

# WHAT DOES CHOOSING A TERRA VITIS CERTIFIED WINE MEAN IN PRACTICE?

The Terra Vitis certification is the guarantee of a quality wine made using sustainable methods from the vine to the glass. For 25 years, Terra Vitis has brought together grape farmers and winemakers who are committed to

THE ENVIRONMENT, TO SOCIETY AND TO THE VITICULTURE OF THE FUTURE.

## IN PRACTICE, THIS CHANGES EVERYTHING.



SUSTAINABLE

  
**TERRA  
VITIS**  
FARMING

## 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 "responsible viticulture", 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. To date, it is **the only nationwide certification 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 business.

A certification that was conceived and introduced 25 years ago by pioneering winegrowers dedicated to making good wine with the best practices, for today and for tomorrow.

## A STRONG AND COMMITTED COLLECTIVE

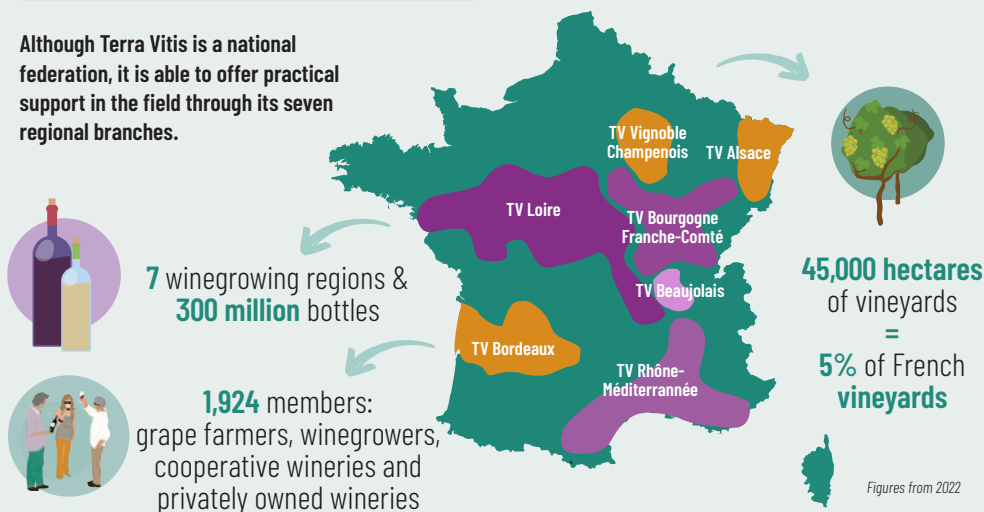
Terra Vitis was founded 25 years ago by a group of French winegrowers from the Beaujolais region. Early on, these pioneers began to question the broader impact of viticulture: environmental, but also social and economic. They were motivated by the desire to offer a quality product from healthy land worked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

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.**

Their efforts would give rise to the Terra Vitis Fédération Nationale and the Terra Vitis certification in 2001.

## A NETWORK THAT ACTS AT A NATIONAL AND REGIONAL LEVEL

Although Terra Vitis is a national federation, it is able to offer practical support in the field through its seven regional branches.



## A LABEL BASED ON STRICT STANDARDS

Terra Vitis certification guarantees that a wine and the vineyards from which it is made meet a rigorous set of standards based on three pillars of sustainable development:

- › ENVIRONMENTAL SUSTAINABILITY
- › SOCIAL RESPONSIBILITY
- › ECONOMIC VIABILITY

Adherence to these standards is ensured through monitoring every year by an accredited independent organisation.

## WHAT DOES THE LABEL GUARANTEE?

- › **Transparency & traceability:** all Terra Vitis wines are traced from the vine to the bottle and every action is considered, justified and documented.
- › **Comprehensiveness:** all three pillars of sustainable development are taken into account.
- › **Consistency:** a deep understanding of the field, practical experience and local presence allow a sound integral approach in supporting the day-to-day actions of our members.

## TERRA VITIS CERTIFICATION

- › 100% independent, created by and for grape farmers and winegrowers
- › A label specific to the wine sector
- › Applies to the full winemaking process as well as the product
- › Gives equal importance to the three cornerstones of sustainable development: environmental sustainability, social responsibility and economic viability
- › Continual improvement of standards informed by experience in the field
- › Health, safety and regulatory monitoring of vineyards and wineries
- › Managed by member grape farmers and winegrowers



## CONSUMER BEHAVIOUR

- 46%** choose wine with an environmental label as a guarantee of quality,
- 44%** to protect the environment,
- 36%** to know the origin,
- 28%** for health reasons,
- 22 %** to protect the health of wine producers. <sup>(1)</sup>

**Wine merchants:**  
**#1 place** to buy wines that respect the environment (23% of consumers)

**21 %** state that the Terra Vitis label influences their purchase of a wine. <sup>(2)</sup>

(1) Source: Baromètre Savine/Dynata 2022 / (2) From a study conducted by Tout Le Vin 'Environmental wine labels: awareness and image in France 2022'

## WHAT DOES TERRA VITIS GUARANTEE FOR CONSUMERS?

- › A quality product with end-to-end traceability
- › A product that is sustainable and responsible
- › A fair product that supports French winemaking
- › A product that respects and protects the environment
- › A product that contributes to preserving France's winegrowing heritage and expertise
- › A product that ensures the transmission of this heritage to future generations

# Every day, we work to:

PROTECT WATER, AIR, SOIL, BIODIVERSITY  
AND NATURAL RESOURCES

PRODUCE QUALITY WINES THAT ENSURE  
THE HEALTH AND SAFETY OF ALL

PROMOTE VITICULTURE THAT IS  
RESILIENT AND SUSTAINABLE

## THE ENVIRONMENT

*Promote animal and plant biodiversity in our vineyards / Pass on fertile and healthy soil to tomorrow's winegrowers  
Limit the use of water and natural resources / Continuously improve energy efficiency*

*Terra Vitis promotes best practices:*



### IN THE VINEYARDS

#### Biological control of insect pests and diseases

- Habitats for natural enemies of grapevine pests
- Use of leaf removal and curation to treat diseases
- "Sexual confusion" to disrupt mating and prevent reproduction of pests



#### Conservation of healthy soil

- Limited use of weeding and agricultural machinery
- Presence of earthworms for natural soil maintenance

#### Limited and carefully considered operations

- Limited use of agricultural machinery to reduce CO2 emissions and protect the species present
- Analysis of grapevine requirements to make operations as efficient as possible
- Treatments that respect the environment and people



#### Optimised water management

- Rainwater harvesting
- Drip irrigation



### IN THE WINERY

#### Optimised water and energy management

- Use of water-saving pressure washers
- Installation of solar panels in certain wineries



#### Responsible waste management

- Waste sorting and recycling
- Secure storage of non-recyclable waste

#### Reuse of viticulture by-product biomass

- Shredding of pruned canes to use as compost
- Use of canes to make stakes and ties
- Reuse of grape marc for other activities



#### Minimised packaging

- Lighter bottles
- Recycled or recyclable packaging materials
- Reuse of packaging at the winery



### ON THE ESTATE

#### Habitats for pollinating insects

- Beehives
- Insect hotels
- Planting of flowering plants attractive to bees



#### Practice of agroforestry

- Planting of trees, shrubs and hedges
- Creation of a balanced natural environment between wild and cultivated areas



#### Preservation of a wildlife-friendly environment

- No pruning in spring during the nesting period of birds
- Installation of bat nesting boxes

## SOCIETY

*Produce quality wines / Respect grape varieties and terroirs / Reduce occupational risks for winegrowers and vineyard employees / Promote good relations with those in the proximity of vineyards / Ensure the health and well-being of all (employees, neighbours, consumers)*

*Terra Vitis promotes best practices:*



### IN THE VINEYARDS

#### Working conditions that ensure health and safety through training and protective equipment

#### Access to professional training



Alerts sent to neighbours before vineyard operations



### IN THE WINERY

#### Limited use of sulphites



Cleaning and maintenance of facilities and equipment



### ON THE ESTATE

Traceability at every stage of the product, from the vine to the bottle

Full transparency of the production process



Verification of adherence to Terra Vitis standards by an independent organisation

Identification and prevention of occupational risks



## THE VITICULTURE OF THE FUTURE

*Recognise the sustainable practices of grape farmers and winegrowers / Ensure the economic viability of their businesses / Foster the transmission of a viable activity to future generations / Safeguard healthy soils*

*Terra Vitis promotes best practices:*



### IN THE VINEYARDS

#### Maintenance of a balanced natural environment

Leaving land fallow to allow soil regeneration

Avoidance of chemical methods to devitalize vines



### AT THE ESTATE

Sustainable choices at every level: suppliers, partners, equipment maintenance, etc.



Preservation of vineyards for the future

Cost management



### TERRA VITIS NETWORK

Sharing of experience and knowledge

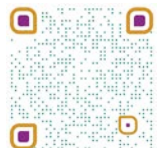
Recognition of sustainable practices with a label



Annual certification that acknowledges the work of member winegrowers

Audited by the local Terra Vitis organisation or by an approved independent body (Afnor, Certipaq or Ocacia).

FIND OUT MORE ABOUT OUR VALUES AND ACTIONS AT [WWW.TERRAVITIS.COM](http://WWW.TERRAVITIS.COM)  
AND WATCH THE VIDEO OF THE SUSTAINABLE PRACTICES OF OUR MEMBERS BY SCANNING



# IS THERE ANOTHER WAY TO MAKE WINE?

An alternative way that allows viticulture to be 100% responsible.

An approach that is truly sustainable and global, from vine to wine glass.

For **25 years**, TERRA VITIS members have put their faith in this alternative route.

For **25 years** we have been working alongside those who want to work well, and to work better.

For **25 years** we have been certifying their environmental, social and economic practices.

From grape farmers to winegrowers, be they independent or cooperative members, our **1,800 members** are committed to this pioneering, voluntary approach.

**ALL** our members have chosen to strive for a balance between environmental respect, the well-being of people, and the longevity of their businesses.

**ALL** our members respect our strict rules and submit to stringent annual checks.

**ALL** our members accept the need for total transparency in their way of working and the traceability of their wines.

**ALL** our members continually question their practices with the aim of being ever-more respectful of nature, and ever-more in line with consumer expectations.

**ALL** our members are working towards passing on their vines, their businesses and know-how.

**ALL** our members are certified TERRA VITIS – the only national certification for responsible viticulture, specific to the wine sector and recognised by the French Ministry of Agriculture and Food.



**SUSTAINABLE WINE, FROM OUR VINEYARDS TO YOUR GLASS**

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



**Fédération Nationale Terra Vitis**

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› A network of dedicated **grape farmers and winegrowers** committed to a sustainable approach

› A national **certification** for sustainable viticulture recognised by the French Ministry of Agriculture and Food

› A **registered and protected trademark** and logo in France, Europe and the United States

