

# LE PETIT #43 Canard



FEBRUARY 2020

## EDITO

**In these troubled times**, the agricultural world needs to evolve and urgently define a new relationship with society. This new contract can only be established by integrating emerging social, economic, health and ecological concerns.

Understanding the expectations of citizen consumers means responding to the major environmental challenges of our time. We, the players within the agricultural world, now bear the responsibility for a systemic vision connecting Food, Health, Energy, Biodiversity and Climate!

We are aware of this, and we use this knowledge in our activities. And this knowledge, which we have been disseminating, must feed into and encourage our collective work. We, Les Vignerons de Buzet, tirelessly pursue this mission that has that "little something extra" that we have instilled into our cooperative venture.

We must be careful not to make sweeping generalisations, not all farmers or growers are alike, and it is reasonable to assume that none of them are exempt from criticism...; but one thing is certain, EVERYBODY can and will contribute to protecting the planet from climate change.

The fundamental cycles required for life have been disrupted in recent years. They used to be self-regulating, but are now directly affected by human activity. Because of its impact on global warming, the disruption of the carbon cycle is acknowledged and talked about by the general public; but what about the nitrogen cycle, which is much more severely impacted by human activity, not to mention the water cycle? These cycles are all linked. Should we remind people that plants, our raw materials, are at the juncture of all these cycles?

Agriculture - which more and more of us are wanting to redefine every day - is the primary solution for the planet. So, let's stop this constant "agri-bashing", and let's love agriculture instead, far more concerned with the common good.

Irreversibility is not a certainty, Miss Thunberg; let's rather draw our inspiration from what Antonio Gramsci wrote, in relation to reality: "We must combine the pessimism of the intellect with the optimism of the will"!



**AGRICULTURE  
IS THE PRIMARY  
SOLUTION  
FOR THE PLANET.**



Pierre Philippe, Managing Director



## "COOPERATIVES SO RESPONSABLE" CERTIFICATION

"CSR committed" at an "exemplary level" since 2014, Les Vignerons de Buzet are naturally one of a number of "Coopératives So Responsables".

Both Coop de France and AFNOR Certification are behind the "Coopératives So Responsables" label (a play on the English acronym for Corporate Social Responsibility - CSR), which is based on AFNOR Certification's "CSR committed" tool. This certification is a 1,000-point assessment measuring the maturity of the CSR approach in line with the ISO 26 000 standard.



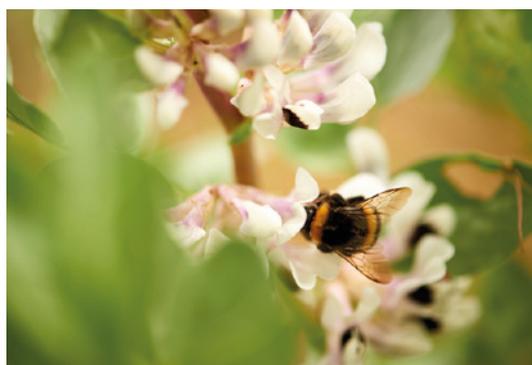
This 5-star hotel for insects was made by one of our winegrowers!

## HOME TO BEES AND SPIDERS

Our Gueyze vineyard is a fabulous place to live if you're a bee, spider, ladybird or lacewing. According to a study carried out between 2015 and 2018<sup>(1)</sup>, it's an even better place to live than any other vineyard.

At a time when insect populations are declining, the measurement of their number in the Gueyze vineyard reveals an **enormous variety of insects**. Their **diversity** (abundance of each species) is also at the highest level in comparison with all the other vineyards studied. The abundance and **homogeneous presence** of insects in the Gueyze vineyard are illustrative of a complex environment... in short, a **rich and healthy ecosystem!**

(1) Study carried out in the Gueyze vineyard by Flor'Insectes, an independent entomology laboratory, in 2018. Financed by BASF (RAK biocontrol methods and countryside study).



12 

**NUMBER OF SPECIES OF BEES COUNTED, INCLUDING SOME RARE SPECIES**

 85%

**More than 85% of the species listed are known to be species beneficial to the vine.**  
They naturally protect the vine by feeding on the larvae or insects that are harmful to the plant.

## INSECTS LIKE



### THE PRESENCE OF HEDGEROWS

The hedges and bushes in our vineyards act as attractive ecological corridors.



### COVER CROPS BETWEEN THE VINEYARD ROWS

We plant vegetation and allow it to develop between the vineyard rows.



### MELLIFEROUS FLOWERS

Among the plant species that we like to use, we plant a host of melliferous species that attract the pollinators.

## THE VINEYARD OF THE FUTURE COMES WITH TREES

Trees in the vineyards? This is one of the practices being tried out in our experimental vineyard! Some **1,500 trees** were planted at the end of January. Some among the rows of vines, others in hedgerows. Mixing trees and vines in the same area is a technique inspired by **agro-forestry** aimed at creating synergies that promote the well-being of the vine. The trees can also have a micro-climate effect on the plot.



Our 17-hectare experimental vineyard established in March 2019 is intended to be self-fertilising, resistant to bio-aggressors, with zero chemical inputs and adapted to climate change. 30 different growing methods are being tested (resistant grape varieties, Mediterranean grape varieties, agro-forestry, various pruning methods, etc.).

# TRADITION, THE INNOVATIVE AND ECO-FRIENDLY HERITAGE BRAND WITH A VINTAGE LOOK

Tradition is the taste of our past, and our present too. Tradition, our **heritage brand**, was born in 1987!

It has seen many innovations over the years, both in the vineyards and in our cellars. Tradition has been reborn with a bold, eco-designed bottle as an important part of our pledge to the environment.

This alliance between tradition and modernity is expressed in the brand's **retro look** adopted on the bottles and Bag-in-Box (BIB).

*Available in specialist channels, 75 cl and 37.5 cl bottles*

## A SHORT CAPSULE

5 mm shorter than average. In other words, over the total number of SKUs, 1 km less material!



## A PLANT-BASED CLOSURE

Made from plant-based polymers from renewable resources. Recyclable.

## AN ECO-DESIGNED LABEL

Plant-based ink. 37% reduction in paper weight (reduced size and weight).

## LIGHTWEIGHT BOTTLE

410g, 6.6 tons of CO<sub>2</sub> saved compared to the average weight of bottles of the same shape on the market.

# CÔTÉ TERRASSE BAG-IN-BOX

There's something new for supermarkets on the Bag-in-Box front! The Côté Terrasse brand is a new take on packaging design! Its bright colours shake up the genre, its format has been developed to be practical, its pouch designed to be useful!

**Practical format:** format known as "fridge" because it can be stored in them.

**Useful pouch:** the "tear tape" process facilitates recycling. The cardboard can be detached from the plastic bag.



*Available in supermarkets. 3L size.*

# CLOSURES WITH A NEUTRAL CARBON FOOTPRINT



Vinventions is developing its Nomacorc brand of closures and rolling out its **zero carbon footprint** offer.

All of our closures from Nomacorc, our leading supplier of closures, will now benefit from this environmentally-positive development.

The Normacorc closures we use are made from plant-based polymers **from renewable resources** (sugar cane) and are **recyclable**.

- 0** Zero carbon footprint
-  Made from plant-based polymers from renewable resources (sugar cane)
-  Recyclable

## “CHÂTEAU ET FABRIQUES DE BUZET” GETS TO KNOW ITS NEIGHBOURS



The **Château et Fabriques de Buzet association** invited its neighbours round for a drink at the start of January.

The château, bought by our cooperative in 2018, is entrusted to the “Château et Fabriques de Buzet

association”. This association runs projects to **preserve and develop** this patrimony, with its 11-hectare grounds, with an emphasis on **agro-ecological transition**.

Eric Pozzoli, the association's treasurer and Jean-Louis Molinié, the mayor of Buzet, were there to answer questions from local residents!

## THREE SOLID GOLD CAREERS!

Three employees received the Agricole Grand Or (Golden) Medal of Honour, in recognition of their 40+ years' service to the Les Vignerons de Buzet cooperative! This career milestone was celebrated in the presence of our member winegrowers and employees last November.



From left to right: **Vincent Leyre**, chairman of the supervisory board; **Claudine Sanmarty**, secretary within the sales support department (retired); **Patrick Schoen**, head of specialist channel sales (retired); **Mireille Berjou**, accounts receivable secretary; **Pierre Philippe**, managing director.

## DID YOU KNOW?

**1699: THE START OF THE HISTORY OF WINE IN OUR REGION**

1699: the first time a report stated what type of wine was being produced in the Buzet region and where it was being exported. Several similar descriptions were found subsequently, in the 1700s, attesting to the continuity of production. As for the statement “Wines of Buzet”, it only started appearing from the end of the 18th century.

*Excerpt from the work of historian Pierre Courroux, commissioned by the Cooperative to trace the history of Château de Buzet, Buzet Haut (the old village around the château, which became its grounds) and the château's vineyards.*



## UPCOMING EVENTS:

**WINE PARIS**  
10 TO 12 FEBRUARY 2020  
PARIS  
(trade show)

-----  
**PROWEIN**  
15 TO 17 MARCH 2020  
DÜSSELDORF  
(trade show)



THIS NEWSLETTER IS PRINTED AT GRAPHIC SUD, LOCATED LESS THAN 50 KM FROM OUR PREMISES. IT IS PRINTED ON PEFC PAPER FROM SUSTAINABLY-MANAGED FORESTS AND WHICH HAS TRAVELLED LESS THAN 150KM BETWEEN THE PAPER MILL AND THE PRINTERS.



**NOUS LES  
VIGNERONS  
DE BUZET**

Nous Les Vignerons de Buzet  
Av. des côtes de Buzet - BP 17  
47160 Buzet-sur-Baïse  
+33 (0)5 53 84 74 30  
buzet@vignerons-buzet.fr

[www.nouslesvigneronsdebuzet.fr](http://www.nouslesvigneronsdebuzet.fr)

