

MAKING WINE IN FRANCE

What it is about

Wine is a key part of the French culture and of its economy, worth some €40b per annum. Faced with intense international competition, vineyards are driven to increase the quality of their wine. Oenoview, a service based on satellite data, is helping growers decide when to harvest and how to blend their grapes to produce higher quality wine. In addition, growers can lower costs and optimise and reduce their use of fertiliser.

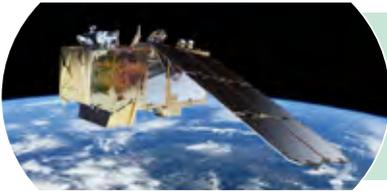
Today, around 1% of the wine-makers in France subscribe to the service increasing their revenue by €1m to €2m each year - which is expected to increase substantially over the next few years. As well as generating more revenue for the growers, increased business helps cement rural communities and develop a higher quality of living for their citizens.



What we found

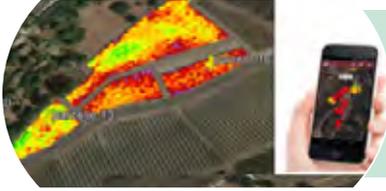
- Oenoview provides the vineyards with images of the health and maturity of their vines enabling better decisions for their management and especially their harvest.
- The Oenoview service has been built using commercial data but increasingly, Sentinel-2 data, by offering more frequent observations, is adding more value through additional services.
- Available across the whole of France, the Oenoview service is especially useful in the south where co-operative business models are being replaced with ones better adapted to international competition.

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The Satellite Data

Copernicus Sentinel-2 (and in the future Sentinel-1) provides free-of-charge frequent wide-swath, high-resolution multispectral imagery over France with 13 spectral bands, complementing imagery from commercial, high-resolution satellites.



The Service Provider

TerraNIS has developed a service, Oenoview, in partnership with ICV, which provides vineyards with information on the health and growth of the vines before they are ready for harvesting and how this varies within fields.

✓ €400k-800k pa



The Primary User

ICV (Institut Coopératif du Vin), provides oenology consultations to vine growers advising them on all aspects of growing the grapes and turning them into wine. ICV use Oenoview to help improve the quality of wine by knowing which grapes to harvest at what time and which to use to produce a better wine.

✓ €225k-460k pa



Secondary Benefits

The vineyards and co-operatives are able to increase the value of the wine that they produce through more efficient harvesting and more effective blending of the grapes for winemaking leading to higher quality wine.

✓ €3.6m-6.4m pa



Society & Citizens' Benefits

The local community benefits from increased income for the vineyards and a higher reputation as a result of selling higher quality, and better value, wine.

✓ €1m-2m pa

Total benefits

Economic



Environmental



Innovation



Regulatory



Science & Tech



Societal



Anticipated benefits: €5-9m pa

About the project

Through a series of case studies, EARSC aims to gather quantitative evidence that the usage of Copernicus Sentinel data provides an effective and convenient support to various market applications. These studies are undertaken in the frame of the project "Assessing the detailed economic

benefits derived from Copernicus Earth Observation data within selected value chains: a bottom-up study survey", under an assignment from the European Space Agency.

Download the full report from the project website



<http://earsc.org/sebs>

