

TERROIR & VINEYARD MANAGEMENT

Understanding the diversity,
the enhancement of Terroirs
and the viticulture in
Burgundy

3-DAY PROGRAM,
DIJON





THE TERROIR IS NOT A MYTH. IT CAN BE EXPLAINED WITH AGRONOMIC INTERACTIONS BETWEEN GRAPEVINE, ITS ENVIRONMENT AND HUMAN KNOWLEDGE.

BURGUNDY OFFERS A UNIQUE POSSIBILITY TO STUDY AND TO UNDERSTAND THE ROLE OF PHYSICAL AND HUMAN FACTORS ON TERROIR EXPRESSION. VINEYARD MANAGEMENT AND PLANT MATERIAL IN BURGUNDY ARE AS DIVERSE AS THE NUMBER OF DIFFERENT TERROIRS.

TERROIR AND VINEYARD MANAGEMENT IS A THREE DAYS PROGRAM FOLLOWING BY A TWO DAYS COMPLEMENTARY PROGRAM CALLED BURGUNDY WINE SPECIFICITIES.

TVM, GIVES THE KEYS TO UNDERSTAND HOW LOCAL CLIMATE AND SOIL DIVERSITY AFFECT THE OENOLOGICAL POTENTIAL OF GRAPES AND HOW VINEYARD MANAGEMENT TECHNIQUES, OENOLOGICAL PRACTICES AND MARKETING CAN BE USED TO MANAGE DIVERSITY AND ENHANCE TERROIR EXPRESSION.

DAY 1

March 14th,
2022

THE CLIMATS AND TERROIRS OF BURGUNDY

■ **8:30 - 9:00**

Welcome at Institut « Jules Guyot» (Vine and Wine Institute of the University of Burgundy).

■ **9:00 - 10:30**

Wine and Place: long term terroir construction in Burgundy.

Jean-Pierre GARCIA, Professor, University of Burgundy

■ **Coffee break**

■ **10:45 - 12:15**

Terroir construction: a social and historical approach.

Olivier JACQUET, Historian, Unesco Chair «Culture et Traditions du Vin»

■ **Lunch**

■ **13:45 - 18:30**

Soil and climate local diversity: characterization, management and its impact on wine - Wine Tasting session in a Wine Estate.

Françoise VANNIER, Terroir Consultant, ADAMA Dr Benjamin BOIS, University of Burgundy

DAY 2

March 15th,
2022

TERROIR MANAGEMENT IN THE VINEYARD : THE EXAMPLE OF BURGUNDY

■ **8:30 - 10:30**

Terroir viticulture in Burgundy: training systems and diversity of plant material.

Marielle ADRIAN, Professor, University of Burgundy

■ **Coffee break**

■ **10:45 - 12:15**

Soil management and terroir: impacts on cover crops and biodiversity.

Bruno CHAUVEL, Researcher, INRA Dijon

■ **Lunch**

■ **13:45 - 17:30**

Field trip: Burgundy vineyards management according to types of soil.

Bruno CHAUVEL, Researcher, INRA Dijon

■ **18:00 - 21:30**

Clonal selection of Pinot noir.

Discussion with a winemaker during a cocktail-dinner (locally called "mâchon")

DAY 3

March 16th,
2022

ENHANCEMENT OF TERROIRS: MARKETING AND COMMUNICATION

■ **8:30 - 10:00**

Terroir marketing, collective and individual action to enhance terroir-based brands.

Steve CHARTERS, Professor of Wine Marketing

■ **Coffee break**

■ **10:15 - 12:30**

Terroir communication through soil and geological features : the example of Château de Marsannay. *Françoise VANNIER, Terroir consultant, ADAMA Sylvain PABION, Technical director of Château de Marsannay.*

■ **Lunch**

■ **13:45 - 18:15**

Terroir and vineyard management: a case study class.

Françoise VANNIER, Terroir consultant, ADAMA Benjamin BOIS, University of Burgundy

THEMES

- Geology, soil, climate and terroir diversity
- Terroir zoning
- Vineyard management practices in Burgundy
- Terroir human construction and marketing

LEVEL

- Designed for international professionals: Wine estate managers, consultants, oenology and vineyard management, international wine consultants, wine company directors, laboratory directors, researchers, winemakers, enologists, students, wine journalists, wine brokers, etc.

LECTURES BY

- Benjamin BOIS, University of Burgundy
- Olivier JACQUET, UNESCO Chair "Culture and wine traditions"
- Françoise VANNIER, ADAMA consulting
- Marielle ADRIAN, University of Burgundy
- Steve CHARTERS, Burgundy School of Business
- Bruno CHAUVEL, Researcher, INRA Dijon
- Jean-Pierre GARCIA, University of Burgundy

INFORMATION

Website : <https://iuvv.u-bourgogne.fr/formations-courtes#terroir-and-vineyard-management>

- Period & Duration

From March 14th to 16th, 2022

Terroir and Vineyard Management course can be followed with the Burgundy Winemaking Specificities course.

These two programs take place in March, 2022, during one week, from 14th to 18th.

Course location

Wine and Wine Institute "Jules Guyot", University of Burgundy
2, rue Claude LADREY - 21000 DIJON.

[Google maps link](#)

Fees

Terroir and Vineyard Management : 3 days session: 2100€ (incl. taxes), including 3 lunches, 2 dinners, field trips and tasting sessions.

Full program Terroir and Vineyard Management :+ BURGUNDY WINEMAKING SPECIFICITIES : 5 days session: 3500€ (incl. taxes), including 5 lunches, 3 dinners, field trips and tasting sessions.

A special 20% reduction is offered to students participating in the "Terroir and Vineyard Management :" and "Bordeaux winemaking specificities" course at Bordeaux Science Agro.

A 15% reduction fee is applied when two participants or more come from the same company.

Reduced rates for students and job seekers.



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University of Burgundy
Vine and Wine institute "Jules
Guyot" 2, Rue Claude Ladrey
21078 DIJON Cedex - FRANCE
<http://iuvv.u-bourgogne.fr>

Terroir and Vineyard Management (3-Day Program)
is complementary to Burgundy Winemaking Specificities (2-Day Program).
Both sessions take place in March 2022, from 14th to 18th.

For "Terroir and Vineyard Management" class

Dr. Benjamin BOIS
benjamin.bois@u-bourgogne.fr
Phone: 06 62 60 52 25

For "Burgundy Winemaking Specificities" class

Dr. Maria NIKOLANTONAKI
maria.nikolantonaki@u-bourgogne.fr
Phone: 03 80 39 61 95

Administrative Information

Franck DUBOIS
franck.dubois@u-bourgogne.fr
Phone: 03 80 39 36 67

These courses are complementary to the "Terroir and Vineyard Management" & "Bordeaux Winemaking specificities" training courses in Bordeaux.



REGISTRATION

Pre-registration on-line between now and January the 15th, 2022.
You'll receive an agreement from SEFCA by email, please sign it and send it back to the sender's email address. From 25th to 29th January, 2022 you will receive the confirmation of your registration.

