



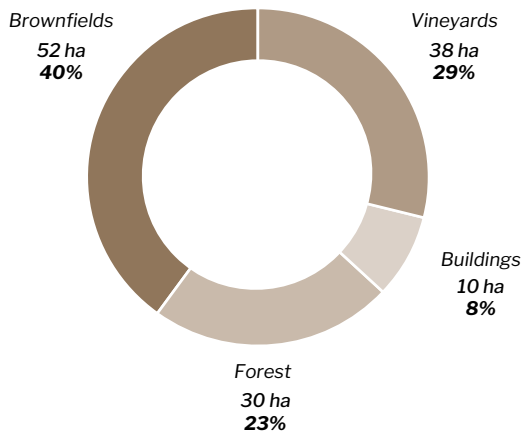
LONG DAI

BUILDING AN AMBITIOUS WINE PROJECT IN DIALOGUE WITH THE LOCAL VILLAGE

FOR A SUSTAINABLE VITICULTURE

Given its terraced structure, the vineyard is rich in agro-ecological infrastructure with almost 9 km of low walls conducive to biodiversity.

Flora and fauna surveys have been carried out in our vineyards over the 2022 and 2023 campaigns by the Lu Dong University team: 190 plant species listed, a good illustration of the biodiversity on the estate.



BREAKDOWN OF SURFACE AREA IN HA

Since 2021, our teams have been working closely with the Changins Agroscope in Switzerland and Peking University to identify effective organic and biocontrol products to combat specific pathogens in China

This goes hand in hand with an adapted varietal strategy for quality production and a vineyard that is less sensitive to the vagaries of climate and disease.

SAVING NATURAL RESOURCES

Right from the design stage, the project was carried out considering the principles of LEED (Leadership in Energy and Environmental Design), as well as the Leed Gold Certification was obtained in 2019: assessment as High Environmental Quality buildings.

The roofs of the winery and offices are planted to improve insulation.

A 29 000 m³ retention pond collects abundant runoff water during the monsoon season. This water provides punctual drip irrigation support in the driest years.

RESPONSIBLE SOURCING

For every need, vigilance is required to find the right balance between necessary imports and local supplies.



bottle suppliers
within **50 km**

130 HA
ESTATE

38 HA
UNDER VINE

52
EMPLOYEES





■ Natural materials are preferred in the vineyard: 40 000 tonnes of local stone for more than 500 terraces.

Materials are managed with a view to reuse, in particular metal fasteners (staples) for lifting on trellising wires are recovered at the end of the campaign and reused each year.

A CONSUMER-DRIVEN PHILOSOPHY

■ To protect the end consumer from counterfeiting, we have integrated an NFC chip (Near Field Communication, a technology used in passports in particular) into each capsule.

■ The estate is open to wine tourism with several offers, from the classic visit to a more in-depth tour with a technician and even a Food & Beverage service including lunch or dinner on site: more than 2,200 covers in 2023.

8000 visiteurs
accueillis sur site en 2023

SOLIDARITY ABOVE ALL

■ Given the competition with the arboricultural sector, which is very present in the region and in demand for seasonal labour, we offer permanent contracts including benefits and social protection that are far superior to those offered in the sector:

Permanent workforce

increased twofold since **2021**

■ Since 2018, for our in-house training courses, we have been favouring materials with photos for more effective learning of good viticultural practices. These technical training courses are accompanied by training for operators in good practices for handling plant protection products: wearing overalls, gloves, and masks, washing hands, special clothing for treatments. The aim is to continue these programmes to gain greater autonomy, guarantee operator safety while ensuring environmental protection.

■ Since 2022, on 5th June, World Environment Day, the teams have been raising awareness of environmental protection and taking action to collect waste on site and in the surrounding area.



■ In terms of social commitment, Long Dai has established a partnership with the Penglai Association for the Disabled, which provides material aid for educational purposes and welcomes young people to the estate to share in the culture of wine.

■ Finally, to encourage team cohesion, in-house tastings are organised for all employees during working hours, followed by a team lunch on special occasions during the year.



“At Long Dai, from the terraced vineyards to the semiburied buildings and the training of the winegrowers, every stage is part of a desire to integrate the estate into the landscape and the local ecosystem.”