

Cooperation for sustainability

ESTANDON

COOPÉRATIVE EN PROVENCE

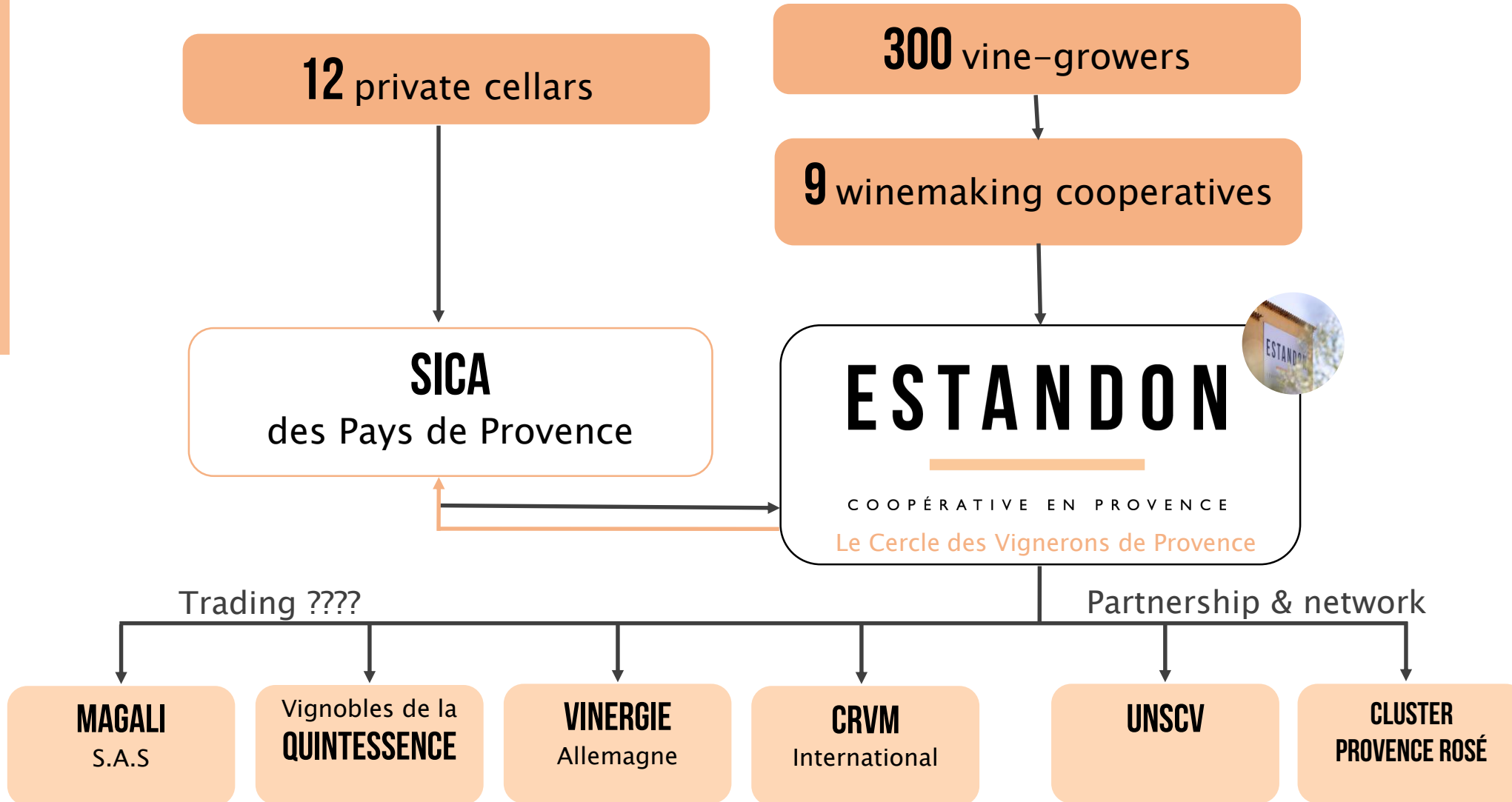
The SOL VIVANT project

2 décembre 2021

WHO WE ARE

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ESTANDON
IMPRESSION

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HERITAGE

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REFLET

CHALLENGES WE ARE FACING

- ✓ Market changes
- ✓ Social expectations changes
- ✓ Production sustainability

WEAKNESSES IN THE PROVENCE VINEYARD AND THREATS

- Decreasing yields
- Exhausted soils
- Water disorders
- Burning sun
- Frequent spring frost
- Adventice control without chemistry
- Wine quality and climate adaptation
- ...

CROSSING ROADS...

SHALL WE BE :

- ✓ Designated responsables of the climate change (a part of the problem)
- ✓ Victims of the climate change (seeing our production jeopardized)

CROSSING ROADS...

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CAN WE TRY AT LEAST TO BE :

- ✓ Resilient and even « anti fragile », able to go on producing, creating wines for the people and providing value to our territory
- ✓ A part of the solution by acting against the climate change, building together freshness, carbon storage, fire protection, water storage, flood moderation, etc ...

WHAT WE ACHIEVED SO FAR

- ✓ Technicians trainings
- ✓ Animation of vine-growers groups
- ✓ Plant coverings and vitiforestry experiments
- ✓ Re-building a vineyard in a sensitive area (Réserve Naturelle)
- ✓ Water management
- ✓ Protected species protection (Hermann tortoise)
- ✓ Biodiversity
- ✓ Results analysis and restitutions (FB fanpage with 560 followers)

OUR NETWORK

- ✓ PADV – Pour une Agriculture du Vivant (national network)
- ✓ LBV – La Belle Vigne (agronomy)
- ✓ Arbres et Paysages 32 (vitiforestry)
- ✓ CLUSTER PROVENCE ROSÉ = 45 suppliers or partners of the Provence Wine production. « Sol Vivant » is a group of 6 companies among them, involved in :
 - ✓ R&D open innovation / sharing methods and results (2019/2020/2021)
 - ✓ 1st « Trophées de l'Innovation des Vins de Provence » on Oct the 12th, 2021
 - ✓ 1st « Assises de l'Agro-écologie en Provence » on Oct the 15th, 2021
 - ✓ ENVIPROV (carbon diagnosis and economic datas for vine-growers) 2022/2023

WORK IN PROGRESS

- ✓ Sharing widely the results of our experiments
- ✓ Validating relevant technical paths in our agronomic and climatic context
- ✓ Supporting a lot of vine-growers in their agroecologic transition (trainings for expert trainers, network activation...)
- ✓ Promote these actions to consumers (beyond Organic logo...)

HOW TO MAKE IT WORK

We want to obtain new production practices that are widely shared.

We believe that a wine cooperative has the right organization to carry out sustainability projects, provided that :

- ✓ Leaders are aware of their personal and collective responsibility
- ✓ The cooperative ensures market security and fair incomes to the producers
- ✓ The cooperative is able to develop, around it, a lively and efficient network for research, training, communication, ...

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**UN ESTANDON
NE VIENT JAMAIS SEUL**

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Merci de votre attention