A Geographic Approach to French Wine Regulation:

Finding New Perspectives in Burgundy

by

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ABSTRACT

Since 1935, France has introduced a set of strict national wine rules and regulations, the Appellation d’Origine Contrôlée (AOC). The AOC limits fraud and oversees quality control by basing the rules on terroir. High quality from terroir comes has both physical and cultural factors. Before 1935, France produced a variety of wines under similar regulations as Oregon and other wine growing regions have today. Wine makers and growers from Burgundy, France, are affected by the regulations as much as the connoisseur. Interviews from wine specialists and vigneron contributed an historical overview and understanding of the everyday life at a vineyard. It is important for the consumer to consider the quality to be more than just the vigneron and the appellation.
Bachelor of Arts in International Studies in Geography
Thesis of Alexander J. Svela
Presented on June 6, 2007

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Dr. Joseph G. Hoff, Academic Coordinator, International Degree Program

I understand that my thesis will become part of the collection of Oregon State University. My
signature below authorizes release of my thesis to any reader upon request. I also affirm that the
work represented in this thesis is my own work.

__________________________________________________________________
Alexander J. Svela, Author
Acknowledgment Page

By the time I give this presentation, it would be a week shy of one year since coming back from France. I cannot fully express my gratitude to my thesis advisor, Larry Becker for his patience and knowledge in French. For their generous assistance in the research of the thesis, I would like to acknowledge the parents (Cécile and Jean-Claude) of my host family and their children (Marine, Stephane, Guillaume, and Romain) of Lyon. Thank you for the many memories I got to share with you. Without their help, I would not have been able to contact my first interviewee. I would like to thank seven individuals who participated in developing my thesis: Henry, Yann, Jean-Jacques, Phillippe, and Gilbert. It would not have been possible without the wide available resources at the libraries of OSU and Bibliothèque of Part-dieux and the funding from the Verasconi Scholarship. And finally, my mother for her support and love during the 10-month exchange program.
Table of Contents

Introduction  pg. 9

Physical Terroir  pg. 10

History: Cultural side of Terroir  pg. 13

Beginnings of AOC and Modern Application  pg. 15

Methodology  pg. 17

Results: Interview Summary  pg. 19

Conclusions  pg. 22
List of Figures

Fig. 1: Looking up the Slopes of Burgundy  pg. 12
Fig. 2: Looking down at Valley Floor  pg. 12
Fig. 3: Row of vines at the foot of a village  pg. 13
Fig. 4: Oregon and French Wine Label  pg. 17
Fig. 5: Beaujolais Pruning technique  pg. 21
Fig. 6: Macon in Winter  pg. 21
Fig. 7: Fermentation tanks after harvest  pg. 22
Fig. 8: Oak barrels after one harvest  pg. 22
List of Appendices

<table>
<thead>
<tr>
<th>Appendix 1</th>
<th>Vineyards of France</th>
<th>pg. 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix 2</td>
<td>Burgundy Appellations</td>
<td>pg. 26</td>
</tr>
<tr>
<td>Appendix 3</td>
<td>Copies of Oral and Email Correspondences</td>
<td>pg. 27</td>
</tr>
<tr>
<td>Appendix 4</td>
<td>Cover Letter</td>
<td>pg. 28</td>
</tr>
<tr>
<td>Appendix 5</td>
<td>Interview Questions</td>
<td>pg. 30</td>
</tr>
</tbody>
</table>
Introduction

Oregon Pinot Noir wines have become a recent success in the international wine market. However, another region along the same parallel (45th) in France has been known for its Pinot Noir wines for centuries, but are under a different name, Burgundy. Pinot Noir wines from these two regions neither taste the same nor are regulated the same way. Beginning in 1935, France introduced a set of national rules, called the Institut National des Appellations d'Origine (INAO), to regulate the proper usage of labels in order to prevent fraud and raise the standards for quality. Before 1935, Burgundy produced a variety of wines under less strict legislation. Today, other non-European wine producing regions, like Oregon, are following less strict legislation.

*Terroir* is complex and unique in the French language and among wine enthusiasts. The INAO regulates wine quality from specific *terroir*. The INAO regulates wine in France and it can protect wine producers from the outside markets of globalization. The INAO establishes four quality classifications for all vineyards to bottle for the consumers. The higher the classification, the more emphasis on the vineyard's terroir. The French *vignerons* (wine-makers) incorporate the *terroir* to wine quality, which has both physical and cultural factors, and French legislation. Physical factors include the soil composition, microclimates, and sun exposure. Cultural factors include all the methods used by the *vigneron* to develop the vines into producing wine.

This thesis explores concepts of terroir and the geographical connections between wine, its makers, and the regulations.
Physical Terroir

Terroir refers to climate, soil, and other physical factors that contribute to the wine-making process. An area of particular interest is in Burgundy, France (appendix 1). This area of France is roughly the size of Oregon's Willamette Valley, with a temperate continental climate. Burgundy consists of faults, foothills, and a valley that separates the western foothills from the eastern foothills of the Alps. It receives cool winds off the Alps from the east, and warm Mediterranean winds from the south. The environmental landscape and climate is almost identical to the Willamette Valley. All of the vineyards in Burgundy are located on the western foothills of the Saône Valley (see appendix 2), which separates the Burgundy foothills from the Jura (Swiss Alps). Vineyard lands stretch north to south 116 km and only about 30 km east to west.

Like any plant, it is crucial for a grapevine to grow in soil with plenty of sun and water. Through centuries of trial and error, the Pinot Noir grape, planted on slopes by monks, has found high quality potential in soils with high concentrations of lime. Monks were the first to identify "four viticultural compartments: the Côte d'Or (golden slopes), Châlonnais, Mâconnais, and Beaujolais" (Wilson 1998, 113) according to variations in local geology. The Côte d'Or has bedrock that dates back to the Jurassic and Triassic periods. When dinosaurs roamed the Earth, France was much like the Bahamas with a warm climate and rapid marine growth that gives the underlying limestone today. When the Saône fault disturbed the area, it caused the western side of the fault to form slopes and the eastern side to create the valley. During the Ice Age, a series of glacial freezing and thawing carved the slopes (see fig. 1) into concave shapes, removing the sediments into the eastern side of the rift, to form the valley floor (see fig 2) at the end of the Tertiary period.

The Saône fault zone represents a boundary between two different geologic worlds,
separated from the entirety of Burgundy's calcareous environment (Wilson 1998). The fault divides the upslope exposed Jurassic limestones and marls (common soil type in Burgundy) from the sands and clays of the valley floor. The valley floor contains sediments that hold too much water which would dilute the flavor of the grapes. Vines, like cats, don't like wet "feet." The slopes drain water more efficiently due to the faults, perfect for vines.

The vineyards are planted at any elevation from the Saône fault to as high as 300m. Any higher would be too cold for vines. Wine appellations of Burgundy have their own unique soil make up created by micro-climates just as do other appellations in France: the chalk of champagne, the gravel mounds of médoc, glaciated valleys of haute-savoie, and granite hillocks of Beaujolais (Wilson 1998). There are as many different types of soil as there are the different grape varieties. Some grapes tend to do better on chalkier soils than on clayey soils. A certain grape plant's success is dependent on the surrounding soil structure. Carbonate solution in soils holds moisture, and there, it feeds the plant more efficiently. For exemple; “the biological activity in decomposition of plant litter works best in an alkaline, high ph, environment due to the carbonates” (Wilson 1998, 27).

The soil and its habitat "has a role more important than simply holding the plant upright" (Wilson 1998, 22). Like soils, micro-climates play an important role of vineyard prosperity. The biggest event to occur on a vineyard is during the harvest, which can occur sometime between late August to mid-September. The timing to pick grapes off the vines will depend on the climate. A particular dry season would cause the grapes to ripen early and thus need to be picked early. The year 2003 was a dry year for most vineyards, with its extremely early grape harvest, decimated the rows of the harvesters that ultimately caused stress (Motsch 2005, 209).

One patch of area could produce higher quality wines than the adjacent one, if sufficient rains and good soil composition. In Burgundy, the inconsistency of wine quality is
the result of many growers in a single terroir making their own wine in their own way, so there is no single Chambertin, which comes from limier soils in the Côte de Nuits, and no single Le Montrachet, which comes from clayey slopes in Côte de Beune (Wilson 1998).

The vigneron is the one who determines the placing of the vines, care of the vines, and harvesting methods. Then, the INAO approves of the methods to be put on a label.

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**History: Cultural Side of Terroir**

The first application of Burgundy's physical terroir (soils, micro-climates), used in viticulture, dates back to the Roman Empire. The first vines were imported by the Greeks at the sixth century B.C. The inhabitants of southern France, les Gaulois 'Gallo-Romans,' obtained the right to launch viticulture and create a new cépage 'grape variety' adapted to the terroir (Bertheir et al. 2000, 213). With the coming of Christ, wine was no longer a god given commodity or entertainment, but changed to be the symbol of Christ's Blood. Everywhere the Christianized Romans conquered and colonized, viticulture shortly followed and developed in those areas. The end of Gallo-Roman viticulture came between A.D. 5th and 9th century from succession of invasions (in order) by Swedish and Viking barbarians,
others include the Vandals, Burgondes and the Visigoths (Garrier 1995, 41).

During the Medieval era, Christianity and viticulture created a unity between all Europeans. It structured politics, economy, and cultural borders. Burgundy was ruled by the influential dukes who controlled the economy and trade. The first Duke of Burgundy, who favored wine very much, gave land for monastery establishment that helped viticulture to prevail during the Dark Ages. The earliest documents of recorded viticulture date as far back as AD 312 (Kennel 2003, 1). The three main monasteries that kept up the prestige of red burgundy were Clos de Bèze, beginning in AD 610, the Benedictines (AD 816) and the Cistercian monks (AD 1098). With religious intent, they cleared the land to plant vines near and around villages (see fig. 3), which later distinguished the French wine culture.

The monks were the first ones to specialize in viticulture and be passionate about it. They observed and tested their geographic situation to find the best terroir combination with grapes. These monks were the first in French viticulture to classify their wines according to the elevation—the higher the elevation, the best sun exposure to the vines and higher quality. The Saône fault (highlighted in appendix 2) begins the AOC Burgundian classifications from
the lowest elevation: AOC regional, AOC Communale, Premier Crus, and the Grand Crus.
The highest of quality and elevation were called Grands Crus (found mostly in Côte de Nuits). Faults within Burgundian slopes hold water that stimulates excess root growth to the vine. The economic situation was solely based on monk trade between Lyon (near the Mediterranean) and Paris (government capital). Chardonnay (white burgundy) shows preference for more clayey soils conditions as pinot noir has for limy soils.

Apart from the monks, the Dukes of Burgundy had the most influential voice in viticulture. In 1395, the Duke, Philippe le Hardi (the Bold), stopped the production of gamay wines and ordered them to be uprooted. He said that the grapes were “disloyal” and preferred wine from Pinot Noir grapes (Motsch 2005, 305). Since then, only Pinot Noir grapes are grown within Burgundy. In 1441, the second Phillippe (le Bon) drew appellation boundaries according specific terroirs. For example, the Saône fault acts as the beginning of the appellations. These boundaries are still in effect today. Fast forward to 1680, Louis XIV sought to expand the French dominion by adding Burgundy, not only for area, but also for its wines. He also had a passion for Burgundian wines that added to the wine culture of France today.

In 1790, the French revolution began to destroy the old order under which church and nobility had owned vineyards. The new government aimed to redistribute the means of production (De Blij 1981, 90). Monastery vineyards were given up to be sold as national property and bought by local and Parisian bourgeoisie (middle class). Today, there are five times more vigneron (winegrower) in Burgundy than there are in Bordeaux, located on the Atlantic side of France. Ironically, Bordeaux is five times larger in area than Burgundy (Pitte 2005, 141). Still, both regions have a great variety of vigneron terroir philosophies.
Beginnings of the AOC and Modern Application

European wine production almost went extinct in the late 1800s. A destructive parasite, called *Phylloxera*, had caused many vineyards to be uprooted and it was only by grafting the immune American rootstock to European vines that saved the *Vitis vinifera* 'European grape species.' Also at that time, fraudulent wine makers labeled their wines under reputable appellation names. Cheap grapes were being grown and bottled with the label of somebody else's name. For example, grapes grown in Chile could have been bottled under a Burgundian vineyard to increase the market value. The INAO, founded by agricultural workers and vigneron, regulated this corruption.

For the consumer, the guarantee of place of origin of a food product evokes authenticity, which becomes a surrogate for quality (Gade 2005, 1). The founders of the INAO, seeking to protect their vineyards from being mislabeled by the wrong appellation and limiting lesser quality, created a national ranking system in search for quality. This system provides different levels of protection and guaranteed quality. From the lowest ranking, the labels are: vin de table (table wine), vin de pays (country wine), Vin Délimité de Qualité Superieure (VDQS), and the highest of guaranteed quality-Appellation d'Origine Contrôlée (AOC). Each identified place of origin has its locally known specialties, and these may have gained wider fame, as to increase profit (Bérard et al. 1996, 232).

For the lowest quality wines, vin de table, the grapes used can come from anywhere in France, but mostly can originate within any of the "other appellations" in appendix 1. It cannot profit from a geographical denomination except that of the country of origin, where minimal rules are enforced. These wines are obtained from highly productive vines. French vin de tables are principally produced in the Midi of France and assembled sometimes with wines from other parts of the countryside (Madevon 2005, 129). Country wines are under a
more constrained legislation. Their zone of production is limited. It was established to
distinguish the best production of table wines. Their production zone is limited
geographically, which is an appreciated identity among consumers. VDQS is the second
highest quality classification and is usually the link between AOC and country wines. Only
two percent of all French wines are VDQS which are in transition to becoming AOC.

The AOC, the highest and most respected, resembles the best wines and offers a
guarantee of production within strict zones. AOC is constrained to geographical limitations,
grape variety, yield control, essentially according to the *terroir*. Remember that *terroir* is
the vineyards soil composition, micro-climate, and the agricultural and societal factors of the
surrounding area. The legislation requires registered appellations to fully detail the origin of
the wine on the labels.

Found in southern Europe and more recently in the US, labeling laws have regulated
the usage of identifying the place of origin for agricultural products and foodstuffs. In
France, the INAO identifies the place of origin through relative and absolute location or
*terroir*. On the labels, a vigneron is required to put the place of origin or the relative
location of the product. Apart from the label, the INAO protects a designated area from
fraud given its location to determine the size of the area. The matter of detail depends on the
classification level.

French wine law is more strict than the American equivalent of INAO, American
Viticultural Areas (AVA). They relate to only the geographical location and not quality. The
AVA requires that 75% of the grape come from the mentioned area on the label and are type
of vine indicated, if it appears there (Hugh 2004, 252). The AOC actually controls the
quality process and label detail. The matter of detail is clearly seen on an Oregon wine label
and on a French wine label (fig. 4).
Fig. 4: Oregon and French Wine Label

**Methodology:**

How do *vignerons* incorporate AOC rules and regulations into their wine-growing? Were the rules similar in pre-AOC Burgundy and today in Oregon? These questions and more (appendix 5) are of great concern to *vignerons*, wine store owners, and last of all, consumers. These individuals would be affected by the AOC regulations, making them perfect for interviewing.

Contact was made possible through oral and email advertisements (see appendix 3) at universities, wine shops, wine and cheese events, and local wine tastings (where I could meet the actual vigneron). The interviewee characteristics were not restricted based on age, gender, or ethnic groups. Each response, reply and recommendation were helpful and considered. For those who wish to participate, I sent them a cover letter (see appendix 4) explaining the purpose and the objectives of the study, and at the same time, scheduling an interview. I was the only one responsible for conducting each interview.

The interview was a set of questions (see appendix 5) in English and in French,
depending on preference. Interviews were between 30 and 45 minutes long. There was no need for a follow-up interview. Each interview, whether it was in French or in English, was audio recorded for best accuracy while noting the responses from each question. Photographs were also taken of the site where the interviews were held. I tried to create similar questions for each participant, particularly vigneron. Questions for wine specialists were slightly modified. Instead of asking about their vineyard, I would ask them to explain briefly their educational background and expertise.

The information that they provided during the interview was kept confidential to the extent permitted by law. Only the principal investigator (thesis advisor) and I would see the raw interview data. The final results included information where the identity of individuals remains anonymous, by pseudonyms. To help protect their confidentiality, we used storage areas such as cabinets, journals, folders, and password-protected computer files. If the results of this project are to be published, their identity would not be made public. There were no foreseeable risks, direct benefits, and compensation to participants.

Each potential participant was well aware of their anonymity being ensured by the cover letter (appendix 4). After each interview, I gave each participant a pseudonym, instead of their real name, for their responses, audio tape, and photographs. Each interviewee pseudonym corresponded with their expertise and then given the number of the interview. For example, the third interview with a wine specialist was written as "wine specialist 3" and the second interview with a vigneron was "vigneron 2." Only the principal investigator and I were able to see and transcribe the materials and tapes from the interviewees. Tapes will be erased after the thesis is complete. In total, I have invited three wine specialists, and five vigneron to take part in this study. Each interview was conducted in Lyon, France, and at the vineyard during the 10 month study abroad exchange.
Results: Interview Summary

Using these methods described previously produced responses that were expected and unexpected. Most questions were difficult to interpret due to connotation. The beginning questions were designed to be specific, asking for a brief history of their vineyard, if their winery was family owned, if they employed any workers and how many, etc. The third question was possible to answer by reading a book and my interviewees did not express this question as it was too specific. The fourth was the same as the previous, the answer could have been found in a textbook. The fifth was complicated and opinionated. The answers that I received from each participant shared the same elements. Both the vigneron and wine specialists were asked to define the qualities of (their) best wine. Confirming with the literary background, best wine comes from the best quality. All the wine specialists and vigneron 1, 2, and 4 explained that quality is the perfect match between four elements: soil (local geology), cépage, climate, and the winemakers signature (vinification). All four elements originate from the terroir concept. Vigneron 2 commented that terroir is strictly "sol, climat, man, plante."

Following these shared responses, I asked why Burgundy was under AOC rules as opposed to table or country wine. Vigneron 1 said, "les vins de table et de pays sont de qualité inférieure." He was saying that table and country wines are of lower quality. Thirty years ago, vigneron 3 have produced table wines. My theme question for all my participants is what it was like before and after AOC protection. The same interviewee commented that under table wines, tout était simple everything was simple,' but now it is compliqué. It was only until a few decades later that the entirety of Burgundy came under AOC protection. Along these lines of responses, do AOC wines now benefit the vigneron? Wine specialist 3 does agree with the terroir concept but the “producer plus tradition plus appellation does not
equal quality." Even though AOC classification guarantees higher quality, the name of
appellation and producer does not mean quality.

Wine specialist 3 discussed about a need to know a specific stamp of quality, other
than the AOC. However, "the French are not open-minded" to outside (international)
markets. Vigernon 2 responds to why Chardonnay is only grown in Macon. He answered
with pourquoi pas? 'why not? He told me it was hard enough to grow one cepage than
many varieties, as opposed to the appellations of Bordeaux or California's Napa Valley. At
his vineyard and visits with others, each appellation within Burgundy have their own
regionality. In winter, each vine is pruned to produce a specific amount of grape clusters.
Specific techniques are used in each vineyard or appellation (see fig. 5 for Beaujolais and
fig. 6 for Mâcon). The AOC requires a minimum amount of grapes per hectare can be
produced. Pruning enough of the vine forces less grape clusters to grow and concentrates
the juices.

Nationally, all vineyards cannot be irrigated (wine specialist 1). AOC personnel
checks each vineyard if proper requirements are fulfilled. Finding evidence of irrigation is
easily found within the watered soils, as opposed to natural soils. The specialist philosophy
of this is that vine roots grow deeper in search of water. Vigneron 3 and 4 explained how
the AOC tests their wine after bottling. Each type of wine bottled goes through under heavy
scrutiny. For example, a vineyard produces many bottles of Bourgogne Aligoté, Montagny
premier cru, and Bourgogne Côte Chalonnaise. Three bottles of each of those types of wine
have to be checked by the AOC. First, two bottles of the same wine are sent to the AOC
headquarters in Paris for tasting and testing. Second and finally, a bottle is kept at the
vineyard for records. Overall, a single vineyard can produce up to 40,000 bottles from 18
ha. of land (1 ha. ≈ 2.5 acres). After harvest, the grapes are then fermented in tanks (see fig.
7), then aged in oak barrels (fig. 8).

Burgundy has the luxury to regulate the Pinot Noir grape variety, and only by special permission can a vigneron grow Aligoté or a Cabernet Sauvignon, but it is not preferred. To every rule, there are limitations and exceptions. The limitations are strict and controlling quality is controversial. Each one of my interviewees confirmed this belief. The email response to my questions said that defining quality is difficult and controlling likewise. "A good vigneron will have no problem following the AOC rules" (vigneron 1).
AOC, the highest quality classification within the INAO, enforces strict wine rules and regulations since 1935. The founders, consisting of agricultural workers and vigneron, seek to protect their land (vineyard) from fraudulent producers while requiring high quality standards. Within the regulations, a complex French geographical term is used to describe quality. The concept of terroir encompasses physical and cultural factors. Essentially, vigneron and wine specialist agree that terroir is the best combination of four elements: soil, climate, plant, vigneron.

In the area of study within France, the region of Burgundy, similar in size to the Willamette Valley has been producing Pinot Noir much longer than Oregon has today. Burgundy consists of faults and folds in formation of slopes bordering the Saône Valley. Vineyards that produce Pinot Noir grows on the eastern slopes of the valley, where the water table can be reached by vineroots. This cépage benefits from the limy slopes but whether it
is a wet or dry season may determine an early harvest. The only factor controlling growth
are *vignerons* philosophies of placing and cultivating their vines.

   Historically, the culture of Burgundy began to develop with Gallo-Roman viticulture
during the Roman Empire. With the coming of Christ, viticulture was linked with
Christianity, which provided a union for all Europeans after the fall of the Empire.
Burgundian monks were the first ones to specialize in viticulture and be passionate about it
with religious intent. They cleared slopes to plant grapes in service to God and the Dukes of
Burgundy, who also had an influential voice. At the time of the French Revolution,
monastery vineyards were sold as national property to the middle class as to enforce the
separation of Church and State.

   By the late 1800s, a disease called *Phylloxera* devasted not only vineyards in
Burgundy, but everywhere in France and Europe. At this time, fraudulent wine companies
seized to sell low-quality wines under French appellation names. In 1935, founders of the
INAO passed a French legislation preventing fraud and raising the standards for quality into
four quality classifications. The highest, the AOC, encompasses that high quality wines is
the result from *terroir*. Interviews with wine specialists and *vignerons* enhances the
concept.

   Simply put, *terroir* and high quality comes from a combination between four
elements: soil, climate, plant, and man. All of the interviewees agreed on this when
describing the necessary enforcements required by the AOC personnel. “A good *vigneron*
will have no problem following those regulations” says vigneron 1. This notion of
guaranteed quality is very geographical and can be assumed for all of Burgundy, but not for
AVA.
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Interviews

Lyon specialist 1. Personal interview. December 2005

Lyon specialist 2. Personal interview. 14 April 2006

Lyon specialist 3. Personal interview. 4 June 2006

Vigneron 1. E-mail response. 21 Feb. 2006

Vigneron 2. Personal interview. 18 Feb. 2006

Vigneron 3. Personal interview. 4 May 2006

Vigneron 4. Personal interview. 31 May 2006

French Vineyards

Legend

- Major Appellations
- Other Appellations
- Cities
- Rivers

Source: http://www.kobrandwine.com/maps/flash/048_france.html
Appendix 3

Bonjour Madame/Monsieur

Je suis étudiant chercheur des Etats-Unis, spécialité la géographie du vin. Je suis actuellement étudiant à l’université de Lyon. Pour ma recherche qui contribuera ma thèse, je propose d’interviewer les vignerons (propriétaires, producteurs (trices), récoltants, viticulteurs (trices) et/ou négociants) des vignobles de Bourgogne.

Avant 1930, la Bourgogne produisait une grande variété de vin sans contrôle sérieux, comme aux Etats-Unis aujourd’hui dans l’état d’Oregon. L’interview contribuera à approfondir ma connaissance des règles nationales et aussi les méthodes de production et la vie quotidienne un vignoble. Puis-je vous demander plusieurs questions concernant votre vignoble

Cordialement,

Alex Svela (étudiant chercheur)
Département de la Géographie et Etudes International
Oregon State University
Corvallis, Oregon, USA
(Conseiller de la thèse: Laurence Becker)

PJ Une lettre de motivation

I am a student researcher conducting my university undergraduate thesis investigating the processes of growing the Pinot Noir grape and production of wine in the regions of Burgundy, France, and the Willamette Valley, Oregon. There is a growing wine industry in Oregon that appears to have some similarities with the pre-1930 wine industry in Burgundy, France. Are you, or could you recommend anyone who is a vineyard owner and worker, and a professor or specialist in grape-growing and wine-production? If so, I would like to contact with them and explain further my research. My email address is svelaa@onid.orst.edu and phone number: (TBA).
Appendix 4

Dear (future participant):

Since the 1970s, the Oregon wine industry has become a successful wine-growing region of Pinot Noir. At the same geographic latitude, Burgundy, France, is an Old World Wine region for making Red Burgundy from the same grape. However, Burgundy has been a wine-growing region for centuries and Oregon for only 30 years. Since 1930, France introduced a set of national rules and regulations for wine production: the Appellation d’Origine Contrôlée (AOC). Before 1930, the Burgundy region produced a variety of wines under laissez-faire supervision as France had in the past. Today Oregon and other US wine-growing regions are following the same laissez-faire supervision. Are Oregon and Burgundy before the AOC, similar in terms of rules and regulations for governing grape-growing and wine-making? Would an AOC-type of regulation be appropriate for Oregon? This research proposes to answer this question by investigating the full process of wine production, starting with the grape, detailing all rules and regulations and why and how it came about. The information will come from recorded documents and interviews from university professors, vineyard owners and workers. Interviews from university professors will contribute to the knowledge of recorded history. Interviewing vineyard owners and workers will contribute to the everyday life at a vineyard. The results will be used for the student researcher’s senior thesis.

As a student researcher being advised by the principal investigator of this study, we are asking for your help by participating in an audio recorded interview about the process of viniculture (the process for turning grapes into wine). I would like to ask you if you would agree to be interviewed. The interview should last no longer than 30-45 minutes. There will be no follow-up interview. Your responses, audio tape, and photographs will be given a pseudonym and stored in a locked cabinet. If the results of this project are published, your identity will not be made public. Your participation in this study is voluntary and you may refuse to answer any question(s) for any reason. Only a small sample of viticulteurs, vineyard workers, and university professors will receive an interview, so your participation is important to this study.

The answers you provide will be kept confidential to the extent permitted by law. Your responses will be destroyed once your responses once the research is complete. There are no foreseeable risks, direct benefits, and compensation to you as a participant in this project. However, your participation is extremely valued.

If you have any questions about the research, please contact me by email svelaa@onid.orst.edu or by the following address: (to be determined later). If you have any questions about your rights as a participant in this research project, please contact the Oregon State University Institutional Review Board (IRB) Human Protections Administrator at (541) 737-3437 or by email at IRB@oregonstate.edu.

Thank you for your help and interest. We appreciate your cooperation.

Sincerely,
Alex Svela (student researcher)
Geography and International Degree Program
Oregon State University
Corvallis, Oregon, USA
(Thesis advisor: Laurence Becker)
Bonjour


En tant qu’étudiant chercheur conseillé par son professeur en géographie à l’Oregon State University (Laurence Becker), nous vous demandons votre aide, sous forme d’une interview enregistrée, sur des sujets de la viniculture. Nous aimerions vous demander si vous acceptez d’être interviewé. L’interview ne durera pas plus de 30-45 minutes. Il n’y aura pas d’autre interview. Vos réponses, les enregistrements et les photos seront conservés sous un pseudonyme dans un lieu sécurisé. Si les résultats de cette étude sont publiés, votre identité ne sera pas publiée. Votre participation à cette étude est volontaire et vous pouvez refuser de répondre à une question, quelqu’en soit la raison. Comme il n’y a qu’un petit nombre de viticulteurs, de vignerons et de professeurs d’université qui seront contactés, votre participation à cette étude est importante.

Les réponses que vous fournirez seront confidentielles. Elles seront détruites une fois l’étude terminée. Votre participation se fera à titre gracieux de ne fera pas l’objet d’un rétribution ou d’une compensation matérielle. Cependant, votre participation est pour nous d’une grande valeur.

Si vous avez des questions concernant le projet, n’hésitez pas à nous joindre : par mail svelaa@onid.orst.edu ou Tél. : 04 72 16 08 20 (06 82 67 33 73). Si vous avez des questions sur les droits en tant que participant à cette recherche, vous pouvez contacter : Oregon State University Institutional Review Board (IRB) Human Protections Administrator à (541) 737-3437 ou par mail à IRB@oregonstate.edu.

Merci de votre aide et de l’intérêt que vous portez à cette étude. Nous apprécions votre coopération.

Veuillez agréer, (Monsieur ou Madame), l’expression du nos salutation distingués.

Cordialement,
Alex Svela (étudiant chercheur)
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(Conseiller de la thèse: Laurence Becker)
Appendix 5

Aux propriétaires, producteurs, récoltants, viticulteurs, viticultrices, négociants:
To the landlords, producers, harvesters, winemakers:

1. S’il vous plaît, expliquez-moi un peu l’histoire de votre terroir, vignoble (terre)? Comment est-ce que vous l’avez obtenu ? Par votre famille ?

   Please, explain to me a little history of your terroir, vineyard, (land)? How did you obtain it? By your family?

2. Combien de personnes travaillent au vignoble? Qu’est-ce qu’ils font? Est-ce que vous embauchez des gens pour la période de la récolte ou toute l’année ? Puis-je rencontrer vos ouvriers ?

   How many people work in your vineyard? What do they do? Do you pay them the period of harvesting or all year? May I contact some of your workers?

3. Chaque année, quelles sont vos tâches ? Comment est-ce que vous préparez votre vignoble pour chaque saison ?

   Each year, what are your tasks? How do you prepare your vineyard for each season?

4. Quelle est la différence entre un propriétaire, producteur, récoltant, viticulteur, et négociant ? Quelles sont les grandes différences entre les vins Côte de Beaune et ceux de la Côte de Nuits ?

   What is the difference between a property owner, producer, harvester, winemaker, and negociant? What are the grand differences between wines from Cote de Beaune and those from Cote de Nuits?

5. À votre avis, quel est votre meilleur vin? Est-il possible de décrire les caractéristiques d’un grand bourgogne rouge? Les bourgognes mis en bouteilles au domaine sont-ils supérieurs à ceux des négociants ?

   In your opinion, what is your best wine? Is it possible to describe the characteristics of a grand Red Burgundy? Burgundies bottled in the domain, are they superior to those of negociants?

6. Comment les appellations (communes) sont-elles classées ? Grand crus, Premier crus ? Pourquoi il n’y a plus de vin de table et de vin de pays en Bourgogne ?

   How are appellations classified? Grand crus, Premier crus? Why aren’t there any table and country wines in Burgundy?

7. Comment vinifie-t-on un grand bourgogne rouge ? Par le mode de vinification ? Les
caractéristiques des sols et des vignobles sont-elles aussi importantes que les Bourguignons le croient généralement ? A-t-on réussi, ailleurs dans le monde, à produire un vin aussi exceptionnel à partir du pinot noir ? La vinification, vous utilisez les tonneaux de bois, métal, ou les deux?

How does one produce a grand Red Burgundy? By the vinification process? Are the characteristics of soils and vineyards also important as the general Burgundian belief? Did one succeed, elsewhere in the world, to produce such an exceptional wine starting from the pinot noir? During the fermentation, do you use wooden or metal barrels, or both?


Before 1935, Burgundy produced a grand variety of wines under less serious control as Oregon has today. Could the AOC be imported, by a better regulation to the industry of Oregon wine? Is it adapted for manufacture and the quality of wines? Do you know, how was it before 1935 (the AOC)? Did your vineyard change after the AOC? Before and after the First World War, the second?

9. Y a t il des professionnel(s)(les) qui vérifie votre vignoble selon les règles? Souvent ?

Are there personnel who verify your vineyard is according to the rules? Often?

10. L’AOC, protège-t-il vos vins et la qualité de vos vins ? Comment suivez-vous les règles de l’AOC ?

The AOC, does it protect your wines and quality? How do you follow up on the rules?

11. Quelles sont les règles obligatoires et optionnelles pour votre vignoble ? Les règles sont-elles les mêmes pour chaque vignoble, pour chaque appellation?

Which rules are obligatory and optional for your vineyard? Are the rules the same for each vineyard, for each appellation?
Aux professeurs ou spécialistes de vin, histoire-géographie :
To professors or wine specialists, history geographers:

1. Quel cépage et quel vin connaissez-vous le mieux ?
   Which wines and variety do you know best?

2. S’il vous plaît, pouvez-vous me décrire les caractéristiques ? Le climat, l’histoire, le terroir ?
   If you please, can you describe to me the characteristics? Climate, history, terroir?

3. Est-ce que vous connaissez des viticulteurs que je peux contacter ?
   Do you know of any winegrowers that I can contact?

4. A votre avis, l’appellation d’Origine Contrôlée (AOC), est-elle appropriée pour les fabrications et la qualité de vins?
   In your opinion, is the AOC appropriate for the production and quality of wines?

5. Si vous savez, comment cela se passait avant 1935 (l’AOC)?
   If you know, what was it like before 1935? (AOC)