

# LE PETIT #49 Canard

NOVEMBER 2022



## EDITORIAL

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There are times in the life of every company when it is worth reminding ourselves of the principles on which the company was founded. The CSR movement, of which we are pioneers, with its constant reference to "stakeholders" that includes a wider circle than just the member-partners, opens up the debate on a broader form of governance that gives everyone a right to examine, or even control, the running of the company and the risks associated with the failings of those involved in it. Our cooperative status, reinforced by that of a "purpose-driven company", obliges us - fortunately - to set an example in this respect. The strong democracy that our system represents, in which each member has equal power, should be a source of pride and confidence because it protects us from the mistakes committed by individuals!

Our union is governed by rules and ethics. Anyone who breaks these will be rightfully sanctioned for endangering the Cooperative as a whole. Our rules are known and commonly accepted as being the right rules by those who created them for the common good and embodied by a governance that must be the first to defend them.

We should be proud of having a "living" cooperative system which, avoiding the pitfalls of emotion and ego, remains rational and constant. We should be proud of being a company that fearlessly takes responsibility for its decisions and excels in adversity never allowing itself to be influenced in any way whatsoever.

Do we need to remind ourselves of the turbulent times we are going through, the consequences of which are having an impact on our organisation? That would be an easy and pointless excuse, especially as we have already demonstrated our resilience in the past. We have valuable qualities and major assets. Through our actions and our words, we must protect this precious asset that we - employees and members alike all share - our joint enterprise. As Jean de la Fontaine once said, "all power is weak unless it is united"!

**Pierre Philippe, Managing Director**



**"THROUGH OUR ACTIONS  
AND OUR WORDS,  
WE MUST PROTECT  
THIS PRECIOUS ASSET  
THAT WE OUR JOINT  
ENTERPRISE"**



## A NEW TRIUMVIRATE

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Following the resignation of Vincent Leyre on 22 September, the Supervisory Board elected a new Chairman, Denis Ghirard, in accordance with the Cooperative's statutes. Denis has assumed the role of Chairman since that date and until the next General Assembly, due to take place in early 2023.



# IN THE VINEYARDS



## A QUICK OVERVIEW OF THE 2022 HARVEST

From a weather point of view, 2022 has been a very interesting year! Never have we harvested our grapes so early! The work in the vineyards started extremely early due to the very dry conditions and several heat waves throughout the summer. Picking kicked off on 18 August for the low-degree wines and moved on to the whites and rosés on 22 August. The 2022 red wines promise to be well-coloured and well-structured. Our oenologists are confident of the high quality of the coming vintage.

## ZRP CERTIFICATION: ZERO PESTICIDE RESIDUE



The Collectif Nouveaux Champs is committed to an agricultural transition process and created the ZRP (Zero Pesticide Residue) label in 2018. ZRP is a 100% French multi-industry initiative. Its purpose is to encourage sustainable agriculture that respects the health of farmers, growers and consumers. This certification holds the producer accountable for the result: there must be zero traces of pesticides found in the analysis of the finished product. Les Vignerons de Buzet has been the first company in the industry to support this certification since its creation and to encourage the movement within the wine sector.



## CHAIRE VIGNES & VIN (VINE & WINE CHAIR)

**THE CHAIRE VIGNES & VIN IS A THINK TANK FOR COMPANIES WITHIN THE WINE INDUSTRY AND RESEARCH AND HIGHER EDUCATION INSTITUTIONS IN MONTPELLIER.**

The Chair's purpose is to create synergy through collaborative projects based on four themes: adaptation to climate change, reduction in environmental impact, improvement in wine quality and new consumer expectations. It encompasses advances in research as well as the development of know-how and new approaches to training. Our Cooperative has been a partner of this Chair, alongside 3 training organisations and 8 companies from the industry, since January 2022 and will be for 3 years. The complementary nature of each of the participants enables them to discuss and share their various views and perspectives on all the topics addressed.







## CHÂTEAU DE BUZET



### RENAISSANCE OF A THOUSAND-YEAR-OLD HERITAGE

In 2018, Les Vignerons de Buzet acquired Château de Buzet and its 11-hectares of wooded grounds. The Cooperative is thus perpetuating the rich history of this heritage, which is closely bound to that of the Buzet vineyards.

Indeed, research carried out by Pierre Courroux, Senior Lecturer at the University of Pau et des Pays de l'Adour, reveals that vineyard plots once the property of the Château are now owned and worked by our winegrowers.

This offers us an unexpected opportunity to restore the Château's viticultural legacy. As the name of the Château predates the creation of the AOC, our Chateau de Buzet wine is one of the few wines authorised to bear the name of their appellation.



### A SENSORY EXPERIENCE

On the bottle's back label, you will find a QR code which you can scan to immerse yourself in the world of Château de Buzet. A mini website dedicated exclusively to this wine takes you on a journey of discovery through the Château's history and a tasting of the wine using animated videos.

**ADDED BONUS: THIS WINE, A SYMBOL OF THE HISTORY OF THE CHÂTEAU AND LES VIGNERONS DE BUZET, WILL FIRST BE RELEASED FOR SALE IN THE COOPERATIVE'S SHOP AT THE END OF 2022.**

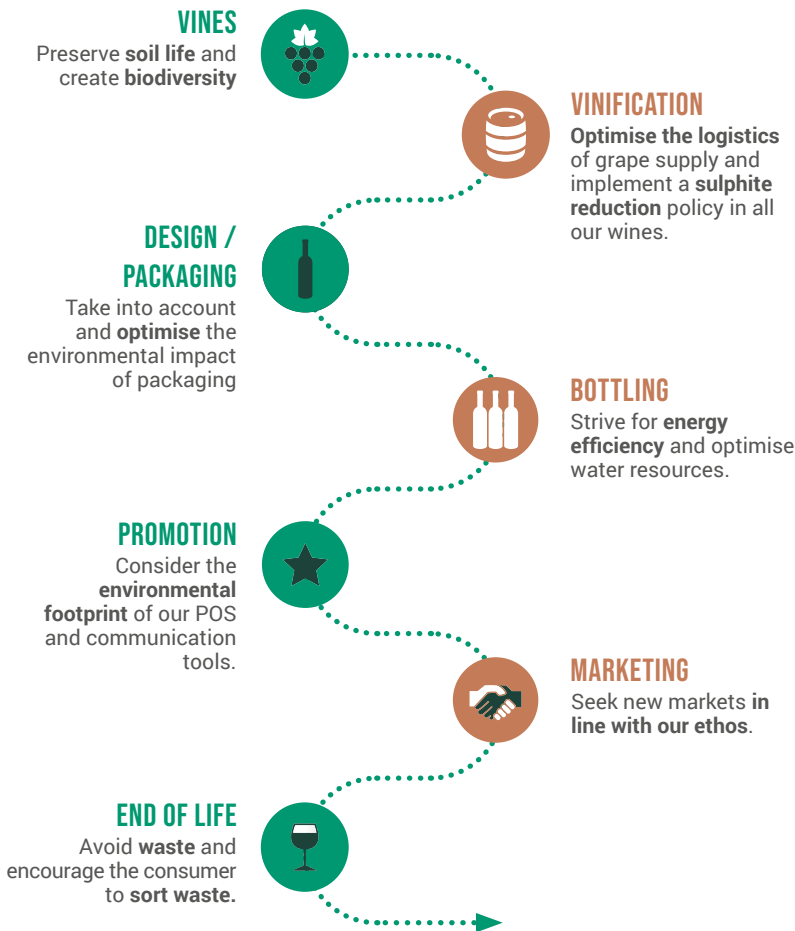
**SOON IN OUR SHOP !**



## ECO-DESIGN

The Cooperative has been working on the eco-design of its products, from the vine to the glass, for several years now. Eco-design is not simply a matter of devising more eco-friendly packaging. It is a process that begins with our choice of winegrowing methods.

### FROM THE VINE TO THE GLASS



To create a brand image aligned with its values and initiatives, the Cooperative drew on various complementary fields of expertise from 2019 onwards. After several months' work, "**Nous, les Vignerons de Buzet**" was born. Reflecting our commitment to sustainable development, it places eco-design at the heart of this evolution.



[VIEW VIDEO OF THE PROJECT.](#)



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# NOUS LES VIGNERONS DE BUZET

## LATEST NEWS

Our wines have been tasted by **Andreas Larsson**, World's Best Sommelier 2007. You can check out all his tasting notes on [www.tasted.wine](http://www.tasted.wine)



**NOUS LES VIGNERONS DE BUZET  
SANS SULFITES AJOUTÉS 2020  
AOC BUZET  
89/100**



**NOUS LES VIGNERONS DE BUZET  
BARON D'ALBRET 2019  
AOC BUZET  
89/100**



**RIGAL - BEL NAU 2021 -  
IGP CÔTES DE GASCOGNE  
86/100**



**RIGAL - PRIMA SYLVA 2020  
AOC BUZET  
89/100**



## ANOTHER SMALL GESTURE

The ink coverage used by Le Petit Canard has dropped from 33.6% to 19.2%. Working closely with our graphic design agency, we are rethinking the way we communicate. Reducing our ink coverage is one of the steps towards greener communication. To achieve this, we avoid solid colours and use ink-saving typography.

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