And now, we have to learn how to deal with
The custom against the facts,
or
The tribulations of Burgundy in front of its markets

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During these last few years, the organization of wine market has completely changed. If to export wine is quite traditional for many companies in Burgundy, the market demand has offered opportunities - and maybe given the heart - for most of them to reach a new status. But at new market, new rules, and understand the stakes which result from it is a challenge for all the companies.

Producers face a number of problems they are not prepared for: trade issues, of course, income crisis, production value and commercial value, but also the price of the real estate – the land, “la terre” in French - and the question of its relations with the farm – the production. This element is important because it affects the sustainability of the wineries and their inheritance. It is the central concern of most of producers. The social consequences must be considered in its individual and its collective dimension: downgrading and destruction of social fabric.

It is used to consider the situation as an addition of issues, but rarely as a global one. The question of the price of the land is skirted round, neglected or even denied, in favor of its regulation. The goal is to preserve a kind of custom: the right to produce and provide the reality of the facts. After, everything is only questions of yield, management, markets… addition of issues. But the relations between the real estate prices and the wine market organization are never considered. But it’s also the relation between the individual and an group.

This state of affairs is not limited to Burgundy but we can observe it quite in all the AOP area in France. Probably quite for every vineyard in the world that have gave up the control of their market.