Reducing Pesticides in Viticulture Requires a Wine Grower’s Behavior Change

Studying Constraints of Implementation of Pesticides Reduction Use

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Following the French governmental program “Grenelle de l’environnement”, Ministry of Agriculture has adopted a plan “Ecophyto 2018” planning a 50 % reduction of pesticides use before 2018. To attempt this goal in viticulture, particularly concerned by pesticides use (20 % of pesticides consumption for 3 % of agricultural utilized area), new strategies for vineyards protection are requested. Once some technical way has been found, it has to be implemented in a significant number of farms to produce a real effect in pesticides reduction. A new plant protection solution has to be tested towards wine growers, to evaluate from economical and sociological point of view, their acceptability for adopting such innovation.

In Aquitaine, such an innovation does exist, through POD mildium, a process created by INRA 3 years ago and already experimented. This process is an help decision method for 2 main diseases, powdery and downy mildew, which represent 70 % of fungicides used in viticulture. In 2009, a survey has been leadded through wine estates participating to the experimental network. Its goal was to estimate constraints in implementing POD mildium at estate level. Starting on plant protection practices, the survey has studied difficulties found by wine growers when adopting POD on a plot, and which problems could remain when using POD on all estate. Main results of this survey are presented, showing mainly that a new technology in plant protection requires new behavior for succeeding.