



Buzet-sur-Baise, 17/05/2017

AT LES VIGNERONS DE BUZET, THE VINES ARE TREATED MUSICALLY

After a 3-year trial of an innovative system developed by the Genodics company, which plays specific sound sequences in the vineyards in order to treat the vines, Les Vignerons de Buzet cooperative winery is rolling out the solution. On 17 May, 21 standalone sound speakers, "music boxes", were set up in the vineyards of 17 of the cooperative's wine growers.

If music affects our mood, why would it not have an effect on other living things and why not on the vine? This theory is what Les Vignerons de Buzet wanted to test with the Genodics company.



Sceptical at first (it has to be said!), but always open to trying alternative solutions, the cooperative installed a standalone speaker system to combat Esca (a fungus responsible for a lethal wood disease) on Domaine de Gueyze in 2015. This speaker broadcasts the same sound sequence twice, 8 times a day. The vibrations of this sequence of harmonized sounds stimulate the production of synthesis proteins in the vine's wood, its natural defence system, and inhibit those responsible for the development of the fungus.

When the first results came in, scepticism gave way to surprise. According to Pauline Castagnié, responsible for vineyard monitoring, *"A count of the sick plants before and after the installation of the system has shown a threefold drop in mortality!"*

Press Contacts

Alix Rovira – arovira@vignerons-buzet.fr – 05 53 84 88 14
Mariane Riboulet – mriboulet@vignerons-buzet.fr – 05 53 84 17 15
Les Vignerons de Buzet – www.vignerons-buzet.fr





In light of this quantified proof, the Cooperative decided to recommend the system to its wine growers. On 17 May, 21 speaker systems were set up in the vineyards of 17 wine growers.

*"This **innovative, non-invasive approach** is fully aligned with our commitment to sustainability. It works here in the fight against one of the most problematic diseases for the wine growers."*
Pauline Castagnié.

Genodics, a new approach to the living world, allows us to reinstate a "dialogue" between organisms by encouraging certain relationships through sound wave sequences. The patented technology was developed after 35 years' research carried out by Joël Sternheimer, a PhD in theoretical physics and, coincidentally, a musician!

Esca, a lethal wood disease

Leaves dry out, bunches deteriorate and the vine becomes necrotic. In some severe cases, the vine can die in just a few days. These are the symptoms of Esca, a particularly nasty wood disease that has the potential to render over 10% of some vineyards unproductive. Some may remember that the first defence against this disease was to treat the vines with sodium arsenite, a substance considered to be carcinogenic and therefore banned in 2001. The only solution found to date has been to replant the vine... and to wait for it to become productive. In this context, Genodics is an innovative and non-invasive way of combatting Esca.

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