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France’s vineyard sustainability plan asks wine operators how they use digital tools

The anonymous survey, open until Oct. 16, will guide support from vine plant production to sales.

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France’s National Vineyard Sustainability Plan is asking wine-sector operators to describe how they use digital tools in their daily work, as it looks for ways technology could better support the industry from vine plant production to sales.

The call was reported Friday by Le Vigneron du Val de Loire, a publication for wine professionals in the Loire Valley. The plan, known in French as the Plan National de Durabilité du Vignoble, said it is studying digital tools that could help the sector across the full chain, from the production of planting material to commercialization.

Before deciding what kinds of tools might be useful, the group wants to understand current working methods inside the industry. According to the report, the plan and the organizations involved in it are trying to identify where operators lose time, which decisions are made without all the information they would like to have, and what solutions they may already have tested.

The survey is open to everyday users rather than specialists. The publication said respondents do not need to be experts and that the organizers are looking for practical feedback based on routine work. Responses are anonymous and are being collected until Oct. 16.

The effort reflects a broader expansion in the role of the national plan. Le Vigneron du Val de Loire said the program was first created to fight vine decline, including wood diseases and falling yields. Since then, it has widened its scope to include issues linked to the agroecological transition and climate change.

That broader mission helps explain why digital tools are now part of the discussion. French vineyards, like many farming systems in Europe, are facing pressure to adapt to changing weather patterns, disease risks, cost constraints and regulatory demands. In that setting, even relatively simple tools that improve access to information or reduce repeated manual work can matter to growers and others in the production chain.

The survey appears to be designed as an early fact-finding step rather than the launch of a specific product. The report did not mention a final list of technologies under consideration. Instead, the immediate goal is to map routine problems in the field and in commercial operations before choosing where digital development could be useful.

That approach may help avoid a common problem in agricultural technology projects, where tools are built before the needs of users are clearly defined. By asking where time is lost and where decisions are made with incomplete information, the organizers

are signaling that they want to focus on practical gaps rather than on technology for its own sake.

For the wine business, the exercise could have effects beyond internal workflow. If the feedback leads to tools that improve planning, data access or coordination, it could eventually support more efficient production and stronger resilience in the vineyard. That matters for the beverage sector because grape growing sits at the base of wine supply, and changes in vineyard management can affect costs, volumes and reliability further down the chain. Any priorities that emerge from the survey may also influence where future innovation work is directed.

The report did not say how many responses the plan is seeking or when the results may be published. It also did not detail whether the consultation is aimed mainly at growers or at a wider group of participants, though the wording presented by the publication referred broadly to operators in the sector.

Le Vigneron du Val de Loire said the survey covers the full wine chain, from plant production through commercialization. That wording suggests the organizers are looking beyond vineyard tasks alone and are also considering bottlenecks tied to logistics, decision-making and market-facing activity. In practice, those could involve very different needs depending on where a business sits in the chain, which is one reason the organizers appear to be starting with a broad consultation.

The timing comes as French wine producers continue to deal with structural and climate-related strain at the same time. The original focus of the national plan on vine decline remains relevant, especially in areas where disease and lower productivity have weighed on long-term vineyard health. Adding digital questions to that agenda shows how sector support efforts are shifting from a narrow technical problem toward a wider model of adaptation.

For now, the main request is simple: operators are being asked to report what happens in daily work, where information is missing and what has or has not worked before. The responses, submitted anonymously before Oct. 16, are expected to help the National Vineyard Sustainability Plan decide how digital tools might be developed or prioritized for the French wine sector.