30 to 250 workers depending on the season, with priority given to locals. To offer these employees better and more motivating working conditions, the GEA is developing additional activities such as training (pruning, shoot thinning, etc.). This makes the work more interesting and improves the skills of seasonal employees.

Another example: transport can be an obstacle to employment (for economic reasons or the lack of a means to get to the workplace). The GEA therefore offers free transport (the harvest bus) in partnership with a local solidarity economy association. Together, these measures have made it possible to retain 30 to 40% of seasonal workers.

Reducing pesticide use



A HELPING HAND FROM THE BAT: A PEST PREDATOR

The fauna is an important auxiliary in the protection of vines against natural predators. This is the case with bats. A study in partnership with the LPO*, INRAE** and the CIVB confirmed that bats are excellent allies in combating the grapevine moth. These moths, also called Eudemis and Cochylis, are pests that encourage botrytis bunch rot in grapes. Gironde bats eat only insects and are greedy predators, devouring an average of 2000 insects each night. Some properties have already made arrangements to promote bat populations in the vineyard: maintaining old cabins in the vineyards or installing nesting boxes to house bat colonies; water points or grassed strips to make it easier for the bats to get among the rows of vines. Now the focus is on taking action on a wider scale (at AOC level in particular) so that bats can have sufficient food resources all year round (outside the grapevine moth "season") and thus perpetuate the establishment of colonies and allow them to consume pests at will.

© LPO Y. Charbonnier

*Ligue de protection des Oiseaux **Institut national de recherche pour l'agriculture, l'alimentation et l'environnement

Encouraging biodiversity

AN AGROECOLOGICAL PROJECT COVERING 4 SAINT-ÉMILION APPELLATIONS

Saint-Émilion has always been strongly committed to sustainable viticulture. Going beyond individual initiatives, the Saint-Émilion wine council and its 900 winegrowers are stepping up their collective actions with a major agroecological project covering 4 AOCs: Saint-Émilion, Saint-Émilion Grand Cru, Lussac Saint-Émilion and Puisseguin Saint-Émilion. The planting of 300,000 hedges and trees is planned with the goal of increasing the existing biodiversity pool and re-establishing ecological corridors beneficial to winegrowing activity through the biological control of pests. Existing practices such as grassing over, mechanical weeding and biocontrol will be stepped up. New initiatives are also being considered, such as viti-pastoralism (presence of herds to graze the plant cover when the vine is dormant and to provide organic nutrients to the soil). This ambitious project is supported by a legal measure. The new specifications for the 4 AOCs, currently being validated by the Institut national de l'origine et de la qualité (INAO), will make environmental certification (level 2 or 3 or organic farming) mandatory from 1 January 2023 for all winegrowers in these AOCs.

Networks to limit disease

TAKING ACTION IN THE FIELD

Flavescence dorée, a serious disease of the vine, results in crop losses. Ultimately, it can kill the vines. This disease is transmitted from one vine to another when vine leaves are punctured by the leafhopper *Scaphoideus titanus*. Since 2007, the sector has set up a collective monitoring solution to tackle this disease. Groups of "trappers" walk through the vines to detect the insects and any symptoms of flavescence dorée. Organised in the form of a GDON (Group for defence against organisms harmful to the vine), the monitoring drastically reduces the need for compulsory spraying and contains the spread of the disease.

Today, 100% of the Bordeaux vineyard is covered. In 2020, across the Bordeaux GDON, 83% of the vineyard was equipped with leafhopper traps and 25,045 km was walked in the vines from early August to mid-October (equivalent to 1.5 x London to Sydney). All this made it possible to avoid sprays on 30% of the surface area.

Today, 100% of the Bordeaux vineyard is covered.



Sustainable partnerships

A TOOL TO HELP WINEGROWERS AND MERCHANTS STRUCTURE THEIR COLLABORATION

Devised by a group of winegrowers, merchants and brokers, this guide aims to facilitate discussions between these parties to build a business strategy based on a balanced and lasting partnership (positioning, distribution channels, target markets, promotions, communication). A trusting human relationship with transparency in the exchange of data between the winegrower (the brand owner) and the merchant (who has visibility of the markets) should therefore be put in place in a concrete way. This document forms a framework for better defining the expectations and the respective commitments of merchants and winegrowers.



A CHARTER ON BEST PRACTICE FOR WINE PROPERTIES AND CONTRACT FARMING COMPANIES

In recent years, more and more properties have been using service companies to take care of the recruitment and management of staff for agricultural work. This charter of reciprocal commitments was drawn up by 3 wine properties (Vignobles Rousseau, Château de La Rivière and Château Larose-Trintaudon), one contract farming company (Viti Management) and Benjamin Banton (president of Entrepreneurs des Territoires de la Gironde). It aims to set out the rights and duties of each of the parties in the context of providing agricultural work services. "This document restores a bond between our different structures," says Benjamin Banton. "Here, we are talking about manual and therefore human work; we must be seen as partners in this service relationship."

"Here, we are talking
about manual and
therefore human work



Listening to consumers

A MAJOR STUDY ON THE STYLE OF RED BORDEAUX WINES

In 2021, the sector is carrying out a wide-ranging study on the style of Bordeaux wines in partnership with the University of Bordeaux and the IFV*. Various players in the sector and a panel of 240 consumers have tasted and analysed red Bordeaux wines in the “everyday pleasure” segment (sold at €3 to €8 a bottle). These cross-referenced tastings aim to identify the differences and similarities between professional and consumer appreciation of wines and thus allow Bordeaux winegrowers and merchants to best meet the expectations of the French market.

The goal is also to identify levers for action between the players in the sector (winegrowers, merchants, brokers, technicians, oenologists, buyers, prescribers, etc.). Finally, in partnership with various scientific and technical organisations, this study will make it possible to identify areas for further research, depending on the stumbling blocks and problems identified: How are the links between chemical markers and sensory analyses expressed? What is the impact of masking molecules? Which technical routes should be followed? Other issues will be considered later: definition of the typical style of wines within an AOC, looking to the future (climate change, varietal creation, etc.), types of product (wines without SO₂, etc.), innovation (creation of new products), etc.

METHODOLOGY:

1. A first panel made up of professionals and experts (researchers, experimenters, oenologists and expert winemakers) will carry out a detailed organoleptic analysis of 150 wines (bottles sold between €3 and €8 including VAT in French supermarkets in particular) representative of the diversity of Bordeaux wines. About twenty styles will be identified and 25 wines, representative of these styles, will be selected for further study.
2. This selection will then be submitted to 240 regular or occasional Bordeaux wine consumers.
3. These same 25 wines will be tasted by winegrowers, merchants and technicians in the sector as well as by prescribers (buyers, critics, retail wine merchants, sommeliers).

Key figures

The women, the men

5300 winegrowers (AOC growers)

- Most family businesses (56% individual operators)
- Average size of properties: 20 hectares

300 wine merchants

- More than 2/3 of Bordeaux wine sales and in more than 170 countries.

29 cooperative cellars and 3 unions

- 39% of AOC growers
- 23% of Bordeaux production

77 brokers

The terroirs

The geological diversity of the Bordeaux region is an advantage when creating wines with different characters. To the south, the left bank of the Garonne and Gironde has soils made up of gravel, pebbles and sand from the erosion of the Pyrenees and washed down by the rivers. These are warm soils with good drainage. On the right bank, to the north of the Dordogne, quite humid and well-drained limestone soils dominate. Between the Garonne and the Dordogne, the soils are mostly clay, but also humid and cool.

108,000 hectares of vines

- the largest Appellation d'Origine Contrôlée vineyard
- 1/4 of the area of French AOC wines
- 3 out of 4 farms in the Gironde have vines.

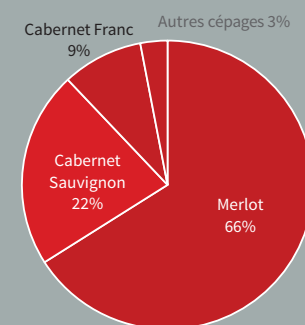
65 Appellations d'Origine Contrôlée (AOC)

75% of the Bordeaux vineyard area has a certified environmental approach in 2021 vs 35% in 2014 and 55% in 2016

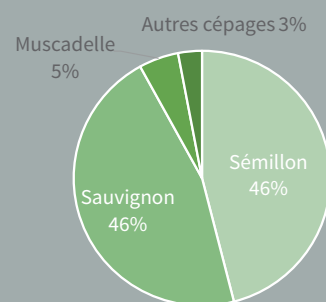


Signature grape varieties (2021 data)

89% red varieties



11% white varieties

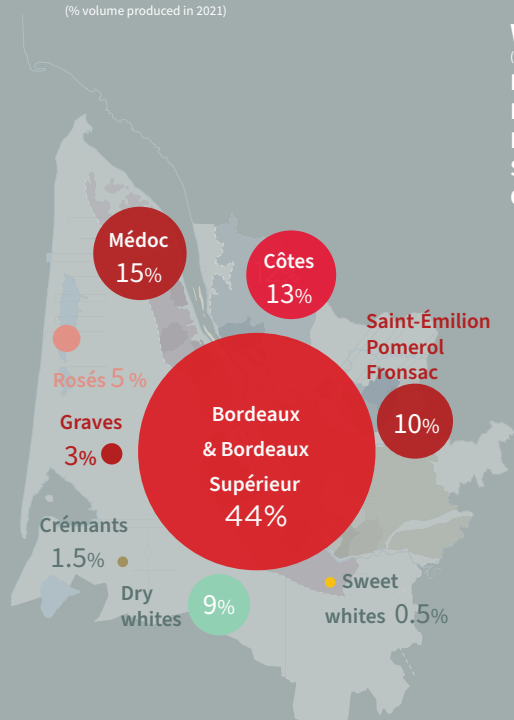


Production

4.7 million hectolitres produced on average, the equivalent of 649 million bottles.

Main families of appellations


(% volume produced in 2021)



Wines of all colours (volumes produced in 2021 in %)

- Red 85%
- Rosé 4%
- Dry white 9%
- Sweet white 1%
- Crémant 1%





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