



# THE ESSENTIAL

French certification, exclusively dedicated to the wine sector,  
recognized by the French Ministry of Agriculture and Food.



# Terra Vitis: what is it?

Terra Vitis is a **French certification**, exclusively dedicated to the wine sector, **recognized by the French Ministry of Agriculture and Food**.

Founded in 1998 in the **Beaujolais region** by a group of committed winemakers sharing the same love for a generous, dynamic land, cultivated with respect, Terra Vitis is based on the **three pillars of Sustainable Development**:



**ENVIRONMENTAL  
COMMITMENT**



**SOCIAL  
RESPONSIBILITY**



**ECONOMIC  
SUSTAINABILITY**

Within these three broad fields of application, Terra Vitis certifies that the winegrowing estates **comply with demanding, measurable specifications**, guiding the estates via an approach based on **responsibility and progress**.

For each wine estate, the **80 requirements** that make up the specifications are checked and certified on a yearly basis. Support is provided to the member - whether winemaker or grower - by the local Terra Vitis association and then audited by an independent, approved organization, guaranteeing professionalism and transparency.

Consequently, the Terra Vitis certification provides consumers with a **guarantee for certified, sustainable viticulture**. In effect in winegrowing areas throughout France with **over 1800 committed members**, it is the leading certification in the wine industry alongside the AB label (Agriculture Biologique) for organic agriculture.

## What's an environmental certification?

An environmental certification designates a company's **compliance with the requirements set defined** in the reference system used for the implementation of an environmental management system **has been verified by an accredited, external organization**.

In the wine trade, there are several certifications. The most well-known are: **Terra Vitis, Agriculture Biologique, Demeter, HVE**.

## Terra Vitis and other wine certifications

Recognizable on a bottle by its logo			
Name	AB Organic Agriculture	Terra Vitis	HVE High Environmental Value
Created in	1992	1998	2014
Only concerns winegrowing and wine	✗	✓	✗
Value-added label indicated	Organic wine	Sustainable Viticulture	Product of HEV establishment
Applies to the company	✗	✓	✓
Applies to the product	✓	✓	✗
Subject to annual audit by independent organization	✓ <i>(Independent organization approved by INAO)</i>	✓	✗ <i>(Audited every 18 months)</i>
Guarantees traceability from vineyard to glass	✓	✓	✗
Based on the three pillars of sustainable development	✗	✓	✗
Managed by	The European Union	Member winegrowers (association)	French Ministry of Agriculture and Food
Audits health and safety at the wine estate	✗	✓	✗
Audits wine estates' commitments to regulations	✗	✓	✗
Incorporates actions that limit the impact to the production on the surrounding environment	✓	✓	✗
Limits the use of phytosanitary products	✓ <i>(Banned except for biocontrol products)</i>	✓ <i>(Limitation &amp; justification)</i>	✗
Guarantees actions protecting biodiversity	✓	✓	✓
Limits the use of SO2 in wines	✓	✓	✗

✓ = YES ✗ = NO

# At the heart of the Terra Vitis certification: the three pillars of sustainable development

Terra Vitis is a **certification that has belonged to its members** since 1998.

The way Terra Vitis operates as an association, conveying the **fundamental values** of the approach, has given it a **permanent foothold in the field** since the beginning, **as close as possible to the work and daily life of the producers**, who are attentive to the overall coherence of their actions.

With that in mind, the specifications help the winegrowers achieve **exemplary management** by providing a comprehensive and complex vision of their wine estates. So, it is quite logical that the frame of reference has been created and enriched over the past 20 years based on the **three fundamental pillars of sustainable development** in order to meet all the criteria required for:

Protecting human beings, the environment and the economic viability of the company.

“

*Sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.*

**Mrs Gro Harlem Brundtland**  
Norwegian Prime Minister (1987)

**At the 1992** Earth Summit, held under the aegis of the United Nations, formalized the concept of sustainable development and its three pillars (economic/environmental/social): **economically efficient, socially equitable and environmentally sustainable development.**

# Ensuring the environmental commitment

Terra Vitis ensures the environmental commitment of winegrowers through:



## Preservation of the ecological balance between natural and cultivated environments

In order to promote healthy vines - a pledge of quality for Terra Vitis wines - each intervention made by a winegrower is **well-justified and thought-out, to limit its impact and foster balance between natural and cultivated environments.**



## Implementation of natural pest control methods

Following a set of good practices to **preserve biodiversity and develop living soils** is an integral part of the Terra Vitis specifications (e.g.: preserve plant cover, maintain hedges and trees, use technical alternatives to treatments).



## Input reduction strategy

Terra Vitis guarantees the **use of phytosanitary products are kept to a strict minimum** and only used when no other alternatives exist. If used, each application is adapted through in-field observations and recorded, so it can be audited.



*"All our actions are designed to **encourage the implantation of different species of insects** as much as possible in order to regulate populations naturally, whether pests or beneficial insects, which all live in the vineyard ecosystem."*

Clément Brun

Château Cavalier, Côtes-de-Provence

# Auditing social responsibility

Terra Vitis audits social responsibility through:



## The guarantee of product traceability throughout production

From the vine to the glass, **traceability** is a fundamental part of the Terra Vitis specifications which makes it possible to offer consumers a **quality guarantee**.



## Site safety and hygiene

Terra Vitis guarantees compliance **with HACCP hygiene protocols and validates the safety** of the technical facilities to protect workers, surrounding areas and consumers.



## Training for employees and managers

**Lifelong training** is a powerful lever for better job management and health protection. Terra Vitis members therefore need **training** on a regular basis.



*“Terra Vitis is a **genuine quality system** adapted to winegrowing. For a winery like Vinescence, the approach strengthens the working environment of our members and makes them aware of their responsibility in choosing the inputs required for protecting the vines (reduction, safety, diversity). **Consequently, from the vine to the bottle, everything is controlled and traced.**”*

**Caroline Roux** - Vineyard technician  
Vinescence, Beaujolais

# Boosting economic sustainability

Terra Vitis boosts the economic sustainability of vineyards through:

## Ensuring compliance with regulations



The Terra Vitis specifications – **demanding and structuring** – ensure good administrative management of the companies involved and makes it possible to **validate the compliance with the various regulations and standards in effect.**

## Comprehensive and sustainable vineyard management



Terra Vitis plays a role with respect to all the factors that determine **the good vineyard management and operation**, thus enhancing the three-part performance: environmental, social and economic.

## A coherent and reputable national certification

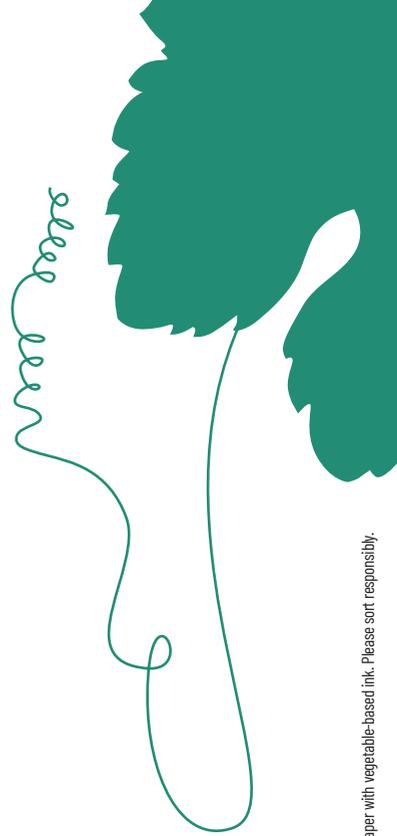


Acknowledged by the French Ministry of Agriculture and used in vineyards throughout France, Terra Vitis ensures the **national coherence** of its certification and brings together several hundred stakeholders **committed to the future of the wine industry.**



*"It's an approach that encompasses all our operations a little: from tilling to trimming and including leaf thinning – operations that are aimed at grape quality, and that exist to enhance our terroirs, and above all, our products!"*

**Laurent Monnet** – Vineyard Manager  
Château de Santenay, Bourgogne



*"Sometimes, I say that Terra Vitis is about putting **common sense back at the center of our agricultural practices!** The basic statement that sums Terra Vitis up well is "I do what I write, and I write what I do"; that implies total transparency in our practices, and I think that's a real plus for the consumer."*

**Marie Courselle** - Winegrower  
Château Thieuley, Entre-deux-mers

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[www.terravitis.com](http://www.terravitis.com)

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