

# WINE LANDSCAPES: A CHALLENGE OF THE 21ST CENTURY FOR THE WINE SECTOR

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## Summary

The wine area landscapes: twenty first-century stake for the promotion of the image of wine has.

The hedonistic perception of has wine is influenced not only by the organoleptic feeling drank also by has whole batch of subjective been worth elements linked for example to heritage and to the importance given to its traditional production. Preserving landscapes and promoting them cuts thus become major stakes of the 21st century.

The degradating factors, the legal means of protection and the promoting technical cuts been studied and they will Be presented now. Possible Various promoting.

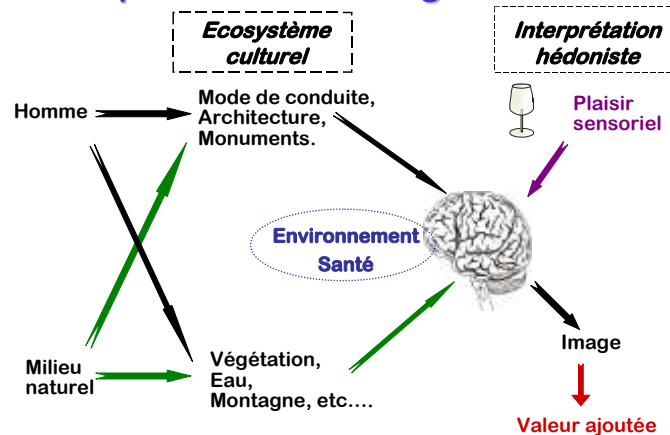
## Key Words

Landscape, environment, installation, protection

## **I. INTRODUCTION.**

The wine consumption is integrated more and more in a context oenoculturel associated with complex hedonist concepts. If sensory perceptions primarily founded on the adequacy: soil-type of vine-development constitutes the pedestal of intrinsic qualitative perception, perceived quality, base of the image and support of the economic valorization of name, integrates more and more complementary components relating in particular to health and the environment and the financial assets. Thus Jacques MABY stresses that *“to drink wine does not go from oneself, it is not a food requirement but a cultural behavior”*.

## Composantes de l'image d'un vin



Within this landscapes,

between the vine grower and nature, mirror panoramic of the evolution of the wine practices, are the important issues in the perception of the sector by the general public, such testifies the expression to it “*What is beautiful lets guess the good*”. Landscape valorization or contrary, the degradation of the components of the esthetics and the authenticity of the landscapes, are not neutral with respect to the promotion of the image of a soil, in close connection with the tourist notoriety of the area.

Beyond the challenges general public, the wine landscapes are also identity bases of a profession in search of links essential to the development of collective actions and in particular in the environmental sector. Indeed, generally, it is less the control of technical solutions, available for most between them, that the possibility of federating the partners around communal or regional projects (sexual confusion, integrated production, erosion, waste management) which can represent a blocking in the development of environmental measurements.

## II. Typology of the wine landscapes

Beyond the purely descriptive approach, the landscape is the esthetic expression of the cultural ecosystem which constitutes the soil, natural heritage domesticated and developed by the man. This dimension which connects the ground to the spirit, initially associates the technical know-how of the vine grower, at the same time architect and gardener, with the noble direction of the term, the soil. This know-how is the fruit at the same time of observations empirical, acquired from generation to generation, and of a permanent search in particular associated with the mode with control with the vine, installation, the management of the grounds and slopes. Parallel To purely wine dimension, the landscapes very often grow rich by other components, esthetics in connection with the natural environment, the architecture of the fields and the wine villages.

This multi-field approach is essential to characterize the diversity of the wine landscapes and can constitute the base of a regional typology study.

By way of an example the landscape analysis of the vineyard from Angers (F. Joliet) shows the existence of six types of declining landscape of vine the various facets of its identity:

- On the slopes of monoculture, three types of landscapes can be identified: “wine terraces”, characterized by the horizontal line or curve, and alternation (turbing or slope and



plantation); the “marquetry of vine”, set of lines due to the multiple orientations of the plantations (oblique, right); the “wave of vine”, defined by the vertical line (rows of vines planted in the direction of the slope) creating a dash of the glance, an effect of prospect and a panoramic opening.

- The plates of monoculture, very present and extended, present a landscape of the type the “sea of vine”. It is the horizontality of the lines and the panoramic scale (a vastness where the glance runs as far as the eye can see) which constitute the essential plastic characters of this landscape. Points of call or reference mark, as the huts of vine, instigate this “sea” following the example of a headlight.

*Terrasses de vignes*



*Vague de vigne*

*Mer de vigne*

- The plates of mixed cropping are also very widespread. Their landscape is that of “vine in postage stamp”. There still, one changes landscape with different plastic characteristics inherent in the mixed cropping: alternation of texture and color (of one culture to the other or of the vine to the meadow via the culture), play of opening and closing of landscape due to the hedges of the woodlands or residual thickets which form vegetable screens,



with the scale of the piece, intermediary between that of the individual and that of the panorama which gives a dimension to the landscape of very particular vine.

A study carried out on the Alsatian wine landscapes, highlights three landscape criteria related on the natural environment, the religion and the typicity of the villages (L. BETTINGER):

- Slopes made up of perfectly aligned rows of vine which separate the Vosges and the Plain

*Vigne timbre-poste*

and where one can observe relatively strong slopes split by low walls and terraces.

- The vineyard is also deeply touched by the religion: vaults, martyrdoms and other oratories abound with the turning of the paths, relics of time when the vine grower relied on God to protect his vines from a bad harvest.

The soil is marked out by typical small villages where follow one another of superb half-timbered houses liberally furnished with geranium. Landscape esthetics is enriched by architectural details carved in the sandstone of the porches, within the framework of the windows and the gates or in wood.

## Paysages Alsaciens



*Pentes fortes fractionnées  
par des murets*



*Village typique jalonnant  
le vignoble*



*Vignoble profondément  
touché par la religion*

Champagne landscape typology can be characterized schematically by three distinct zones:

- The mountain of Rheims and the Coast of the White, where the vines extend in a rectilinear way along the slopes and where the villages are positioned in “altitude” like a chain spread out over the slopes.
- The Valley of the Marne, area of surfaces covered of vineyards on the slopes and cereal surfaces on the bottom of the valley, where the meanders of the Marne curve.
- Barrois is composed of slopes where the vine, the cereals and the forests are alternated; the villages are located in the zones punts of the valleys and are characterized by their frames out of calcareous stone and their traditional architecture.

## Paysages Champenois



### III. Attacked Landscapes and soils

The landscapes and the soil can also undergo aggressions related to the impacts of the urbanisation and industrial branches of industry.



#### 1. Urbanisation

This evolution is particularly sensitive in the zones périurbaines. Several aspects characterize this urbanisation:

- growth of the population aspiring to a rural framework of life,
- development of allotments with a conquest on the wine space accompanied by an esthetic degradation related to a habitat often far away from the frames traditional room,
- development of road infrastructures (by-passs, expressways, TGV, etc...),
- creation of “wild” discharges.

Beyond landscape dimension, installations can contribute to disturb the farming aspects (lead of exhaust fumes, tar odor related to the road coatings, reinforcement of the risks of freezing by modification of air flows) and even the conditions of conservation of the wines (oscillations).

Parallel To the land aspects, the urbanisation can contribute to the loss of collective conscience of inheritance per effect of dilution of the local population in a usual community of an urban lifestyle.

#### 2. Mining

The stony basement is often one of the qualitative elements of the soil. But this rock is also interesting for the mining, which can sometimes lead to conflict situations.

On the esthetic level, the old careers, recolonized by the vegetation, can be integrated perfectly in a wine landscape, while highlighting the basement, component of the soil. But generally, the extractions and possibly the exploitations of careers lead to a visual degradation of the site sometimes supplemented by ugly additional installations and a dust devaluing for the site.

Parallel To the landscape aspects particularly important dust the summers in Mediterranean zone, can be at the origin of a disturbance of the vegetative cycle of the vine (photosynthesis, breathing, evapotranspiration). For the grounds limestones, necrose cellular can appear by dissolution of calcium carbonate in hydrate of lime under the action of strong rains or fogs.

A deterioration of the quality of the wines, variable according to the nature of the rock, is sometimes observed, bound in particular to calcium carbonate. The principal consequences are the deacidification and the increase in the pH, but also the risk of precipitation out of calcium neutral tartrate bottle.

### **3. Chemical industries**

The establishment of a factory in a wine sector contributes to a strong landscape degradation. In Parallel, the gas rejections, possibly loaded in dust can lead to an analytical or organoleptic deterioration wines. Some cases are reported in the literature or by testimonies:

- odor of suffers (natural gas),
- tar odor (central of coating),
- plastic taste (electrical insulators).

### **4. Wine practices**

The wine sector is sometimes at the origin of an esthetic degradation of the landscapes. The reorganization of the slopes (removal of the low walls), the installation of an atypical mode of control compared to the traditional practices, the unaesthetic choice of stakes or the presence of plastic (resulting from composts or film of plantation) are as many examples, likely to carry damage to the landscape dimension of a wine soil.

### **5. Degradation of the image**

Beyond the purely visual judgment of a landscape, the perception of a soil by the general public is associated with the message transmitted by the relays of information. The media campaigns often refer to fears of pollution or gravely hurts of the environment related to various projects (waste storage, nuclear power plant, industry, etc...).

It is difficult to evaluate the real impact related to these concerns but this risk must be taken into account by the professionals and the regional or national administration.

## **IV. Tools for protection**

### **1. Legal tools**

The legislation is very variable and present a great diversity of one landscape at the other. Generally the tools for protection of the landscapes associated with a comprehensive approach were generally set up recently.

Parallel To the general framework, the protection of the landscapes perhaps declined by the rules of town planning (plane of occupation of the grounds, building permits, 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 components of the landscape (monuments, architecture, natural spaces, biodiversity) often are the object of specific regulations, indirect tools of landscape protection.

In France, the safeguarding of the wine soils led the legislation to define a specific regulation for the zones of designation of origin, which takes into account in particular the safeguarding of the landscape.

By way of an example, the principal legal tools which apply in France are summarized below:

- decree of December 31st, 1958, at the origin of Article R. 111-21 of the code of the town planning, which introduces the attack with the natural and urban landscapes as a legal reason for the refusal of the building permit,
- law of July 10th, 1976 relating to the protection of the landscapes, in its article 1st defines the countryside conservation of general interest,
- law of July 2nd, 1990 relating to the A.O.C,
- law of February 2nd, 1995, Article L.200-1 of the rural code, the landscapes are part of the common inheritance of the nation,
- law Barnier of February 2nd, 1995, Article 52 attention related to the strips to publicity and the display and Article 91, decision to hide the electrical communications and telephone in protected spaces,
- the law on the landscapes of January 8th, 1993 makes it possible to classify as classified wooded spaces, the isolated trees, the hedges and the plantations of alignment.

On the world plan certain wine sites possibly associated with historic sites or natural can be the object of a classification to world heritage UNESCO. It has been the case of Cinque Terre in Italy, for a few months of the old jurisdiction of St. Emilion in the of Bordeaux one. This approach is in hand for the Ervamoïra wine-producing area in Portugal.

## Patrimoine mondial



*Jurisdiction de St Emilion  
France*



*Cinque terre  
Italie*



*Ervamoïra  
Portugal*

## 2. Financial tools

The assistances generally aim at taking into account the multiple character of the job functions of the viticulture, associated with waitings sociétales and in particular its role of driver of the space which is not integrated in the commercial valorization of the wines.

Agri-environmental measurements were founded by E.E.C. in 1992 within the framework of the accompanying measures of the reform of the P.A.C. 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. The voluntary approaches could be solved by a contract for 5 years and were associated with a financial specific bonus. This device ended on December 31st, 1999.

In Luxembourg, it was founded bonuses with the maintenance of natural space and landscape, in the vineyard following the regulation E.E.C. n°2078/92 of the Council, concerning the methods of agricultural production compatible with the requirements of environmental protection as well as the maintenance of natural space.

The Territorial Contract 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 C.T.E corresponding to a global project of the farmers and wine growers. The assistances are ensured by the funds of financing of the C.T.E. (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 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...

In Switzerland, in 1991, was creates 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.

## V. Example of valorization

- Be in Hiding of Banyuls

In 1995, the wine growers of the Vintage of Banyuls had the will to preserve their inheritance and thus profited from European assistances in the form of agri-environmental assistances solved by a contract for 5 years, with like action: the maintenance of the vines with vocation firewall and also the maintenance of the exploitation of the old vineyard in terrace. Within this framework it is interesting to specify the driving role of the CERVIM: Research Center of Study and valorization of the Viticulture of Mountain, in the protection of the vineyards of mountain and strong slope.



- Pedestrian Routes in Alsace





It is possible also to develop and propose a wine-producing area to create tourist routes with educational concept. In Alsace, twenty-four wine communes marked out pedestrian routes in the middle of the vineyard. These circuits are marked out panels illustrating the work of the vine during seasons, the distinctions between type of vines and the art of the vinification. These panels result from collaboration between the Interprofessional Committee of the Wines of Alsace and the Association of the Wine Growers of Alsace.

- Champagne cadoles

In the same way out of Champagne, the cadoles or cabins, located in the Coast of the Bars are the object of tourist routes curving in the vineyard, wood and the villages. These dry stone constructions are the testimony of old and a secular cultural heritage.



- International Exhibition on the landscapes of the wine

Within the framework of the total approach sector, the International institute of the landscapes and wine architectures, organizes an exposure on the landscapes of the vine which will be held initially in Bordeaux. This organization, in close connection with the O.I.V proposes thereafter to contribute to the protection and the valorization of the landscape and architectural inheritance wine.

## VI. Conclusion

Beyond the objective aptitude of a soil to be taken part in the analytical and organoleptic diversity of a wine, its landscape dimension contributes to develop a more subjective concept founded on psychosociological aspects: the imaginary one. This dimension is far from being neutral in our modern societies for which the purely food requirements grow blurred with the profit of hedonist aspirations. Without falling into a backward-looking approach, only founded on one landscape museum, it is advisable to integrate within the framework of the durable viticulture a taking into account of the esthetic and cultural components of the soil. As Patrice Bollon underlines it *“so that the landscapes give birth to from the beauty, they must remain alive. But it is necessary also to control the evolution of it, in order to avoid irremediable destruction.”*

This approach justifies a reinforcement of the identity and collective dimension of the soil, in connection in particular with the actions of protection and valorization. It must also associate a taking into account individual and technical, at the level of the exploitation, compatible with the economic imperatives.

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