

LE PETIT #45 Canard



JANUARY 2021

EDITORIAL

We, winegrowers and employees of Les Vignerons de Buzet, wish you to savour the good times of this year 2021!

The difficult period we are currently going through has necessarily had an impact on each and every one of us. It calls into question our organisations, our methods and our ways of working. It tests our bonds of cooperation and solidarity. We, Les Vignerons de Buzet, have been benefitting from the strength of cooperative working since our beginnings. If the Buzet winegrowers had not formed a cooperative, the appellation would not have existed and, above all, we would have disappeared a long time ago.

Today, we are one of the few French cooperatives to have control over our entire value chain: from the growing of the grapes to the marketing of our wines through all types of distribution channels. Our wines are noticed and appreciated by the wine critics with a 3-star rating and a «coup de coeur» (favourite) in the Guide Hachette des Vins 2020 and accolades from Michel Bettane (co-author of the leading wine magazine Bettane et Desseuve) and Jacques Dupont in the magazine Le Point. These critics, known for their impartiality and professionalism, cite the organoleptic qualities and above all the affordability of the Vignerons de Buzet wines and we are delighted at this. They describe us as «pioneers». We are delighted about this too. A spirit of innovation and experimentation is embedded in our DNA. It encourages us to think very carefully about the viticulture and wines of today and tomorrow, taking account of climate, societal and technological changes.

This is why we are collectively committed to advance further down the path of agroecological transition within our local area while maintaining our quality standards. The Les Vignerons de Buzet cooperative member growers are involved in one or more environmental initiatives; 95% of the vineyards are HEV (Level 3 via Track A, the most demanding route) certified and/or have obtained the "AB" organic and organic conversion label.

In addition to these certifications and standards, our cooperative has banned or restricted the use of conventional treatments since 2005 and has instead encouraged treatments or practices that foster the development of soil life and protect both the environment and people. In our experimental vineyard, planted in 2019, we innovate for a viticulture that aimed at resisting climate change, creating a positive environmental impact and regenerating living soils.

“

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A VITICULTURE
THAT AIMED
AT RESISTING
CLIMATE CHANGE.**”

Vincent Leyre, Chairman of the Supervisory Board



A LOVELY LITTLE HARVEST 2020

The 2020 harvest took place against the backdrop of the Covid-19 pandemic coupled with an episode of heavy hail in our appellation's vineyards. However, the grapes recovered well so we were able to bring in a lovely little harvest at perfect maturity.

August 24th



Start of the harvest with the grapes for the rosé and white wines.

Septembre 7th



Start of harvest for the red wines.

Septembre 30th



End of the harvest.





AGRO-ECOLOGICAL TRANSITION: A DECISIVE STEP

Since 2005, our member growers have been reinventing the way in which they manage their vineyards and have committed themselves to environmental initiatives. **1,696 hectares can now claim HEV** (High Environmental Value) certification overseen by the French Ministry of Agriculture.

This certification is awarded to a holding as a whole. It indicates that the winegrower **strives to work with the resources and mechanisms provided by Nature**. The certification of our member growers' holdings has been achieved via the most demanding route, Track A, in which the growers are scored in four areas:

- Biodiversity
- Phytosanitary strategy (calculation of the untreated surface and the treatment frequency index, implementation of alternative methods to chemical control, etc.)
- Fertilisation management (use of soil cover, calculation of the unfertilised surface area, etc.)
- Irrigation management (as irrigation of the vines is prohibited in our region, our members only had to respond on this point for non-wine-growing areas).

By using agricultural practices based particularly on the **principles of agroecology**, the member growers engaged in the HEV approach have naturally achieved Level 3, which allows **the wines from these holdings to use the certification**.

In addition, 330 hectares of vineyards are **certified as organic or undergoing conversion to organic growing**, i.e., **17% of the vineyards**. This is a little above the average surface area for organic AOC wines in France (12% in 2019).



2017
22 ha.

2018

Our 1st wine with the "HVE" labellisation is coming out. 1st certification within a collective context (track A). 550 ha.

2019

562 ha.

NOV. 2020

1696 ha HVE (track A).

INTERNATIONAL COOPERATION



BIOME
MAKERS

help us to better understand the bacteria and fungi living in our soils and to analyse their interactions with the vine. With this very high-level scientific support, we will gain an insight into the hidden life of the soil.

As part of its experimental "New Age" vineyard work, the Les Vignerons de Buzet cooperative has joined forces with international company Biome Makers to develop a sustainable, precision viticulture.

Biome Makers will



FLASHBACK TO "RDV EN TERRES FERTILES"

Our managing director Pierre Philippe took part in the «Rendez-vous en Terres Fertiles» organised by Vertigo Lab, a research and engineering office specialising in environmental economics, that took place on 27 August. The day was devoted to discussions on the future of tomorrow's agriculture and its models. Pierre Philippe spoke about the benefits of working as a cooperative.

GIFT BOXES FOR REUSE, DECORATION OR PLAY!

For 10 years, we have been building on the idea that our gift boxes can have a useful second life. This year we are once again inviting you to extend the life of our wooden boxes by transforming them into useful, playful or decorative objects.

It's a great way for you to work with us to reduce our products' carbon footprints. Meanwhile, for all our packaging components (glass bottles, cardboard cases, labels, etc.), we select quantities and qualities of materials and techniques that are the most eco-friendly, as much as we can.

These gift boxes are the most visible part of our eco-design work. As consistency is our mantra, the box, like the wine it protects, must also be mindful of our planet, now and for the future.

CHIN-CHIN BASKET !

Available in supermarkets. Plus boxes that can be used as a "Nature Insolite" nesting box, tapas slate or draughts board. dames.



WINE CELLAR GIFT BOX

Available in wine stores and restaurants. Plus boxes that can be reused as a board game, chopping board, Japanese billiards, desk storage box, picture frame or serving tray.



TRADITION: REVAMPED PACKAGING

As we always listen to customer feedback, we have now revamped the packaging of our "heritage" wine, "Tradition". For the wine store and restaurant sectors, the label has adopted the original shape now unique to Les Vignerons de Buzet. It accentuates the coat of arms, a brand element that has been recognised for its consistent use since.... 1987!



WINNERS!

We have been committed to CSR (Corporate Social Responsibility) since 2005, so we were pleased to see this long-term commitment acknowledged by other industry professionals on the Valorise⁽¹⁾ platform. Our cooperative picked up a trophy for organisations with <250 employees in recognition of our introduction of alternatives to synthetic chemistry throughout our vineyards.

(1) <https://valo-rise.com>

TO BE PUBLISHED

“LES VIGNERONS DE BUZET, UNE AVENTURE COLLECTIVE”



The previously untold story of the **Vignerons de Buzet**, written by three historians as part of our collaboration with the University of Pau and Les Pays de l'Adour!

Available to pre-order soon on:
www.nouslesvigneronsdebuzet.fr

NB: only available in French
Editions Cairn. Authors: Pierre Courroux, Laurent Jalabert, Stéphane Le Bras.

THE CHÂTEAU & FABRIQUES DE BUZET ASSOCIATION

Filming in the Château's grounds!
The Château's grounds were turned into the film set for the short film “La Verrue” by Sarah Lasry.



Pupils from Madame Maunory's primary school classes 2020-2021 drew pictures to depict their guided tour of the site with historian Pierre Courroux. We struggled to pick the winners because all the drawings showed the children's genuine interest in this monument!



DID YOU KNOW?



THE CHURCH IN BUZET

Sadly, we do not know when the church of Notre-Dame du Haut-Buzet was first built. In its present state, it is certainly a 14th-

century reconstruction (perhaps after the great fire of 1292?). It was originally the church used by the local lords that contained their private chapels. But with the abandonment of the other local churches and the destruction of the priory in 1791, it then became the main church in Buzet until 1849.

COMMITTED FORUM

ACTING FOR AN AGRICULTURE OF THE LIVING



“It is time to accelerate the transformation of our agricultural and food model so that it becomes a positive response to the environmental, climate, biodiversity, health and social challenges in the local areas”.

Check out the “Agir Pour une Agriculture du Vivant” forum on the Journal Du Dimanche website.

The objectives and challenges of agroecology are outlined on the forum, to which 142 partners and producers have signed up, including our managing director, Pierre Philippe.

Read more on our LinkedIn page
[@Les Vignerons de Buzet](https://www.linkedin.com/company/les-vignerons-de-buzet)



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