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Corneilla-del-Vercol France, May 2023



The Château de Cornellia: Pioneers of Viticulture Combining Tradition and Innovation

Château de Cornelia in Roussillon is a vineyard that has been passed down from generation to generation. In 2010, William Jonquères d'Oriola, representing the 27th generation, took the reins of the family business with the goal of modernizing and expanding the estate while respecting tradition.

He focuses on several key aspects of viticulture. The first priority is to improve the quality of the wines produced. To achieve this, a thorough study of the grape varieties and terroirs present on the property is conducted, with the assistance of specialized consultants who provide expertise in innovative viticultural practices. The marketing of the wines is also crucial. A strategy is implemented to promote a strong brand identity, associating each wine with a specific label. The estate produces 26 different wines, ranging from local appellations to broader regional appellations.

Respect for the environment is a core value. Mr. Jonquères d'Oriola gradually converts the estate to sustainable agriculture and takes measures to regenerate the soil and promote biodiversity. Agroforestry experiments are conducted to improve yields and vine resilience. William Jonquères d'Oriola continuously explores new cultivation and winemaking techniques to perpetuate the winemaking excellence of Château de Cornelia.

Our meeting with Van Iperen happened at the perfect time

Mathieu Ramon-Baldie, the head of cultivation at Domaine Jonquères d'Oriola, shares his experience with P4P products.

"Our meeting with Van Iperen occurred at the ideal moment, as we were rethinking our approach to viticulture. We decided to embrace inter-row cover cropping and maximize shading, anticipating heat episodes and decreased precipitation. Additionally, we implemented an irrigation system. It was during this time that Van Iperen introduced us to the P4P products, which seemed to align perfectly with our new approach.

From the very first year, we conducted trials using the P4P 4-Vita product with different methods, and the results were extremely promising. Even though we didn't use the product under the optimal conditions, as we applied it to a vineyard that had experienced severe water stress three years prior, we observed a significant explosion in vegetative growth right after the first application."



William Jonquères d'Oriola propriétaire vignobles Jonquères d'Oriola



JONQUÈRES D'ORIOLA
VIGNOBLES
— CHÂTEAU DE CORNEILLA —

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Throughout the year, we observed a 15-day difference compared to other methods in terms of the effect of water stress on plant development and grape berries. Despite a **25% reduction in irrigation**, the berries remained well-developed until the very end.

We practice controlled irrigation based on weather forecasts and rainfall data from our weather stations. We adjust irrigation according to the specific needs of the vines at each growth stage, allowing us to reduce irrigation by 25% compared to a state where we wouldn't be in a comfortable zone but just below it. This way, the vines experience a certain level of water stress, but within optimal limits.

The use of P4P 4-Vita has been particularly beneficial for our select vineyards, which we refer to as our "Premium Vines." In just two years, we managed to revive a vineyard that had experienced difficulties by filling the gaps and improving the balance and maturity of the grapes. Must analysis showed an increase in yield of over 38% without dilution of compounds such as anthocyanins or Brix. The results were visually evident, with well-developed berries

and magnificent vegetative growth.

We also pay special attention to training systems, conducting pruning and bud thinning at the latest possible moment to promote optimal vine development. This meticulous work has had a significant impact on the health and vigor of our vines, further enhancing the benefits of the P4P products.



Mathieu Ramon-Baldie chef de culture au Domaine Jonquères d'Oriola et Zahi Zind agronome chez Van Iperen International

In conclusion, our encounter with Van Iperen and the use of P4P products have marked a decisive turning point for Domaine Jonquères d'Oriola. Through these new approaches, we have been able to enhance the quality of our vineyards, optimize water usage, and achieve remarkable results in terms of yield and grape maturity. It has been a fruitful collaboration that has opened up new perspectives for our estate.

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