

# Turning environmental commitment into economic value: a viticulture case study from the Yvorne region (Switzerland)

**Heger TJ<sup>1</sup>; Fantasia S<sup>1</sup>; Delarze R<sup>2</sup>; Delavallade A<sup>1</sup>; Faggion A<sup>1</sup>; Martin J<sup>1</sup>; Noll D<sup>1</sup>; Burdet JP<sup>1</sup>**

<sup>1</sup> *Changins, Institute of Viticulture and Oenology, University of Applied Sciences and Arts Western Switzerland, Nyon, Switzerland*

<sup>2</sup> *BEB SA – Bureau d'études biologiques, Chemin des artisans 6, 1860 Aigle, Switzerland*

[thierry.heger@changins.ch](mailto:thierry.heger@changins.ch)



# Yvorne vineyards (Chablais, Vaud, Switzerland)



*Château Maison Blanche*



*©.maison-blanche.ch/fr*

150 hectares



*© Pierre Chapuis*

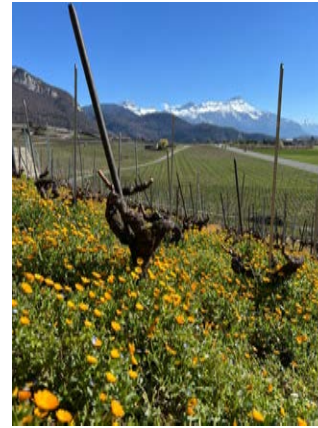
**Excursion at Yvorne this afternoon**

# Yvorne vineyards (Vaud, Switzerland)

Site of great landscape and ecological value



*Calendula arvensis*  
(field marigold)



*Orlaya grandiflora*  
(white laceflower)



**Western green  
lizard**

*Lacerta bilineata*

# Yvorne vineyards (Vaud, Switzerland)

## Environmental challenges



## Economic challenges

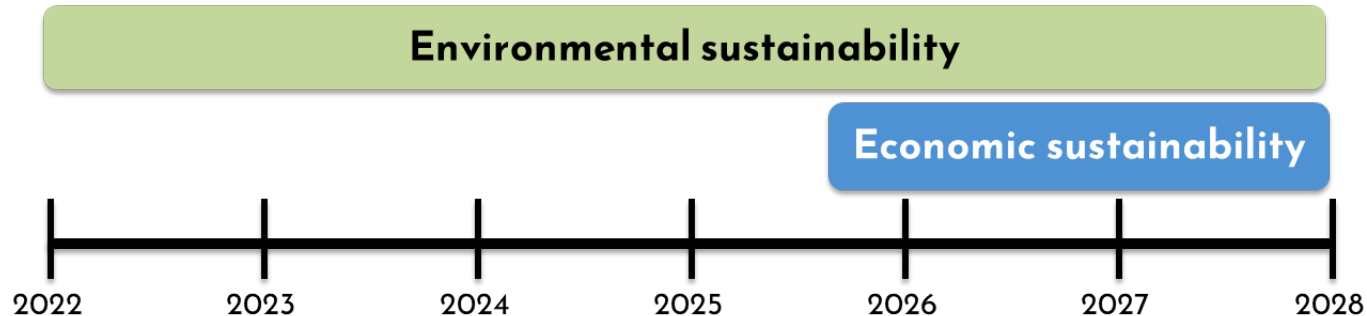


This association regroups ca. 50 winegrowers



**Yvorne Grandeur Nature**  
— *Vignoble durable* —

**Goal:** develop a more sustainable viticulture in this region



# Key actions to develop a more environmentally sustainable viticulture

## 1) Catalogue of best practices

- soil management and fertilization
- water management and protection
- pest management
- biodiversity
- resistant grape varieties

## 2) Environmental indicators and monitoring

Among these indicators:

- plant and insect biodiversity
- organic matter content and sign of erosion
- surface of semi natural habitats

## 3) Experiments in the field

### Effects of drought on vineyard ecosystems



Serena Fantasia and colleagues



**Poster +  
Excursion**

### Sustainable management of invasive plants

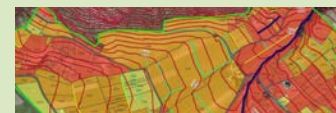
Adrien Delavallade, Serena and colleagues



**Talk this  
morning**

### Mapping runoff risk for plant protection products

Dorothea Noll, Antoine Faggion and colleagues



**Poster**

# Several environmental improvements since the beginning of the project (2022)

The percentage of the vineyard area treated with herbicides has decreased



# Several environmental improvements since the beginning of the project (2022)

## Establishment of a network of semi natural habitats across the vineyards

Possible only with the participation of a majority of owners

**Presented this afternoon  
by R. Delarze**



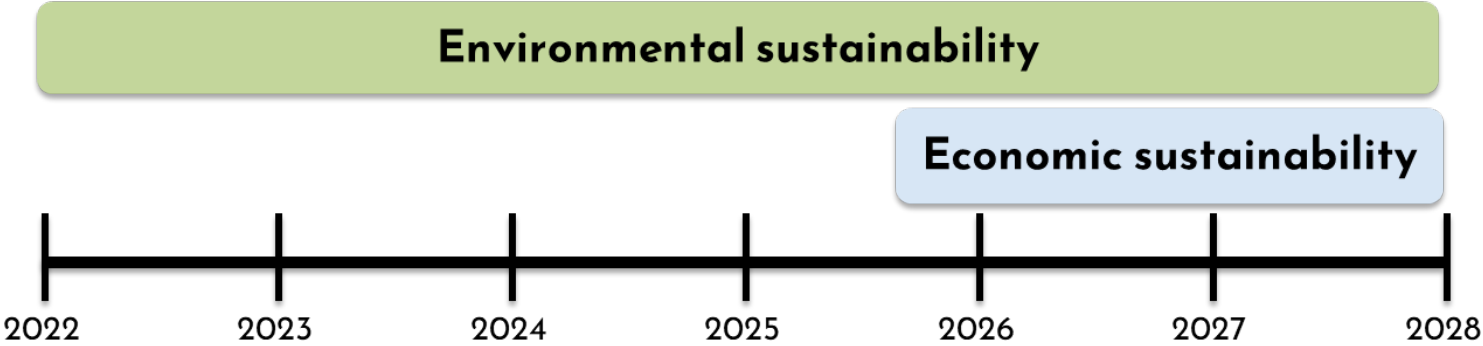
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Changins.ch and ygn.ch

# Preliminary results after four years

Environmentally more sustainable?



# Next step: improve the economic sustainability of winegrowers



# Key actions to improve the economic sustainability of wine production

## 1) Increase the visibility of this environmentally friendly vineyard region (initiated in 2022)

- Newsletter
- Communicate in the media
- Outreach activities
- Oenotourism



## 2) Creation of a certified label

- Based on a catalogue of best practices for viticulture and winemaking

## 3) Better selling prices

- Promoting short supply chains
- Increasing direct sales
- Raising bottle prices

# Conclusions and perspectives

Most winegrowers are **actively engaged** in the project

Environmental sustainability has been improved

Current main priority: improve the economic sustainability

Environmental measures can be a lever for creating added value

The model is transferable



Association's webpage: [www.ygn.ch](http://www.ygn.ch)



**Yvorne Grandeur Nature**

*Vignoble durable*



 **changins**

**Changins team**

**Hes·SO**

Changins, HES-SO University of Sciences and Art Western  
Switzerland, Nyon, Switzerland



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 **BG**



 **MAVA**  
FONDATION POUR LA NATURE

 **canton de  
vaud**

 Schweizerische Eidgenossenschaft  
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Confederazione Svizzera  
Confederaziun svizra

Bundesamt für Landwirtschaft BLW  
Office fédéral de l'agriculture OFAG  
Ufficio federale dell'agricoltura UFAG  
Uffizi federal d'agricultura UFAG

Thank you for your attention  
and see you this afternoon in  
Yvorne!