

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

February
20th, 2023

THE CLIMATS : 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.

Pr. Jean-Pierre GARCIA, University of Burgundy

■ **Coffee break**

■ **10:45 - 12:15**
Terroir and climate at a local scale

Dr. Benjamin BOIS, University of Burgundy

■ **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 Catinca GAVRILESCU, University of Burgundy

DAY 2

February
21th, 2023

TERROIR MANAGEMENT IN THE VINEYARD : THE EXAMPLE OF BURGUNDY

■ **9:00 - 10:30**
Terroir viticulture in Burgundy: training systems and diversity of plant material.

Pr. Marielle ADRIAN, University of Burgundy

■ **Coffee break**

■ **10:45 - 12:15**
Soil management and terroir: impacts on cover crops and biodiversity.

Dr. Bruno CHAUVEL, INRA Dijon

■ **Lunch**

■ **13:45 - 17:30**
Field trip: managing Burgundy vineyards according to soil type
Dr. Bruno CHAUVEL, INRA Dijon

■ **18:00 - 21:30**
Clonal selection of Pinot noir.

Discussion with a winemaker during a mûchon (cocktail dinner) in Nuits-Saint-Georges.

DAY 3

February
22th, 2023

ENHANCEMENT OF TERROIRS: MARKETING AND COMMUNICATION

■ **8:30 - 10:00**
Terroir marketing, collective and individual action to enhance terroir-based brands.

Pr. Steve CHARTERS, Burgundy School of Business

■ **Coffee break**

■ **10:30 - 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 - 18:30**
Terroir and vineyard management: a case study class.

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

■ **19:00 - 23:00**
Closing dinner at "La Fine Heure" restaurant, Dijon

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 in 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 February 20h to 22th, 2023

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

These two programs take place in February, 2023, during one week, from 20th to 24th.

- Course location

Vine 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 February 2023, from 20th to 24th.

For "Terroir and Vineyard Management" class

Dr. Benjamin BOIS
benjamin.bois@u-bourgogne.fr

For "Burgundy Winemaking Specificities" class

Dr. Maria NIKOLANTONAKI
maria.nikolantonaki@u-bourgogne.fr

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 2023. Find it here : [https://
sondages.u-bourgogne.fr/index.php/261345?lang=fr](https://sondages.u-bourgogne.fr/index.php/261345?lang=fr)

You'll receive an agreement from SEFCA by email, please sign it and send it back
to the sender's email address. From January 2023 you will receive the
confirmation of your registration.



Organisation
des Nations Unies
pour l'éducation,
la science et la culture



Chaire UNESCO
Culture et Traditions du Vin

