



## INTERNATIONAL WORKSHOP

### **SUSTAINABLE DEVELOPMENT APPLIED TO VITICULTURE: ENVIRONMENTAL APPROACH AND FEEDBACK**

**Organised by the French Vine and Wine Institute (IFV)  
In partnership with the Champagne Wine Interprofessional Committee (CIVC), ADEPTA**

**VITEFF 2011, EPERNAY  
THURSDAY 20 OCTOBER 2011, 14.00 - 17.00  
PARC DES EXPOSITIONS MILLESIMUM  
Free admission**

This international workshop is aimed at all viticultural consultants and professionals who wish to incorporate sustainable development into their approach.

The use of environmental management tools for plant protection, soil management, and landscape and biodiversity development will be discussed by French and international experts.

In addition, promoters of pioneering approaches in wineries and wine-growing regions will provide feedback on their activities. (California, South Africa, Brazil, etc).

Denis DE FROIDMONT of the European Commission will give an overview of the, Common Agricultural Policy and future prospects.

#### **List of speakers**

#### **Introduction**

- **Jean-Mary TARLANT** (President IFV Champagne): Presentation of IFV's Sustainable Development Unit.
- **Denis Froidmont** (Branch Agriculture and Rural Development Unit, wine, alcohol, tobacco, seeds and hops): Place of sustainable viticulture in European legislation.

#### **Part One: Concepts and implementation**

- **Joël Rochard** (IFV, National Sustainable Development Unit): Notions of sustainable vitiviniculture according to the International Organization of Vine and Wine, and their applications to biodiversity.
- **Thierry Coulon** (IFV, Wine and Terroir scientific director): New viticultural production systems to meet the requirements of the Ecophyto Plan

- **Xavier Delpuech** (IFV, Rhône-Méditerranée Unit): Sustainable soil management
- **Carine Herbin** (IFV, National Sustainable Development Unit): The contribution of landscapes to sustainable development
- **Sébastien Kerner** (IFV, National Sustainable Development Unit): Life Cycle Analysis and prospects for environmental labelling

#### **Part Two: Feedback**

- **Arnaud Descotes, Dominique Moncomble** (Champagne Wine Interprofessional Committee): Champagne and sustainable development: an environmental management strategy for the entire Champagne industry
- **Laurence Hugou** (Institut Coopératif du Vin): sustainable development: an approach for wine growers
- **Lisa Francioni** (California Wine Institute, USA): Sustainable viticulture programme in California
- **Adriana Verdi** (Institute of Agricultural Economics, São-Paulo, Brazil): Development of São Paulo's historical vineyards
- **Allison Bonnett** (consultant): Collective environmental management in South Africa



#### **TECHNICAL CONTACT: (coordination)**

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#### **Partners**