



Thursday, 3 December workshops in detail

➤ **Using information and communication technologies in sustainable farming**

Animated by Languedoc Roussillon Regional Chamber of Agriculture

Thursday 3 December at 10 am

This workshop is intended for farmers looking for simple ways to improve their methods. The aim is to reduce the impact that their methods have on the environment using a range of new tools, such as professional farming software, decision-making tools, GPS, on-board sensors, pocket computers, etc.

➤ **The new economic situation on the German market and how it is affecting wine consumption**

Animated by Hervé Henrotte, Head of the Wines, Spirits, Beverages Department - Ubifrance

Thursday 3 December at 11 am

Long considered a safety valve in a high-volume sector, the German market is not particularly lucrative. The hard discount concept has significantly shaped the offering, but a breaking point appears to have been reached. New opportunities have to be explored as a matter of urgency.

➤ **How can the value of one's stock be maintained during a lull in business?**

Animated by Monsieur Marquis, Areca

Thursday 3 December at 12 pm

Agricultural disasters have serious financial consequences due to the impact production costs have on financial results and therefore on tax aspects and social security contributions. A drop in output generally has only a limited impact on costs incurred to produce the harvest. Financial results for the year in which the disaster occurs therefore generally does not include the losses relative to the unharvested quantities, or includes it only partially in the form of provisions.

The solution for charging the losses of the year of the disaster is to incorporate only the fees related to actual production.

The subnormal yield principle makes it possible to achieve this goal for all properties, regardless of their appellation or marketing methods.

➤ **Aerial and satellite imagery**

Animated by Jacques Rousseau, Head of the Wine-making & Wines department - Institut Coopératif du Vin

Thursday 3 December at 2 pm

Aerial and satellite imaging techniques can be used to draw up accurate maps of growth in vineyards, based on information collected from different spectral bands - including near infrared. For individual plots of land, maps can be drawn up showing how fertiliser should be spread, grape harvesting areas can be delimited and irrigation networks can be correctly sized for the areas covered by vines... all of which increase the profitability of the plot.



➤ **Mechanically thinning fruit trees in line with sustainable development.**

Animated by the CTIFL

Thursday 3 December at 3 pm

The introduction of mechanical thinning for fruit trees means that orchards can now be managed in a way that respects the principles of sustainable development.

The skimmer, designed by the CTIFL and developed in collaboration with Infaco, is a rotating brush mounted on a telescopic pole and driven by an electric motor. It is powered by a battery belt. The device is portable and can be used on existing orchards without any significant changes needing to be made to the way it operates (except for very large areas). Its modular design means that it can be used with most fruit rosaceae.

On trees the fruits of which contain stones for which no effective chemical solution exists, it is economically difficult to carry out thinning manually during the blossoming season. Mechanising this operation for certain varieties of apricots tree should reduce the amount of time it takes by 50 to 150 hours / hectare. The tool can also be used to carry out thinning on cherry and plum trees. It can only be used on certain varieties of peach tree.

Chemical solutions are being increasingly restricted on trees the fruits of which contain pips, and are completely prohibited in organic arboriculture. Mechanical thinning can be used during blossoming as a complementary method - or in its own right in order to reduce or even completely avoid chemical processing.

➤ **Segmentation of the organic wine market**

Daniel Noël, Vini Vitis Bio

Thursday 3 December at 4 pm

* Organic wine-growing today

History – How did it get started? – How has it developed? – The market and the 20/80 rule – What are the profiles of the typical consumer and producer?

* Changes in the consumption of wine in general (and organic wine in particular) in Europe.

* Can trends play a role in causing a major change in the act of purchasing?

* Who is buying, and who is consuming? The consumer's identification with the product: underlying purchasing motivations

* Building a communications and sales management plan customized to the winegrower's sociological niche