

FROM VINE TO GLASS: A PIONEERING, SUSTAINABLE, GLOBAL APPROACH



# NOTE FROM THE EDITOR

Terra Vitis? What is the meaning of this name and logo found on certain bottles of French wine?

Some may hazard a guess that since it's Latin, it must be something serious... perhaps a commitment or a pledge of quality.

Others may notice the label also mentions 'sustainable farming,' another clue. What does this involve? Viticulture that respects the environment? That respects people? That strives to be sustainable?

Terra Vitis is all this and more. It is the only nationwide certification to date for wine in France that guarantees the winegrower is committed to responsible and sustainable viticulture. Viticulture that respects people, the environment and the economic viability of the estate.

A certification that was conceived and introduced by pioneering winegrowers dedicated to making good wine with the best practices, for today and for tomorrow.

In 2023, Terra Vitis will celebrate its 25th anniversary, the occasion to pay tribute to these visionary grape farmers and winegrowers who have taken up the challenge to embrace a different way of winemaking.

Forging the path, they are now bringing together other winegrowers convinced that 100% sustainable winegrowing is possible.

LET'S MEET THEM!

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# TERRA VITIS: A STRONG AND COMMITTED COLLECTIVE

Terra Vitis was founded 25 years ago by a group of French winegrowers from the Beaujolais region. Early on, these pioneers began to question the broader impact of viticulture: environmental, but also social and economic. They were driven by the desire to offer a quality product from healthy land worked with respect and common sense.

# A CONVICTION THAT ANOTHER KIND OF VITICULTURE IS POSSIBLE

Based on the shared conviction that a more sustainable alternative to conventional winegrowing was possible, these winegrowers created the Terra Vitis non-profit organisation in 1998. This collective would reflect their ambition to share and learn from each other's experiences in order to reimagine a viticulture that respects both people and the planet.

These founding members were soon joined by others from winegrowing regions all over France who identified with this innovative initiative and wanted to help it develop.

Their discussions and efforts would give rise to the **Fédération Nationale Terra Vitis** and the **Terra Vitis label** in 2001. This certification recognises a commitment to sustainable viticulture, encouraging participating grape farmers and winegrowers to engage in an approach of continuous improvement.

In the understanding that sustainability requires a holistic view of the overall ecosystem, Terra Vitis certification is based on the **three pillars of sustainable development:** environmental commitment / social responsibility / economic sustainability.

TERRA VITIS IS THE ONLY NATIONAL,
GLOBAL CERTIFICATION FOR
SUSTAINABLE VITICULTURE RECOGNISED
BY THE FRENCH MINISTRY OF
AGRICULTURE AND FOOD AND SPECIFIC
TO THE WINE SECTOR



1998

Terra Vitis was founded in the Beaujolais region by a handful

2000



in the Loire, Rhône and & Rhône-Méditerranée)



Creation of the Fédération interested in the Beaujolais initiative and the launch of the Terra Vitis certification

2002

Creation of a regional branch in Bordeaux (Terra Vitis 2009



sheets' to facilitate experience a sheet from a list to go further



- Obtained the equivalent of Level 2 Ministry of Agriculture

2014

Creation of a regiona





- The consumers' brand **C'est** qui le Patron ?! chooses Terra social and environmental
- Creation of a regional branch in Burgundy (Terra Vitis

2020



1000

2021

- reaching 1876 members (+35% from 2020)
- Wine Round Table consortium

TERRA VITIS JOINS THE DECISION-MAKING BODY OF THE SUSTAINABLE WINE ROUND TABLE CONSORTIUM

## A NETWORK THAT DRAWS

### ITS STRENGTH FROM TEAMWORK

Today, Terra Vitis has 1924 members and counting, a wide network that brings together grape farmers and winegrowers who share the same values, the same passion for vines and for wine, and the same mission to promote sustainable viticulture.

Joining Terra Vitis is a commitment to share experiences and to enhance knowledge through meetings in order to move forward. It means accepting a mindset to constantly strive to improve and to disseminate the organisation's values more widely.

79 TRYING TO GO IT ALONE IS A RECIPE FOR FAILURE! TERRA VITIS HAS ALLOWED US TO POOL OUR EXPERIENCES, SO THAT ALL THE MEMBERS OF THE COLLECTIVE CAN MAKE PROGRESS IN THEIR OWN VINEYARDS TO PRODUCE GRAPES OF BETTER QUALITY IN THE INTEREST OF THE END CONSUMER. 66

> Didier Avenet, winegrower in Montlouis-sur-Loire, member of Terra Vitis Loire





## REGIONAL AND NATIONAL LEVEL

Terra Vitis offers practical support in the field and a local presence through its seven regional branches:

TERRA VITIS Alsace
TERRA VITIS Beaujolais - Rhône Alpes
TERRA VITIS Bourgogne Franche-Comté
TERRA VITIS Bordeaux
TERRA VITIS Loire
TERRA VITIS Rhône Méditerranée
TERRA VITIS Vignoble Champenois

The **Fédération Nationale Terra Vitis** acts as a coordinator, working closely with the regional branches to ensure the consistent application of standards allowing Terra Vitis certification across the country. It also plays an **institutional role**, representing Terra Vitis certification at both national and international levels. It is responsible for **communicating internally and externally** to promote Terra Vitis certification to three key audiences: consumers, Terra Vitis members, and wine trade members. Lastly, the federation acts in **a legal capacity to protect and defend** the Terra Vitis label on behalf of its members.

At a local level, **the regional branches are the foundation of Terra Vitis.** They relay the interests, needs and experiences of winegrowers and viticulture in their region to the national federation. In turn, their role is to transmit the shared objectives defined at the national level and unify their members around these.



## STRONG SUPPORT THROUGHOUT THE CERTIFICATION PROCESS

Members benefit from the support of their regional branch and the national federation **to work towards certification,** from the initial assessment of their vineyards to the granting of the label. Training and guidance from experts are given to help winegrowers implement the requirements to meet the Terra Vitis standards in their vineyards and to better understand the process.

In the interest of complete transparency, every annual audit of a vineyard to verify certification is carried out with accredited external bodies. From day to day, Terra Vitis encourages winegrowers to share information about their practices to help other members of the organisation learn from them and be inspired to go even further.

In the last five years, the number of Terra Vitis members has doubled, proof that the sustainable approach at the heart of the organisation's mission meets the real concerns of winegrowers and beyond.





1924 members

including



**1842** grape farmers and winegrowers



**61** cooperative wineries



and 32 wine négociants



7 winegrowing regions

**5** % of French vineyards



9











220 AOP or IGP designations

# A COMPREHENSIVE AND STRINGENT LABEL

Today, 53.4% of consumers check a wine bottle for an environmental label when making a purchase, yet few know what the multiple labels really mean. Terra Vitis stands out from the crowd in several ways.

HIIIIHHIIIIH

# A GLOBAL APPROACH GROUNDED IN THE PRACTICAL REALITY OF THE FIELD

First of all, Terra Vitis is specific to the wine sector. It is the only certification that applies not only to the product, but to the winemaking process as well as to the winemaker. Giving equal importance to the three pillars of sustainable development, it concerns all stages of wine production, from vine to wine glass. In fact, it goes even further, involving all aspects of the grape farmer's or winegrower's profession. Its mission: protecting people, the environment and the economic viability of the estate.

It is also differentiated by its **understanding of the field.** The Terra Vitis standards were conceived by
experienced winegrowers with deep knowledge
of the day-to-day reality of the profession and for
whom a **sound integral approach** is essential. Their
collective practical experience is channelled in the
Terra Vitis certification specifications, allowing these
to continually evolve and improve. This **pragmatic approach** developed by and for winegrowers is the
source of the strength of Terra Vitis.

99 LOFTEN SAY THAT
TERRA VITIS IS ABOUT
PUTTING COMMON SENSE
BACK INTO OUR AGRICULTURAL
PRACTICES 66

Marie Courselle, Château de Thieuley, member of Terra Vitis Bordeaux

#### A STRICT AND BINDING SET OF STANDARDS

Terra Vitis certification requires following a rigorous set of standards. These include 80 check points that the winegrower must pass to obtain certification for the wines of a given year's vintage. These exhaustive and strict requirements entail exemplary transparency in methods and end-to-end traceability of the product.

Beyond providing a certification framework, these standards also serve as a **guide** for winegrowers who want to **manage their vineyards in a more sustainable way.** Terra Vitis encourages responsibility in grape farming and winegrowing and supports all steps towards this as progress.

By accepting Terra Vitis standards, winegrowers commit to an approach of environmental, social and economic sustainability.

#### AN EVOLVING APPROACH

The Terra Vitis specifications **rest on the pillars of sustainable development but continue to be refined over time,** taking into account technical developments and scientific advances, feedback from the field and, above all, the emerging challenges facing winegrowers, such as water or energy shortages, extreme heat episodes or recruitment issues.

In its objective of promoting 100% responsible and sustainable viticulture, each year the federation takes up new issues that help to achieve this. Over the 25 years of its existence, Terra Vitis has continually updated its standards to ensure that winegrowing methods are increasingly 'fair' for the environment, for the consumer and for the winegrower.

FROM STRINGENT STANDARDS TO CERTIFICATION

SIGNIFICANT DEVELOPMENTS

2004

New environmental and social standard Waste management

2005

New social standard Risk analysis and control (HACCP method)

2011

New environmental standard

Biodiversity: introduction of agroecological infrastructure

2012
Ministry of Agriculture environmental certification Level 2

2014 .....

New social standard

Limitation of additives (SO2)

2018 .....

New social standard

Implementation of a proximity protocol / residents' charter

2019

New environmental standard

Introduction of the Treatment Frequency Index (TFI)

2020

New environmental standard

Formal adoption of High Environmental Value (HEV) criteria

2023/25 .....

Topics being explored

Water - Energy - Carbon - Sustainable procurement Eco-design

TO SUSTAINABLE DEVELOPMENT



The first cornerstone of the Terra Vitis approach is the protection of the environment. This is integral to the commitment of every member of our organisation.

It is translated through concrete actions that aim to:

- > Protect water, soil and air from pollution
- Promote biodiversity by maintaining the natural balance of soils and ecosystems
- Optimise and limit the use of natural resources and raw materials
- > Ensure energy efficiency in all operations

All the actions adopted by Terra Vitis winegrowers are the result of pooling individual experiences and a strong connection to the land and its realities, driven by a concern for sustainable agriculture. Their goal is to be able to **pass on their winemaking heritage to future generations** and ensure that it is sustainable today and tomorrow.



#### **SOME CONCRETE ACTIONS:**

- > Biological control of insect pests with the preypredator model: for example, at domaine Ligier in the Jura. This is based on providing habitats to natural enemies of grapevine pests.
- Protection of biodiversity through the (re)creation of natural habitats: for example, the Château de Santenay in Burgundy.
- > Reuse of viticulture by-product biomass, for example, at the Château de l'Éclair vineyard in Beaujolais. Pruned vine shoots are shredded and used as compost, providing the soil with organic matter and leading to healthier, better oxygenated soil that nourishes grapevines.

99 MY DECISION TO JOIN TERRA VITIS WAS PROMPTED
BY MY LOVE FOR NATURE AND A DESIRE TO PROTECT LOCAL
BIODIVERSITY. FOR ME, THERE WAS NO DOUBT ABOUT IT. 66

Philippe Raimbault,

Domaine Philippe Raimbault / member of Terra Vitis Loire

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Sustainable wine production also means doing everything possible to ensure the well-being and safety of all: from vineyard and winery employees to the consumer, as well as those in proximity to vineyards. To this end, Terra Vitis includes social responsibility in its certification standards.

This is translated through concrete actions that aim to ensure:

- The safety and well-being of employees
- The safety of the consumer and those in proximity to vineyards
- > The quality of the product
- Quality control and traceability
- > The health and well-being of all

Each of these standards has been designed to meet the safety regulations in force, the concerns of sustainable development, and the realities of the field. **Best practices are decided through collective consideration** and the pooling of each member's experiences. At Terra Vitis certified vineyards and wineries, this commitment can take different forms: professional training for employees, public meetings with local residents, regular risk assessments, etc.



#### **SOME CONCRETE ACTIONS:**

- Product quality: limiting the use of sulphites in wines in the interest of consumer health: for example, at Sophie and Marie Courselle's Château de Thieuley in Bordeaux. These winemakers are able to reduce sulphites during the winemaking process by stirring up the lees left over from the yeast to prevent oxidation and preserve the quality of the wine.
- Employee well-being / improving difficult work conditions: introducing innovations to assist strenuous manual work: for example, at the Château de l'Éclair in Beaujolais. This winery tested a powered exoskeleton for the legs of workers pruning vines that allows them to sit and provides support, reducing strain on the back.
- > Transparency and traceability: ensuring the origin of Terra Vitis grapes: for example, at the Ormarine cooperative winery (IGP Pays d'Oc). This winery loads Terra Vitis grapes at specific docks and crushes them with specific winepresses: the entire process is kept separate to guarantee traceability at every stage.

99 FROM THE VINE TO THE BOTTLE, TERRA VITIS ENSURES END-TO-END TRACEABILITY OF THE ENVIRONMENTAL AND SOCIAL COMMITMENTS OF THE WINEGROWING OPERATION. THIS FRENCH LABEL IS GAINING MORE AND MORE SUPPORTERS, IN PARTICULAR BECAUSE IT TAKES INTO ACCOUNT NEW STANDARDS OF SOCIAL RESPONSIBILITY. 66

#### Claire Clavel.

Domaine Clavel / member of Terra Vitis Rhône Méditérranée



The long-term survival of vineyards and wineries is a crucial concern in the wine sector. As this is one of the pillars of sustainable development, Terra Vitis includes this aspect in its certification. Ensuring the resilience of vineyards makes possible the transmission of this heritage to future generations.

Through its support of holistic and sustainable winegrowing practices, Terra Vitis helps members consider the impact of each of their actions now and in the long term. This is translated through concrete actions that aim to:

- Secure and improve the viability of their business and their vineyards
- Allow recognition of their work and methods with a label
- Ensure the transmission of a viable activity to future generations

Achieving this requires the implementation of measures taking a long view that aim to maintain vineyards, to ensure healthy vines and soils, to choose adapted grape varieties (endemic, suited to changing conditions, etc.) and to put in place fair and sound economic management.

In turn, Terra Vitis ensures that the work and commitment of its member winegrowers are acknowledged and valued through its certification recognised by the Ministry of Agriculture and Food.



#### **SOME CONCRETE ACTIONS:**

- Adaptation to climate change to ensure the sustainability of a vineyard, as at the Domaine de La Croix Arpin in Auvergne, where Pierre Goigoux has chosen to plant Damas, a native grape variety.
- Adopting environmentally-friendly actions to help combat climate change, as at Pierre and Christine Jacolin's Le Prieuré winery in the Loire Valley, where lighter bottles are used in order to reduce carbon footprint during bottle manufacture, transport and recycling.
- 'Buying local' to contribute to the viability of the business and the area, as at the Domaine Fumey Tassin in Champagne, which prioritises local suppliers from the Aube département for its labels and vine stakes.

TERRA VITIS IS ALSO
A WAY OF FARMING OUR VINES
IN A SUSTAINABLE WAY, IT'S
LIKE SAYING, 'I HOPE THAT IN
50 OR 100 YEARS' TIME WE'LL
STILL BE ABLE TO FARM VINES
IN THESE PLACES. 66

**Jean-Paul Ostermann,**Domaine Ostermann / member of Terra Vitis Alsace

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Individuals show a desire to play their part, with 44%\* of French people saying they are committed to sustainable consumption.

Their main motivation is to reduce their environmental footprint and to have a positive social impact, as well as to support the economy of their country, region and locality.

When buying wine, 53.4%\*\* of French consumers look for an environmental label and are willing to pay more for this certification. This percentage reaches 66% of 18-35 year olds and 69% of those who buy wine regularly.

Based on the three pillars of sustainable development, Terra Vitis certification is a guarantee that meets all these concerns and allows consumers to be confident that they are actively participating in sustainable consumption.

Choosing a wine with the Terra Vitis label is a choice for a wine that has been produced with care and respect for people and the planet. Choosing a wine with the Terra Vitis label is also a choice to support sustainable winegrowing and to contribute to the preservation of France's winegrowing heritage and expertise.

WHY CONSUMERS SAY THEY CHOOSE WINE WITH AN ENVIRONMENTAL LABEL

> 46% For the quality of the wine

44% To protect the environment

**36**% To know the origin of the wine

> 28% For health reasons

22%

To protect the health of wine producers

\* From a study conducted by ObSoCo (L'Observatoire Société et Consommation: The Society and Consumption Observatory) in January 2021

\* Baromètre SoWine I Dynata 2022



**99** WE REPORT WHAT WE DO. THE CONSUMER. 66

#### Sophie et Marie Courselle,

members of Terra Vitis Bordeaux

#### A GUARANTEE OF TRUST AND SAFETY

a survey conducted by the LSA retail magazine for Avery distributors and producers to focus their CSR efforts on traceability. In Terra Vitis certification, traceability is a **core value.** The label is a guarantee of the commitment glass, is monitored to ensure the end-to-end traceability

#### A RECOGNITION FOR THE WORK OF WINEGROWERS WHO ARE MEETING HIGH SUSTAINABILITY **STANDARDS**

Terra Vitis is both a network that provides knowledge sharing and support to its members and a label that recognises their commitment and their day-today work. This label is a tangible symbol of their good

PROVE IT: 'WE ARE CERTIFIED'. 66

Jean-Paul Ostermann.

member of Terra Vitis Alsace





Internally, the implementation of the practices required for certification unifies our members, who can count on the organisation's support to help them

meet high sustainability standards in a spirit of continuous innovation.

Last but not least, the holistic approach of Terra Vitis ensures viticulture that is viable and resilient, viticulture that takes a long view and respects people without compromising the planet or its resources.

99 Beyond wanting our restaurant and wine merchant clients to be aware of our environmentally friendly practices, Terra Vitis is a way to communicate what we're doing with our employees. Changing attitudes, accepting new practices such as planting ground cover, working the soil, reducing pesticides and fertilisers, monitoring pests and respecting thresholds of pest prevention is not always easy for everyone. WORKING TO A SPECIFIC SET OF STANDARDS HAS BECOME A SHARED OBJECTIVE THAT IS MOTIVATING AND UNIFYING.

**Didier Thevenet,** Château de Corcelles, member of Terra Vitis Beaujolais



# TERRA VITIS: 25 YEARS ON, AND

# 25 YEARS ON, AND MORE ESSENTIAL THAN EVER

Our organisation has now been active for 25 years, the span of a generation... a generation that has been visionary in imagining a model able to meet society's challenges, offering a quality product that unites winegrowers around a common goal.

Today, with the climate crisis a clear and present danger, these concerns are more essential than ever: for winegrowers, for consumers and for the environment.

Terra Vitis will continue to forge an alternative path, and more and more people will join us, determined to do their part and act in line with their values.

Choosing a Terra Vitis wine is an affirmation of a sustainable, socially responsible approach. For our members and for consumers, it is a choice that gives meaning to making and drinking wine in the knowledge that it respects people, heritage and the planet.

This pledge is one that Terra Vitis will continue to honour.

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#### www.terravitis.com









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