

CERTIFICATION HVE

COMPLEMENTARY TO ORGANIC ?

Specifications of the organic label concern all the steps of a product, but not the entire operation. It is in this gap that the HVE label takes place, being additional to the organic farming. We wanted to clarify any ambiguity.



Promoting an agroecological practices, the High Environmental Value (HVE) label **promises** to preserve natural ecosystems and reduce pressure on the environment.

Acclaimed by the agro-industry and mass distribution, the commercial argument is the stuff of dreams ! Make no mistake about it, this certification has nothing to do with a first step in organic conversion.

The HVE specifications are not very restrictive : there is no prohibition to use products or molecules that are recognised as being very dangerous, carcinogenic, mutagenic or reprotoxic, or on the use of GMOs, unlike an organic winegrower. The farmer can choose to evaluate his consumption of pesticides or fertilisers simply by basing himself on the weight of the inputs he uses in relation to the turnover of his exploitation. This criterion is linked to an added value which allows the wine industry to access the Grail **effortlessly**. The HVE rating system even allows to earn points for practices that are already mandatory!

Nowadays, mainstream communication places "HVE" products on the same level as organic products and they have already get into the collective catering chains as "sustainable and quality" products in the same way as PGI, Label Rouge and PDO products.

If the HVE label has the merit of giving importance to biodiversity and allowing the farmer to become aware of his environment, it is so far from a real intention to reduce chemical inputs !

On our's side, our choice is made and we are underway towards more life in and on our land with **DEMETER** certification from the 2022 vintage.



ALTERNATIVE TRANSPORT

THE GREAT HISTORY OF THE RIVER TRANSPORT...



We have been transporting our wine for 7 years by the barge Alizarine, which is now called Séraphine. It's a long way and it takes time, but the progress is real.

Denis is still involved in the "Fleuve de Liens" association, which is now collaborating with an other one called "Canal du Midi" to revive traditional river freight. He's also involved in the cooperative that manages Séraphine, whose team is making a huge effort this spring.

This year, for the first time, Séraphine will receive **olive oil from a sailing boat**, in Marseillan, and will sail to get wine in Roanne, on a canal section which is fighting to not be abandoned.

The development of the activity hoped for this year makes us **contemplate once again an hybridisation of propulsion** mean of our almost hundred -year-old Lady.



The join effort with the **bicycle delivery companies** of Lyon, North and South of Paris and Caen is going very well for the wines of the Mas d'Intras, and will be extended to other products transported by boat from this spring. Don't hesitate to take part in this great adventure by joining us at www.fleuedeliens.fr as **each membership and each euro counts** to act and be seen, recognised by local, regional and national decision-makers.



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Life at the



mas d'intras

Vallis Vinaria



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Picts. : @matthieudupont.com and Mas d'Intras



OLIVE TREES

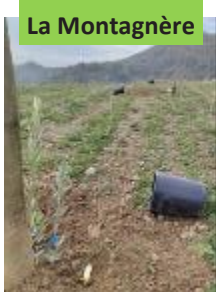
Plantation



In order to diversify our production, we have been planting olive trees since few years on plots of land that are not suitable for growing vines.

This year, we created an olive grove of 360 trees on our beautiful plot of land La Montagnère. The 2 years old plants were bought in the nursery owner of Aubenas who had already supplied us with the hedge.

La Montagnère



The Négrette, Bouteillan and Aglandau varieties, reserved for olive oil production, will enable us to create new blends... in some years later !

CEREALS

For the last 2 years we're like "cereal grower"! We produce some of the organic seeds that we sow as green manure in our vineyards. On few plots where the vines have been uprooted, the soil being forsake, the planting of an intermediate crop encourages the restructuring of the soil.

After oats in 2020, more than 4000 kg of triticale (a cross between wheat and rye) were harvested this year! The excess was sold to organic winemakers, and the straw to a local farmer.

This autumn we sowed 1.8 ha of triticale and 1 ha of field bean. The harvest will take place in July 2022, thanks to the combine of a local provider.



BIODYNAMIC AGRICULTURE

Being curious to learn the aims of the biodynamic, our Sébastien's followed a training course in autumn 2020. The agronomic and pragmatic approach of Vincent Masson won their over.

Dynamizer



Initiated in 1924 by Rodolphe Steiner, an Austrian philosopher and scientist, biodynamic farming considers the entity as a living organism whose organs are the soil, the diversity of crops, the animals and people. Maintaining the balance of these and the ecosystems within this concept becomes the main challenge of this practice.

Beyond "good farming sense", by eliminating all synthetic chemical products and limiting viticultural inputs, the practice of the biodynamic seeks to promote the vitality of crops, create links between living beings and stimulate exchanges.

All year long, various preparations were applied, after dynamization (as in homeopathy), to the vines and all the crops. Horn's dung (also called 500P) promotes the life and structure of the soil, while horn's silica (501) matches the growth of the vines. Various plant decoctions (horsetail, nettle, wicker, oak bark, etc.) enrich the treatments. This is not about fighting diseases but creating health !



Preparation

Horsetail



Finally, if the agronomic conditions are gathered, it's possible to refined this work thanks to the influence of cosmic rhythms. These planetary forces influence the development, growth, maturation and reproduction of plants, they are translated into a well-known "calendar" that gardeners.

By raising our standards, we also hope to improve the structure and subtlety of our wines... To be continued !

THE WORK TEAM

Louis has been BTEC graduated in the wine sector with merit and set up with his father, working in a cooperative cellar. It was a pleasure to collaborate with him during his apprenticeship. **Gauthier**, our intern from 2020, has created his own organic business call Les 8 Sarments, in the Larzac. He's having a great time! **Ida** and **Marie-Julienne** organised a Wine-Gaming activity, a new side of their jobs. **Jonathan** did the green pruning season. He created the playroom and built a shelter over the water tank. **Sonia** continues to help us in the accounting department and **Sébastien G.** has followed a training course on the vine physiology.

WINE GAMING

INVESTIGATION GAME - ESCAPE GAME

Since mid-July, we put a game on in our cellar in order to discover the estate, in the form of an escape-game.

The playroom



In a secret room, hidden deep in the cellar of the Mas d'Intras estate, a wine bottle is locked into a cryptex. You have 1h30 to penetrate the mysteries of the Mas d'Intras and liberate the Helviens vintage! From parchments to clues, from riddles to tastings, your objective is not to escape yourself but to succeed all the tests !

In teams of 4 to 6 players, with friends or family, bury yourself in an fabulous experience to discover the history of the estate, its wines and its work. No need to be a specialist ! The experience want to appear fun and original allowing everyone to discover the pleasure of wine.



« A superb descent into the world of wine and the history of the estate. All in a very pleasant playful atmosphere. »
« A perfect balance between games, reflection and discovering the vineyard ! »