



## A MODEL ESTATE FOR ENVIRONMENTALLY FRIENDLY PRACTICES

**S**ituated in the heart of a unique ecosystem, Château Olivier has taken a series of pro-active measures in recent years to protect the environment.

Located within a fully urbanised landscape at the crossroads of the three towns of Villenave d'Ornon, Léognan, and Gradignan, Château Olivier comprises 60 hectares of vines enshrouded by a dense forest, representing 220 hectares of protected green spaces.

The ancient forest features various plant species, oak trees, broad-leafed trees, alongside medicinal and wild melliferous plants, while the younger forest is planted with pine trees.

This highly biodiverse flora serves as a natural habitat to an equally varied array of fauna. It is home to both various species of large mammals such as wild boars and deer, as well as rare birds, including protected and endangered species, and predatory birds which help to control the rodent population.

The historic Château d'Olivier estate is the lifeblood of the urban landscape in which it is located, especially thanks to the management team's commitment to conserving the area's rare ecological equilibrium.



**I**t is clear that such an ecosystem is conducive to growing vines. As a result, there is little or no need to use treatments usually required to combat ecological imbalances. The soil is tilled to keep the earth and vines well-aerated, without the need for weed killers. Fertilisation is achieved by growing pulses and clovers to provide nitrogen nutrition and by burying them between vine rows with weak vigour.

In addition, organic natural compost and horse manure are introduced locally where necessary.

In reality, only minor interventionist techniques are required since the vines are already healthy.

Measured quantities of low-dose treatments are added when necessary.

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The vines are protected using a combination of 70% organic products and biocontrol techniques, including:

- 0% carcinogenic, mutagenic or reprotoxic (CMR) products
- 0% endocrine disruptors

Specific treatments include:

- Kaolin, a type of clay which acts as a natural insect repellent against green leafhoppers.
- Mating disruption using pheromones to fight against grape berry moths.
- Preserving the natural habitat of bats since they are the best natural predator against grape berry moths.
- Limited mowing of surrounding meadows to promote the development of auxiliary fauna.

10% of plots, situated close to urban areas, are grown using 100% organic methods.

In the cellar, the total amount of sulphur used has been reduced by 50% over the past three years. Sulphur has disinfecting, antiseptic, and antibacterial properties which help to conserve the wines.

Natural spaces, including woods, meadows and wetlands are subject to statutory regulations concerning their maintenance and the preservation of endangered species.



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hese decisions, carefully considered by the team in charge, demonstrate their expertise and commitments with regard to environmentally friendly practices. For several years now, they have been the subject of a study led by Technical Director and Oenologist Philippe Stoeckle

under the supervision of the estate's Managing Director Laurent Lebrun.

These reflections were initially raised within the framework of a winegrowers' association with the aim of obtaining ISO14 001 certification, which Château d'Olivier was later awarded.

This led to the establishment of an Environmental Management System (EMS), involving all company employees.

Château Olivier has also obtained level 3 HEV (High Environmental Value) certification, confirming its commitment to environmental protection.

The next stage, Corporate Social Responsibility (CSR), is currently under way.

Conscients Keen to respect their outstanding workplace – the château dates back to the 13th century – the teams at Olivier immediately adhered to the estate's environmental charter, aware that their efforts are also beneficial for neighbouring communities, housing, schools, sports centres, etc. Sales Director

Estelle Reix Mirieu de Labarre is fully involved in the project, and explains that «our aim is to produce not only high quality but also natural and healthy wines, in line with the expectations of consumers who are increasingly concerned about the origin of their wines». As estate owners, the Bethmann family are committed to protecting the forest, meadows, and wetlands which have been proven to impact vineyard health.

Thanks to these commitments and efforts, it is fair to say that Olivier is a model estate for environmentally friendly practices.



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