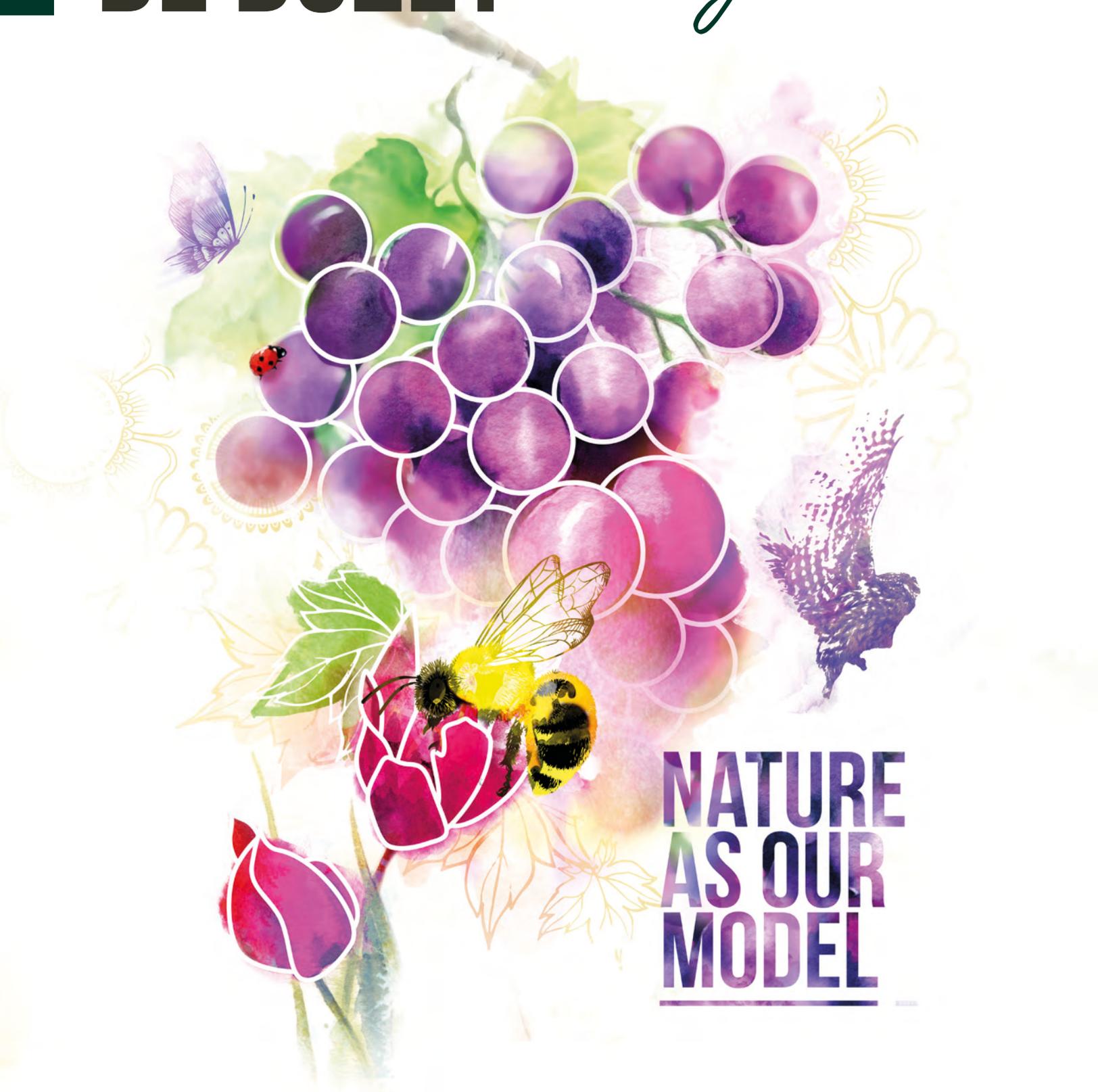


2019 Vintage

LES VIGNERONS DE BUZET *le mag*



**NATURE
AS OUR
MODEL**



**“
TO MAKE GOOD
CLEAN WINE
AT THE BEST PRICE
FOR THE CONSUMER,
UNDER OPTIMAL CONDITIONS FOR
THOSE FOR WHOM IT IS THEIR LIVELIHOOD
WITH THE GREATEST RESPECT
FOR BOTH MAN
AND NATURE.
”**

EDITORIAL

THIS NEW “MAG”
(WHICH IS WHAT WE
CALL OUR SUSTAINABLE
DEVELOPMENT REPORT)
SETS OUT OUR
ACHIEVEMENTS AND
THE NEW DIRECTIONS
THAT THE COOPERATIVE
HAS DECIDED IT WANTS
TO PURSUE AND
COMMUNICATE ABOUT.

Following our strategic decision to use nature as a model, we have explored, and will continue to explore, various subjects that are all pledges of our performance, our responsibility and our credibility.

Many years ago, we chose to take the ambitious high road of ecological transition involving a reduction in the use of chemical products, the recovery of biodiversity, the preservation of the soil's potential and the management of resources, particularly water.

“To make good, clean wine with the greatest respect for both Man and Nature” is a clear mission statement and the values derived from our cooperative roots are strong. All we need do now is to continue along our chosen route, an exciting yet difficult route to achieving consumer preference through a combination of good sense and emotion.

Our ability to innovate and anticipate the desires of our stakeholders will allow us to go above and beyond mere quality satisfaction.

We made the decision early on to go down the sustainable development route, adopting the ISO 26000 framework to measure our ability to achieve a performance balanced across the three economic, social and environmental pillars. We have reached a recognised level of maturity that inspires us to become ever more exemplary.

Today, Sustainable Development Goals (SDGs) are now being adopted by the business world. The ISO 26000 standard contributes to the achievement of the 2030 Agenda for Sustainable Development and the SDGs associated with it. We have decided to make this the goal of our development, drawing inspiration from the action programmes developed under the aegis of the United Nations.

To paraphrase Ernest RENAN in his lecture on the roots of a nation, what constitutes Les Vignerons de Buzet are the great things we have done together in the past... and the great things we plan to do together in the future.



Pierre Philippe, Managing Director
Éric Pozzoli, President of
the Management Committee
Vincent Leyre, Chairman
of the Supervisory Board

WE, LES VIGNERONS DE BUZET

WE, LES VIGNERONS DE BUZET, WANTED TO ENGAGE IN A STRONG AND DURABLE COLLABORATION OF TRUST BETWEEN OUR GOVERNANCE (PROVIDING VISION) AND ALL OUR STAKEHOLDERS, BOTH INTERNAL (COOPERATIVE EMPLOYEES AND MEMBERS) AND EXTERNAL (CUSTOMERS, PARTNERS AND OUR LOCAL AREA).

To facilitate this, we have made a promise and provided the proof that we will keep it. This promise comes in three parts: a mission that represents our 'reason for being', a vision that is our 'reason for acting', and values that determine our 'way of being'. This commitment is the DNA of our Cooperative!

MISSION

Because increasingly better informed and more responsible consumers are seeking healthy products, and as we are forerunners in this respect, we make and sell wines that respect Man and Nature, by giving ourselves the means to act in an ethical and sustainable manner, from the vine to the wine glass.



VISION

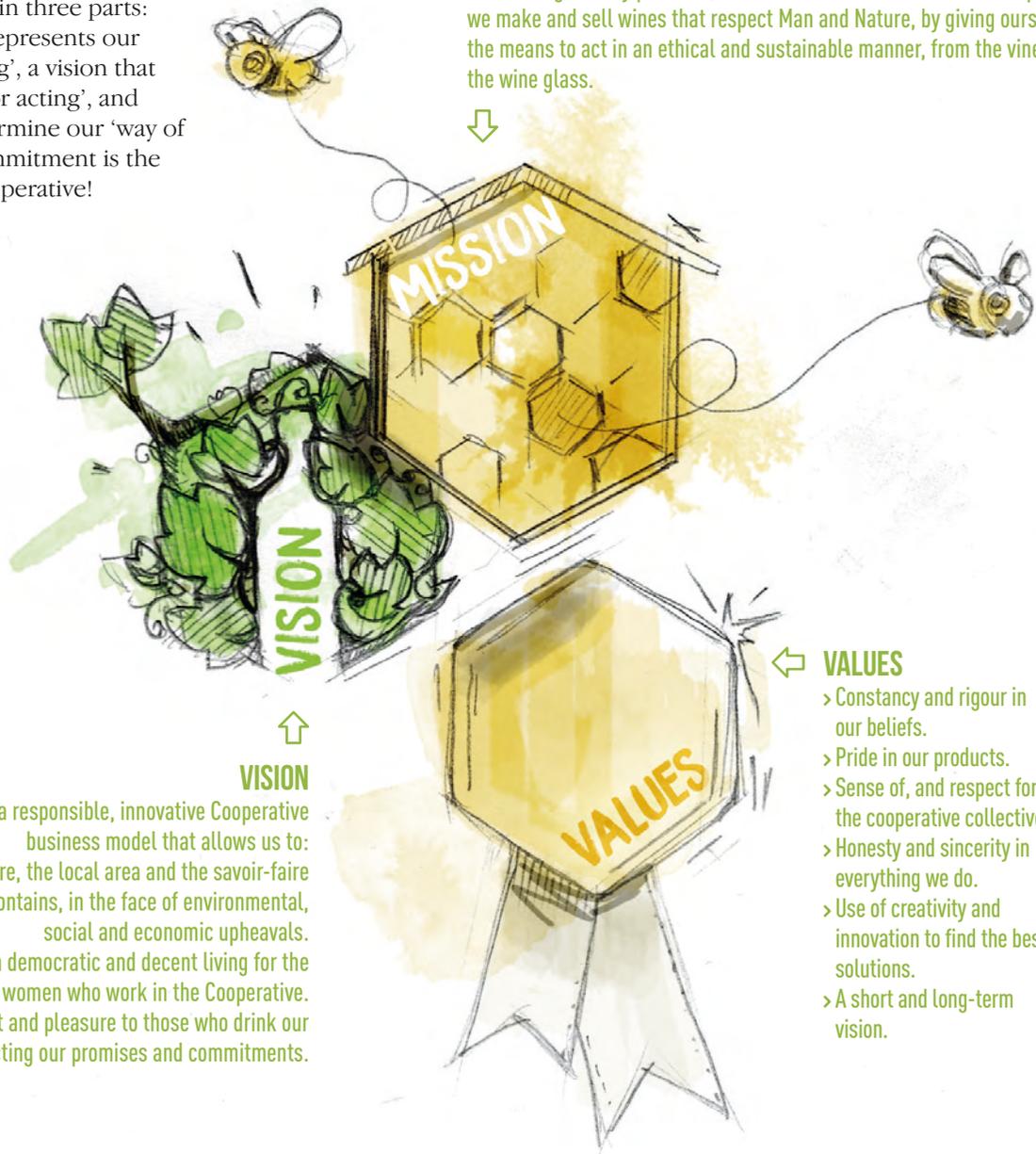
↑ VISION

To build a responsible, innovative Cooperative business model that allows us to:

- > Preserve nature, the local area and the savoir-faire it contains, in the face of environmental, social and economic upheavals.
- > To provide a democratic and decent living for the men and women who work in the Cooperative.
- > To provide enjoyment and pleasure to those who drink our wines, while respecting our promises and commitments.

VALUES

- > Constancy and rigour in our beliefs.
- > Pride in our products.
- > Sense of, and respect for, the cooperative collective.
- > Honesty and sincerity in everything we do.
- > Use of creativity and innovation to find the best solutions.
- > A short and long-term vision.



SDGs, A NEW ELEMENT IN OUR CSR STRATEGY

ORGANISATIONS AROUND THE WORLD ARE STARTING TO REALISE THE IMPORTANCE OF RESPONDING TO THREATS THAT WILL AFFECT THEIR FUTURE IN THE LONG TERM. TO GUARANTEE A SUSTAINABLE FUTURE, THERE NEEDS TO BE A BALANCE BETWEEN THE NEEDS OF THE ENVIRONMENTAL, SOCIAL AND ECONOMIC SYSTEMS.

The Brundtland report in 1987 defines sustainable development as development that “meets the needs of the present without compromising the ability of future generations to meet their own needs”. This cannot be achieved by working in isolation which is why 193 countries pledged their support for the United Nations’ 17 Sustainable Development Goals in 2015. To help organisations to contribute to this process, one of the main standards is the ISO 26000. The actions that we have already undertaken as part of the AFNOR’s (French standardisation agency) “Engagé RSE” (committed to CSR) certification label therefore remain valid within the context of SDGs.

SUSTAINABLE DEVELOPMENT GOALS



The above table is a summary of the indicators for the tracking the U.N.'s Sustainable Development Goals. Their pictograms will be used for the themes covered in this report. They appear at the top of each page.

LES VIGNERONS DE BUZET, A COOPERATIVE WITH A “GREATER MISSION”

WHAT IF THE BUSINESS MODEL OF THE FUTURE WAS ACTUALLY THE COOPERATIVE MODEL? PUTTING BUSINESS PERFORMANCE ON AN EQUAL FOOTING WITH CONTRIBUTION TO THE COMMON GOOD IS THE PURPOSE OF A “BUSINESS WITH A MISSION” AND THE FOUNDATION OF THE COOPERATIVE WAY OF WORKING.

“Business with a mission”... the political and economic debate about the role of a company or business is highly topical. The intention: to redefine the purpose of a business to allow it to take greater account of “the social and environmental issues associated with its activity”.

A new idea? No, the model exists and is already working well!

It was enacted by a few men, the Rochdale Society of Equitable Pioneers, in the mid-19th century, in the Manchester area (GB). It is known as the cooperative society.

With their statutes and activity, cooperatives have long been one of the most successful forms of business with a greater mission.

🔍 THE COOPERATIVE

A cooperative is the economic organisation of people who have decided to pool their resources for the production, processing and marketing of their products.

The core principles of the cooperative model are:

- > An organisation based on mutual assistance: the goal of a cooperative is to ensure the sustainability of the individual holdings by pooling resources. Its vocation is not to make a profit for itself, all profit must be redistributed.
- > A democratic and equitable organisation: the winegrower members share the values of mutual and personal responsibility and express their wishes according to the “one man-one vote” principle.
- > An organisation entirely dedicated to its members, in which the winegrowers are exclusive suppliers, sole beneficiaries and decision-makers, within a given geographical area.

“
THE WINEGROWERS ARE NOT JUST SUPPLIERS
OF GRAPES. WE ARE ALL RESPONSIBLE
FOR, AND INVOLVED IN, THE DECISIONS
TAKEN BY
OUR COOPERATIVE.



VINCENT LEYRE,
CHAIRMAN OF THE SUPERVISORY BOARD.

38%

MARKET SHARE OF
COOPERATIVE WINERIES
WITHIN FRENCH AOC WINE
PRODUCTION

SOURCE: VIGNERONS COOPÉRATEURS DE FRANCE, 2014

INHERITING THE COOPERATIVE SPIRIT

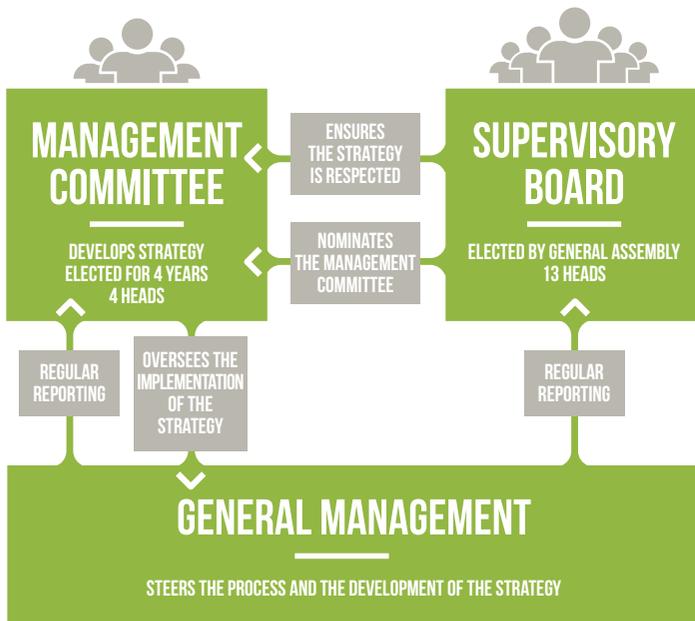


IN MAY 2018, ÉRIC POZZOLI WAS APPOINTED PRESIDENT OF THE MANAGEMENT COMMITTEE OF THE VIGNERONS DE BUZET COOPERATIVE BY THE SUPERVISORY BOARD CHAIRED BY VINCENT LEYRE. BELOW IS THE PORTRAIT OF A COOPERATIVE WINEGROWER WHO HAS THE COOPERATIVE SPIRIT IN HIS BLOOD...

Éric Pozzoli joined the management committee in 2006, taking over from Serge Lhérisson in this important role within our Cooperative's governance. But he likes to remind us that he remains a winegrower, first and foremost, which can be seen from the state of his hands!

Éric Pozzoli inherited a strong attachment to our Cooperative. His grandfather was among its founders. Éric also inherited the "can do" attitude and independent character that distinguished the spirit of the pioneers. This third-generation winegrower has understood the lesson perfectly: "the Cooperative enabled my parents to make a living. The collective model of cooperation also allows for individual growth. Together we are stronger, we can go further, while retaining control of our own lives".

This role is the interface between the more political role of the Chairman of the Supervisory Board, who represents the winegrower members, and the Managing Director who oversees the operational side. It is key to the success of the Governance and an originality of Les Vignerons de Buzet within the cooperative world.



GOVERNANCE



← Serge LHÉRISSON & ÉRIC POZZOLI



- 
- 10* A wine region engaged on the 3rd path
11 An agriculture based on living soils
12 Without the Cooperative...there'd be no Buzet AOC!
13 Proof and results
14 Certification labels reflecting our commitments
16 A change of perspective
17 Our living heritage
18 Cover crops
19 Envisioning our vineyards in the future
20 A garden for clean water
22 Water, a vital shared resource
23 Ecodesign
24 Circular economy
25 Responsible purchasing

ENVIRONMENT

A WINE REGION ENGAGED ON THE “3RD PATH”

THE CHALLENGE IS EXCITING, BUT THE DEVELOPMENT OF A SUSTAINABLE VITICULTURE THAT RESPECTS BOTH MAN AND NATURE IS AN EXTREMELY COMPLEX AFFAIR... THIS TYPE OF VITICULTURE HAS TO BALANCE ECONOMIC VIABILITY, RESPECT FOR NATURE AND HEALTH REQUIREMENTS.



Unlike conventional growers, our members are engaged in a process that requires even greater prevention and observation in the vineyards. They are reducing, and even eliminating, many chemical treatments and molecules and are adopting growing practices that are new to them.

Through these practices, we are aiming to create a natural balance in the environment without prohibiting the use of certain molecules, but only using these when the situation demands and always in moderation.

We then opt for products that have the least possible negative effect on Man and Nature, and carry out a precise application.

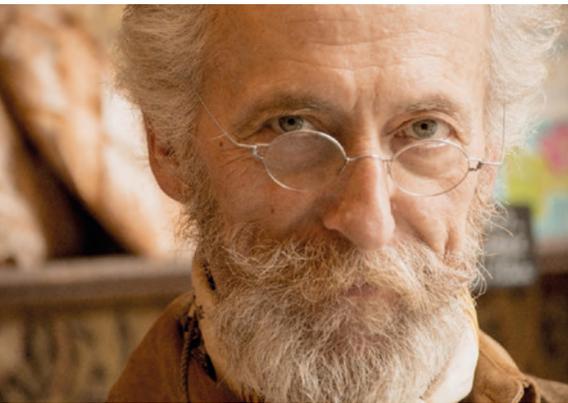
But it does not stop there... we are continuing our research into alternative solutions. This 3rd path, somewhere between conventional and organic viticulture and which takes the sustainability of our economic model into consideration, requires us to step outside our usual frame of reference, compare experiences, and take the best from each practice.

—
FEWER TREATMENTS
VIGNERONS DE BUZET:
TFI* = 9.75
VS
AQUITAINE REGION:
TFI* = 16.53
*ANNUAL TREATMENT FREQUENCY INDEX
 SOURCE: FRENCH MINISTRY OF AGRICULTURE
 —



AN AGRICULTURE BASED ON LIVING SOILS

AGRICULTURAL AND FOOD TRANSITION IS NOW UNDERWAY. OUR WINEGROWERS ARE EVOLVING THEIR PRACTICES TO THOSE OF AGROECOLOGY. AT THE CENTRE OF THIS “VIRTUOUS SPIRAL” IS THE FERTILITY OF THE SOIL. THIS IS WHY WE DECIDED TO JOIN THE “POUR UNE AGRICULTURE DU VIVANT” (AGRICULTURE BASED ON LIVING SOILS) ASSOCIATION.



AN EXPERT EYE

ARNAUD DAGUIN, VICE-PRESIDENT AND SPOKESPERSON FOR THE “POUR UNE AGRICULTURE DU VIVANT” (AGRICULTURE BASED ON LIVING SOILS) ASSOCIATION.

The “Pour une Agriculture du Vivant” Association advocates and promotes the need for rich, healthy soils. Why is this crusade important?

Because an agriculture based on living soils, which associates the quality of the soils with the quality of food, the storage of carbon with the fight against climate change, and the reduction of inputs with water quality, is an agriculture that guarantees a sustainably better life for everyone.

What is the Association’s mission?

The “Pour une Agriculture du Vivant” mission is to accelerate this movement, to move it up a gear by consolidating its agronomic bases and by having this new paradigm assimilated by all the stakeholders. Initiated by some pioneering farmers, our approach is now backed by important players within the agricultural and food industries, as well as a range of other partners wishing to promote this new approach to agriculture.

How do you intend to go about growing this movement?

We offer tailor-made advice to manufacturers, restaurateurs, distributors, cooperatives and producers to help them structure their industries and promote products derived from this progressive agriculture.

What is your greatest hope in doing this?

That agriculture based on living soils will benefit everyone and give us access to tastier and healthier food, connected to our local areas.

THE “POUR UNE AGRICULTURE DU VIVANT” ASSOCIATION



The “Pour une Agriculture du Vivant” movement is backed by an association created in 2018 whose goal is to unite all the players within the agricultural and food industries “from the field to the dinner plate”. A certain number of these organisations have already joined them: agricultural technical bodies, food manufacturers and groups, drivers of innovation. All agree on a fundamental point: that the necessary agricultural and food transition will be carried out together, built on a common foundation, that of living soils.

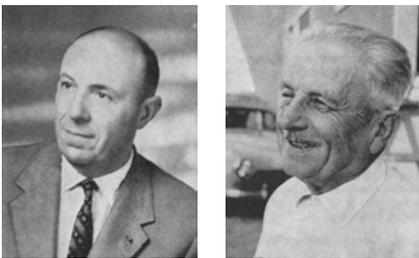
WWW.AGRICULTUREDUVIVANT.ORG



WITHOUT THE COOPERATIVE... THERE'D BE NO BUZET AOC!



THAT'S RIGHT, WITHOUT THAT SMALL GROUP OF MEN WITH THEIR AMBITIOUS PROJECT, THE BUZET WINE REGION WOULD PROBABLY HAVE REMAINED RELATIVELY UNKNOWN FOR YEARS.



↑ Jean DASSART & Marcel COMBABESSOUSE

In 1946, a group of local growers, led by the charismatic Jean Dassart, decided to create a “defence committee” to revive a winegrowing area that had all but disappeared. The association’s objective was to make Buzet wine as popular as it had been in the 19th century and above all to reclaim the independence which had been lost to the Bordeaux *négociants*. The Cooperative, founded in 1953, would quickly emerge from this initiative. Its first chairman, and member of the original “committee”, was Marcel Combabessous. From that moment on they would have one obsession – to work hard to obtain AOC recognition, which they achieved in 1973.

It should never be forgotten that the most important quality recognition cue in France is the AOC!

The AOC system is our national

pride and is envied by many other wine producing countries, yet we have the unfortunate tendency to want to replace it by all kinds of other certification labels, some more legitimate and useful than others... The AOC specifications are also stricter than those for “Vins de France” or IGP (PGI – protected geographical indication) wines. Created by the producers themselves, an appellation’s specifications cover growing and vinification practices in a given geographical area. The AOC is at the foundation of a fair and constant quality policy.

It is perhaps its excessive rigidity, shown by a lack of adaptation and attention given to environmental,

social and economic concerns, that has resulted in a certain loss of interest in the AOC today... In this respect, those who govern the “organic” industry could perhaps learn something from this experience, at a time when they are being urged by some to tighten the French specifications to exceed those required by the European certification label and to meet all consumer expectations in terms of CSR.

We then have the question of whether the AOC could be the framework, already recognised but in need of some revision, for a local, equitable and environmentally-friendly agriculture... the original ambition of our pioneering predecessors aligned with our times!

④ A PRESTIGIOUS BAPTISM!



By decree of 19 April 1973, the Prime Minister of the time, Pierre MESSMER, signed the official document conferring the Appellation d'Origine Contrôlée (AOC) status on 27 *communes*, covering an area of over 10,000 hectares, under the name of “Côtes de Buzet”. The young Minister of Agriculture in charge of presenting the text was none other than.... Monsieur Jacques CHIRAC!



PROOF AND RESULTS, TECHNICAL DECISIONS TAKEN AIMED AT CREATING A LIVING SOIL

	<i>Before</i>		<i>Results</i>
<p>BOTRYTIS Botrytis is a fungus that causes grape rot with symptoms appearing as the bunches mature. Without a treatment to delay onset, there is a risk of losing the entire crop.</p>	CHEMICAL TREATMENT	<p><i>Since 2013</i></p> <ul style="list-style-type: none"> > Reduction of leaf cover to aerate the bunches > Increased monitoring of the vine > Directing sensitive plots towards specific vinification processes (production of rosé wines) 	0 CHEMICAL TREATMENTS
<p>MILDEW A fungus that causes a disease of the vine.</p>	USE OF FOLPEL	<p><i>Since 2016</i></p> <ul style="list-style-type: none"> > Use of more environmentally-friendly crop protection products that are less dangerous for the user 	0 FOLPEL. CHOICE OF LESS HARMFUL MOLECULES
<p>SOIL IMPROVERS Organic matter that nourishes the vine.</p>	CHEMICAL FERTILISERS	<p><i>Since 2007</i></p> <ul style="list-style-type: none"> > 100% organic fertilisers <p><i>Since 2014</i></p> <ul style="list-style-type: none"> > Grass cover and sowing of selected cover crops 	0 CHEMICAL FERTILISERS
<p>VINE SPIDER MITES Spider mites cause vine disease.</p>	ACARICIDE	<p><i>Since 2009</i></p> <ul style="list-style-type: none"> > Use of insects and spider mites that are the natural predators of the pests e.g. Typhlodromus, a small spider mite that eats other spiders harmful to the vine 	0 ACARICIDE TREATMENTS
<p>CMR PRODUCTS Carcinogenic, mutagenic and reprotoxic products.</p>	USE OF CMR PRODUCTS	<p><i>Since 2016</i></p> <ul style="list-style-type: none"> > Suppression of CMR products 	0 CMR PRODUCTS
<p>INSECTICIDES Products to combat insects that can cause diseases of the vine, possibly leading to loss of the crop.</p>	INSECTICIDES	<p><i>Since 2005</i></p> <ul style="list-style-type: none"> > Insect traps and observation for an integrated approach and to reduce the use of insecticides <p><i>Since 2014</i></p> <ul style="list-style-type: none"> > Certain treatments are mandatory under current regulations (e.g. against the green leafhopper, vector of Flavescence Dorée) > Joint work with beekeepers to draw up specifications for the Bee Friendly label <p><i>Since 2017</i></p> <ul style="list-style-type: none"> > Mating disruption on 210 hectares 	0 NEONICOTINOIDS & OTHER INSECTICIDES TOXIC TO BEES
<p>WEED-KILLERS The objective is to inhibit/control weed growth.</p>	USE OF CHEMICAL WEED-KILLERS	<p><i>Since 2005</i></p> <ul style="list-style-type: none"> > Foliar weed-killers only, localised under the row <p><i>Since 2016</i></p> <ul style="list-style-type: none"> > Tests of creeper cover crops, under the rows of vines 	0 RESIDUAL CHEMICAL WEED-KILLERS
<p>ESCA Esca is a fungus that triggers a deadly disease of the vine trunk.</p>	USE OF CHEMICAL PRODUCTS	<p><i>Since 2015</i></p> <ul style="list-style-type: none"> > Autonomous sound system in the vineyards that uses sound wave vibrations to stimulate the vines 	↓ LOWER INFECTION RATES
<p>PESTICIDES The vine is fragile and susceptible to attacks from different pests (fungi, insects, spider mites, etc.).</p>	USED AS TRADITIONALLY RECOMMENDED	<p><i>Since 2005</i></p> <ul style="list-style-type: none"> > Network of weather stations to optimise pesticide use > Return to a natural balance in the environment > Awareness-raising and training for the winegrowers > Experimentation of differentiated spraying by aerial zone > Choice of less harmful molecules 	↓ REDUCTION IN ALL PESTICIDES

CERTIFICATION LABELS REFLECTING OUR COMMITMENTS

CONSUMERS NEED “RECOGNITION CUES” IN ORDER TO MAKE A RESPONSIBLE PURCHASING DECISION AND TO UNDERSTAND THE PRACTICES BEHIND OUR WINE LABELS. NOT EXEMPT FROM THIS RULE, WE THEREFORE DECIDED TO SEEK CERTIFICATION LABELS THAT WE BELIEVE BEST REFLECT OUR COMMITMENTS.



As bees are our witness!

The Bee Friendly certification label, backed by the European beekeeping associations, identifies products made using pollinator-friendly practices. We were the first in the wine industry to obtain this label, in 2014. This label demands the following:

- › Prohibition of the use of neonicotinoids and other active substances harmful to pollinators.
- › Installation of beehives with a monitoring of the bees' activity in real-time to keep a check on the environmental health of the vineyards.
- › Creation of a dialogue between the winegrowers and beekeepers enabling each to have a better understanding of the imperatives of the other.

In addition to those wine domaines that have specifically committed to this label, all our winegrowers respect a blacklist of products harmful to pollinators that is included in our Agriconfiance specifications.





Protecting the environment

Environmental Certification was introduced by the French Ministry of Agriculture to identify and encourage farms to engage in environmentally-friendly practices. This certification features three progressive levels. All our vineyards are recognised as Level 2 thanks to our “Agriconfiance” practices. The 3rd level, known as “High Environmental Value”, is based on 4 commitments, each with performance accountability:


PRESERVATION OF BIODIVERSITY



Reintroduction of protected species (The Little Owl, Agen tulip, etc.); planting of hedges


PLANT PROTECTION STRATEGY



0 CMR (Carcinogenic, Mutagenic, Reprotoxic) products, 0 Folpel, 0 traces of chemical weed-killer


MANAGEMENT OF FERTILISATION



0 chemical fertilisers, replaced by cover crops


MANAGEMENT OF WATER RESOURCES



Cover crops

Only domaines having attained HEV certification can communicate this on their products. At the end of 2018, 500 hectares of our vineyards had obtained this certification.

71 HA
COMPLYING WITH THE
2019 ORGANIC SPECIFICATIONS



Organic, yes... but not just!

Like the certification just mentioned, the AB mark is the exclusive property of the French Ministry of Agriculture who sets out the rules for its use. Organic regulations impose fairly strict and very detailed specifications that prohibit the use of synthetic chemical products in particular, whether these are pesticides or fertilisers. Here again, in addition to our 71 hectares committed to the AB (organic) specifications, all the Cooperative’s vineyards take inspiration from the organic ethos and are reducing or eliminating the use of certain crop protection products. When it comes to chemical fertilisers, their use has been prohibited by Les Vignerons de Buzet for nearly 10 years!



CHANGE OF PERSPECTIVE: REMUNERATING THE PRESERVATION OF THE ENVIRONMENT

THE OBJECTIVE BEHIND THE PAYMENT FOR ENVIRONMENTAL SERVICES SCHEMES, KNOWN AS “PES”, IS TO ENCOURAGE GROWERS TO ADOPT ENVIRONMENTALLY-FRIENDLY PRACTICES. THIS CONCEPT IS NOT JUST UNIQUE TO BIG INTERNATIONAL ARENAS.



We are encouraging our winegrowers to adopt environmentally-friendly practices, or to stop certain legal yet undesirable practices, by remunerating them. We consider these payments, known as PES, to be an important tool for encouraging new practices relating to: **1.** water and soil quality; **2.** air quality; **3.** biodiversity.

All Les Vignerons de Buzet growers are already committed to adopting good environmental practice as part of our “Agriconfiance” specifications. The PES allows us to have an even more positive impact on the environment through the actions introduced. Certain practices, which are sometimes difficult and expensive at individual level, become feasible when financed by the Cooperative.

While the idea was still only being muted at Government level, we had already made it a reality, reducing the use of insecticides through “mating disruption”. We were the forerunners.

🔍 MATING DISRUPTION: THE 1ST STAGE IN THE PES

Spring 2018: a mating disruption mechanism was set up on a quarter of the vineyard surface area where this method can be deployed.

The installation of pheromone diffusers is a project that requires the growers to work together. The winegrowers involved sometimes had to combine their plots in order to obtain a sufficient surface area for the mechanism to be effective.

Mating Disruption is an alternative method to combat the European grapevine moth. The aim is to disrupt the reproduction of this moth whose caterpillars cause significant damage in the vineyards. Mating disruption is not intended to replace insecticide treatments completely, but it does reduce their use. This process is expensive, but its effects are positive on air quality, which is why we offer the PES.



ENRICHING OUR LIVING HERITAGE

THE PRESENCE OF RARE AND PROTECTED SPECIES IN OUR VINEYARDS IS EVIDENCE OF A HEALTHY AND PRESERVED ENVIRONMENT, CAPABLE OF CONSERVING AND CREATING BIODIVERSITY.

SEPANLOG, an accredited nature protection association, carries out an audit of flora and fauna on our Domaine de Gueyze at regular intervals. The latest audit showed a significant improvement in the diversity of the flora and fauna, a sign that our vineyards and the surrounding environment are in good health and that all our efforts to protect them have not been in vain.

Enhancing biodiversity is a central theme of agroecology. The common objectives of the good practice advocated by this model are the restoration of ecosystem services (soil structure, nitrogen supply, water availability, pest regulation, etc.) and therefore the biodiversity in each plot of vines.

More specifically, the biodiversity of the soil is at the heart of our concerns. Being aware of the benefits of biodiversity, and in particular of micro-organisms, is to render service to our soil. By learning to better manage our winegrowing practices, we help to preserve this biodiversity and, at the same time, ensure a balance which is positive for the development of our vines.

67

**NEW SPECIES
(55 FLORA AND 12 FAUNA, SOME OF WHICH ARE PROTECTED)
OBSERVED ON DOMAINE DE GUEYZE.**

SOURCE: NUMBER OF ADDITIONAL SPECIES BETWEEN THE 2 SEPANLOG AUDITS (2011 & 2015)



Little Owl
> *Athene noctua*

Nesting boxes – made from up-cycled wooden wine boxes – have been installed on Domaine de Gueyze for the Little Owl.

Of the ten pairs released, a small group have settled and reproduced in the artificial nesting boxes. With its population declining throughout Europe, this small nocturnal bird of prey is a protected species. Its favourite environment is wooded countryside and it has a particular fondness for hedgerows.

Agen Tulip
> *Tulipa agenensis*

The Agen Tulips transplanted to our Domaine de Gueyze flowered for the first time in 2016. This flower, particularly sensitive to chemical weed-killers, was the subject of a conservation operation in our Gueyze vineyard, which offers it an ideal habitat. Moving these precious bulbs is strictly controlled by the Prefecture and doing so without authorisation constitutes an offence.



Woodlark
> *Lullula arborea*

It is important to leave alternate rows of vines with no intervention between mid-March and the end of May to allow the first brood of this protected species to fledge.

COOPERATION BETWEEN PLANTS!

“WHAT COLOUR IS A FERTILE LANDSCAPE?”. KONRAD SCHREIBER, FROM THE FRENCH SUSTAINABLE AGRICULTURE INSTITUTE, ASKED US THIS QUESTION A FEW YEARS BACK. AN EXCELLENT QUESTION FROM THIS SPECIALIST IN COVER CROPS.



INTERVIEW

PAULINE CASTAGNIÉ, RESPONSIBLE FOR VINEYARD MONITORING

“By choosing the cover crop technique, we were looking for a natural way of retaining water in the soil and limiting its evaporation. What’s more, this practice has positive benefits on the structure of the soils and on the environment in general”! (see illustration opposite).

“Traditionally, the weeds are removed from the alleys between the rows of vines. At the Cooperative we cover a large part of our soils by sowing different species according to the vineyards’ needs, then rolling them (without cutting them), thereby creating a natural protective carpet”.

So, “what colour is a fertile landscape?” Why “Green”, of course!

1,000 HA

SURFACE WITH COVER CROPS
IN 2018

COVER CROPS: MULTIPLE BENEFITS!



ENVISIONING OUR VINEYARDS IN THE FUTURE

CLIMATE WARMING, EVOLVING CONSUMER TASTES, STRICTER LEGISLATION... ALL THESE FACTORS HAVE HAD, AND WILL CONTINUE TO HAVE, AN IMPACT ON OUR WAY OF WORKING IN THE VINEYARDS. SHOULDN'T WE ALREADY BE GIVING THIS SOME THOUGHT?



“There is no finish line”, says Pierre Philippe, our Cooperative’s Managing Director, “the projects we’re putting in place today are concerned with the challenges of tomorrow”.

To prepare ourselves for an uncertain future, we are working on the creation of a 17-hectare experimental

vineyard to allow us to respond to the constraints that might arise in the future. It will have to consider evolving consumer needs, climate change, shortage of labour, the gruelling nature of vineyard work, changes to legislation, preservation of shared resources (water, air, environment), etc.

This vineyard will present different methods and mix different techniques including agroforestry, the planting of resistant varieties, and advanced technology. The idea is to create an ensemble of modern knowhow that can be deployed at the right time in our members’ vineyards. How will we be working tomorrow? All this needs to be thought through, designed, and then experienced...

Planting starts in spring 2019!

VINES CARED FOR MUSICALLY: CONSTANTLY ON THE LOOKOUT FOR ALTERNATIVE SOLUTIONS, IN 2015, LES VIGNERONS DE BUZET SET UP A SOUND SYSTEM BROADCASTING A SOUND WAVE SEQUENCE ON DOMAINE DE GUEYZE AIMED AT COMBATING ESCA, THE FUNGUS RESPONSIBLE FOR A DEADLY DISEASE OF THE VINE TRUNK. THE SOUND VIBRATIONS STIMULATE THE PRODUCTION OF SYNTHESIS PROTEINS IN THE VINE’S WOOD AND INHIBIT THOSE RESPONSIBLE FOR THE DEVELOPMENT OF THE FUNGUS. A COUNT OF SICK VINES BEFORE AND AFTER THE INSTALLATION OF THE SYSTEM HAS SHOWED A THREEFOLD DROP IN MORTALITY. 21 SOUND SPEAKERS HAVE BEEN SET UP SO FAR.



🔍 A TESTING GROUND FOR CUTTING-EDGE TECHNOLOGY

We have signed a cooperation agreement with YANMAR, an international Japanese industrial group. Our sustainable development work has found an echo in theirs. We share the same vision and common values. YANMAR’s goal is to contribute to a sustainable future by developing technological solutions that combine performance, comfort and energy savings.

We are trialling 3 avant-garde technologies in a real-life situation in our vineyards:

- > A low-consumption tractor that is more soil-friendly
- > An electrostatic spraying system to reduce the use of pesticides
- > An autonomous robot performing various tasks in the vineyards.





A GARDEN FOR CLEAN WATER

IT INVITES THE VISITOR TO REVERIE, BUT THE SPACE IS FUNCTIONAL. WE HAVE DUBBED IT THE GARDEN OF FILTERS. HERE, THE WATER WE CONSUME DURING THE VINIFICATION AND PACKAGING PROCESSES IS PURIFIED WITH THE HELP OF LOCAL PLANTS. THIS ATTRACTIVE-LOOKING AND ENVIRONMENTALLY-FRIENDLY WATER TREATMENT PLANT HAS TAKEN ITS INSPIRATION FROM NATURE.



← #1 The tour

Our Garden of Filters is a concrete and gratifying illustration of our Cooperative's way of thinking. It is also an opportunity for us to raise awareness of sustainable development and biodiversity with our visitors through a series of information panels set up along the tour route.



#2 The filters →

The water is treated by a natural process arising from the interaction between the plants, the soil and the micro-organisms in the roots. Around 30 species have been selected within a radius of 50 km to ensure their adaptation to the site. These non-invasive plants do not compete with each other and do not harm the natural biodiversity of the environment.





THE SYSTEM, DEVELOPED FOR LES VIGNERONS DE BUZET BY BLUESET AND INSPIRED BY NATURAL WETLANDS, HAS BEEN OPERATIONAL SINCE AUTUMN 2017. ITS RUSTIC YET ATTRACTIVE DESIGN, EASY MANAGEMENT, AND ENHANCEMENT OF THE LOCAL LANDSCAPE AND BIODIVERSITY, ARE ALL POSITIVE FOR SUSTAINABLE DEVELOPMENT WITHIN THE CONTEXT OF AN ENVIRONMENTALLY-FRIENDLY WINE TOURISM VISION.

51%

OF WETLAND IN FRANCE HAS DISAPPEARED SINCE 1970

AN EXPERT EYE

SHORT INTERVIEW WITH JOËL ROCHARD, AN EXPERT ON SUSTAINABLE DEVELOPMENT AT THE 'INSTITUT FRANÇAIS DE LA VIGNE ET DU VIN' WHO HAS FOLLOWED AND SUPPORTED OUR PROJECT FROM ITS INCEPTION.



Why are the management and treatment of water becoming an increasingly important issue?

The general public is becoming more concerned about pollution, as are the associated regulations. A system such as yours, which is part of an overall sustainable development strategy, is a good way of involving the public in an environmentally-friendly project. It is also something that brings the Cooperative members together.

As an expert, would you describe our "Garden of Filters" as innovative?

It is innovative because it incorporates the latest thinking in terms of effluent treatment systems and fits with the concept of environmentally-friendly wine tourism: it has low energy consumption, blends into the landscape, limits olfactory and noise nuisance, and enhances biodiversity. It is also innovative because, unlike other types of system that use reed-type plants, this one is based on local plants.

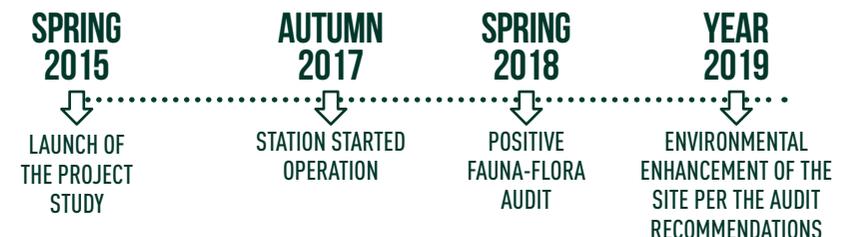
#3 The finishing pond

The purpose of this finishing phase further down the process is to further refine the treated water. It performs a natural self-purification function, thanks notably to the belt of plants around the periphery, as well as a fine filtration and oxygenation system, enabling the evacuation of a clean, living water into the natural environment.

#4 The living ecosystem

Also designed to create biodiversity, this area contains riprap to encourage the establishment of a micro-fauna of amphibians and small reptiles, essential links in a longer chain that includes birds and other small mammals (sometimes even endangered species), finding refuge in this protected habitat.

TIMELINE





WATER, A VITAL SHARED RESOURCE



1.7

LITRES OF WATER/LITRE OF WINE
(CONSUMED FROM VINIFICATION
TO PACKAGING)

NOT EVERYONE REALISES HOW IMPORTANT WATER IS TO WINE PRODUCTION. YET THIS RESOURCE IS NOT INEXHAUSTIBLE! AT LES VIGNERONS DE BUZET WE ARE FULLY AWARE THAT ITS PRESERVATION IS A MAJOR CHALLENGE AND WE ARE PLAYING A PROACTIVE PART IN THIS.

Global demand for water has quadrupled over the last 60 years. What's more, and despite its seeming abundance, the over-exploitation and wastage of freshwater are exceeding water's natural capacity to replenish itself. This resource is therefore being depleted, placing some of the human race, as well as numerous ecosystems, in a position of shortage or risk.

The Adour-Garonne basin, upon which our wine region depends, is very vulnerable to climate change. Recent studies (based on a +2°C climate warming scenario) indicate

that this deficit could reach 1.3 billion M3 by 2050, i.e. the equivalent of the current consumption of the entire Nouvelle-Aquitaine region. Against this backdrop that could result in trade-offs detrimental to our industry, we have made the preservation of this resource a major priority of ours. For us, saving water, requires us, firstly, to raise awareness among our staff in order to prevent wastage. It also means ensuring that our systems are in good condition. It is a selection criterion for our material investments and, lastly, it means returning clean water into our natural environment.

A COMMITMENT SHARED!



We raised our managers' awareness of water pollution at a business seminar hosted by SURFRIDER. We all got together to remove rubbish from a river located in a "Natura 2000" area. The haul: over 800 kg of rubbish!! SURFRIDER FOUNDATION EUROPE is a not-for-profit organisation dedicated to the protection and enhancement

of lakes, rivers, oceans, waves and the coastline. Founded in 1990 by a handful of surfers from the Basque coast, it now boasts over 12,000 members and is represented in 9 countries through its volunteer chapters.



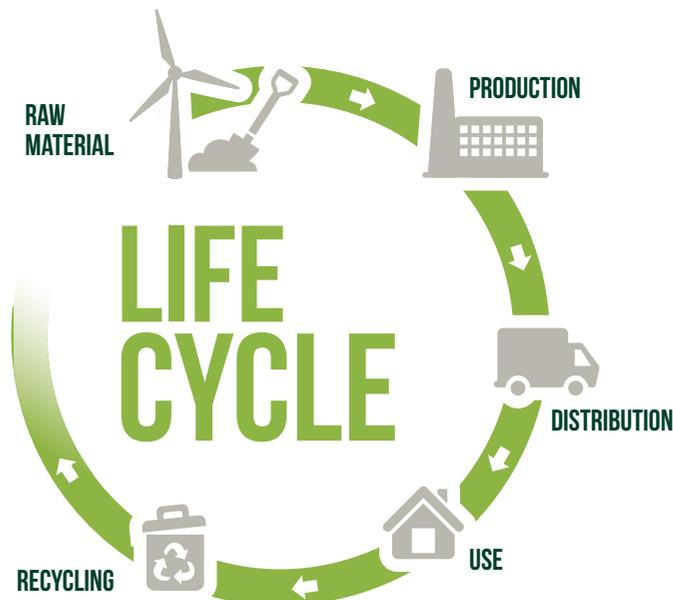


BALANCING ECONOMY WITH ECOLOGY: ECODESIGN

ECONOMIC GROWTH HAS TAKEN PLACE TO THE DETRIMENT OF THE ENVIRONMENT FOR FAR TOO LONG. AT LES VIGNERONS DE BUZET, WE PREFER TO THINK THAT ECONOMY AND ECOLOGY CAN BE COMPLEMENTARY, RATHER THAN OPPOSING, FORCES.

Since 2011, we have been gradually adopting ecodesign principles, endeavouring to incorporate environmental considerations in the design of our products in the best way we can. This is a difficult route to go down because some suppliers are not very willing to evolve their practices. It is an industry that is still not sufficiently aware of environmental issues and in which marketing requirements are sometimes incompatible. Fortunately, things are changing! Ecodesign is gradually gaining ground and driving innovation. We are seeing a change in certain habits and the boundaries between technology, marketing and ecology are starting to disappear. Today, ecodesign is influencing our choices and permeating our thinking throughout the value chain.

Ecodesign is a methodology based on the product lifecycle



GOING AGAINST THE TREND: TRADITIONAL LABELS

There are two types of labels, those that are self-adhesive and those that are not, referred to as “traditional”. Because they offer more creative scope, self-adhesive labels currently represent 65% of the world wine market, and their share is constantly growing. However, these labels have a high environmental footprint as they are based on a paper known as “glassine” that cannot be recycled!

Thanks to the INESSENS group, one of our main label suppliers, we have been able to evolve in this respect and set ourselves the short-term goal of using mainly traditional labels. INESSENS is also differentiating itself from the rest of the packaging industry by investing in material that improves the creative scope and print quality of “traditional” labels.

50%

TRADITIONAL LABELS
USE BY 2019



CIRCULAR ECONOMY & ECODESIGN

WE SOMETIMES FORGET THAT ECODESIGN, BEING A MULTI-CRITERIA APPROACH, ALSO AIMS TO TACKLE THE PROBLEMS ASSOCIATED WITH ENERGY AND WASTE.

54%

PERCENTAGE OF OUR ELECTRICITY CONSUMPTION (BUZET SITE) OFFSET BY OUR OWN PHOTOVOLTAIC PRODUCTION

Our activity consumes a lot of energy. So we have given our responsible consumption policy careful thought.

This policy involves reducing waste through staff training, and reducing our energy consumption by investing in more efficient equipment, having a “green energy” contract, and striving to offset an important part of our requirements by our own photovoltaic production.

Our activity also generates industrial and organic waste. We constantly strive to reduce this waste or to better recycle it. Another important element in our approach relates to the transfer of impact. This means that, when we consider any potentially significant pollution or energy consumption created at a particular lifecycle stage and the different design choices open to us to reduce this impact, our decision must not lead to a transfer of impact to another lifecycle stage assumed by another player in the value chain.



A NEW BIB. IN LINE WITH OUR ECODESIGN POLICY, THE BIB FEATURES A TEAR STRIP ALLOWING THE BOX TO BE SEPARATED FROM THE POUCH. THIS OPTION WAS NOTICED BY OUR PARTNER, ADELPHÉ. IT REPRESENTS AN ADDITIONAL COST TO PRODUCTION BUT OFFERS POTENTIAL SAVINGS WHEN IT COMES TO SORTING!

AN EXPERT EYE



SHORT INTERVIEW WITH VINCENT COLLET, DIRECTOR OF THE THINK+ AGENCY SPECIALISED IN THE STRUCTURING OF ECODESIGN PROCESSES.

What is ecodesign?

Ecodesign means incorporating the environmental and social issues associated with a product right from the design and development stage in order to reduce the product’s environmental footprint, while delivering the same or better levels of service. This involves working on the product’s entire lifecycle upstream of the design process. It is a comprehensive approach that sometimes requires compromise.

Ecodesign is not just about replacing one element of packaging for another which is more environmentally “virtuous”

That’s right! It requires work on the entire process to prevent transfers of impact and to take a whole set of external factors into consideration. This can be done by assessing the environmental impact at each stage of the product lifecycle. It is, however, important to note that the best way to reduce the impact on the environment is to avoid having any to begin with!



A BALANCE BETWEEN BUDGETARY CONSTRAINTS & ETHICAL CONCERNS: RESPONSIBLE PURCHASING

WE CULTIVATE THE VINE AND PRODUCE OUR WINES RESPONSIBLY. WE STRIVE TO APPLY THE SAME PRINCIPLES TO OUR PURCHASES. THIS IS A BALANCING ACT BETWEEN ETHICS AND SATISFYING NEEDS.

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”. We have adopted this definition which commits us to building a sustainable and transparent relationship with our suppliers. It also requires our suppliers to respect our practices and proactively look for solutions to improve our wines’ environmental footprint.

Of course, when we make a purchase, we are seeking efficiency, an improvement in the quality of the services, and the best overall costs, but we are also careful to measure the social and environmental impact of the purchase. 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%

PERCENTAGE OF OUR PURCHASES (EXCLUDING GRAPES) FROM WITHIN A 150 KM RADIUS



21%

PERCENTAGE REPRESENTED BY PURCHASES (EXCLUDING GRAPES) WITHIN OUR TURNOVER



INTERVIEW

ÉMILIE JANAILLAC, PURCHASING MANAGER
AN EXPERIENCED PURCHASING PROFESSIONAL, ÉMILIE MANAGES THE COOPERATIVE’S RELATIONS WITH ALL ITS SUPPLIERS.

“In my previous jobs, costs were paramount. Here, we are really interested in our suppliers’ social and environmental practices. The products’ origin, their carbon footprint, and so on, were things that I had no real awareness of before I came here. The suppliers with whom we work know that CSR is an important part of our business strategy and that they must comply with our policy. We ask them to submit offers that take this into account, even if it might risk upsetting our relationship a little bit.”





SOCIAL

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HOSPITALITY: A PLEASURE & AN ART

WE ARE ALWAYS DELIGHTED TO SHOW VISITORS OUR LOCAL LANDSCAPE AND FABULOUS PRODUCTION FACILITIES SET IN THE PAYS D'ALBRET IN THE SOUTHWEST OF FRANCE!

100,000
NUMBER OF VISITORS
PER YEAR

#TOTALACCESSIBILITY

Les Vignerons de Buzet's boutique and reception area have received the "Tourism & Disability" certification label. We are one of only 10 tourism destinations in the Lot-et-Garonne area that are totally accessible to all visitors.

We are legally required to have facilities for people with disabilities, but the "Tourism & Disability" certification goes beyond the mandatory requirements. According to Benoît Maffioletti of the local Tourism Committee, "the population suffering from some form of disability is diverse. More than one person in four suffers from a disability, limitation or handicap of some kind. When a site caters to the needs of these visitors, it also improves its accessibility to other types of visitors such as children or visitors with pushchairs, for example".



Tour and boutique

Our business activity is part of the cultural heritage of our local area. This is why we are always delighted to open our doors and invite the public to come and visit our production facilities.

We offer a tour, open all year round, allowing visitors to go behind the scenes of our wine production and visit the heart of Les Vignerons de Buzet, in 8 stages: Vinification, barrel cellar, ageing cellar, bottling, sensory room, wine tasting and, at the end of the tour, the opportunity to buy Les Vignerons de Buzet's wines.



Visit the vineyards

Throughout summer, visitors can enjoy a walk through our vineyards in the company of one of our winegrowers and a geographer specialised in landscapes.

Biodiversity, did you say?

You will learn about Les Vignerons de Buzet's constant efforts to protect the environment.

The heart of the terroir and our savoir-faire

The work in the vineyards. In the company of one our winegrowers, you will learn how we manage our vineyards, tending and carefully checking the vines every day...

Our terroir. The Buzet appellation covers nearly 2,000 hectares. Discover the diversity of our terroir and its climate that provide us with perfect conditions for bringing out our wines' finest expression. Geographer, Georges Lot, and one of our winegrowers will be on hand to take you on a walk through the area and answer any questions you may have!



EACH YEAR, IN ASSOCIATION WITH THE LOCAL TOWN HALL AND TOURIST OFFICE, WE OFFER THE GENERAL PUBLIC AN AFTERNOON OF FREE ENTERTAINMENT BASED ON A SUSTAINABLE DEVELOPMENT THEME AND ROUNDED OFF BY A CONCERT EVENING: WELCOME TO FEST'À BUZET!

SOLIDARITY AT HOME & ABROAD

BEING AN ACTIVE PLAYER IN THE LOCAL COMMUNITY IS NOT JUST A QUESTION OF PARTICIPATING IN ITS ECONOMIC AND SOCIAL LIFE. IT IS ALSO ABOUT MAKING AN ALTRUISTIC COMMITMENT, BUILDING TIES, SUPPORTING CAUSES, OFFERING SOLIDARITY, AND PARTICIPATING IN THE LOCAL CULTURAL, SPORTING AND ASSOCIATIVE ACTIVITIES. LES VIGNERONS DE BUZET COOPERATIVE IS ACTIVE ON ALL THESE FRONTS, BUILDING A STRONG LOCAL PRESENCE, BRINGING LIFE TO COMMUNITIES, AND ENCOURAGING EMPLOYEES TO ROLL UP THEIR SLEEVES AND GET INVOLVED.

TESTIMONIES



Donations in kind to the SolliDrive solidarity grocery in Agen

“These regular donations will allow the association to continue its work supporting those who, despite having a job, are finding it difficult to make ends meet. You are therefore helping this invisible segment of the population from the middle classes which are becoming more impoverished. So, thank you very much on their behalf.”

HÉLÈNE FIORENTINO-MORO, FOUNDER OF THE SOLIDRIVE GROCERY, OFFERING CHEAP GROCERIES TO THOSE IN FINANCIAL NEED.



Aiding the AFDI (French Farmers and International Development) NGO's quality process

“This is a skills-based sponsorship. The AFDI has been supported in its quest for quality certification by the quality manager at Les Vignerons de Buzet. Our quality process was analysed through a series of email and telephone conversations. We obtained some useful recommendations. Having benefitted from this outside view, we are looking forward to the AFNOR audit with confidence”.

AFDI IS AN NGO WHICH SUPPORTS FAMILY FARMING IN 17 AFRICAN COUNTRIES.



↑ Solidarity-based partnership



↑ Cultural partnership: local artists' exhibitions



↑ Sports partnership: the Petit Bleu's "Foulées Agenaises" race which takes place in September each year.

OTHER SUPPORT FOR LOCAL INITIATIVES.

- › **SINCE 2016: SPONSOR OF THE "ADEM FLORIDA" ASSOCIATION, CERTIFIED BY THE FRENCH MINISTRY OF CULTURE FOR THE "DEVELOPMENT OF MUSICAL EXPRESSION".**
- › **2018: AID FOR THE "DEDANS-DEHORS" ASSOCIATION TO BRING CONTEMPORARY ART TO LIFE AT CHÂTEAU DE LA CAZE THROUGH AN EXHIBITION OF RESIDENT ARTISTS.**



A STRONG LOCAL PRESENCE

ALTHOUGH WE KNOW THAT WE PLAY AN IMPORTANT PART IN THE DEVELOPMENT OF THE LOCAL ECONOMY, WE DO NOT HAVE ANY SPECIFIC ELEMENTS TO ILLUSTRATE THIS. WE SHOULD THEREFORE EXAMINE THE COOPERATIVE'S SOCIO-ECONOMIC IMPACT, A TANGIBLE MEASURE OF OUR LOCAL PRESENCE.

Although the Cooperative is of modest size, its socio-economic impact may be significant due to the local multiplier effect on the economic activities in the surrounding area. With the assistance of VERTIGO Lab, we carried out an assessment using a robust and recognised method based on a model known as “input-output” developed by economist Wassily Leontief, the Nobel Prize for Economy winner in 1972.

The model's table (from French National Accounts and built by the INSEE) uses several algorithms to determine the value of the production, the added value generated, and the jobs created by the expenditure associated with the Cooperative (multiplier effect).

According to these calculations, we have a production multiplier of 1.96 and a job multiplier of 3.3. Comparing these to those in the agricultural industry as a whole, respectively 1.34 and 1.27, it would appear that we have a greater than average local multiplier effect for our industry. Given these results, we can conclude that our Cooperative has a strong local presence within the Nouvelle-Aquitaine region.

AN EXPERT EYE

THOMAS BINET, FOUNDER AND DIRECTOR OF VERTIGO LAB.



Why should a company measure the impact of its local presence?

Measuring your local presence helps to demonstrate and promote the value created by your company for the local area. Les Vignerons de Buzet is among the 15% of companies within the Nouvelle-Aquitaine region with the biggest impact in economic

terms and among the 10% most important in terms of jobs. This is excellent! What's more, “local presence” is also one of the central themes of Corporate Social Responsibility.

You are also a local man, the great-grandson of Marcel Combabessouse, one of the Cooperative's founders, and you are a member of the Cooperative today. How do you see your working relationship with the Cooperative?

I grew up in the vineyards, the family's here. Today, I'm happy to help the Cooperative in its transition towards innovative and sustainable practices and I hope to be able to continue this type of activity that contributes to the momentum and reputation of Les Vignerons de Buzet.

€60 M

PRODUCTION VALUE GENERATED BY
LES VIGNERONS DE BUZET
IN NOUVELLE-AQUITAINE,
WITH A MULTIPLYING FACTOR
OF 1.96



300

JOBS IN THE REGION
SUPPORTED BY THE
92 PAID JOBS AT
LES VIGNERONS DE BUZET,
A MULTIPLIER OF 3.3

WELL-BEING & WORK: WHAT'S IT ALL ABOUT?

HAVING A “WELL-BEING AT WORK” POLICY ALLOWS US TO REDUCE PSYCHOSOCIAL RISKS, ENSURE A GOOD ATMOSPHERE IN THE WORKPLACE, AND IMPROVE EMPLOYEE MOTIVATION.



The concept of well-being at work is much broader than just employees' physical and mental health. It refers to a general feeling of satisfaction and fulfillment through work and in the workplace. The approach we wish to take at our Cooperative is based on a vision of effectiveness and performance that is sensitive to the health of our employees, improves

their motivation and encourages their involvement.

This includes actions that only have a minor impact on the day-to-day organisation of our employees' work. In our Cooperative, these range from the provision of a gym, supervised by a coach, to meeting our legal obligations to have a process and specially-trained unit in place to prevent psychosocial problems. It includes a new employee induction programme and the purchase of a robot to reduce RSI. The list is not exhaustive and well-being at work must be ongoing.

WORKING FROM HOME

“This is not part of our culture” states Managing Director, Pierre PHILIPPE. “However, with several managers living at over one hour's drive from the office, we inevitably had to allow some working from home within our organisation”. This is generally not more than one day a week, “as it's essential that they remain in touch with what's going on at the Cooperative and in contact with their teams”.

INTERVIEW

WITH STÉPHANIE ODOUX, HR MANAGER



Is this company policy solely related to a legitimate concern for employee well-being?

No, it also makes the Cooperative an attractive proposition, particularly for new generations. The location of our Cooperative, in a rural area, sometimes puts people off wanting to work for us. In this context, well-being at work can be a recruitment incentive.

What do you think are the key factors to improving well-being at work?

Personally, I've identified four key principles: to manage people sympathetically, to work with colleagues in a spirit of trust, to give meaning to everyone's role, and last but not least, to stay positive... and just keep smiling!



EQUALITY, EQUITY, DIVERSITY

LES VIGNERONS DE BUZET COOPERATIVE IS THE FIRST AGRICULTURAL BUSINESS TO RECEIVE THE FRENCH GOVERNMENT'S "DIVERSITY" AND "GENDER EQUALITY AT WORK" DOUBLE CERTIFICATION LABEL.

9+9
18 NEW EMPLOYEES
WITH PERMANENT WORK CONTRACTS
IN ONE YEAR,
9 MEN AND 9 WOMEN

The "Gender Equality at work" certification label aims to promote gender equality in the workplace. The purpose of the "Diversity" certification label is to prevent discrimination and to promote diversity in terms of human resource management and within the context of our relationships with our suppliers, partners and customers.

We received this certification from the French Minister for Families and Women's Rights, alongside large corporation such as L'Oréal, Randstad and the BPCE Group. Since then, we have continued and even stepped up our activity in this area, taking advantage of an unusual context of high staff turnover following numerous retirements and internal promotions.

PERFECT PAIRS

Diversity also means the inclusion of workers with disabilities, even if just on an occasional basis. We have therefore taken part in the Duo Day since its creation in 2016. The idea behind the Duo Day is to bring together a team of "employee + worker with disabilities" to work together for one day. So far, we have created 10 Duos in partnership with the ESAT Agnelis (sheltered employment establishment) in the Lot-et-Garonne. During a Duo day, a worker with a disability works along one of our employees, doing exactly the same job, which is a great way of creating an exchange and dispelling certain myths about disability.

4 REFERENCE ACTIONS

- #1
EQUAL PAY FOR EQUAL WORK
- #2
RAISING EMPLOYEE AWARENESS ABOUT "EQUALITY" AND "DIVERSITY"
- #3
TRAINING OF MANAGEMENT ON THE PREVENTION OF DISCRIMINATION
- #4
INDUCTION & INTERNAL MENTORING PROGRAMME FOR NEW EMPLOYEES



↑ 2016, Mathias Fekl, the French Minister of the Interior, Pierre Philippe, Managing Director of Les Vignerons de Buzet, and Laurence Rossignol, the French Minister for Families & Women's Rights.





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ECONOMY

FROM CONSUMER TO RESPONSIBLE CONSUMER?

CONSUMERS, WHO ARE INCREASINGLY BETTER INFORMED AND MORE RESPONSIBLE, ARE SEEKING HEALTHY PRODUCTS. WE, LES VIGNERONS DE BUZET, HAVE OPTED FOR A RESPONSIBLE VITICULTURE THAT RESPECTS BOTH MAN AND NATURE.



People everywhere are becoming increasingly aware of the impact of our consumption on the planet, the economy, society and health. We are now being urged to “consume responsibly”. So what is “responsible consumption”?

It is a mode of consumption which strives to be environmentally-friendly, beneficial to the economy, good for health, and positive for society.

Health: the primary concern

Consumer concerns are above all

personal. When asked, nearly half of the respondents consider health to be their number one concern. However, concern over the deterioration of biodiversity is fast-growing. But the objectives are sometimes conflictual... Thus, consuming certain products can be good for the country’s economy and employment, but bad for the environment. There will be very different attitudes to responsible consumption depending on whether the prime objectives are the protection of ecosystems or health or employment.

The role of business

However, consumers are far from seeing themselves as being “responsible”. Many see it as the role of companies to work in a sustainable manner, hold them accountable for their activity, and demand transparency. At Les Vignerons de Buzet, we are determined to meet all these expectations.

50.5%

OF FRENCH CONSUMERS WANT TO CONSUME “DIFFERENTLY”. THIS PERCENTAGE HAS BEEN STEADILY RISING SINCE 2010, WHEN IT STOOD AT 35%

SOURCE : LES CHIFFRES DE LA CONSOMMATION RESPONSABLE, ÉDITIONS 2017, ETHICITY-GREENFLEX STUDY.

55%

OF FRENCH CONSUMERS STATE THAT THEY PAID MORE, AT LEAST ONCE, TO PURCHASE “RESPONSIBLY” OVER THE PAST YEAR

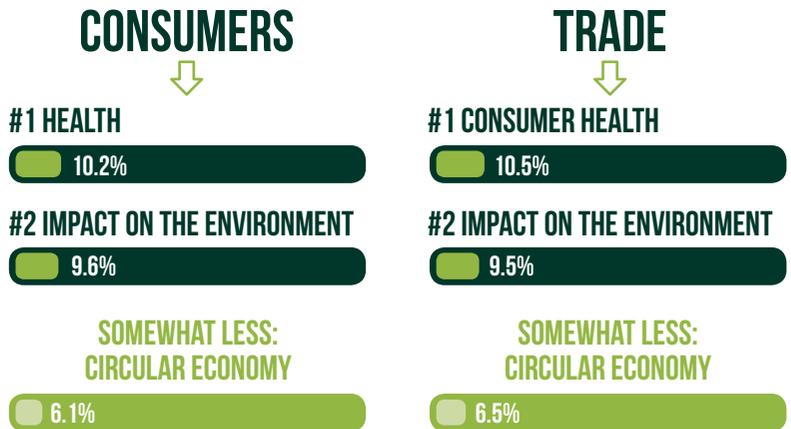
SOURCE : LES CHIFFRES DE LA CONSOMMATION RESPONSABLE, ÉDITIONS 2017, ETHICITY-GREENFLEX STUDY.

LISTENING TO OUR CUSTOMERS

WHETHER THEY ARE PROFESSIONAL WINE BUYERS OR CONSUMERS, WE CONSIDER IT IMPORTANT TO KNOW WHETHER OUR CUSTOMERS SUBSCRIBE TO OUR VALUES. ONE OF OUR MOST IMPORTANT MISSIONS THEREFORE IS TO LISTEN TO OUR CUSTOMERS IN ORDER TO EVOLVE WITH THEM.

Obtaining customer feedback is vital to improving our performance. The first phase of this involves capitalising on our inside knowledge and experience. Indeed, the sales team, the shop staff, the marketing department and in fact, all customer-facing departments, hold valuable information that we must utilize. But we also obtain feedback directly from our buyers via satisfaction surveys carried out every other year. To facilitate this, we use a customer survey platform managed by an outside research agency. In 2018, the results show a high level of satisfaction with 93.5% of our customers willing to recommend us!

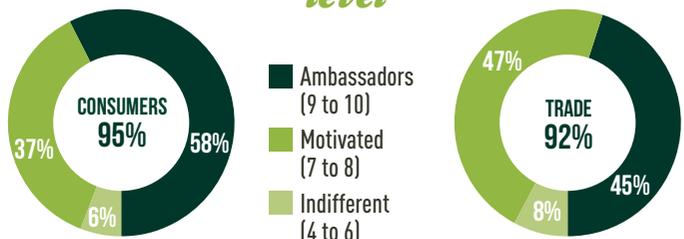
Our customers base their purchase decision on the following criteria:



Our customer satisfaction level



Recommendation level



+ CUSTOMER SURVEY PLATFORM: WHAT DOES IT MEASURE?

- > Decision-making criteria (influence of CSR on the purchasing decision, perceptions of our activities/innovations, etc.)
- > The delivery of our promise (taste, healthy product, price)
- > Overall satisfaction
- > Loyalty

Source: Les Vignerons de Buzet customer feedback survey – Capval 2018.

FROM CUSTOMER SERVICE TO CUSTOMER DELIGHT...

CONVINCED THAT “A COMPANY HAS ONLY ONE BOSS AND THAT’S THE CUSTOMER”, LES VIGNERONS DE BUZET COOPERATIVE WANTED TO TAKE ITS CUSTOMER COMMITMENT TO THE NEXT LEVEL CONSISTENT WITH THE PRINCIPLES OF CONTINUOUS PROGRESS, BY CAPITALISING ON ITS ACHIEVEMENTS AND EXPLORING NEW AVENUES, AND THIS LED US TO “CUSTOMER DELIGHT”. BUT WHAT IS THIS? LET’S ASK THE EXPERT!



AN EXPERT EYE

SHORT INTERVIEW WITH CHRISTIAN MAYEUR, AFNOR’S DIRECTOR OF STRATEGY AND DEVELOPMENT. PROFESSOR OF SERVICE INNOVATION AT THE IAE IN AIX-EN-PROVENCE SINCE 1996.

For you, what is the distinction between “satisfaction” and “delight”?

“Satisfy” comes from the Latin “satisfacere”, i.e. “to do enough”. It’s the least we can do from a company point of view. “Customer delight” is a much more ambitious objective. Going beyond the rational decision,

delight comes from the emotions experienced.

Does this mean changing our relationship with our customers?

Delighting your customers means taking an interest in their experience, from the act of purchase to the drinking of the wine. And even being interested, for example, in their feelings, the story they participate in when they drink your wines. To delight, you have to be interested in people, this is what is commonly known as “empathy”.

There exists a European, and soon to be international, standard, of which you are one of the authors. Have you set a standard for delight?

Certainly not! Of course, the standard sets out the conditions required in order for an organisation to have a chance of creating “delight”. But my view, inspired by the Japanese, is that “to innovate” means to create emotions associated with surprise. What we call the “Wow” effect.

THE 5 CONDITIONS OF “DELIGHT”

- #1
CREATE AND CONSTANTLY REINVENT THE CUSTOMER EXPERIENCE
- #2
DEVELOP A STRATEGY OF DELIGHT, NOT JUST OF SATISFACTION
- #3
NURTURE A CUSTOMER AND EMPLOYEE DELIGHT CULTURE
- #4
INNOVATE, TO “CREATE EMOTIONS OF SURPRISE” (THE JAPANESE DEFINITION OF DELIGHT)
- #5
MANAGE THE BUSINESS IN A MANNER THAT CONSTANTLY DELIGHTS CUSTOMERS

PLEASED TO MEET YOU!

CONTACT BRINGS LIGHT! MEETING OUR CONSUMERS, TRADE CUSTOMERS AND ONLINE FOLLOWERS AND TALKING TO THEM ABOUT OUR CRAFT PROVIDES US WITH INFORMATION AND GIVES US INSIGHT INTO OURSELVES.

PROMOTION

Many of our winegrowers happily volunteer to talk about our wines and our values at in-store tastings or consumer wine fairs.



SHOWS

Our sales team is present at the main trade shows in France and around the world (Vinexpo, Prowein, Vinisud, etc.)



WINE TOURISM

Our team welcomes an average of 100,000 visitors a year to our site. Our visitor facilities are important to building our relationship with our consumers. Visitors can enjoy a guided tour, available all year round, and learn more about our values and know-how.



ONLINE

Our website and online store allow consumers to stay connected with us from a distance. The website has been designed to prolong the Buzet experience and deepen our relationship with consumers by providing detailed information about our products and up-to-the-minute news about the Cooperative. In order to stay socially connected, we keep our social media regularly fed and watered!





A HEALTHY, CLOSELY MONITORED WINE

OPINION POLLS ON FOOD CONSUMPTION ALL AGREE THAT CONSUMERS ARE INCREASINGLY DEMANDING TRANSPARENCY AND WANT TO CONSUME HEALTHY PRODUCTS (BUT THEY HAVE YET TO DEMONSTRATE THIS!).

We have a duty of transparency towards our consumers. Today, for us, the issue of pesticide use is more about ethics than regulations. We have decided to test all our wines for any traces of chemical molecules whose use we have prohibited... We have no legal obligation to do this as we have already exceeded the requirements of the 'Eco-phyto' plan! In addition to health aspects, this testing enables us to check that our specifications are being respected in the vineyards, with a view to the reduction and eventual suppression of the use of these products. The term "pesticide" is generic, it encompasses insecticides, fungicides, herbicides and parasiticides, which combat insect pests, fungi, weeds and parasitic worms, respectively. However, even if chemical control has been around for millennia (the use of sulphur or arsenic was recommended back in Ancient Greece), the use of the synthetic pesticides developed in recent decades is a genuine cause for concern due to their frightening effectiveness. So, although the traces recorded fall below of the maximum permitted levels, we still take them into account. The example of CMR (Carcinogenic, Mutagenic, Reprotoxic) product residues, only present in trace amounts in our wines, is proof of this. Yet we have had a mandatory "CMR-free" programme in place at Les Vignerons de Buzet since 2016.

🔍 FOLPEL SOME CONCERNS...

This product, effective against powdery mildew, downy mildew and botrytis, is a powerful fungicide. It has been widely used in viticulture for over half a century for this reason. But it is one of the pesticides that can affect the health of the winegrower. It is particularly suspected to be responsible for the growth of certain cancers. In 2016, we took the decision, as a precautionary measure, to prohibit its use and replace it with other solutions that are effective but do not present the same risk.



PRODUCED WITH CARE & WITHOUT SULFITES (ADDED)

IN AN IDEAL WORLD, MAN SHOULD INTERVENE VERY LITTLE IN THE VINIFICATION PROCESS, HE SHOULD JUST HELP IT ALONG... AS OUR CONSUMERS ARE INCREASINGLY DEMANDING HEALTHY AND NATURAL PRODUCTS, WE HAD TO RETHINK THE TRADITIONAL SYSTEMATIC ADDITION OF “SULPHUR” TO THE WINES...



In the classic winemaking process “sulphur” is “added” primarily for its antioxydant and antiseptic properties. Wine is a chemically unstable product, in which a large array of bacteria and yeasts can develop and multiply for a very long time. Some of these can irreversibly change the character of the wine.

In fact, all wines contain some “sulphur”. It is classified as a “by-product” of alcoholic fermentation and is naturally produced in tiny quantities by the yeasts!

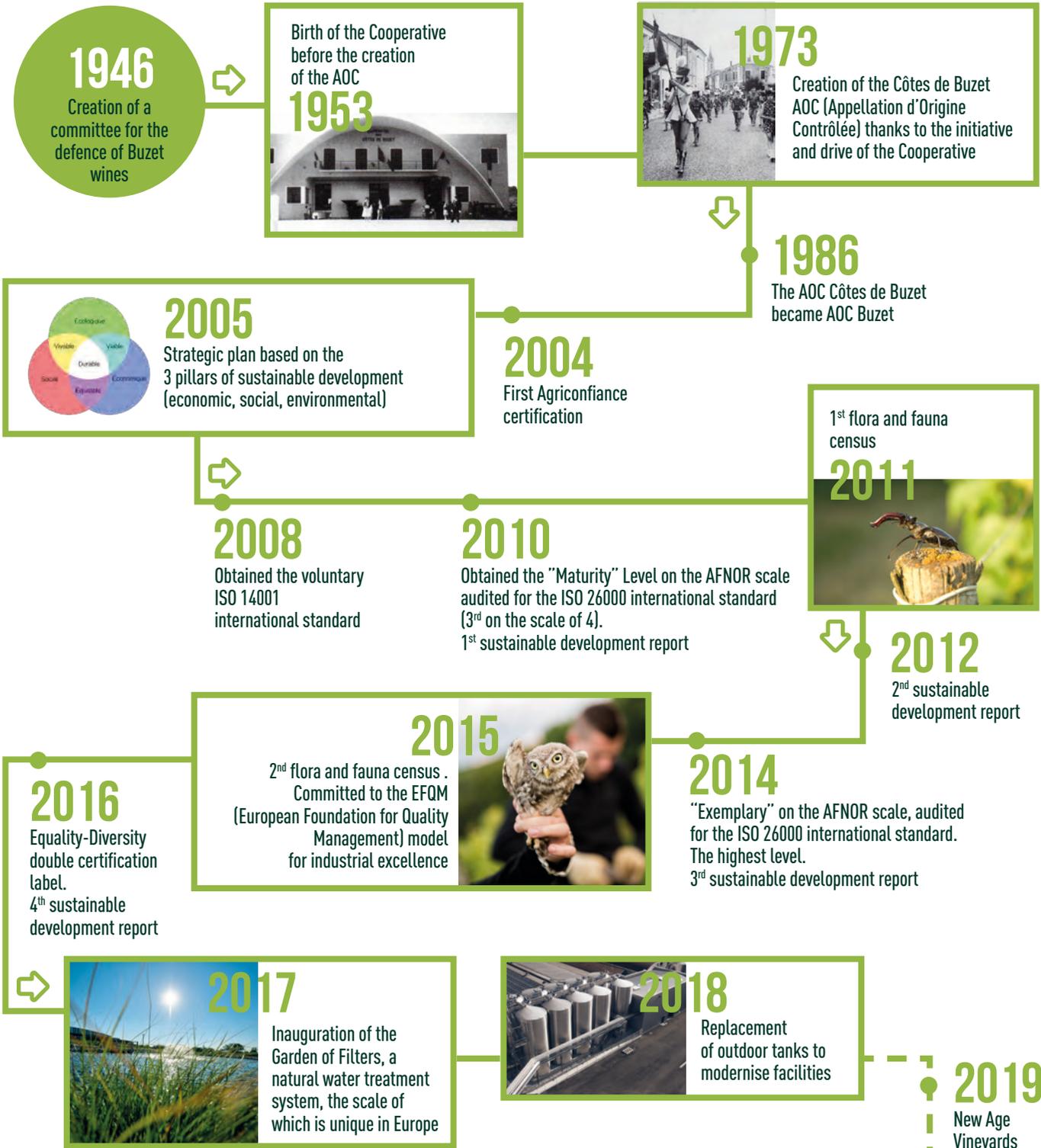
Making use of our technical expertise and a certain know-how, we have been able to eliminate the use of this additive without running the risk of altering the organoleptic qualities of our wines. We can produce a considerable volume of wine (over 10,000 hl a year) without added sulfites. So how stable are these wines? Well, we have been regularly carrying out vertical tasting tests since 2012, the year the first “sulphite free” wine was launched,...and they still taste great!

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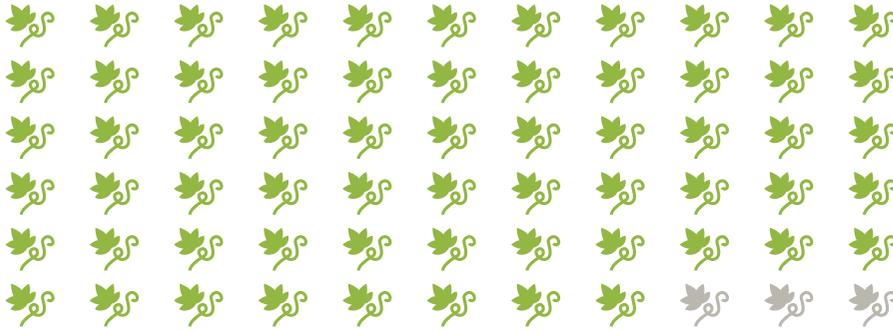
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SULPHUR DIOXIDE ADDED FROM THE HARVESTING OF OUR GRAPES TO THE AGEING OF OUR WINES
—

We have known since Louis Pasteur’s pioneering work that sulphur dioxide (referred to as “sulphur”) enables the conservation of wines. But we have only known more recently that it is classed as an allergen and can trigger an allergic reaction in certain people. Reducing it is therefore important to consumer health.

LES VIGNERONS DE BUZET KEY DATES



LES VIGNERONS DE BUZET KEY FIGURES



1,935 HA

I.E. 95% OF THE AOC BUZET APPELLATION



95
EMPLOYEES



184
WINEGROWERS

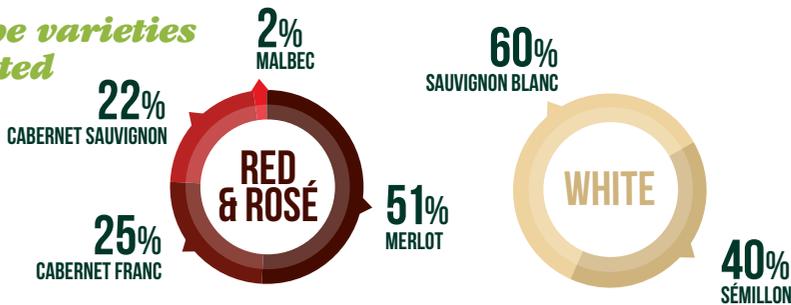
Sales



12 MILLION
BOTTLES SOLD
(75 CL EQUIVALENT)



Grape varieties planted

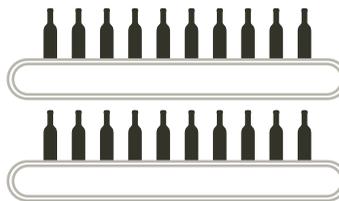


TURNOVER EX.TAX
(2017-2018 ESTIMATE)

Packaging



1 BAG-IN-BOX® PACKING LINE
WITH A SPEED OF 700 BIB/HOUR
(3-LITRE FORMAT)



2 BOTTLING LINES WITH A
COMBINED SPEED OF 20,000
BOTTLES/HOUR

2nd FRENCH FOOD
COMPANY
TO BE AWARDED
THE HIGHEST LEVEL
OF AFAQ 26000
CERTIFICATION LEVEL



LES VIGNERONS DE BUZET PROOF OF OUR COMMITMENT



NO, DESPITE APPEARANCES WE DON'T HAVE COLLECTOR'S MANIA! OUR IMPRESSIVE ARRAY OF TROPHIES, MEDALS, AWARDS, CERTIFICATIONS, AND QUALITY LABELS ARE SIMPLY PROOF OF OUR GENUINE COMMITMENT TO CSR (CORPORATE SOCIAL RESPONSIBILITY).

LES VIGNERONS DE BUZET'S ECOSYSTEM



ANY COMPANY IS INVOLVED IN A DIRECT OR INDIRECT RELATIONSHIP WITH ITS STAKEHOLDERS. THIS DIAGRAM REPRESENTS ALL THOSE INTERNAL OR EXTERNAL STAKEHOLDERS, WHICH HAVE SOME INVOLVEMENT WITH LES VIGNERONS DE BUZET. THIS ECOSYSTEM CAN EVOLVE OVER TIME AS EACH RELATIONSHIP PROGRESSES.

A COMPANY-WIDE QUALITY PRACTICE!

"TO MAKE GOOD CLEAN WINE AT THE BEST PRICE FOR THE CONSUMER, UNDER OPTIMAL CONDITIONS FOR THOSE FOR WHOM IT IS THEIR LIVELIHOOD WITH THE GREATEST RESPECT FOR BOTH MAN AND NATURE."



"What is clearly thought out can be clearly expressed", said Nicolas Boileau and these words accurately describe the spirit of our quality policy. We have a clear, eloquent and coherent vision of a practice that is part of our overall business strategy. This practice, established and consistently applied for over 12 years, is constantly adjusted to meet the requirements of our stakeholders, in order to ensure continuous improvement. The strategic routes and guiding principles for the achievement of this mission are set out on the right....

- › **Protect the vine** by protecting the soils and improving our monitoring of both.
- › **Create biodiversity** by serving the living environment to better work with it.
- › **Manage our consumption of natural resources** applying the "Avoid, Minimize, Compensate" motto.
- › **Think about our products' lifecycle** through a carefully considered policy that includes ecodesign and responsible purchasing.
- › **Be socially involved in our local community** and sustain our domaines' presence over the long-term.
- › **Maintain and improve our industrial and commercial performance** while preserving our responsible behaviour vis-à-vis the stakeholders.
- › **Reinforce our health, safety and well-being at work** policy within the Cooperative and on our members' wine domaines.
- › **Promote ethical principles**, along with those of equality and diversity, within our economic perimeter.
- › **Listen to customers and consumers** in order to meet their expectations in compliance with regulations and food safety.

“

WE DO NOT COMPROMISE ON THE QUALITY, CONTROL OR TRANSPARENCY OF OUR PRODUCTION. WE ARE DETERMINED TO ENSURE THE PROTECTION OF OUR QUALITY OF LIFE, OUR CONTRIBUTION TO THE LOCAL ECONOMY AND OUR RESPECT FOR THE MEN AND WOMEN WHO PLAY A FULL AND ACTIVE ROLE IN OUR DEVELOPMENT, AND THE HONEST AND TRANSPARENT COMMUNICATION OF THESE VALUES.

PIERRE PHILIPPE, MANAGING DIRECTOR.

AND TOMORROW?



LES VIGNERONS DE BUZET

Avenue des côtes de Buzet - BP 17
47160 BUZET-SUR-BAÏSE
FRANCE

Tél. : +33 (0)5 53 84 74 30

Mail : buzet@vignerons-buzet.fr

www.vignerons-buzet.fr



Editor-in-chief and publication manager:

Pierre Philippe

Editorial team: Pierre Philippe, Sebastien Bourguignon, David Bidegaray, Yoan Lecuona

Graphic design: Soleiado Communication

Photo credits: Julien Domec, Les Vignerons de Buzet, AdobeStock

Illustrations : Lorie De Brondeau, Pierre Chapelle, Vincent Compain, Gabrielle Dupin

Printing: IGS Imprimerie Graphic Sud



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