

THE CHARTER OF FONTEVRAUD IN FAVOR OF THE WINE LANDSCAPES

Conference Council of Europe, 2007

Joël ROCHARD (1), Aurélie LASNIER (1), Régis AMBROISE (2)

(1) *French institute of the Vine and Wine/IFV*

Professional: joel.rochard@vignevin.com

Deprived: rochard.joel@gmail.com

(2) *Ministry for agriculture*

19 avenue of Maine

75732 Paris cedex 15

Tel. 01 49 55 50 58 - Fax. 01 49 55 50 63

1. INTRODUCTION

Europe and in a more total way, the wine-producing areas of the world profit from a remarkable diversity of landscapes which reflect the capacities of the wine growers to be adapted to all the geomorphological and climatic selections.

The wine sector very early understood that the landscape constituted an economic asset, by the tourist externalities and perception “image” which results from it.

Moreover, parallel to the intergenerational challenges of this inheritance of the culture of the wine, the wine landscapes are identity bases of collective projects associated with the territories.

Overall, this esthetic dimension of the soil is also integrated in the concept of viticulture durable such as it was defined by the International organization of the Vine and Wine (CST 1/2004) “*Global strategy on the scale of the grape production and processing systems, incorporating at the same time the economic sustainability of structures and territories, producing quality products, considering requirements of precision in sustainable viticulture, risks to the environment, products safety and consumer health and valuing of heritage, historical, cultural, ecological and landscape aspects.*”

This progressive awakening of the patrimonial challenge of these wine landscapes was translated for some European areas by a classification “world heritage of UNESCO”. Old jurisdiction of St. Emilion in the Of Bordeaux one and the Loire Valley in France, of Cinque Is in hiding in Italy, of the wine-producing areas of High Douro in Portugal, Tokay in Hungary, average Haut-Rhin in Germany, of Wachau in Austria and Lavaux in Switzerland.

Within this framework, the area of the Loire Valley was on the initiative of the first international symposium on the wine landscapes which was held from July 2nd to July 4th, 2003 with the abbey of Fontevraud. In the prolongation, a charter was defined in connection

in particular with the ministry for Ecology, the National institute of the Appellation contrôlées, the International organization of the Vine and of the Wine with the support of the French Commission on UNESCO and the International council of the Monuments and the Sites.

This charter encourages a knowledge and a control of the evolution of the wine landscapes in their dimensions esthetic, cultural, historical and scientific. It associates a reading informed of the landscape organization of these soils in order to better justify the decisions of installation, than they are the fact of the communities or professional.

The animation of this charter, with for finality, the creation of a global area network of wine-producing areas sensitized with this set of themes was entrusted to the group National Wine Landscape coordinated by the French Institute of the Vine and the Wine.

2. WINE LANDSCAPE SUPPORT OF AN INHERITANCE

The soil, base of Designations of origin Controlled often presents ambivalence in its perception between the producer and the consumer. Thus, for the wine grower, the soil before is very characterized by its geographical and territorial dimension. It is also at the origin of the characteristic of the wines in particular related to the géo-pedological and climatic aspects. For the general public, this term, included in the concept of product of the soil, recovers a broader perception which often associates a tradition, a know-how related on the vine grower and the respect of the natural environment. The consumer integrates not only the objective perception of an intrinsic quality, but also in a more subjective way one emotional and emotional dimension. This concept largely exceeds the physical dimension of the soil. The vine grower becomes one of the essential components. Know-how acquired from generation to generation, the aptitude to overcome the technical challenges, individual and collective dynamics, but also the capacity to build and perennialize an image is, parallel to the space approach, the keys of the transmission and product beneficitation to the future generations of a viable production equipment.

The wine growers within their organization of management of soil can engage in particular on actions of:

- Compartmental reorganization aiming at more putting in adequacy the characteristics of the grounds and the choice of the compartmental limits and the localization of type of vines, or reserving ecological zones tank, or facilitating environmental management and the conservation of qualities of the grounds...
- Development of the landscape structures related on the plant (grassy strip, hedge, isolated tree), on the stone (reconstitution of low wall, terraces, safeguardings of huts of vine, macadamization of the ways), on water (optimization of hydraulic management, design and quality of the hydraulic works) and to the ground (putting under grass, size of the pieces, installation of the pieces, anti-erosive device), and this in a patrimonial objective of protection being based on an agri-environmental good management
- Improvement of the practices of control of the vineyard, leading to the improvement of the characteristics of the grape harvest, and/or to the reduction of the consumption of inputs, thanks to a better use of the local agri-environmental resources
- Consistency of the architectural quality of the wine buildings (rehabilitation, maintenance or creation)

- Integration in the specifications or incentive measures of measurements in favor of the management of the landscape wine inheritance
- Possible modification of the specifications of wine production being able to relate either to the perimeter of name, or on the rules of production having an impact on quality and the landscape

Beyond the pleasure and user-friendliness which the wine causes, the vine takes part in particular in a territorial multifunctionality. The soil, example of cultural ecosystem, exceeds the simple economic valorization of the grape. The fire control, the landscape patrimonial contribution, the maintenance of the activity in rural area, are as many not remunerated externalities, whose the whole profits from the company.

Thus landscape valorization constitutes an important support of communication, by the means of the tourist activities, but also via the media and in particular new technologies associated with Internet network. Moreover it transmits a cultural message associated with the wine, while being freed from the constraints related to alcoholic beverages. Contrary, the degradation of the components of esthetics and authenticity of the landscapes can harm the image of the area and product with respect to the general public.

The strictly economic function of a territory is to produce a good which is developed by its selling price. Thus, the grapes are transformed into wine whose marketing conditions the sales turnover of an exploitation. But the integration of the durability of the economy also associates the social and environmental territorial contributions of this production characterized by the concept of externality. The negative externalities which possibly lead to costs for the citizens or the territorial collectivities (required for example to treat water for the potabiliser) integrate in the environmental problems. Contrary, according to the situations, the vineyards can comprise positive effects on the territories (limitation of the fires, maintenance of a rural life) and sometimes gravitational with respect to tourism (landscape, reception at the cellar) not remunerated by the selling price, except possibly for a “benefit image” and a dynamics of direct sales. Thus, to the extreme, the vineyards of strong slope which contribute to the patrimonial wealth of certain wine-producing areas whose manufacturing costs are high, can be abandoned without a political volunteer of institutional regional, national or Europeans associated with economic tools.

The inheritance is defined by the developers in the following way: *“together of the material elements or immaterial which testify to the particular relations that a human community founded during the history with a territory”*

To intervene on the inheritance justifies as a preliminary to identify its statutory, cultural and economic value. This approach forces to know its territory and to make it recognize like patrimonial support all while integrating it in a project durable on the economic plan, cultural and environmental. This durability also supposes to ensure the transmission of it the future generations.

A “certification” of this inheritance can facilitate the approaches of protection and valorization: site classified, great site, world heritage of UNESCO.

Since 1992, date of the introduction of the category of the cultural landscapes into the list of the world heritage, several major wine sites were registered. It is the case of the old jurisdiction of St. Emilion in the Of Bordeaux one and of the Loire Valley in France, of

Cinque Terre in Italy, the wine-producing areas of High Douro in Portugal, Tokay in Hungary, average Haut-Rhin in Germany, Wachau in Austria.



Diversity of the world wine landscapes

Source: The large book of the wine, Stuart Walton; editions MANISE

Charter of Fontevraud

- Objective

The International Charter of Fontevraud was elaborated under the impulse of the InterLoire Inter-profession and the “mission of the Loire Valley”¹ following the inscription on the list of the world heritage by UNESCO of the area Loire Valley in 2000 and the international symposium of Fontevraud “Landscapes of vines and wines” which was held in July 2003.

This charter has as an ambition to encourage all the actors of the territories of vineyards to engage in voluntary and concerted approaches combining optimization of the wine production and landscape management associated with cultural and tourist offers innovating.

The Ministry for Agriculture and Fishing, the Ministry for Ecology and Sustainable development, the National institute of the Origin and quality (in the past of Designations of origin), the Confederation of the wines of the Loire Valley, the Inter-profession of the wines of the Loire Valley, the Mission Loire Valley and the International organization of the Vine and the Wine contributed to its development, with the support of the French Commission on UNESCO and ICOMOS (International Council for Monuments and Sites - UNESCO) and are signatories.

The wine soils are one of the major expressions of the rural landscapes. In an induced way they generally contribute to reinforce the quality of the landscapes which constitutes in-fine a collective inheritance.

The current challenge is to reinforce and develop the approaches voluntary and concerted in favor of quality, at the same time, of the wines and the wine landscapes, in a logic of sustainable development and to associate with it approach of a cultural and tourist valorization within the framework of a global area network of excellence.

The International Charter of Fontevraud aims at supporting a dynamics of project combining the actions in favor of the improvement of the quality of the wines and the landscape capital to the service of the wine growers, the inhabitants and the visitors.

The signature of the charter constitutes a recognition of the quality of the approach engaged in this direction.

To adhere to the charter reinforces the awakening of the interest of a good management of the quality of the wines and landscapes of the territories in a logic of sustainable development. Lastly, it makes it possible to take part in a network of wine territories engaged in approaches of excellence to reinforce the bonds between quality of the landscapes, quality of the produced wines, quality of the environment and of the reception.

- **Nature of the commitments**

The signatories commit themselves supporting:

- *the* knowledge of the vineyards and their landscape implications in their dimensions esthetic, cultural, historical and scientific, opening on a reading informed of the landscape organization of these soils in order to better justify the decisions of installation, than they are the fact of the communities or professional.

- The exchange between the various trades and institutional partners of the wine sector of the territories concerned, in order to reinforce the capitalization of knowledge-making and their transmissions within the framework of formation and publicity campaigns to the landscape component.

- The safeguarding of the wine surfaces and their inheritances for the best taken into account of the quality of the landscapes of vine in projects of equipment and development of the urban and rural territories (incentive measures of landscape valorization and rehabilitation of the inheritance, lawful protection of the landscapes).

- The valorization of these landscapes:

- by optimizing intrinsic qualities of the landscape (relevance of the methods of control of the vine, systematization of the landscape diagnoses)
- by supporting technical collaboration and scientific mutual
- by developing a service offering tourist of adapted reception and discovery (circuits of interpretation of the landscapes implying the wine growers).

These commitments must lead to a shared vision of the territory between the actors of the local government agencies and the wine organizations in bond with the structures of research and development.

The document of application to join to the Charter must in particular comprise the following elements:

- Description of the vineyard underline of them the point-keys of its notoriety and its patrimonial resources

- Landscape diagnosis:

- identity landscape characteristics of the area in terms of interactions between the natural and wine context, including the functional aspects, cultural and esthetic,
- landscape main problems related to the state of town planning, the networks, industry, the viticulture, agriculture and the forest, tourism....
- foreseeable evolutions and their landscape impacts

- **Great principles of wine and territorial quantitative installations landscape**

Each organization or institution, according to its responsibilities and its competences, defines during meetings sets of themes the commitments which it is ready to take to go in the direction of the followed orientations. These commitments can relate to changes of wine and agricultural practices, direct work of consistency with a global project, of suppression of landscape blackheads, but also of the policies, longer-term projects or lawful measurements (creation or revision of POS, regulation of the afforestations, ZPPAUP...) integrating regulations in favor of the party selected.

The installation and the financing of a structure of animation, sensitizing, explanation and consistency of the projects must be envisaged.

- Contractual commitments

The installation and the financing of a structure of animation must be integrated in the project. This one, which associates a partnership between the wine organizations and the territorial collectivities must associate approaches of sensitizing, explanation and consistency of the actions.

Animation of the Charter

A steering committee and of follow-up ensures the coherence of the approaches engagées with the spirit of the charter

The technical cell is in charge of the expertise of the request files of adhesion and the evaluation of the follow-up of the actions, and gives an account to the steering committee.

It consists of experts of the landscape and the viticulture, resulting from inter-profession, organizations of development regional, structures of search for territorial collectivities, of public agencies, professionals or associative of the ministries in charge of agriculture and the environment or even finally of liberal landscape designers.

This cell can be mobilized for visits of expert testimony of ground, the assistance with the implementation of the recommendations of an expert testimony or to answer questions/problems of the vineyards already signatories of the charter.

This cell also plays a part of animation by the organization of exchanges between areas, by the comparison between the various actors of ground and of research, by the development of the various wine landscape programs in which the experts take part. It grows rich by the analysis of the new achievements, the new ways of managing, and seeks to understand the motivations of the actors, the keys of successes and the difficulties of the qualitative projects on the wines and the landscapes.

CONCLUSION

Diversity of the reliefs and climates are born a variety from landscape. The esthetics of the vine testifies to this subtle harmony that the man knew to establish with nature. The landscape-vine growers testify to a single geological diversity and a cultural history of the vine and wine without equal. This dimension, which connects the ground to the spirit, initially associates the know-how of the vine grower architect and gardener of the soil. Its technical control is the fruit of empirical observations acquired from generation to generation and a permanent spirit of innovation.

The know-how of the man does not stop with the vine. The architecture of the wine storehouses, of the cellars, but also that of the villages, the churches or other masonry histories take part fully in the harmony and the splendor of the French wine landscapes. Windows of the wine practices, they are carrying ecological challenges (environmental good

practices), economic (promotional image of the wine, tourism) and social (tallies of life, identity local). They are also identity bonds, supports of collective projects at the level of a territory, essential to the development of the durable viticulture.

But this cultural ecosystem is fragile. Modernity, in its functional approach often occulted these patrimonial wealths bequeathed by the old ones, heritage sometimes perceived like a constraint vis-a-vis the technological changes and with the economic imperatives. Let us can protect and transmit to our children this esthetic heritage, memory of intelligence, sensitivity, sweat and sometimes of combat. It is a capital which it is advisable to know, to preserve and develop, if one wants to perpetuate the culture of the wine.

SYSTRAN SOFTWARE TRANSLATION

BIBLIOGRAPHY

“European Convention of the Landscape” Council of Europe, October 20th, 2000

“General states of the Landscape” February 8th, 2007, consultable on <http://www.reseau-ideal.asso.fr/paysages/editorial.htm>

“Country and landscapes of France” J. CABANEL, *ED of Rouergue*, 2006

“Landscape and imaginary: exploitation of new added-values in the agricultural soils”
J. MABY UMR spaces Université of Avignon

“Guide of the plans of landscape, the charters and the contracts” Folléa, Gautier, *ED Ministry for the regional planning and environment*, 2001

“The landscape charter, tool for inter-commune fitting-out” “CDC Town hall-councils - Federation of the Regional natural parks of France, 1996

“Agriculture and the forest in the landscape” ministry for agriculture and fishing November 2002, consultable on www.agriculture.gouv.fr/resources/environnement/landscape_and_architecture

“Protected designation of origin & landscape” “Ministry for agriculture and fishing and INAO, 2006, consultable on www.agriculture.gouv.fr/spip/IMG/pdf/inaoetpaysage_0207.pdf

“A product, a sector, a territory” International symposium of Toulouse, 21.22, May 23rd, 2001

“Landscapes of vines and wines inheritance challenges - valorization” Acts of the international symposium
Royal abbey of Fontevraud, July 2nd, 3rd and 4th, 2003 Christian Asselin, InterLoire (Tel.: 02 41 87 62 57)

“Landscapes of vineyards, handy guide in Languedoc-Roussillon” Arranges Mediterranean environment, 2003

“The vineyard in the landscape” the books routes of ITV France n° 5, November 2002