SUSTAINABLE
TERRA VITIS
FARMING

TERRA VITIS PRESS KIT 2023



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



A LOOK BACK AT 25 YEARS OF COMMITMENT TO SUSTAINABILITY

1998

Terra Vitis was founded in the Beaujolais region by a handful of winegrowers who wanted to reduce their impact and create a blueprint for sustainable viticulture

2000

Creation of regional branches in the Loire, Rhône and Mediterranean (Terra Vitis Loire & Rhône-Méditerranée)

2001

Creation of the Fédération Nationale Terra Vitis to bring together other vineyards interested in the Beaujolais initiative and the launch of the Terra Vitis certification

2002

Creation of a regional branch in Bordeaux (Terra Vitis Bordeaux)

2009

Implementation of 'progress sheets' to facilitate experience sharing; each winegrower chooses a sheet from a list to go further than the required standards

2012

› Obtained the equivalent of Level 2 Ministry of Agriculture environmental certification, principally for taking into account biodiversity

› Creation of a regional branch in Champagne (Terra Vitis Vignoble Champenois)

2014

Creation of a regional branch in Alsace (Terra Vitis Alsace)

2018

› The consumers' brand **C'est qui le Patron ?!** chooses Terra Vitis for its environmental approach to winemaking, demonstrating Terra Vitis's social and environmental responsibility

› Creation of a regional branch in Burgundy (Terra Vitis Bourgogne Franche-Comté)

2020

affiliation reaches **1000** members

2021

› Strong increase in affiliation, reaching 1876 members **(+35% from 2020)**

› Terra Vitis joins the Sustainable Wine Round Table consortium

2022

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.

> 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.

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



AN ORGANISATION THAT ACTS ON A **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.

TERRA VITIS



1924 members

including



1842 grape farmers and winegrowers



61 cooperative wineries



and **32** wine négociants



7 winegrowing regions

5 % of French vineyards





45,000 hectares of vineyards

300 million bottles





220 AOP or IGP designations

TERRA VITIS: 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.



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.

> "I OFTEN SAY THAT TERRA VITIS IS ABOUT PUTTING COMMON SENSE BACK INTO OUR AGRICULTURAL PRACTICES"
>
> **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 ANNUAL CERTIFICATION PROCESS

Terra Vitis members are monitored every year to ensure compliance with the standards, allowing the wines of that year's vintage to carry the Terra Vitis label. This audit is carried out either by the local Terra Vitis branch or by an accredited independent organisation – an external audit that allows Terra Vitis certification to be recognised as a guarantee of integrity and transparency.

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.

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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

A RESOLUTE COMMITMENT TO SUSTAINABLE DEVELOPMENT

ENVIRONMENTAL COMMITMENT

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 prey-predator 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.

> 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.

Philippe Raimbault,
Domaine Philippe Raimbault / member of Terra Vitis Loire



SOCIAL RESPONSIBILITY

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.

> 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.

Claire Clavel,
Domaine Clavel / member of Terra Vitis Rhône Méditérranée



ECONOMIC SUSTAINABILITY

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.

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

TERRA VITIS : A RESPONSE TO THE CONCERNS OF ALL

A PROMISE TO CONSUMERS WHO WANT TO ACT RESPONSIBLY

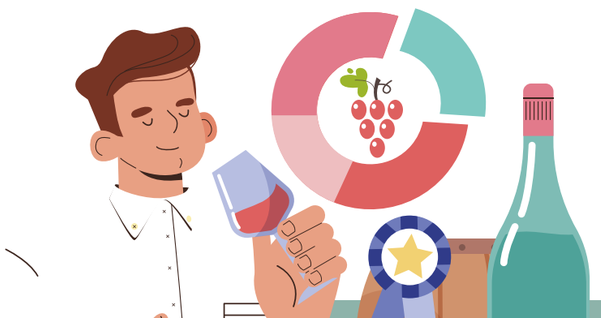
Awareness of environmental issues in France has increased significantly in recent years. In a 2021 survey, 61%* of French people agreed that "the situation is very worrying" and stated they believe a radical change is necessary in the organisation of society and the economy. This is reflected in the rise of a new attitude to produce and consume less, but better: a philosophy that Terra Vitis wholeheartedly shares.

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



> WE REPORT WHAT WE DO, AND WE DO WHAT WE REPORT. HAVING TO EXPLAIN AND BE ACCOUNTABLE FOR WHAT WE DO AT EACH STAGE MAKES THE PROCESS TOTALLY TRANSPARENT, WHICH WE THINK IS A PLUS FOR THE CONSUMER.

Sophie et Marie Courselle,
Château de Thieuley,
members of Terra Vitis Bordeaux

A GUARANTEE OF TRUST AND SAFETY

French consumers are vigilant when buying food. A main concern is the origin of the product. According to a survey conducted by the LSA retail magazine for Avery Dennison in 2021, 51% of French consumers want food distributors and producers to focus their CSR efforts on transparency concerning the origin of products and their traceability. In Terra Vitis certification, **traceability is a core value.** The label is a guarantee of the commitment of the winemaker to the quality of the wine and to food safety. Each stage of the process, from vine to wine glass, is monitored to ensure the end-to-end traceability of the product and total transparency regarding the production process.

The consumer's trust is earned through an annual audit of Terra Vitis grape farmers and winegrowers by an accredited third-party organisation in order to verify certification. This impartial, independent audit ensures our members' commitment to the standards each year and also strives to identify areas that could be improved in a process that allows the Terra Vitis benchmarks to continually progress.

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-to-day work.** This label is a tangible symbol of their good practices.

> THE TERRA VITIS LABEL IS RECOGNITION OF OUR METHODS. WHILE BEFORE WE COULD SAY 'THIS IS WHAT WE'RE DOING', NOW WE CAN PROVE IT: 'WE ARE CERTIFIED'.

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

The Terra Vitis label is also **a valuable marketing tool.** In France and in key export markets, Terra Vitis certification is a way **to gain advantage** in the eyes not only of consumers, but of distributors. Our members are supported by the federation, which actively promotes the label through communication campaigns aimed at consumers and the wine industry and works to boost its reputation to make it **THE benchmark** for sustainable viticulture.

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.**

> 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 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.

SUSTAINABLE

TERRA VITIS

FARMING

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