



# CDE Programme

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## **Professional practices, markets & policies. Devices Environmental Standards in viticulture and deliberative process**

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**Abstract:** In a stigmatization context (pollution, wines contamination by pesticides residual), an increasing market competition by new world wines, and environmental instruction more and more demanding (Grenelle target of 50% pesticides reduction, objective to reform appellation under the AOC system), designing winegrowing system which limits the use of pesticides is a challenge which needs to be put in perspective in its effective, social, politic and commercial environment. Even if cover planting is spreading out, particularly in Midi Pyrenees, it is far from being all prevalent and doesn't prevent usage of herbicides applications. Suppression of weed killers inputs implies alternative solutions expendable under the row: if mechanical weeds eradication stays the common option to herbicides and other solution need to be explored, full vineyard cover planting. This project will support the change by using and testing alternative practices, experimented by the « French vineyard Institute » in Midi Pyrenees (four areas differentiated by their production under AOC or VDP system), with regard to their propensity for generating debate and promoting social change concerning agricultural practices. To better grasp the emergence and deployment conditions of integrated pest management system in winegrowing, we suppose that collective action margins can appear to policies, market or agriculture cracks. Those one can generate and support original cooperation and environmental standardization devices, associating policies, market, agriculture, environment and landscape care and food safety. All these elements interlocked are supposed to produce a sort of actor's team acting, or in another word, the environmental standardization device studied. This program takes aim at analyzing the device in its organization, with regard to its propensity for generating democratic benefits concerning deliberation and decision, for producing cultural meaning and agricultural standards integrating environmental care, for arousing winegrower's agreement, for responding to the different using rural landscape stakes, for taking in account the social checking regulation process concerning sustainable consumption and for generating original policies tools shouldered by authorities and our partner, Adour Garonne Water Agency. Our main objective is to promote professional experiments and scientific knowledge deployment between economists, sociologists, agronomists, vineyard experts and public leaders; to place "Zero herbicide cover planting" concept in an international effective and commercial context, looking at the ecological practises step (integrated pest management system inventory and potentiality of debate) in a new producer country: Quebec region in Canada

**Keywords:** wine-growing-processing; pesticide; environmental standardization device; consultation; deliberation; decision making ; policies and public intervention