

Vintage 2021

# LES VIGNERONS DE BUZET *le mag*



**COOPERATIVE MEMBERS  
PASSIONATELY COMMITTED  
TO THE SUSTAINABLE  
DEVELOPMENT OF OUR REGION**



**NOUS LES  
VIGNERONS  
DE BUZET**

**MAKE GOOD, CLEAN WINE  
IN A WAY THAT GENERATES  
ENVIRONMENTAL,  
SOCIAL AND ECONOMIC  
BENEFITS.**

**ANTICIPATE AND RESPOND TO  
MARKET CHANGES.**

**GIVE OURSELVES THE MEANS  
TO ACT IN AN ETHICAL,  
SUSTAINABLE AND SOCIALLY  
RESPONSIBLE MANNER.**

# EDITORIAL

## FROM RESPONSIBILITY TO CONTRIBUTION: A REALISTIC UTOPIA!



↳ PIERRE PHILIPPE,  
MANAGING DIRECTOR

Utopia has taken a different turn: anyone who still believes that everything can go on as before can only be described as a Utopian.

In these troubled economic times, we can legitimately ask ourselves the question of whether CSR deployment within businesses has not been undermined. Of course, the so-called "responsible" model has the advantage of minimising negative external impacts because a weakness in one of the three areas (economic, social, environmental) can be offset by strengthening one of the others. But is this enough, or do these times call for changes to be made in the same way as the Covid 19 pandemic has been compelling us to make changes in so many aspects of life?

We are now moving towards a **"contributory" model**, one which maximises our contribution to the common good through a **high level of sustainability**. Within it, financial capital is put on a par with the other two components of all economic activities, human capital and environmental capital. Each crisis presents us with an opportunity to make changes, especially to change what led to the crisis in the first place. *"But where the danger lies, also grows the saving power"*.

We are now being made acutely aware, through experience, that our system is fragile. We need to understand that the **quality of our common good depends on our commitment and our contribution to safeguarding it**. We need to fish ourselves out of the **"icy waters of selfish calculation"**.

Les Vignerons de Buzet wishes to focus on the experience we offer our consumers, our agroecological principles, the community in which we live and our traditional values! The Loi Pacte\* reminds us that a business can no longer be just an

economic player; **it must also play its part in the development of society**.

The contributive company aspires to strike a fair balance in the distribution of the value created and commits to taking an honest, transparent and exemplary approach to social utility and its net contribution to the common good. **It is not so much a proliferation of initiatives that is needed as coherence and sincerity**. Long term survival brings people together, but profit divides. And we are convinced that making a positive contribution to the environment creates loyalty among consumers who are evolving just as we are and who also wish to play their part in creating the future that we would all like to see.

Having a mission gives us the engine and innovation is its fuel and you will see from these pages that we are not short of plans and initiatives! You will also notice that we make a constant reference to the **SDGs (Sustainable Development Goals)** in this magazine because we feel that these are the only tool for defining our overall performance and contribution.

**It is through cooperation, our founding value, that we can safeguard our "reason for being"**. It is part of a long-term goal, one whose challenges will require us to rethink our value chain and certainly our production tools. We will also have to meet a major cultural and societal challenge vis-à-vis our customers while maintaining the support of our members, but what an exciting challenge it is! The challenge of a community of winegrowers rallied under the "Nous, Les Vignerons de Buzet" (English: "We, Les Vignerons de Buzet") banner, which is inspiring, motivating and supportive.

**"A crisis that we accept becomes an adventure; an adventure that we refuse becomes a crisis!"**

\*The Loi Pacte (which stands for 'Plan d'Action pour la Croissance et la Transformation des Entreprises') is a "catch-all" draft law proposed by Macron's government with the aim of facilitating and improving economic growth for businesses in France.



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# TODAY

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# WINES THAT PLEASE

THE CONCEPT OF “GOOD” WINE MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE. THIS IS BECAUSE OF THE EVOLUTION IN WINEMAKING TECHNIQUES AS WELL AS IN CONSUMER TASTES AND DRINKING HABITS. OUR OBJECTIVE IS TO CRAFT WINES THAT WILL BE APPRECIATED BY TODAY'S (AND TOMORROW'S) CONSUMERS.



Making wines that meet expectations starts with listening to and observing those who are going to consume the wines. We can then create the styles of our wines (fruity or complex; light or full-bodied) in line with the evolution of consumers' tastes. In this day and age, this also means being able to meet a legitimate demand for transparency in all our practices.

Since 2005, our Cooperative has been engaged in an agroecological transition, through the transformation of our winegrowing practices (see page 8). All our growers are now committed to working their vineyards in an eco-friendly manner and this requirement is set out in the specifications that they sign with the Cooperative.

## DETERMINING OUR WINE STYLES



**OBJECTIVE**  
TO CREATE WINE STYLES THAT MEET CONSUMERS' EXPECTATIONS.



### PLOT AND INTRA-PLOT SELECTION

4,200 BASIC UNITS, EACH UNIT HAVING DISTINCT CHARACTERISTICS (GRAPE VARIETY, ROOTSTOCK, SOIL, ETC.). ADAPTED AND DIFFERENT WINEGROWING ITINERARIES. HIGH-PRECISION VITICULTURE (SATELLITE DATA, AUTOMATED GRAPE SELECTION, ETC.).



### DIFFERENT VINIFICATION AND AGEING PROCESSES

VINIFICATION WITHOUT ADDED SULPHITES. PRODUCTION OF WINES WITH MORE OR LESS OAK, ETC.



### PACKAGING APPLIED IN OUR CELLARS

CHÂTEAUX AND DOMAINES WINES (CHÂTEAU DE GUEYZE, DOMAINE DE PADÈRE, ETC.): SEPARATE VINIFICATION OF GRAPES FROM A SINGLE PROPERTY. BRANDED WINES: GRAPES FROM SEVERAL WINEGROWING MEMBERS ACCORDING TO THE STYLES WE ARE SEEKING.

# PIONEERS COMMITTED TO THE ENVIRONMENT

**WE PERPETUATE OUR FOUNDERS' HIGH QUALITY STANDARDS BY EXCEEDING THE REQUIREMENTS OF THE AOC SPECIFICATIONS THROUGH OUR "HIGH ENVIRONMENTAL" COMMITMENTS THAT ARE SHARED BY ALL OUR WINEGROWERS.**

What a joy it was for the Cooperative's founders when they succeeded in obtaining the AOC status (Appellation d'Origine Contrôlée) in 1973, after 20 years of hard work and bureaucratic wrangling! This had been their objective since the Cooperative's foundation in 1953. It was a legitimate goal because the AOC is the most important recognition of quality in France.

Nearly 70 years later, our **avant-garde** spirit, embodied by a new generation of environmentally-conscious winegrowers, is shaking up the AOC system. We are not seeking to abandon this designation, but rather to ensure that the AOC does not lose any of its legitimacy. We are therefore thinking about how the AOC might evolve, particularly in the light of climate change.

## ECO-FRIENDLY FROM THE VINE TO THE GLASS

All our wines come from protected vineyards. When joining our cooperative, each winegrower commits to respect this strict policy (see page 8). This commitment is governed by the Agri Con fiance certification label and includes a reduction in the use of chemicals and the preservation of biodiversity. We are working to **reduce the environmental footprint** of all our wines, from the vine to the glass, through a series of consistent and ongoing initiatives. Since 2014, our Cooperative has been certified as "Exemplary", the highest level of the "Engagés RSE" (Committed to CSR) certification.



APPELLATION D'ORIGINE CONTRÔLÉE OBTAINED THANKS TO THE HARD WORK OF THE COOPERATIVE'S FOUNDERS.



COOPERATIVE WAS AWARDED THE HIGHEST LEVEL OF "ENGAGÉ RSE" (COMMITTED TO CSR) CERTIFICATION.



ALL OUR WINEGROWER MEMBERS ARE REDUCING THE USE OF CHEMICALS AND PRESERVING BIODIVERSITY IN THEIR VINEYARDS.



LISTED AMONG THE FIRST 25 COMPANIES IN FRANCE.

# FEWER CHEMICALS IN OUR VINEYARDS = FEWER RESIDUES IN OUR WINES

IN ALL OUR VINEYARDS



SOME EXAMPLES OF OUR ALTERNATIVE METHODS



→ COMBATING DISEASES: **COMMON SENSE AND PERHAPS A TOUCH OF MADNESS!**



**34** MUSIC BOXES TO PREVENT ESCA

**40%<sup>(1)</sup>** OUR TREATMENT FREQUENCY INDEX (TFI)<sup>(1)</sup> IS 40% LOWER THAN THE AVERAGE TFI FOR THE NOUVELLE AQUITAINE REGION (9.5 COMPARED TO 16.5).

- WITHOUT**
- ✗ NO CHEMICAL TREATMENTS USED AGAINST BOTRYTIS SINCE 2013.
  - ✗ NO CMR<sup>(2)</sup> PRODUCTS USED SINCE 2016.
  - ✗ NO FOLPEL USED SINCE 2016.

- WITH**
- ✓ GREATER MONITORING AND HUMAN INTERVENTION.
  - ✓ CAREFULLY CHOSEN HARVESTING SCHEDULE AND WINEMAKING ITINERARIES.
  - ✓ ALTERNATIVE METHODS (MUSIC, PLANT-BASED SOLUTIONS, BIOCONTROL).

→ TO COMBAT INSECT PESTS: **GREATER BIODIVERSITY**



**12** SPECIES OF BEES, INCLUDING SOME RARE SPECIES<sup>(3)</sup>

**85%<sup>(3)</sup>** OF THE SPECIES RECORDED ARE SPECIES THAT ARE AUXILIARY TO THE VINE. SPIDERS, LADYBIRDS AND LACEWINGS ETC. NATURALLY PROTECT THE VINE BY FEEDING ON LARVAE OR INSECTS THAT ARE HARMFUL TO IT.<sup>(3)</sup>

- WITHOUT**
- ✗ NO ACARICIDES USED SINCE 2009.
  - ✗ NO NEONICOTINOIDS AND OTHER INSECTICIDES HARMFUL TO BEES SINCE 2014.

- WITH**
- ✓ MATING DISRUPTION.
  - ✓ AUXILIARY INSECTS.
  - ✓ GENERATION OF BIODIVERSITY TO ENSURE A RICH AND VARIED NATURAL ENVIRONMENT.
  - ✓ OBSERVATION TO ENSURE THE RIGHT LEVEL AND TYPE OF INTERVENTION (INSECT TRAPS).
  - ✓ BIOCONTROL.

→ TO IMPROVE SOIL QUALITY: **THE RETURN OF EARTHWORMS**



**100%** ORGANIC FERTILISERS

**95%** SOIL COVERED WITH PLANT SPECIES

- WITHOUT**
- ✗ NO CHEMICAL FERTILISERS USED SINCE 2007.
  - ✗ NO RESIDUAL CHEMICAL WEEDKILLERS SINCE 2005.

- WITH**
- ✓ PLANT COVER OF THE SOIL.
  - ✓ MECHANICAL WEEDING.
  - ✓ ORGANIC FERTILISERS ONLY.
  - ✓ FOLIAR WEEDKILLERS ONLY, AND ONLY UNDER THE ROW.
  - ✓ LESS PLOUGHING, AND LESS DEEP PLOUGHING.

=  
**FEWER RESIDUES IN OUR WINES**



(1) Treatment frequency index (TFI): Official indicator for evaluating the evolution of phytosanitary practices. It corresponds to the number of reference doses used per hectare over a growing season. (2) CMR: Carcinogenic, mutagenic, reprotoxic. (3) "Study on the influence of RAK biocontrol methods and landscapes" on Domaine de Gueyze, 2018. Carried out by Flor'Insectes, an independent entomology laboratory; financed by BASF.

# SPECIFIC INITIATIVES

THESE INITIATIVES ARE IN ADDITION TO OUR COMMON SET OF PRACTICES. THESE CERTIFICATIONS, WHICH HAVE BEEN OBTAINED FOR SOME OF OUR WINES, ALSO MEET SOME OF THE MORE SPECIFIC DEMANDS FROM OUR CONSUMERS.



## HAUTE VALEUR ENVIRONNEMENTALE (HIGH ENVIRONMENTAL VALUE)

THE WINEGROWER WORKS WITH THE RESOURCES AND MECHANISMS OF NATURE THROUGH A SYSTEMIC VISION OF HIS/HER ENVIRONMENT.

[agriculture.gouv.fr](http://agriculture.gouv.fr)

### THE TRANSVERSAL KEY POINT

*Implementation of alternatives to chemical disease control. Reduction of inputs.*



## ORGANIC GROWING

IN PARTICULAR, A BAN ON THE USE OF SYNTHETIC CHEMICALS, WHETHER PESTICIDES OR FERTILISERS.

[agriculture.gouv.fr](http://agriculture.gouv.fr)

### THE TRANSVERSAL KEY POINT

*We did not wait for some of our wines to obtain organic certification before banning the use of chemical fertilisers in all our vineyards in 2007.*



## ZERO PESTICIDE RESIDUE

THE GOAL OF THE NOUVEAUX CHAMPS GROUP IS TO ACHIEVE ZERO RESIDUAL PESTICIDES, WITHIN MEASUREMENT THRESHOLDS.

[nouveaux-champs.fr](http://nouveaux-champs.fr)

### THE TRANSVERSAL KEY POINT

*Even before we joined this initiative, we had most of our wine blends analysed each year by an independent laboratory. This has led to changes in our practices, among them the elimination of botrytis treatments on the vines (2013).*



## NO ADDED SULPHITES

THE ONLY SULPHITES PRESENT IN OUR WINES ARE THOSE THAT ARE FORMED NATURALLY.

### THE TRANSVERSAL KEY POINT

*The reduction of sulphites in all our wines thanks to the know-how and technical mastery acquired.*



## BEE FRIENDLY

GROWING PRACTICES THAT RESPECT POLLINATING INSECTS AND WHICH ARE AGREED WITH BEEKEEPERS.

[certifiedbeefriendly.org](http://certifiedbeefriendly.org)

### THE TRANSVERSAL KEY POINT

*Black list of products that are harmful to pollinators.*



## 1% FOR THE PLANET

1% OF THE TURNOVER GENERATED BY THE SALE OF THE WINES ASSOCIATED WITH THIS INITIATIVE IS DONATED TO ENVIRONMENTAL CAUSES.

[onepercentfortheplanet.fr](http://onepercentfortheplanet.fr)

# LISTENING TO OUR CONSUMERS

KNOWING HOW WE ARE PERCEIVED BY OUR CUSTOMERS AND CONSUMERS IS ESSENTIAL TO STAYING IN TUNE WITH THEIR TASTES AND EXPECTATIONS.



Obtaining feedback from our customers (professional wine buyers and consumers) is vital to our business dynamics. Their comments enable us to evolve. This is why we encourage our consumers to share their opinions with us, via our website, when visiting our boutique, or at the events we organise.

But we also reach out to them! Every other year, since 2014, we have been obtaining direct feedback from our trade and consumer customers via satisfaction surveys. The answers we receive provide us with valuable insights. In addition to informing us of our customers' level of satisfaction, they shed light on their decision-making criteria and their perception of our commitment to producing sustainable wines...

## OUR FEEDBACK TOOLS



**INTERNAL DEPARTMENTS**  
(BOUTIQUE, SALES TEAM, MARKETING DEPARTMENT, ETC.)



**CONSUMER REVIEWS**  
(ON OUR WEBSITE, SOCIAL MEDIA, GOOGLE, ETC.)



**CUSTOMER SATISFACTION SURVEY**  
(EVERY OTHER YEAR)



**FOCUS GROUP**  
(QUALITATIVE RESEARCH WITH A SMALL GROUP OF CONSUMERS)



## CUSTOMER FEEDBACK 2020: RESULTS HEADLINE

**OUR CSR COMMITMENT HAS A BIG INFLUENCE ON OUR CUSTOMERS' PURCHASING DECISIONS!**



**FOR OUR CONSUMER CUSTOMERS**



**FOR OUR TRADE CUSTOMERS**



OUR CUSTOMER SATISFACTION LEVEL IS **VERY HIGH**



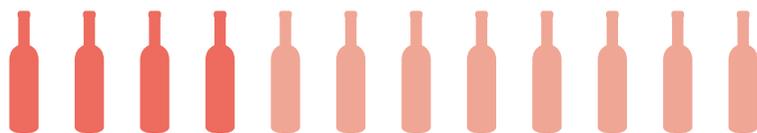
**WITH OUR CONSUMER CUSTOMERS**



**WITH OUR TRADE CUSTOMERS**



## #COLOURPINK



MORE THAN **1/3** OF OUR WINES ARE ROSÉS

## #ECOFRIENDLYVINEYARDS



**87%** OF THE VINEYARDS ARE HIGH ENVIRONMENTAL VALUE (HVE ROUTE A)



**17%** OF THE VINEYARDS ARE ORGANIC GROWING OR CONVERTING TO (THE "AB" MARK IN FRANCE)

SOME PLOTS OF VINES MAY BE HIGH ENVIRONMENTAL VALUE AND BE CONVERTING TO ORGANIC GROWING (THE 'AB' MARK IN FRANCE).

## #THEPHOTO



THIS PHOTO TAKEN IN THE CHÂTEAU DE BUZET GROUNDS BY @LILIEPICTURES WON 1<sup>ST</sup> PRIZE IN ALBRET TOURISME'S 2021 PHOTOGRAPHY COMPETITION.  
©AMÉLIE GUIGNARD

## SUSTAINABLE DEVELOPMENT GOALS

OUR MAJOR CONTRIBUTIONS TO THE 17 GLOBAL GOALS

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



- SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES
- ENVIRONMENTALLY SOUND MANAGEMENT OF CHEMICALS
- REDUCTION IN WASTE GENERATION
- CORPORATE SOCIAL RESPONSIBILITY
- ENVIRONMENTAL TRAINING AND INFORMATION

**8** DECENT WORK AND ECONOMIC GROWTH



- ECONOMIC PRODUCTIVITY
- EFFICIENT USE OF RESOURCES
- FULL EMPLOYMENT AND DECENT WORK
- LABOUR RIGHTS AND SAFE AND SECURE WORKING ENVIRONMENTS
- SUSTAINABLE TOURISM

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**13** CLIMATE ACTION



**15** LIFE ON LAND

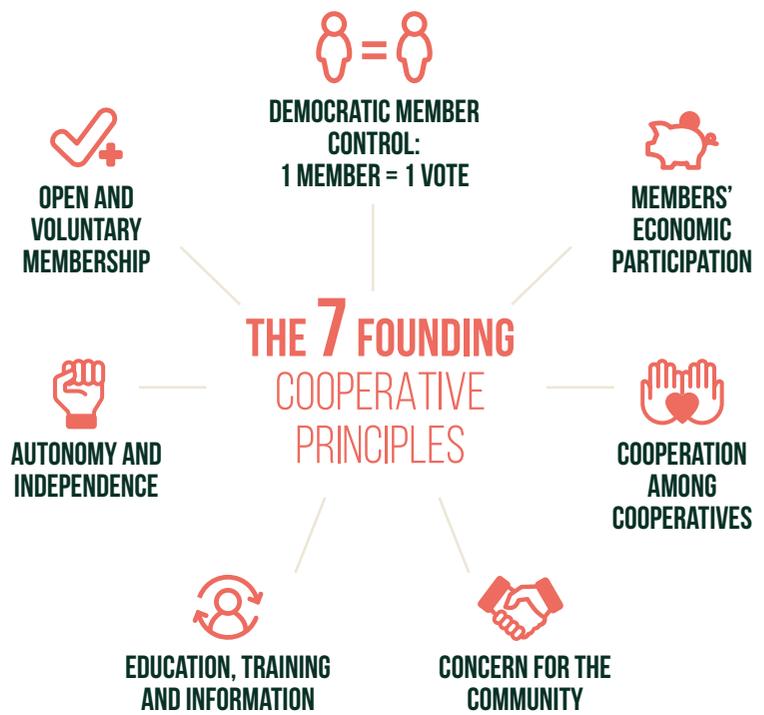


# FREEDOM, SOLIDARITY, PROXIMITY

**OUR COOPERATIVE IS AN ULTRA-MODERN, (ALMOST) SEPTUAGENARIAN ENTERPRISE! TO CONFRONT TODAY'S ECONOMIC, SOCIAL AND ENVIRONMENTAL CHALLENGES, OUR COOPERATIVE'S DNA CARRIES THE GENES OF RESILIENCE.**

Inspired or visionary? In 1953, a small group of winegrowers and farmers chose the cooperative model to enable them to restore the wines from Buzet to their former glory and ensure the perpetuation and passing on of a heritage.

Nearly 70 years later, our Cooperative is surprisingly well prepared for the economic, social and environmental challenges it faces today. Our model combines freedom of enterprise, economic solidarity and a commitment to the local area. It places the winegrowers at the heart of the Cooperative's governance and development plans.



**LATEST NEWS** → **NON-COOPERATIVE MEMBER STATUS. OUR COOPERATIVE CAN ACCEPT MEMBERS WHO ARE NOT WINEGROWERS, ALTHOUGH THEY CANNOT HOLD A MAJORITY SHARE.**

**?** *Did you know?*  
 In a cooperative, the "profit" is allocated in its entirety to the growth of the cooperative and remunerates its winegrower members directly and fairly. The cooperative model adds to the value of a production in a manner that is sustainable and mutually supportive of its members.

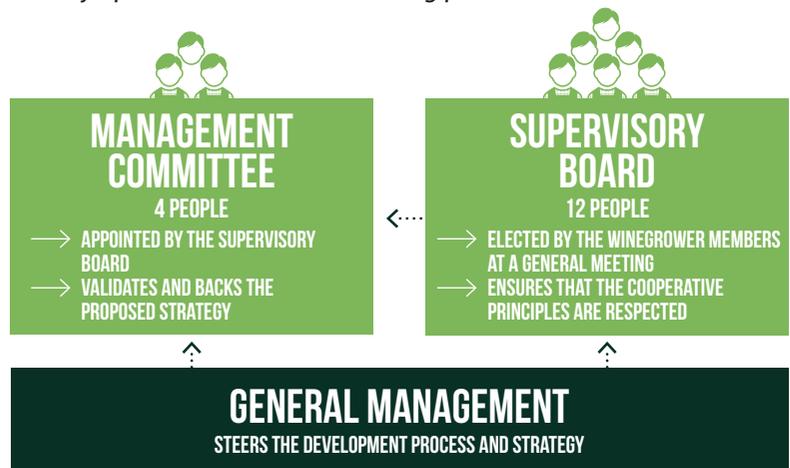
# WE ARE UNUSUAL IN TERMS OF OUR GOVERNANCE TOO!

**WITH OUR MANAGEMENT COMMITTEE AT THE HEART OF OUR GOVERNANCE, WE HAVE A MODEL THAT IS EFFICIENT AND VERY ORIGINAL FOR A COOPERATIVE.**

Our governance includes a Management Committee, the bridge between the Supervisory Board (the body representing our members) and the General Management team. It is made up of four people, appointed for four years by the Supervisory Board. Four winegrowers currently sit on this committee, but it can be extended to include outside individuals.

*"The role of the President of the Management Committee is to be the interface between the more political role of the Chairman of the Supervisory Board, who represents the winegrower members and upholds the principles of cooperative working, and the Managing Director, who oversees the operational side", summarises Éric Pozzoli, President of the Management Committee appointed in 2018.*

*"This mode of governance allows us to be more agile than the classic cooperative model," adds Pierre Philippe, the Cooperative's Managing Director since 2005. "Although the bureau decides, in practice it must consult the entire Board. With the reduced size of the Management Committee, you can involve people who are fully knowledgeable about the cooperative's affairs more quickly and more often, and thereby optimise the decision-making process".*



“ ÉRIC POZZOLI, PRESIDENT OF THE MANAGEMENT COMMITTEE

**THE MANAGEMENT COMMITTEE HAS THE AUTHORITY TO MANAGE THE BUSINESS. ITS MEMBERS MUST BE COMMITTED TO MAKING DECISIONS THAT BENEFIT THE COOPERATIVE AS A WHOLE, EVEN IF THESE GO AGAINST THEIR OWN INTERESTS. THIS IS THE ESSENCE OF COOPERATIVE WORKING. ”**



↳ VINCENT LEYRE, CHAIRMAN OF THE SUPERVISORY BOARD

## #NEWGENERATION

x4

FOR OUR YOUNGER MEMBERS.

THE NUMBER OF MEMBERS UNDER 30 YEARS OLD CURRENTLY MANAGE 4 TIMES MORE HECTARES THAN THEY DID 4 YEARS AGO.



3

WINEGROWERS

UNDER 30 YEARS OF AGE ELECTED TO THE SUPERVISORY BOARD.

## #THE QUOTATION



IF WE HAD NOT CHOSEN TO WORK AS A COOPERATIVE, WE WOULD NOT HAVE BEEN ABLE TO BE SO PROACTIVE AND PROGRESSIVE IN TERMS OF SUSTAINABLE DEVELOPMENT!

SERGE LHÉRISSON, FORMER PRESIDENT OF THE MANAGEMENT COMMITTEE

## #THEPHOTO



“THE COOPERATIVE: AN ADDED VALUE CONCEPT WHICH WE BELIEVE IS THE ONLY ONE ABLE TO SAFEGUARD OUR LOCAL PRODUCTION THROUGH PROFITABLE PRICING.”



OUR COOPERATIVE'S FIRST NEWSLETTER: PUBLISHED ON 20 FEBRUARY 1956

## SUSTAINABLE DEVELOPMENT GOALS

OUR MAJOR CONTRIBUTIONS TO THE 17 GLOBAL GOALS

2 ZERO HUNGER



- PRODUCTIVITY AND SMALL-SCALE FOOD PRODUCERS
- RESILIENT AGRICULTURAL PRACTICES THAT INCREASE PRODUCTIVITY
- AGRICULTURAL RESEARCH

1 NO POVERTY



- EXTREME POVERTY
- POVERTY
- SOCIAL PROTECTION
- EQUAL RIGHTS TO RESOURCES
- VULNERABILITY
- MOBILIZATION OF RESOURCES

4 QUALITY EDUCATION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



8 DECENT WORK AND ECONOMIC GROWTH



# REINFORCING THE ATTRACTIVENESS OF OUR BUSINESS



**OUR CSR POLICY IS AN IMPORTANT ELEMENT IN THE OVERALL ATTRACTIVENESS OF OUR COMPANY. AS PART OF THIS POLICY, WE PAY PARTICULAR ATTENTION TO DIVERSITY AND GENDER EQUALITY AT WORK.**

While concern about the environment is quite natural within the agricultural sector, the human factor has historically been of less interest.

At a time of significant generational turnover of staff, we have been examining the attractiveness of our organisation situated in a rural location.

In 2015, our Cooperative signed up to the regional "Equality-Diversity" pilot scheme for small and medium-sized businesses. We were also the first agricultural company to obtain the dual "diversity" and "gender equality at work" certification in 2016.

At the same time, we strive to preserve the gender balance in our job offers. Care is taken to maintain a balanced split between the genders within our workforce.

In terms of diversity, a special committee has also been set up. All employees are made aware of the importance of this issue and managers are trained to prevent discrimination.

**WE HAVE TAKEN PART IN THE "DUO DAY" OPERATION WITH AN ESAT (SHELTERED EMPLOYMENT ESTABLISHMENT) SINCE ITS CREATION. TEAMS MADE UP OF ONE EMPLOYEE AND ONE WORKER WITH DISABILITIES ARE CREATED AND SPEND THE DAY WORKING TOGETHER TO RAISE AWARENESS OF THE ISSUE OF DIVERSITY.**



**50.6%**  
OF OUR WORKFORCE IS FEMALE.



**EQUAL PAY**



**ONBOARDING PROCESS FOR NEW EMPLOYEES**



**AWARENESS-RAISING, TRAINING AND A SUPPORT UNIT TO PREVENT DISCRIMINATION**



**EMERGENCE OF WORKING FROM HOME AT THE REQUEST OF EMPLOYEES**  
*(before this became commonplace due to Covid-19)*

# IMPROVING SKILLS, SAFETY AND COMFORT AT WORK



**IMPROVING SKILLS, SAFETY AND COMFORT AT WORK FOR OUR EMPLOYEES AND MEMBERS ARE AMONG OUR ONGOING OBJECTIVES. WE MEET THESE OBJECTIVES THROUGH INVESTMENT IN TRAINING AND EQUIPMENT.**

## FOR OUR WINEGROWER MEMBERS

Just like employees, the winegrower members undergo an annual appraisal. In their case, it is less a performance evaluation than an opportunity for the vineyard management team and the grower to provide each other with mutual **feedback**. Of course, discussions also take place throughout the year through formal or informal meetings and information is communicated through our newsletter, Le Petit Canard, which is sent out to members at regular intervals.

In terms of safety, our initiatives to reduce the use of chemicals in the vineyards are welcomed by the

growers as being beneficial to their health. Throughout the year, we stress the importance of the use of personal protective equipment.

## FOR OUR EMPLOYEES

We carry out personal appraisals each year to determine the training needed to optimise each employee's performance in his or her role.

The Cooperative also continuously invests in equipment to improve employee **safety and comfort at work**. For example, the packaging lines have been equipped with anti-fatigue mats. On the Bag-in-Box® packing line, a palletising robot eliminates the need for the physical handling of loads.

### Q A GYM AND EVEN A PERSONAL COACH!

A gym is available to employees and a personal coach offers them customised training programmes twice a week. This facility, which was unprecedented for a company in the Lot-et-Garonne department when it was introduced in 2015, helps to prevent employees from developing musculoskeletal disorders and creates an informal space where employees can socialize and bond with each other.



**88% OF WINEGROWER MEMBERS TAKE AN AVERAGE OF 1 TRAINING COURSE PER YEAR, ACROSS ALL SUBJECT MATTERS** (*technical, winegrowing business management, regulatory*).



**98% OF WINEGROWER MEMBERS ARE USING THEIR PERSONAL PROTECTIVE EQUIPMENT IN 2020.** *This is 8% more than in 2014.*



**EARPLUGS FOR EMPLOYEES EXPOSED TO NOISE ARE CUSTOM-MADE FOR BETTER FIT AND COMFORT.**

# #GENDEREQUALITY

SO, BUSINESSES IN THE AGRICULTURAL SECTOR DO NOT GIVE WOMEN LEADERSHIP POSITIONS?



2/3

OF OUR STEERING COMMITTEE EXECUTIVES ARE WOMEN

# #WELLBEINGATWORK



A GYM OPEN TO ALL EMPLOYEES



WITH A PERSONAL COACH OFFERING CUSTOMISED PROGRAMMES

# #THEPHOTO



FIRST AGRICULTURAL COMPANY TO OBTAIN THE DUAL FRENCH GOVERNMENT'S CERTIFICATION FOR "DIVERSITY" AND "GENDER EQUALITY AT WORK". BY LAURENCE ROSSIGNOL, THE FRENCH MINISTER FOR FAMILIES & WOMEN'S RIGHTS.

## SUSTAINABLE DEVELOPMENT GOALS

OUR MAJOR CONTRIBUTIONS TO THE 17 GLOBAL GOALS



- EMPOWERMENT AND INCLUSION
- EQUAL OPPORTUNITIES



- END ALL FORMS OF DISCRIMINATION
- PARTICIPATION AND EQUAL OPPORTUNITIES FOR LEADERSHIP POSITIONS
- EQUAL RIGHTS TO RESOURCES
- GENDER EQUALITY POLICIES



# ECO-PRODUCTION MEANS SAVING ENERGY

**OUR INDUSTRIAL CHOICES TAKE ACCOUNT OF THE NEED FOR ENERGY CONSERVATION IN ALL HUMAN ACTIVITY. WE ALSO TAKE PART IN ALL CURRENT RECYCLING SCHEMES.**

Our visitors are surprised by the various collection bins found on our company premises. We sort waste, encourage recycling and set up collection facilities (e.g., there is a collection point for corks and synthetic stoppers in our boutique which is available to everyone) and we take part in various recycling schemes.

## AIMING FOR ENVIRONMENTAL EXCELLENCE ON OUR SITE

In addition to these "small gestures", we are aiming for environmental excellence on our site, and our entire industrial set-up is also organised around energy-saving criteria.

- Solar panels on our roofs
- Solar-powered outdoor lighting
- Replacement of light bulbs with LEDs
- Choice of coating for our outdoor tanks to save on washing water

**LATEST NEWS → OUR BOUTIQUE HAS BECOME A COLLECTION POINT FOR GLASS WINE BOTTLES FOR THE GENERAL PUBLIC. THIS CONTRIBUTES TO THE CREATION OF A RECYCLING FACILITY IN OUR REGION.**

**8 500 M<sup>2</sup>**

**OF PHOTOVOLTAIC PANELS HAVE COVERED THE ROOFS OF OUR FACILITIES SINCE 2011. THE SITE IS LIT BY SOLAR-POWERED OUTDOOR LIGHTING.**

## **Q WE SORT, WE COLLECT AND WE RECYCLE!**

We are also a collection point for various items of domestic waste: corks and synthetic stoppers, plastic stoppers, pens, toothbrushes, batteries, plant waste. These are recycled and the proceeds go to non-profit organisations.



# RESPONSIBILITY EXTENDS TO OUR SUPPLIERS

WE APPLY THE SAME HIGH STANDARDS TO OUR PROCUREMENT THAT WE APPLY TO THE GROWING OF OUR GRAPES AND THE PRODUCTION OF OUR WINES. WE ARE COMMITTED TO RESPONSIBLE PURCHASING, BALANCING ETHICS WITH SATISFYING NEEDS.



As part of our commitment to improving our wines' environmental footprint, we have introduced a responsible purchasing policy with our suppliers.

This is a two-way street: we are committed to a sustainable and transparent relationship with our suppliers, whilst our suppliers are committed to respecting our ethos and are actively engaged with us in the quest for more socially responsible and eco-friendly materials, processes or supplies.

Of course, when we make a purchase, we are also seeking efficiency, an improvement in the quality of the services and the best overall cost. But these requirements must not be at the expense of our Corporate Social Responsibility (CSR) policy.

As part of a national group project, we have developed software to evaluate our suppliers vis-à-vis CSR and have extended its use for our own needs.

We regularly hold supplier seminars to discuss these topics.

## 70%

OF OUR PURCHASES (BY VALUE, EXCLUDING GRAPES) ARE MADE WITHIN A 150 KM RADIUS OF OUR PREMISES.

### ? *What is responsible purchasing?*

A "responsible purchase" is "any purchase incorporating requirements, specifications and criteria that are positive for the environment, social progress and economic growth, in a manner that is fair to all stakeholders".

# ECO-DESIGN MEANS UPSTREAM PLANNING!



FOR US, ECO-DESIGN IS A PRINCIPLE THAT GOVERNS ALL OUR ACTIVITY. IT IMPLIES WORKING ON THE ENTIRE LIFE CYCLE OF A PRODUCT, FROM THE START OF THE DESIGN PROCESS.

Eco-design means incorporating consideration of a product's environmental and social impact into its design and development to reduce its **environmental footprint**.

We have been implementing an eco-design strategy since 2012. The development of our new visual identity, introduced in 2019, was an opportunity for us to further improve the eco-design of all our wines.

As a result, the new "Nous, Les Vignerons de Buzet" brand was revealed at the Wine Paris 2019 trade show.

## AVOID, MINIMIZE, OFFSET



• The best way to reduce one's environmental impact is not to generate any in the first place.



• Consideration of multiple external factors to avoid the transfer of impact: choice of materials used (with a low environmental footprint, bio-sourced, recycled, etc.).



• Cooperation with our suppliers: responsible sourcing.



• Optimisation of dry goods packaging: taking into account real storage conditions to avoid over-packaging.



• Optimisation of transport: reduction of CO<sub>2</sub> emissions.



• Consideration of consumer use: low-impact end of life (reuse and/or recycling facilitated and encouraged in the consumer's home: reusable wooden boxes, clear sorting and recycling instructions).

## ECO-DESIGN IS NOT YET MAINSTREAM...

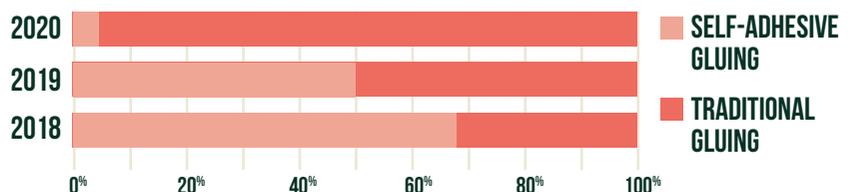
... but we do it anyway! Take, for example, the evolution of the split between our use of self-adhesive labels and labels using traditional glue. We prefer to use traditionally glued labels which goes directly against the current trend in the label market, where the use of self-adhesive labels is growing despite the fact that these are not very good for the environment because, unlike traditionally glued labels, they cannot be recycled.

### LATEST NEWS → ENVIRONMENTAL IMPACT EVALUATION SYSTEM.

2018: WE DEVELOPED AN INTERNAL EVALUATION AND RATING SYSTEM FOR THE ECO-DESIGN OF EACH OF OUR OWN BRANDS IN COLLABORATION WITH THE THINK AGENCY.

2020: THIS RATING SYSTEM WAS EXTENDED TO OUR POS MATERIAL.

## SELF-ADHESIVE VS. TRADITIONALLY GLUED LABELS ON OUR OWN BRANDS





# WATER, A TOP PRIORITY

**WATER IS AN ESSENTIAL COMPONENT IN WINE PRODUCTION. PRESERVING THIS PRECIOUS RESOURCE IS A MAJOR CHALLENGE ON A GLOBAL SCALE. WE, LES VIGNERONS DE BUZET, HAVE ALREADY BEEN TAKING ACTION.**

We use water for cleaning, which is essential to ensure that consumers receive wines produced in compliance with strict hygiene standards.

Our water consumption is based on two fundamental principles: **water conservation and safeguarding water quality.**



- Regularly training and raising awareness with our staff. At a company seminar hosted by SURFRIDER FOUNDATION EUROPE, we focused on the issue of water pollution and removed rubbish from a river located in a "Natura 2000" area.



- Monitoring of all water consumption on the site through the installation of sub-meters (since 2010).



- Bottling line which enables the recycling of the water used for rinsing the bottles.



- A "garden of filters" to treat wastewater from our production.

## NO IRRIGATION IN THE VINEYARDS, BUT WATER RESERVES!

Vineyard irrigation is not permitted in our region, so we do not artificially draw on the resources. However, water is essential to the vine.

We have therefore developed various techniques in our vineyards to ensure that the soil and the vines receive the maximum benefit from the water there is.



The rolling of **cover crops** is a natural solution to retain water in the soil and reduce its evaporation. 68% of our soils are covered with different species of plants sown according to the particular needs of each vineyard. These species are then rolled (without being cut!) to create a kind of natural protective matting. This practice has other positive benefits on soil structure and the environment in general (increased biodiversity, enhanced biological activity in the soil, etc.).



In our "**New Age**" vineyard, an experimental 17 hectares of vines, we have built some wide, shallow vegetated ditches with gently sloping banks. These ditches temporarily collect runoff water which will then filter into the soil.

# PAYMENTS FOR ENVIRONMENTAL SERVICES: ONE STEP AHEAD

THE KEY TO CHANGE IS TO CHANGE THE WAY WE VIEW THINGS: CONSIDER FARMERS TO BE VITAL PLAYERS IN THE PRESERVATION OF A QUALITY NATURAL ENVIRONMENT AND REMUNERATE THEM ACCORDINGLY. LES VIGNERONS DE BUZET HAS ALREADY BEEN DOING JUST THAT.



The economic concept of “payments for environmental services” (PES) was only just emerging at a governmental level when we started putting it into practice with our winegrowers. The principle requires a change of perspective and considering farmers to be part of the solution to addressing environmental issues. They are thus remunerated for the services rendered to their natural environment.

At our Cooperative, we are encouraging our members to adopt eco-friendly practices or to stop using certain legal yet undesirable practices.

For example, in spring 2018, we offered volunteers a **financial incentive to protect their vines from pests** (European grapevine moth) **using mating disruption techniques** rather than insecticides.

Thanks to the Cooperative’s financial support, the system, which is difficult and expensive for the growers to implement on their own, has been deployed on a quarter of the vineyards’ surface area where this method can be used.

Another example included in our PES is **mechanical weeding under the row** to reduce the use of chemical weedkillers.

## ? **What is PES?**

Payments for Environmental Services (PES) are voluntary

transactions whereby a service provider is paid by, or on behalf of, the beneficiaries of those services, for agricultural, forestry, coastal or marine management practices for which a more consistent or effective service is expected than would otherwise have been the case without such payments.

Food and Agriculture Organization of the United Nations, “The State of Food and Agriculture. Paying farmers for environmental services”, FAO, Agriculture 2007, No. 38, 240 pages.

## PES, AN IMPORTANT TOOL TO ENCOURAGE NEW PRACTICES RELATING TO



WATER AND SOIL QUALITY



AIR QUALITY



BIODIVERSITY

# #RECYCLING



**88%** OF OUR WASTE IS RECYCLED  
(EXCLUDING PLANT WASTE)

# #THE QUOTATION

“ WE SHOULD NO LONGER CONSIDER FARMERS AS FOOD SUPPLIERS BUT AS MAJOR PLAYERS IN MAINTAINING OUR SPACES AND LANDSCAPES IN SOUND ENVIRONMENTAL CONDITION. ”

THOMAS BINET, DIRECTOR OF VERTIGO LAB, AN ENVIRONMENTAL ECONOMICS RESEARCH BUREAU

# #THEPHOTO



**100%** OF PRODUCTION WASTEWATER TREATED BY PHYTODEPURATION

**0** CHEMICAL INPUTS

**30** NON-INVASIVE LOCAL PLANT SPECIES

## SUSTAINABLE DEVELOPMENT GOALS

OUR MAJOR CONTRIBUTIONS TO THE 17 GLOBAL GOALS

**6** CLEAN WATER AND SANITATION

- WATER QUALITY
- SUSTAINABLE MANAGEMENT OF WATER RESOURCES
- PROTECTION AND RESTORATION OF ECOSYSTEMS

**7** AFFORDABLE AND CLEAN ENERGY

- RENEWABLE ENERGIES
- ENERGY EFFICIENCY

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

- SUSTAINABLE SOCIO-ECONOMIC INDUSTRIALIZATION
- MODERNISATION AND SUSTAINABILITY OF INDUSTRIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

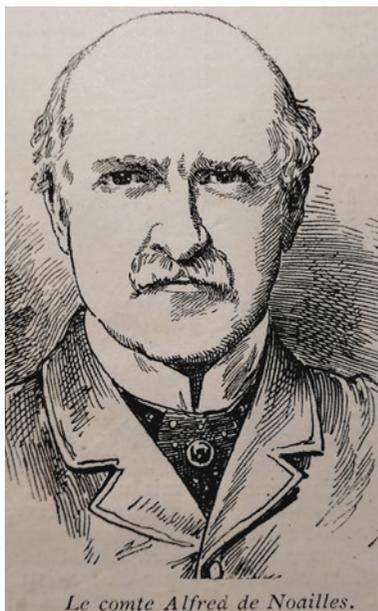




26 ALFRED DE NOAILLES, QUALITY WINEMAKING AT CHÂTEAU DE BUZET  
28 THE VINE IS HEALTHIER AND MORE ALIVE  
[ 29 AT A GLANCE: BIODIVERSITY IN OUR VINEYARDS ]

# YESTERDAY

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# ALFRED DE NOAILLES, QUALITY WINEMAKING AT CHÂTEAU DE BUZET

ALFRED, COMTE DE NOAILLES (1825- 1895), FORMER OWNER OF CHATEAU DE BUZET, WAS A VISIONARY WHO LAID THE FOUNDATIONS FOR THE REPUTATION OF THE FUTURE APPELLATION. HE DEVELOPED A MODERN AND INNOVATIVE WINEMAKING ACTIVITY AT CHÂTEAU DE BUZET. LET'S LISTEN TO WHAT HE HAS TO SAY IN THIS POSTHUMOUS INTERVIEW...

*Lord Alfred, you moved to Buzet after marrying the chateau's owner, Marie de Beaumont. For you, a trained agricultural engineer, your first inspection of the chateau's land must have been a memorable moment. What were your first impressions?*

I first came to Buzet on 20 July 1852. I immediately saw the potential of the land, which my predecessors had ignored. The land was being badly managed. The vines were producing a low yield of very bad wine, so bad that we were selling it for less than other wines in the region, and buying in other wines for our own supply! It was lovely land but in a terrible state of cultivation!

*What was your reaction?*

In this area, the future lay in winemaking. So, I planted vines wherever the land was suitable, going from 60 to over 150 hectares.

To reduce waste and unnecessary costs, I rationalised my growing practices. I planted plum trees between my rows of vines. These plum trees do not harm the vines in any way, and I have often had 100 quintals of prunes to sell. To fertilise my vines, I use manure from my draught animals, my dairy cows and two flocks of sheep. As for my pigs, they eat whatever's going on the estate.

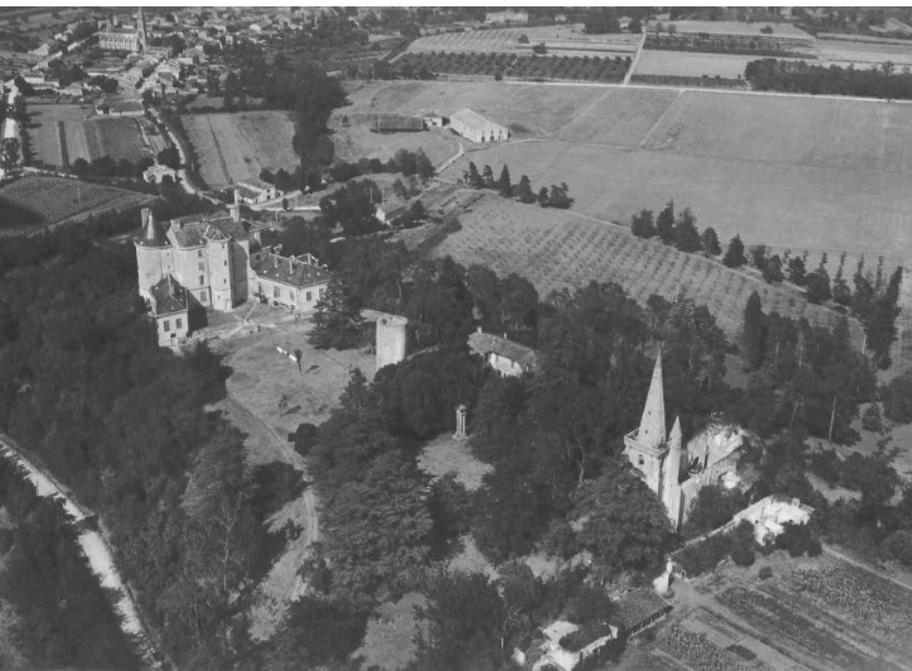
As I was short of water at the chateau and in my vegetable garden, which sits on higher ground, I had a hydraulic ram installed in 1882. In a tower of the old chateau, I built a reservoir with 30,000 litres of water. Since then, I have had a landscaped garden and a vegetable garden with amazing vegetation. The vegetable garden is used to feed those who work on my estate.

Technical innovation has been very important in the process. To improve production and combat powdery mildew, I introduced the use of sulphur in the vineyards, which was previously unknown in the region. I also changed the pruning of my vines growing on the plain, by cordon training them on wires.

“

**I IMMEDIATELY SAW THE POTENTIAL OF THE LAND IN BUZET, WHICH MY PREDECESSORS HAD IGNORED.**

”



↳ CHÂTEAU DE BUZET AND ITS GROUNDS, 1949, PHOTOGRAPHY BY RAY DELVERT.

*Your changes to the agricultural system and your technical innovations have brought you much criticism...*

Do right and fear no man! I am now being copied by all the winegrowers in the region, that's how successful I've been! The results have exceeded my expectations. I have quadrupled my income, and I now sell my wine at three times the price it was selling at when I arrived. Buzet has become a well-regarded wine, classified as one of the best with an extraordinary ability for cellar ageing. I have exported it to America, China and Japan.

**THIS POSTHUMOUS INTERVIEW WAS BROUGHT TO US BY HISTORIAN PIERRE COURROUX, WHO IS RESEARCHING THE CHÂTEAU, THE LORDS AND THE VINEYARDS OF BUZET-SUR-BAÏSE AS PART OF OUR PARTNERSHIP WITH THE UNIVERSITÉ DE PAU ET DES PAYS DE L'ADOUR. USING HISTORICAL ARCHIVES, HE HAS KINDLY ALLOWED ALFRED DE NOAILLES TO SPEAK TO US AGAIN.**

“  
**IN THIS AREA,  
 THE FUTURE LAY IN  
 WINEMAKING.**  
 ”

### Q CHÂTEAU DE BUZET AND ITS LAND

Château de Buzet was founded around the year 1000. The first mention of vines is associated with the local monks who produced wines for religious use.

In the Middle Ages, the wine from Buzet was already being exported and served at the court of King Henry IV. Buzet was the heart of the appellation by the time of the French Revolution.

Alfred de Noailles replanted vines and revived Buzet's winegrowing and winemaking activity.

In 2018, the Les Vignerons de Buzet Cooperative bought Château de Buzet, a symbol of our region's heritage. It has entrusted its development to the Château & Fabriques de Buzet association (see page 41).



↳ VIEW OF THE CHÂTEAU'S CHAPEL, 14<sup>TH</sup> CENTURY

# THE VINE IS HEALTHIER AND MORE ALIVE

THE VINE, MIXED WITH OTHER CROPS, HAS BEEN A FEATURE OF OUR LOCAL LANDSCAPE SINCE ROMAN TIMES. IT REPRESENTS A LIVING HERITAGE THAT INCLUDES TREASURES THAT ARE SOMETIMES HIDDEN OR SOMETIMES LESSER KNOWN, AND WHOSE BIODIVERSITY WE FOSTER.

## TO EACH HIS HOME

VARIOUS TYPES OF NESTING BOXES HAVE BEEN SET UP THROUGHOUT OUR VINEYARDS.



LITTLE OWL



PASSERINES



BATS



BEEES



KESTREL



INSECTS

We could take stock of all the measures we have taken to enrich the biodiversity in our vineyards. We could count the kilometres of hedgerows we have planted to create green corridors between the plots of vines. We could list the nesting boxes installed by the winegrowers to create a habitat for birds, insects and bats. We could explain how the plant cover we use on 68% of the vineyards has a positive impact on biodiversity. But what would be the point of these measures without monitoring their contribution to the safeguarding of a rich and diverse living heritage – unless we are only greenwashing, as is too often the case elsewhere?

## REGULAR AUDITS OF THE FLORA AND FAUNA

An accredited nature protection association, the Sepanlog, also based like us in the Lot-et-Garonne department, helps us to determine, implement and monitor our measures to protect and enhance biodiversity.

The flora and fauna audits that have been carrying out on our Gueyze vineyard at regular intervals since 2011 highlight the patrimonial benefits of our commitment to preserving the living world: "The biodiversity enhancement programme has enabled the reintroduction of emblematic vineyard species, including the Agen Tulip (*Tulipa agenensis*). These restoration and transplantation experiments, combined with the introduction of good growing practices, are an example and a hope for the return to the vineyards of bulb plants with an important heritage value.



LATEST NEWS → CHÂTEAU DE BUZET'S GROUNDS HAVE BEEN AWARDED BIRD PROTECTION LEAGUE (LPO) CERTIFICATION. WE ARE COMMITTED TO ENSURING THE CONDITIONS NECESSARY TO PRESERVE AND BE A HOME TO ANIMAL AND PLANT WILDLIFE BY RESPECTING THE FRENCH BIRD PROTECTION LEAGUE'S (LPO) CHARTER SINCE NOVEMBER 2020.



# #ECO-FRIENDLY



WE ARE ONE OF THE FIRST **25** COMPANIES IN FRANCE TO JOIN THE OFFICE FRANÇAIS DE LA BIODIVERSITÉ (FRENCH OFFICE FOR BIODIVERSITY)'S "ENGAGÉES POUR LA NATURE" (NATURE-FRIENDLY) SCHEME. CHECK OUT OUR ACTION PLAN ON OFB.GOUV.FR #NATUREFRIENDLY

# #BIODIVERSITY



**3** BIODIVERSITY AUDIT STUDIES ON DOMAINE DE GUEYZE (2011, 2015, 2019) CONDUCTED BY THE SEPANLOG. RECORDED IN 2019.



**2**

PROTECTED SPECIES AMONG THE 200 RECORDED



**16**

RARE OR THREATENED SPECIES

# #THEPHOTO



## PROTECTION OF THE LITTLE OWL.

AS OUR ENVIRONMENT IS BOTH HEALTHY AND SUITABLE, WE ARE REINTRODUCING THE LITTLE OWL INTO OUR VINEYARDS AND ENCOURAGING IT TO SETTLE THERE THROUGH THE INSTALLATION OF NESTING BOXES.

## SUSTAINABLE DEVELOPMENT GOALS

OUR MAJOR CONTRIBUTIONS TO THE 17 GLOBAL GOALS



MARINE POLLUTION



- CONSERVATION OF TERRESTRIAL ECOSYSTEMS
- SOIL DEGRADATION
- BIODIVERSITY AND ENDANGERED SPECIES
- FUNDING (BIODIVERSITY)







**NEW AGE VINEYARD**  
ANTICIPATION & PERSPECTIVE



**WINERY**  
KNOWLEDGE AND AMBITION



**CHÂTEAU**  
REMEMBRANCE & HERITAGE

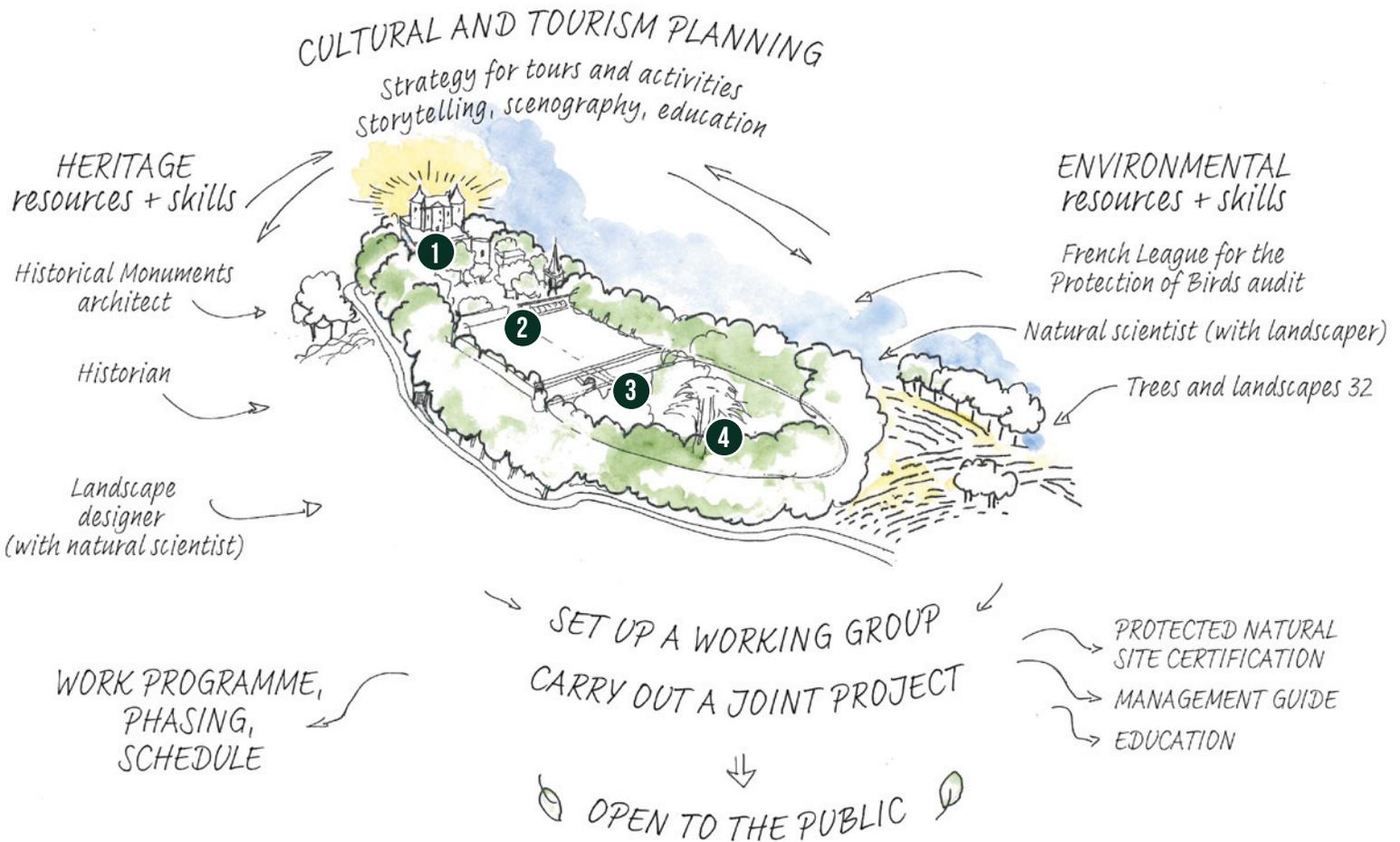
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# TOMORROW

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# TAKE A JOURNEY THROUGH TIME

THE COOPERATIVE'S ACQUISITION OF CHÂTEAU DE BUZET AND ITS GROUNDS IN 2018 WAS THE START OF A MULTIDISCIPLINARY PROJECT AIMED AT RE-INTRODUCING THIS SPACE AND ITS HISTORY TO A WIDER PUBLIC. THE DEVELOPMENT OF THE SITE HAS BEEN ENTRUSTED TO THE CHÂTEAU & FABRIQUES DE BUZET ASSOCIATION (SEE PAGE 41).



Drawing: H el ene Sirieys, landscape designer

1 CHÂTEAU



2 VEGETABLE GARDEN (FORMERLY FOOD CROPS)

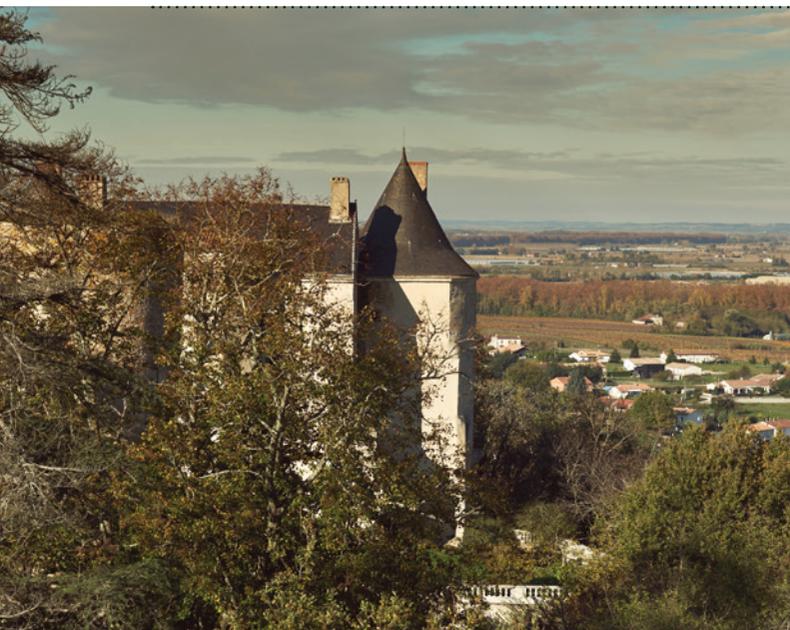
## PROJECTS ILLUSTRATING AN EVEN GREATER CONTRIBUTION TO THE LOCAL AREA

Preservation of our architectural heritage, protection of habitats that support natural biodiversity, cultural and historical outreach... new partnerships with professionals not directly related to our core business, on a site that reminds us of the strong interconnection between winemaking activity and the landscape. These projects demonstrate the additional steps we are taking to have a positive impact on our local area.

3 ACCESS BRIDGE TO OLD PAVILIONS (EXAMPLE OF "FABRIQUES" I.E. FOLLIES)



4 CHÂTEAU'S WOODED GROUNDS



# HOME TO A “LABORATOIRE D’INNOVATION TERRITORIALE” (LOCAL INNOVATION LABORATORY)

**TO ACCELERATE OUR AGROECOLOGICAL TRANSITION, WE HAVE CREATED A LOCAL INNOVATION LABORATORY, WHICH WE REFER TO AS “A VINEYARD AT THE SERVICE OF THE LIVING WORLD”. ITS TWO CORNERSTONES ARE COLLECTIVE INTELLIGENCE AND COLLABORATIVE WORK.**

## WHAT IS A LOCAL INNOVATION LABORATORY?

Our local innovation laboratory is a concept, a place and a methodology which supports Les Vignerons de Buzet’s innovation projects, with the distinction of involving local players from throughout the region.

It is a **new way of innovating**. This laboratory allows us to manage our projects collaboratively, to involve players who can be located at some distance from each another, and to produce fast and tangible results. It accelerates decision-making through the creation of collective intelligence.

### [ ID CARD ]

**NAME:** “A VINEYARD AT THE SERVICE OF THE LIVING WORLD”

**MISSION:** TO DRIVE THE AGROECOLOGICAL TRANSITION IN OUR REGION BASED ON THE INNOVATIONS WE DEVELOP IN OUR VINEYARDS WITH A VIEW TO DISSEMINATING THESE TO OTHER AGRICULTURAL SECTORS AND REGIONS.

#### AREAS OF WORK:



“REVITALISING THE COOPERATIVE SPIRIT”  
**LABORATORY**



“DEMONSTRATING THE RESILIENCE OF OUR MODEL”  
**INNOVATION**



“INSPIRING THE PLAYERS IN OTHER REGIONS”  
**INITIATIVE**

## Q VITIREV, A REGIONAL PLATFORM FOR OUR LOCAL INNOVATION LABORATORY



REGION  
**Nouvelle-Aquitaine**

The Nouvelle Aquitaine Region’s VitiREV project brings together players in wine-producing regions to accelerate the phasing out of pesticides by the adoption of agroecological practices. Our Local Innovation Laboratory was selected following a call for proposals and receives the economic support of the Nouvelle Aquitaine Region.



**TERRITOIRES D’INNOVATION**  
LE GRAND PLAN D’INVESTISSEMENT

# THE VINEYARD OF TOMORROW IS BEING TRIALED TODAY



**VINES, TREES, PONDS, ETC. IN 2019 WE CREATED A SOMEWHAT UNUSUAL VINEYARD. BAPTISED A “NEW AGE” VINEYARD, ITS 17 HECTARES ARE DEDICATED TO EXPERIMENTING WITH AND ANALYSING AGROECOLOGICAL PRACTICES UNPRECEDENTED ON THIS SCALE.**

Since 2005, we have been devising, testing and rolling out sustainable viticultural practices throughout the Cooperative's vineyards with a view to ensuring our continuous development and improvement. In 2019, we planted our “New Age” vineyard.

This meets a twofold challenge:

- To consolidate the company's know-how and demonstrate its ability to innovate;
- To design the vineyard of tomorrow by developing agroecological technical itineraries.

This will be achieved through an ecosystemic and statistical approach (measurement of vegetative development, soil-plant interactions, agroforestry, etc.).

## [ ID CARD ]

**17 HECTARES OF VINEYARDS AND OVER 1,500 TREES**

**28 DIFFERENT METHODS**

**1 AREA WITH MEDITERRANEAN VARIETALS AND RESISTANT GRAPE VARIETALS** MANAGED ACCORDING TO THE AOC'S SPECIFICATIONS

**1 AREA WITH MERLOT, CABERNET FRANC, CABERNET SAUVIGNON (AOC VARIETALS)** MANAGED USING AGROECOLOGY METHODS: COVER CROPS, LINES OF TREES, TREES IN THE VINE ROWS, ETC.

## THE VINEYARD OF TOMORROW: FOUNDING PRINCIPLES

<b>SELF-FERTILISING</b>	<b>NO CHEMICAL INPUTS</b>	<b>RESISTANT TO PESTS AND DISEASES</b>	<b>PROFITABLE IN ORDER TO PROVIDE A LIVELIHOOD FOR THE WINEGROWERS' 160 FAMILIES</b>	<b>ADAPTED TO CLIMATE CHANGE</b>



# FINANCING THE RISK ASSOCIATED WITH THE TRANSITION



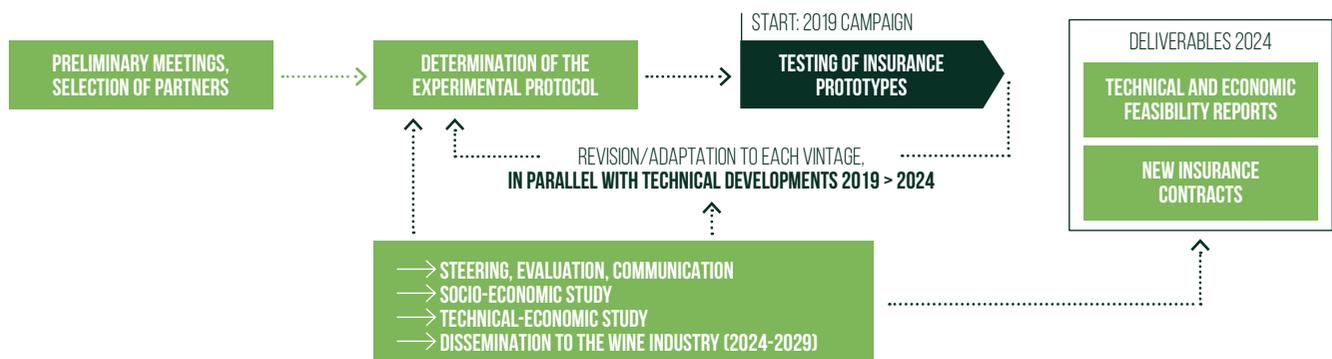
**AFTER THE CHANGES IN WINEGROWING PRACTICES THAT WE HAVE BEEN IMPLEMENTING AT BUZET FOR OVER 15 YEARS, WE HAVE NOW REACHED A STAGE THAT REQUIRES EVEN MORE RADICAL CHANGE, REPRESENTING A SIGNIFICANT RISK FOR THE WINEGROWERS INVOLVED. TO CONTINUE TO MOVE FORWARD, THEY NEED TO COVER THIS RISK.**

Having been committed to sustainable viticulture for 15 years, we have set ourselves on an ambitious course of agroecological transition, exceeding the requirements of the French Government's "Ecophyto" plan and positioning ourselves as leaders in sustainable wine production.

Since 2018, with the launch of a local innovation laboratory, we have wanted to take these practices even further and work towards being "a vineyard at the service of the living world": a producer of ecosystemic services and biodiversity, with no negative impact on the environment, thus creating a naturally resilient, self-fertilising (zero use of phytosanitary products) vineyard, while remaining profitable. For the Cooperative's 160 growers, this represents a real departure from their usual practices and brings with it a significant exposure to risk.

We therefore need to develop new insurance contracts to support the growers during the transition period, allowing them to adopt the new technical methods in complete confidence, while also taking into account the time needed for winegrowing ecosystems (particularly the soil) to adapt to these new practices (the notorious resilience!). These new types of contracts explore, for instance, advanced weather modelling and threat of disease modelling.

## PARTNERS



# USING SOCIOLOGY TO FACILITATE AGROECOLOGICAL TRANSITION

WHEN FACED WITH A PARADIGM CHANGE, NOT ALL HUMAN BEINGS REACT IN THE SAME WAY. MANY WILL DEVELOP RESISTANCE MECHANISMS WHILE SOME WILL EMBRACE THE CHANGE. UNDERSTANDING THESE MECHANISMS BY TAKING A SOCIOLOGICAL APPROACH ALLOWS US TO ANTICIPATE AND DISPEL FEARS.



In addition to insurance solutions, it is important to look at the possible psychological and sociological barriers to this transition, especially when highly innovative practices are involved, marking a major departure from usual practices and leading to a paradigm change.

## “INTERVENTIONIST” SOCIOLOGY AND “CONTINUOUS” SOCIOLOGY

In view of this, we have created a new scientific partnership with the Université de Pau et des Pays de l'Adour and the Passages sociology laboratory. Doctor of sociology Milo Villain has been recruited by the University to undertake the following mission:

- To **understand** perceptions and representations (barriers and levers to agroecological practices) in order to identify possible transition areas.
- To empirically **observe** practices, collect testimonials, audit attitudes and identify courses of action (introduction of interventionist sociology).
- To **encourage** the studied players to think about and analyse their own experience (introduction of a sociology of action: continuous sociology).

### PARTNERS



UMR TREE 6031



**LATEST NEWS** → EUROPEAN RESEARCH PROJECT. WE ARE A CASE STUDY AS PART OF A “CHOICE EXPERIMENT” CONDUCTED BY THE INRAE FOR A EUROPEAN PROGRAMME. THE IDEA IS TO PUT FORWARD DIFFERENT CONTRACT HYPOTHESES ENCOURAGING THE ADOPTION OF NEW AGROECOLOGICAL PRACTICES. THROUGH A STATISTICAL ANALYSIS OF THE CHOICES THEY MAKE, THE EXPERIMENT IDENTIFIES THE WINEGROWERS’ PREFERENCES IN TERMS OF CONTRACT OPTIONS, THUS ALLOWING US TO DETERMINE THE BEST LEVERS TO USE TO FACILITATE THE TRANSITION.



### INTERVENTIONIST SOCIOLOGY

INTERVIEWS WITH WINEGROWERS AND LOCAL STAKEHOLDERS

FEBRUARY 2020



### INTERVENTIONIST SOCIOLOGY

SECOND INTERVIEWS WITH AN IDENTIFIED GROUP AND LOCAL STAKEHOLDERS

NOVEMBER 2020



### CONTINUOUS SOCIOLOGY

SUPPORT FOR CHANGE AND COLLECTIVE INTELLIGENCE

FEBRUARY 2021



FEBRUARY 2022  
FINAL REPORT

# ACCOUNTING REINVENTED

**JUST LIKE FINANCIAL RESOURCES, HUMAN AND NATURAL RESOURCES ARE A CAPITAL THAT SHOULD BE PRESERVED. THE NECESSARY TRANSITION TO CO<sub>2</sub> NEUTRAL ACTIVITIES REQUIRES US TO RETHINK OUR BUSINESS MODELS AND TO EXPLORE TRIPLE CAPITAL ACCOUNTING.**

Our activity, like any agricultural activity, depends to a large extent on its ecosystem: the soil in which the vine grows, the biodiversity that benefits the vine, etc.

If the impact - negative or positive - of a company's activities on its ecosystems were not taken into account within accounting models, the necessary transition to CO<sub>2</sub> neutrality would be impossible.

This is why we are conducting an ecological accounting experiment known as "CARE" (Comprehensive Accounting in Respect of Ecology) on the Gueyze vineyard in association with the Chair of Ecological Accounting (AgroParisTech / Paris Dauphine) and the economic and environmental consultancy Vertigo Lab. This accounting approach is known as "multi-capital" because it takes into account not just financial capital, but **environmental**

**capital** and **human capital** too. Thus, the environmental and social impacts of the company become an important part of the balance sheet and are given a monetary value.

The company's ability to protect the environment is thus highlighted, as well as its operating capability.

The objective is to provide the company with a systemic analysis, one which is no longer focused solely on financial capital, and to manage the company in a way that protects the different types of capital - financial, environmental and human - through a redesign of the company's business model and the monitoring of new performance indicators.



# CHÂTEAU DE BUZET: THE REBIRTH OF A LOCAL SYMBOL

FROM ITS ORIGINS IN THE 10<sup>TH</sup> CENTURY TO THE PRESENT DAY, CHÂTEAU DE BUZET HAS COME CLOSE TO DISAPPEARING MANY TIMES. IN 2018, THE COOPERATIVE BOUGHT THE SITE AND ENTRUSTED ITS DEVELOPMENT TO THE "CHÂTEAU & FABRIQUE DE BUZET" ASSOCIATION, WITH THE GOAL OF BREATHING NEW LIFE INTO THIS SYMBOL OF LOCAL HERITAGE.

Château de Buzet and its grounds make up the old village of Haut-Buzet whose origins date back to the 10<sup>th</sup> century. It is a site rich in history, a former farming and winegrowing estate, consisting of the château and 11-hectares of grounds containing numerous remains of old buildings and follies ("fabriques" in French). This old village, which became privately owned after the departure of its last inhabitants in the second half of the 19<sup>th</sup> century, struggled through the 20<sup>th</sup> century when it was first abandoned and then saved from ruin. Unmaintained and uninhabited since the early 2010s, the château was purchased by Les Vignerons de Buzet Cooperative at the end of 2018. The "Château & Fabriques de Buzet" association was created in the summer of 2019 to ensure the preservation and development of the site (see page 41).

## A MULTIDISCIPLINARY TEAM AND RESEARCH TO DETERMINE THE SITE'S FUTURE USE

Safeguarding and adding value to such a heritage is a major challenge and of great importance to the local area, particularly for a site that, with its combination of natural environment, heritage, history, remembrance, landscape and culture, has so many different facets, requiring a transdisciplinary approach to be taken in all the projects.

We have enlisted the help of experts to guide us through this challenge, including a historian, a sociologist (in partnership with the University of Pau), historical monument architect, landscape designer, natural scientists from the Conservatoire d'Espaces Naturels (Conservatory of Natural Spaces) and the Ligue de Protection des Oiseaux (Bird Protection League), particularly museographers/scenographers, as well as the institutions involved (in particular, the DRAC (Regional Office of Cultural Affairs), the environment, culture, education and heritage sections of the Lot-et-Garonne Department and the Nouvelle Aquitaine Region), so that we can successfully plan for the future of this site!

The Château and its grounds are currently being rehabilitated and studied in partnership with these various players, as part of several **cultural, educational and scientific projects relating to viticultural agroecology.**



LOT-ET-GARONNE  
Le Département Cœur du Sud-Ouest

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Missions  
Culture

# ONE CHÂTEAU, ONE AMBITION

- "WHAT ARE YOU GOING TO DO WITH THE CHÂTEAU?"
- "TURN IT INTO THE *VILLA MEDICIS OF AGROECOLOGY!*"



This was the question we were asked most often after we purchased the site in 2018: "What are we going to do with Château de Buzet?" And it is a legitimate question to ask given that the site is so symbolic, so visible and so beloved to the local region!

In response, we gave the project a code name: "Villa Medici!". Of course, we have no intention of competing with this famous cultural institution in Rome, but this project name is indicative of the direction we want to take, which is to turn the château into a **hybrid site**, one in which history, natural environment, viticultural innovation and a planning for a desirable future all converge. It would be something between a residence for scientists, a training centre and meeting place for the winegrowers, and a venue offering education and events for all audiences, including schoolchildren.

To assess the site's potential, determine a positioning and plan for the rehabilitation of the site over time, the project was studied in depth by a tourism and cultural planning agency.

## Q THE CHÂTEAU'S GROUNDS, A REFUGE OF BIODIVERSITY

With its 11 hectares of grounds, home to a wide variety of habitats including forest, woodland, clearings and old buildings, Château de Buzet is particularly conducive to biodiversity. Through a partnership with the LPO (Bird Protection League), we have been able to carry out four wildlife audits between spring and summer 2020. The results have been very illuminating and illustrative of the site's diversity of habitats and climatic influences: 118 animal species were recorded, including 37 species of birds, 13 species of butterflies, 16 species of wild bees and several chiropterans (bats).

The site has been awarded "Refuges LPO" (official bird refuge) status for the five-year period from November 2020 to November 2025 because we have committed to creating the conditions necessary to protect and host wild flora and fauna that comply with the "Refuges LPO" charter.

In 2021, we are continuing this work with the Centre des Espaces Naturels de Nouvelle Aquitaine (Nouvelle Aquitaine Natural Spaces Centre) and a landscape designer as part of a study of the landscape and natural assets of the château's grounds in order to plan the maintenance and restoration of the site taking these assets into consideration.



# AN ASSOCIATION TO SAFEGUARD THE CHÂTEAU'S HERITAGE

CREATED AT THE INITIATIVE OF LES VIGNERONS DE BUZET IN 2019, THE CHÂTEAU & FABRIQUES DE BUZET ASSOCIATION'S PURPOSE IS TO ADD VALUE TO THE HERITAGE OF AN ICONIC SITE IN THE REGION.

The Château & Fabriques de Buzet association was created at the initiative of Les Vignerons de Buzet in 2019. Its purpose is to safeguard and add value to the architectural, cultural, historical and natural heritage of Château de Buzet and its 11 hectares of grounds.



## 3 MAIN AREAS OF ACTION



DEVELOPMENT OF  
AGROECOLOGICAL VITICULTURE  
THROUGH THE BUZET LOCAL  
INNOVATION LABORATORY



VALORISATION OF  
CHÂTEAU DE BUZET AND  
ITS GROUNDS WITHIN  
THE LOCAL AREA



EDUCATION ON THE  
TOPICS OF BIODIVERSITY,  
AGROECOLOGY AND  
HISTORY

## 🔍 THE FIRST CULTURAL AND EDUCATIONAL PROGRAMME IN 2021!

In 2021, the association put together its very first cultural, touristic and educational programme<sup>(1)</sup> for the general public and schools in the château's grounds! This is a fabulous début for the château's grounds that have been something of a "sleeping beauty" until now.

The programme includes biodiversity-related workshops and activities in partnership with the LPO (Bird Protection League) and the Conservatoire d'Espaces Naturels (Conservatory of Natural Spaces), guided history tours and workshops on agroecology in an experimental vegetable garden in the château's former kitchen garden!

The French Heritage Days (September), the Fête de la Nature (May), and the Rendez-vous aux Jardins (June) events are now all be included in the château's seasonal programme!

(1)The full programme is available on the <https://chateau-fabriquesdebuzet.fr/> website and there is also a blog with posts about the Association's projects along with historical anecdotes.

<https://chateau-fabriquesdebuzet.fr> ➡

## #THENUMBER

20+



**PARTNER ORGANISATIONS:** THE FRENCH STATE, THE NOUVELLE AQUITAINE REGION, THE LOT-ET-GARONNE DEPARTMENT, PUBLIC INSTITUTIONS, ACADEMIC ORGANISATIONS, COMPANIES, COMMUNITY ASSOCIATIONS AND, OF COURSE, THE FARMERS, WHO ARE SUPPORTING US AS WE WORK TO CREATE A REGION THAT IS TRANSITIONING TO AGROECOLOGY.

## #THEQUOTATION



**THE FARMERS ARE WELL AWARE THAT THE CURRENT MODEL IS ONE THAT DOES NOT PAY AND ONE THAT ATTRACTS VERY FEW NEW RECRUITS. THE EXCESSIVE QUANTITY OF CHEMICAL PRODUCTS THEY HAVE BEEN ASKED TO USE SINCE THE 1950S IS A DETERRENT FOR YOUNG PEOPLE TODAY [...] WITH GREAT INITIATIVES LIKE THOSE OF LES VIGNERONS DE BUZET [...] WE HAVE SET OURSELVES A TARGET DATE: 2030.**

ALAIN ROUSSET, PRESIDENT OF THE NOUVELLE AQUITAINE REGION.  
INTERVIEW PUBLISHED IN LA DÉPÊCHE DU MIDI, 19 JANUARY 2021.

## #THEPHOTO



VIEW OF THE VINEYARDS AND FOREST FROM CHÂTEAU DE BUZET.

## SUSTAINABLE DEVELOPMENT GOALS

OUR MAJOR CONTRIBUTIONS TO THE 17 GLOBAL GOALS

**11 SUSTAINABLE CITIES AND COMMUNITIES**



- SAFEGUARDING HERITAGE
- REGIONAL DEVELOPMENT
- INTEGRATED POLICIES TO CREATE RESILIENT REGIONS

**13 CLIMATE ACTION**



- RESILIENCE AND ADAPTATION
- EDUCATION AND HUMAN CAPACITY

**17 PARTNERSHIPS FOR THE GOALS**



- ADDITIONAL FINANCIAL RESOURCES
- SCIENTIFIC AND TECHNOLOGICAL COOPERATION
- MULTI-STAKEHOLDER PARTNERSHIPS

**15 LIFE ON LAND**



**8 DECENT WORK AND ECONOMIC GROWTH**



**16 PEACE, JUSTICE AND STRONG INSTITUTIONS**



# WORKING TOWARDS SUSTAINABLE DEVELOPMENT

**WE, LES VIGNERONS DE BUZET, HAVE BEEN COMMITTED TO SUSTAINABLE DEVELOPMENT SINCE 2005.**

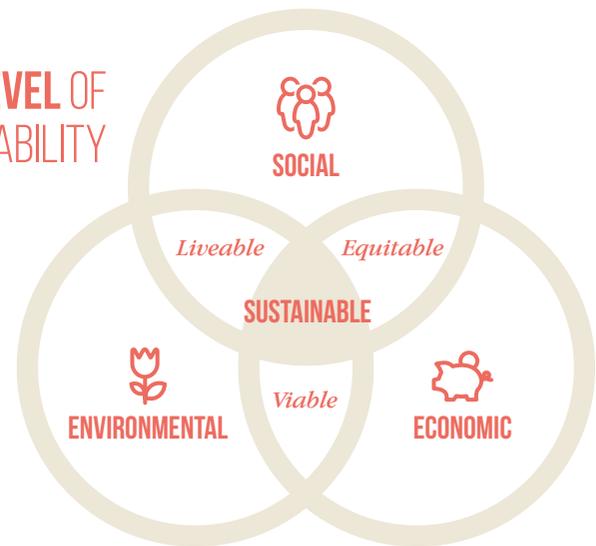
## **BUT WHAT IS SUSTAINABLE DEVELOPMENT?**

To the economic model of sustainable development with a low level of sustainability, in which economic, human and environmental capitals can be substituted - where a weakness in one of these three areas can be offset by a strengthening of another - we prefer the approach of an ecological economy with a high level of sustainability.

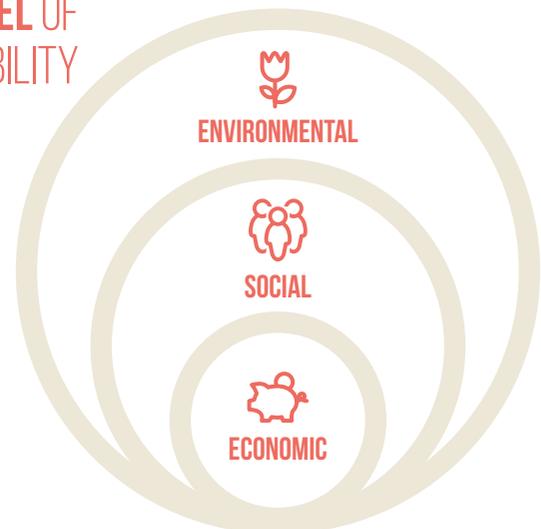
In a high level of sustainability model, **the substitutability of the three areas (environmental, economic and human) is limited.** First of all, because there is an asymmetry between goods created industrially and goods created naturally, which are not replicable. Moreover, we have to bear in mind that technical progress is ambivalent when it comes to sustainability: while it may bring solutions, it also creates problems in terms of health and the environment.

The "high level of sustainability" model focuses on the need to maintain, over time, a stock of critical environmental capital, which future generations cannot survive without.

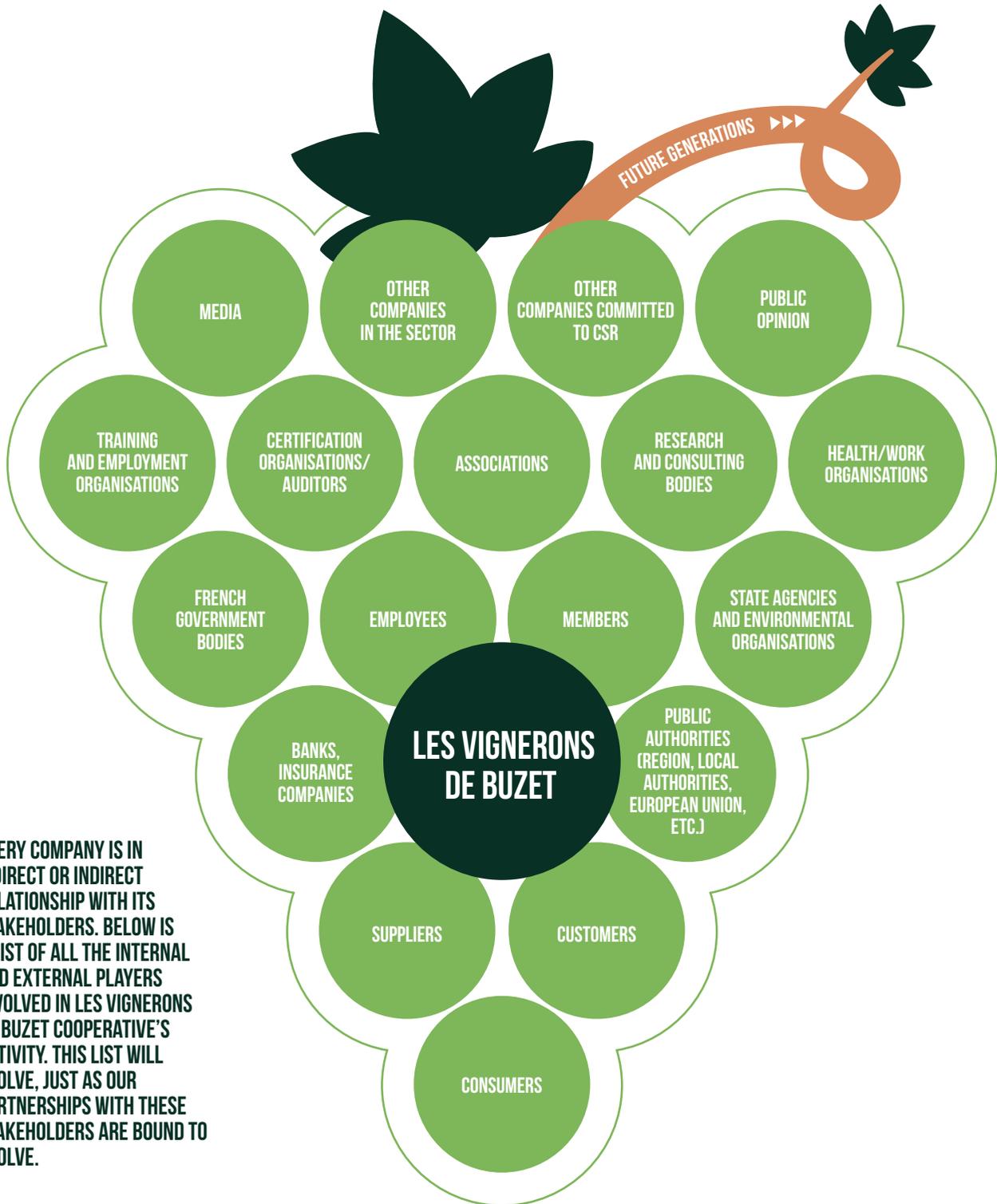
**LOW LEVEL OF  
SUSTAINABILITY**



**HIGH LEVEL OF  
SUSTAINABILITY**



# LES VIGNERONS DE BUZET ECOSYSTEM



EVERY COMPANY IS IN A DIRECT OR INDIRECT RELATIONSHIP WITH ITS STAKEHOLDERS. BELOW IS A LIST OF ALL THE INTERNAL AND EXTERNAL PLAYERS INVOLVED IN LES VIGNERONS DE BUZET COOPERATIVE'S ACTIVITY. THIS LIST WILL EVOLVE, JUST AS OUR PARTNERSHIPS WITH THESE STAKEHOLDERS ARE BOUND TO EVOLVE.

# LES VIGNERONS DE BUZET

## KEY DATES



### 1953

#### INDEPENDENCE

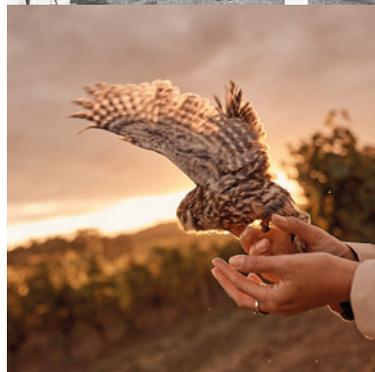
A SMALL GROUP OF WINE PRODUCERS JOINED TOGETHER AS A COOPERATIVE TO OBTAIN THEIR INDEPENDENCE AND RESTORE THE REPUTATION AND QUALITY OF THE WINES FROM BUZET.



### 1973

#### BELIEF

THE WINES OF BUZET WERE GRANTED AOC (APPELLATION D'ORIGINE CONTRÔLÉE) STATUS.



### 2005

#### COMMITMENT

PIERRE PHILIPPE JOINED THE MANAGEMENT TEAM. HE INTRODUCED A NEW DYNAMIC BASED ON A 360° CSR (CORPORATE SOCIAL RESPONSIBILITY) APPROACH AND COMMITTED OUR ENTIRE COOPERATIVE TO THE PRODUCTION OF "ECO-FRIENDLY" WINES.



### 2018

#### CONTRIBUTION

WE HAVE SET OURSELVES THE MISSION OF LEADING AN ENTIRE LOCAL AREA IN THE TRANSFORMATION PROCESS REQUIRED TO CREATE A RESILIENT, LIVING, PROTECTED AND FERTILE LAND.

- **1946:** Creation of a "defence" committee to promote the wines from Buzet.

- **25 September 1953:** Constitutive General Meeting of the Cooperative. The decision to create a cooperative was to meet a double objective: the first, to **preserve a local wine-producing area with a strong identity** and, the second, to protect the commercial interests that were essential to economic survival.

- **11 September 1955:** Inauguration of the Cooperative's premises.

- **28 April 1973:** The AOC is made official in the "Journal Officiel".

- **1980s:** First wines bearing the designations "Château" and "Domaine".

- **1989:** The 9 million bottles sold milestone is reached.

- 1<sup>st</sup> Agriconfiance certification (2004).

- **2007:** 100% of the fertilisers used by the winegrowers were organic.

- **2008:** ISO 14001 certification.

- **2010:** "Maturity" level of "Engagé RSE" (committed to CSR). (Assessment of commitment to sustainable development according to the ISO 26 000 standard) and 1<sup>st</sup> Sustainable Development report.

- **2011:** 1<sup>st</sup> census of the flora and fauna.

- **2014:** The highest level of the "Engagé RSE" certification was achieved: "Exemplary". This level has been maintained ever since.

- **2015:** EFQM (European Foundation for Quality Management) approach aimed at industrial excellence and 2<sup>nd</sup> flora and fauna census.

- **2016:** Dual "Equality-Diversity" certification.

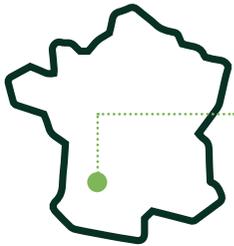
- **2017:** Inauguration of the "Filter Garden", a system for treating wastewater from production by phytodepuration.

- **2018:** Acquisition of Château de Buzet and its grounds: a symbol of local heritage and identity with a history of wine production.

- **2019:** Planting of the "New Age" vineyard: taking our agroecological transition further; birth of the Château et Fabriques de Buzet Association to add value to the heritage of the château and its grounds.

- **2021:** Enterprise Engagée pour la Nature (nature-friendly company) under the aegis of the French Office for Biodiversity.

# LES VIGNERONS DE BUZET KEY FIGURES



BUZET-SUR-BAÏSE (47)



## 1,935 HA

I.E. 95% OF THE AOC BUZET APPELLATION



## 11 MILLIONS

BOTTLES SOLD -  
75 CL EQUIVALENT



65% RED  
32% ROSÉ  
3% WHITE



## 160

WINEGROWERS



## 80

EMPLOYEES

51%  
MERLOT

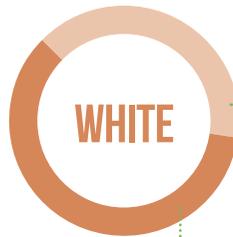


RED & ROSÉ

2%  
MALBEC

25%  
CABERNET FRANC

22%  
CABERNET SAUVIGNON



WHITE

40%  
SÉMILLON

60%  
SAUVIGNON BLANC



**DESIGN INNOVATION TROPHY**  
2020 (NOUVELLE AQUITAINE REGION)

**GOLD TROPHY NORMES**  
2019 (AFNOR CERTIFYING BODY  
AND LES ÉCHOS NEWSPAPER)

**SUSTAINABLE FOOD FACTORY  
AWARD**  
2016 (FOOD PROCESS MAGAZINE)

**NATIONAL PRIZE FOR BUSINESS  
AND THE ENVIRONMENT**  
2012 (FRENCH MINISTRY OF ECOLOGY)



**1<sup>ST</sup>** FRENCH FOOD  
COMPANY TO BE  
AWARDED THE HIGHEST  
LEVEL (SINCE 2014)

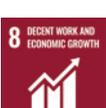


IN THE FIRST **25** "ENTREPRISES  
DE FRANCE ENGAGÉES POUR LA  
NATURE" (NATURE-FRIENDLY  
COMPANIES IN FRANCE) SINCE 2021

# SUSTAINABLE DEVELOPMENT GOALS

THE 2030 AGENDA, AGREED BY THE MEMBER STATES OF THE UNITED NATIONS IN 2015, IS BASED ON 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS) WHICH, IN THEIR OWN WORDS, "SET THE COURSE FOR ACHIEVING A BETTER AND MORE SUSTAINABLE FUTURE FOR ALL". OUR COOPERATIVE'S BUSINESS MODEL IS VERY MUCH ALIGNED WITH TODAY'S ECONOMIC, SOCIAL AND ENVIRONMENTAL CHALLENGES. FOLLOWING ON FROM THE PIONEERING APPROACH WE HAVE BEEN TAKING TO CORPORATE SOCIAL RESPONSIBILITY (CSR) SINCE 2005, WE ARE NOW REVIEWING OUR ACTIVITIES THROUGH THE LENS OF THE SDGS, AS THEY APPEAR TO US TO BE THE ONLY TOOL FIT FOR MEASURING OUR OVERALL PERFORMANCE AND CONTRIBUTION.

## CONTRIBUTION OF LES VIGNERONS DE BUZET TO THE 17 GLOBAL GOALS

 <p><b>1 NO POVERTY</b></p>	<p><b>NO POVERTY</b></p> <p>End poverty in all its forms everywhere</p> <p>p. 14</p>
 <p><b>2 ZERO HUNGER</b></p>	<p><b>ZERO HUNGER</b></p> <p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p> <p>p. 14</p>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b></p>	<p><b>GOOD HEALTH AND WELL-BEING</b></p> <p>Ensure healthy lives and promote well-being for all at all ages</p> <p>p. 17</p>
 <p><b>4 QUALITY EDUCATION</b></p>	<p><b>QUALITY EDUCATION</b></p> <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p> <p>p. 14</p>
 <p><b>5 GENDER EQUALITY</b></p>	<p><b>GENDER EQUALITY</b></p> <p>Achieve gender equality and empower all women and girls</p> <p>p. 17</p>
 <p><b>6 CLEAN WATER AND SANITATION</b></p>	<p><b>CLEAN WATER AND SANITATION</b></p> <p>Ensure availability and sustainable management of water and sanitation for all</p> <p>p. 23</p>
 <p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p>	<p><b>AFFORDABLE AND CLEAN ENERGY</b></p> <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p> <p>p. 23</p>
 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>	<p><b>DECENT WORK AND ECONOMIC GROWTH</b></p> <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>p. 11, 14, 17, 42</p>
 <p><b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></p>	<p><b>INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></p> <p>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p> <p>p. 11, 23</p>
 <p><b>10 REDUCED INEQUALITIES</b></p>	<p><b>REDUCED INEQUALITIES</b></p> <p>Reduce inequality within and among countries</p> <p>p. 17</p>
 <p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b></p>	<p><b>SUSTAINABLE CITIES AND COMMUNITIES</b></p> <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p> <p>p. 42</p>
 <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>	<p><b>RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p> <p>Ensure sustainable consumption and production patterns</p> <p>p. 11, 23, 29</p>
 <p><b>13 CLIMATE ACTION</b></p>	<p><b>CLIMATE ACTION</b></p> <p>Take urgent action to combat climate change and its impacts</p> <p>p. 11, 23, 29, 42</p>
 <p><b>14 LIFE BELOW WATER</b></p>	<p><b>LIFE BELOW WATER</b></p> <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p> <p>p. 29</p>
 <p><b>15 LIFE ON LAND</b></p>	<p><b>LIFE ON LAND</b></p> <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>p. 11, 29, 42</p>
 <p><b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b></p>	<p><b>PEACE, JUSTICE AND STRONG INSTITUTIONS</b></p> <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p> <p>p. 14, 42</p>
 <p><b>17 PARTNERSHIPS FOR THE GOALS</b></p>	<p><b>PARTNERSHIPS FOR THE GOALS</b></p> <p>Strengthen the means of implementation and revitalize the global partnership for sustainable development</p> <p>p. 29, 42</p>

# FOLLOW LES VIGNERONS DE BUZET



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