

## Green Winemaking Charter

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## Summary

Since the wine industry is largely dependent on natural resources, it is inevitable that it is concerned with environmental issues.

The industry will not escape being challenged so long as certain practices result in forms of environmental pollution that are widely debated.

Furthermore, current trends are towards "cleaner" consumption. The recent popularity of organic products is an obvious example.

However, one thing is for sure, whether we like it or not, the next few years will be marked by increasingly severe environmental regulations; the process has been initiated at the European level and formalized by France's *Grenelle de l'Environnement* (Ecophyto 2018 plan, environmental certification of farms, etc.) and this is just the beginning...

It is therefore important to ask the right questions now, in order to ensure long-term viability: we have to keep ahead! The notion of sustainable development, linking economic efficiency, social equity and the preservation of the environment can be applied, enabling the adoption of a broad approach that goes beyond "simple" environmental commitment and positions people at the heart of the wine-making process.

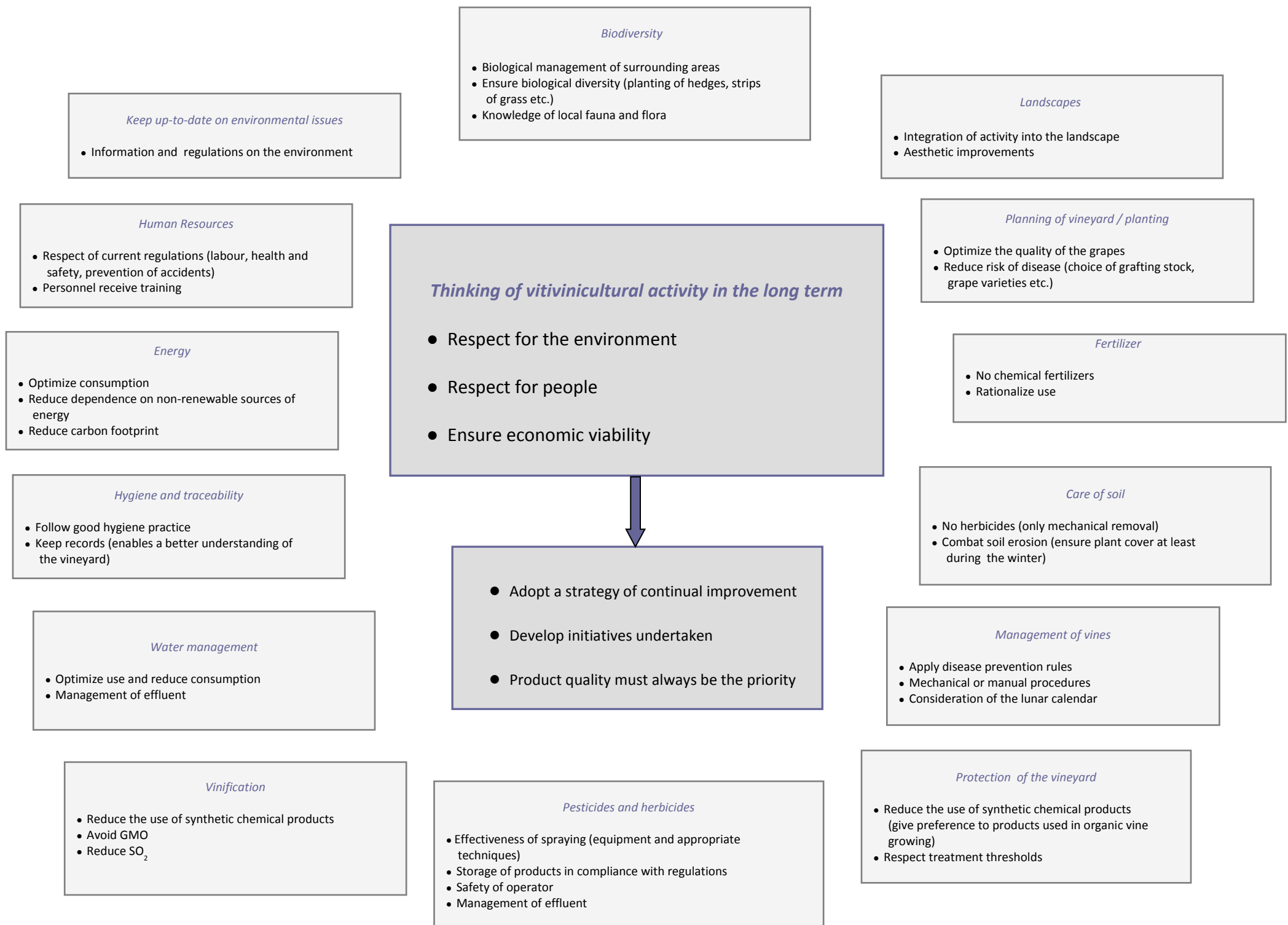
This guide to sustainable practices in wine production therefore aims to consider issues relating to sustainable operation in all areas, from the vineyard to business management. In doing this, the various recommendations in this guide should, above all, raise questions and challenge existing practices.

All of the elements presented should be considered as representing a whole. A real commitment to sustainable wine production has to take into account the majority of the recommendations and cannot consist of applying certain practices on a "drip-feed" basis. We are aware that, depending on circumstances, not all of the good practices may be able to be applied immediately, and that is why a continuous improvement strategy has to be adopted, in which everyone works on seeking constant improvement.

Many experts in the wine and food-processing industry were consulted during the creation of this guide with the result that it may be applied to different types of businesses.

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# Olivier DAUGA: recommendations for sustainable vitiviniculture



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