

CONTRIBUTION OF THE LANDSCAPES TO THE COMMUNICATION OF THE WINE SECTOR

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Abstract

Beyond the ability of has farming soil to produce quality wines is the esthetic and dimension, which acts ace important year promotional medium. Landscapes act to free the constraints linked with alcoholic Beverage promotion and public relations. This is accomplished through the association of landscape perception to numerous aspects of which to consume is attentive to: beauty, authenticity, natural and the judicious of heritage.

With recently signed European agreement one landscapes encourages identification and valorization actions.

In France, process has been initiated using the approach of has national thematic group. Numerous aspects cuts been developed:

- The of creation has mobile exposure presented during technical vents
- Of Realization regional landscape studies
- Representative Typological inventory of the diversity of viticultural landscapes

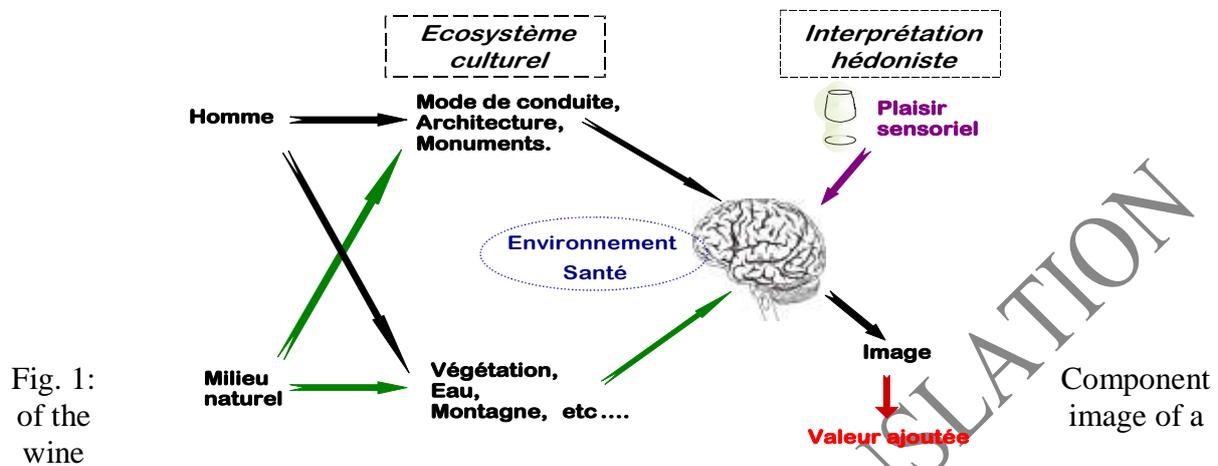
In the sector of sustainable development, associated with has dimension of soil multi-functionality, it seems to desirable Be to develop At regional, national and international level landscape politics. Thesis must take into account both the awareness of professionals in the field ace well ace the legal Establishment of and economic protection and valorization tools.

1. Introduction

Parallel To the contribution of one soil to the analytical and organoleptic diversity of the wines, the quality perceived by the consumer is based on a more subjective concept: the imaginary one. This dimension is far from being neutral in our modern society for which the purely food requirements grow blurred with the profit of hedonic aspirations.

Within this framework, the esthetic landscapes, links between the vine grower, nature and architecture, panoramic mirrors of the evolution of the wine practices are challenges important in the perception of the sector by the general public, such testifies the expression to it "*What is beautiful lets guess the good*".

As underlines it J. CLOAREC *“In correlation with a feeling of degradation and loss caused by the landscape transfers, the rise of the environmental concerns gradually registered landscape quality as index of the quality of the framework of life”*



In Parallel, the consumer reasons compared to the history of the food substance and incorporates the values symbolic systems which it conveys, it is the principle of incorporation. This concept is specified by S. MICHEL, *“We are what we eat. Ignorance of what we have in our plate or our glass led to a loss of identity. But fortunately the soil restores the link between the consumer and food. The values symbolic systems of food are those of the soil. But attention, any contamination of the soil, physics, chemical, biological or visual will contaminate the product in the spirit of the customer”*.

Thus, landscape valorization or contrary degradation to the components of esthetics and the authenticity to the landscapes, are important supports of communication, by the means of the tourist activities, but also via the media and in particular new technologies associated with the Internet network.

2. Definition of the landscape

The landscape indicates *“part of the territory as perceived by the populations, whose character results from the action of natural and/or human factors and their interrelationships”* (source, European convention of the landscape, October 20th, 2000).

The landscape is with the image of the organoleptic characteristics of a wine. It connects an approach objectifies related to the characteristics of the territory and subjective associated with the perception of the observer. In its functional aspect, it constitutes an integrating tool in particular associating the wine practices, the natural environment, and the regional planning. In its significant aspect, the landscape is a central component in the definition of the local identities and the products which result from it.

But to still develop it, it is necessary to know it and know to describe it. If the actors of the sector knew to develop communications tools for the promotion of the tasting of the wines, the landscape dimension of the soils is often ignored or misses relevant descriptors.

The creation of the national group “wine landscape”, coordinated by the ITV France lies within this scope. This multi-field group comprises several objectives:

- The comparison of the various actors of ground and search,
- Exchanges between areas,

- Design of tools for sensitizing,
- The realization of an inventory of fixtures of the national actions and international in progress.

A first stage related to the creation of a road show presented at the time of technical or professional demonstrations. It is articulated around 2 adaptable complementary modules according to the area.

- Stem cells of the landscape problems: challenges, sources of aggression, tools legal, typological approach, diversity of the world landscapes.
- Specific Approach of the area, integrating the following aspects in particular: characteristics of the soils, history, aspects architectural, local approaches of safeguarding and valorization.

A second phase aims at a finer knowledge of the landscape dimension of the soils.

In connection with the national group, of the regional studies were carried out in various regions (Alsace, Champagne, Rhône-Alpes, etc). These studies made it possible to formalize a methodological guide which is based on various aspects:

- Determination of the zone by the historical aspects, geological specificities, the climatic aspects, the mode of control...
- Taking into account of the components such as the natural environment, the vegetation, architecture...
- Typological Characterization of the zones of the vineyard,
- List sources of aggressions,
- Development by committed approaches of protection and valorization.

The main features of this approach will be included in a document under development, which will be diffused in the form of a plate, in collaboration with the Ministry for Agriculture and the Forest.

3. Sources of aggression

The wine landscapes are subjected to several types of aggression:

Impact of the urbanisation and the industrial branches of industry

Great installations (TGV, expressways, electric lines) are sometimes carried out without dialog with the wine world. In the same way, the urbanisation, by its direct effects (urban scattering, degrading architecture) or indirect (wild waste collection center, advertizing panels, industrial parks) can contribute to devalue the landscape, in particular of zones périurbaines.



Fig. 2: Sources of aggression of the landscape

Evolution of the wine practices

The vineyard had very often preserved identical characteristics since the Roman establishment until the end of the 19th century such testifies the reflection to it to R. DION *“the French vineyard is a Roman monument and best preserved which are on our ground”*

Nevertheless, the reorganization of the vineyard after the phylloxera crisis and the technological changes of 20th century (horse, tractor, machines to be gathered the grapes, etc) appreciably modified the wine practices by accentuating the search for productivity. This contribution of modernity sometimes deeply modified the esthetics of vineyard (R. AMBROISE) what resulted in particular in:

- A simplification of the landscape by enlarging of the pieces,
- The elimination of fixed elements of the landscape (isolated or aligned trees, hedges, slope, thickets),
- Modification of installations of slopes (walls, terraces).

The respectful technical choices of the landscape must be defined according to a local context and as far as possible within the framework of a approach concerted on the level of an esthetic unit of the soil.

4. Tools of protection and valorization

This approach justifies a reflection of type zoning, associating at the same time the professionals, the local government agencies and the structures institutional, making it possible to define a landscape charter accompanied by legal and economic tools.

Legal Tools

A European convention of the landscapes has just been established (October 20th, 2000). It is based on the contribution cultural, ecological, environmental, social of the landscapes and aims at a reinforcement of the tools of protection and valorization in particular in the agricultural policies, regional planning and town planning. In Parallel, convention encourages a approach of identification and qualification of the landscapes and emphasizes the need for developing the sensitizing and the training of the actors concerned.

The legal tools for protection of the landscapes, generally set up recently have a great diversity of one country to the other.

By way of an example in France, the architectural dimension perhaps declined by the rules of town planning (local plan of town planning, building permit, forced with respect to installation, codes rural...) or within the framework of the legislation applicable to the industrial sites (classified installments).

In Parallel, the various natural components of the landscape are sometimes the object of specific regulations, indirect tools of landscape protection (protected spaces, biodiversity, biotope, etc...)

In France the surfaces of Designations of Origin Controlled are the object of a specific protection associated with an opinion of the INAO opposite in particular of installations likely to carry damage to the image of the AOC (Law of July 2nd, 1990).

On the world plan certain wine sectors possibly associated with historic sites or natural can be the object of a classification in particular to world heritage UNESCO. It is the case of Cinque Terre in Italy, the old jurisdiction of St. Emilion in the of Bordeaux one, and of the Ervamoira wine-producing area in Portugal.

Economic Tools

Landscape valorization, to a certain extent can contribute to the promotion of the wine, but its direct remuneration at the level of the exploitation remains limited, which justifies specific assistances since a regional landscape policy is considered. This approach goes beyond the simple job function of production of grapes of the viticulture and proposes the concept of multifunctionality which was defined by the Ministry for Agriculture and Fishing in the following way:

“Capacitance of the agricultural systems to contribute simultaneously to the agricultural production and the creation of added-value but also to protection and resource management natural, of the landscapes and biological diversity, like to the balance of the territories and employment”

Agri-environmental measurements were founded by the EEC in 1992 within the framework of the accompanying measures of the reform of the CAP. Their objectives were to encourage the farmers and wine growers to modify their cultivation methods, in order to preserve the quality of surface waters, the natural environment and the biodiversity, by the means of national and local operations.

By way of an example, in Luxembourg, the vineyards of slopes could profit from these assistances, variables according to the slope of the slope and aiming at the same time the protection of the landscapes and the safeguarding of the environment. In France this device contributed to the maintenance or the plantation of vineyards in zones presenting of the fire hazards.

In Parallel, the Contract Territorial of Exploitation, instituted in France by the law of agricultural orientation of July 9th, 1999, takes again the assets of agri-environmental measurements. The actions worked out in each department, allow the installation of the CTE corresponding to a global project of the farmers and wine growers. The assistances are ensured by the funds of financing of the CTE (State and European Union) and are conditioned with the respect of specifications relating as well to the maintenance and job creation, the diversification of the activities, the production of quality, the safeguarding of the natural resources or heritage protection naturalness and cultural.

With respect to the landscapes, the wine reference frame established by the ONIVINS in collaboration with ITV France, integrates in particular the following points:

- Establishment and the maintenance of the fixed elements of the landscape (hedges, ditches, slope...),
- Restoration and the maintenance of the walls, terraces, houses of vine...

Apart from framework the EEC, Switzerland has creates in 1991, funds for the countryside conservation (funds in favor of the backup and the management of rural and traditional landscapes). This funds is used to finance projects of protection when the public resources are insufficient or that these projects are tantamount to example.

Conclusion

The emergence of sustainable development initiated at the time of the conference of Rio in 1992, led to consider the soil beyond its simple job function of production of grapes. Thus, the wine, integrating landscape of the natural environment and the know-how of the vine grower is a panoramic mirror, vector of one at the same time environmental and cultural message. This communication which is freed from the constraints, related to alcoholic beverages is likely to perpetuate the culture of the wine, essential to the perpetuation of the wine sector. This component of the multifunctionality, justifies a taking into account in the local

territorial policies, in particular associated with inciting economic tools. In addition, the professional organizations, regional, national and international, in connection with the institutional structures, must gradually integrate this approach by associating several approaches in particular:

- Knowledge of the landscape inheritance,
- Development of tools for protection with respect to the sources of aggression,
- Definition of landscape charters,
- A landscape policy also supposes a certain number of tools for valorization ensuring the promotion of this patrimonial wealth. In Parallel, with the communication via the media (newspapers, television, Internet), a approach must be carried out locally to integrate the wine landscapes in the various axes of rural tourism.

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