

BOLLINGER, 1ST HOUSE TO OBTAIN
FOR ITS VINEYARD, THE NEW CERTIFICATION
“SUSTAINABLE VITICULTURE IN CHAMPAGNE”



On 12 May 2014, the Comité Champagne launched a new sustainable viticulture technical frame of reference. This proposes that the Champagne vineyards obtain an environmental certification adapted to the specific nature of the Champagne Appellation d'Origine Contrôlée. This certification is based on regulatory points but also and primarily, on voluntary commitments regarding the winegrowing practices of Champagne growers and houses including vine training, phytosanitary protection, the use of fertilizers, soil maintenance, waste management, landscape preservation and biodiversity.

The Bollinger Vineyard, as part of its process to respect the environment, wanted to contribute to this drive for improvement. On 23 June 2014, following the full audit of the 125 requirements, the certifying body Ocacia confirmed Bollinger's compliance with this new frame of reference.

President Jérôme Philipon is delighted that Bollinger is the **first vineyard to be awarded the «Sustainable Viticulture in Champagne» certification.**

“Champagne Bollinger thus supports this ambitious drive for progress started by the Champagne trade association. In addition to the HVE certification, this new Champagne certification recognises Bollinger's efforts to respect the environment and preserve the landscape, particularly with a view to Champagne's application to UNESCO”



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In the Bollinger vineyard, the commitment to environmentally-friendly, sustainable viticulture has intensified over the years and is reflected through various actions:

- the implementation of a demanding internal specification in 2010, focusing on the end quality of the grape and the means used to obtain such quality,
- production of the company's Carbon Footprint® in 2010,
- an 85% reduction in the use of herbicides over the last 5 years through grass cover on the plots and mechanical weeding,
- obtaining the High Environmental Value (Haute Valeur Environnementale – HVE) certification in 2012, making Champagne Bollinger the first House in France to be able to claim this distinction.



At the same time, Champagne Bollinger was also interested in the «T4E» **electric tractor** manufactured in the Marne by the company Kremer Energie. In line with sustainable viticulture, this tractor eliminates fuel consumption, dramatically reducing greenhouse gas emissions and noise pollution. It also significantly improves working conditions for employees. The first example of the second-generation model was delivered in spring 2014 and is now used in the Bollinger vineyard.

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