

FOOD AND BEVERAGE

Mot & Chandon launches local agroecology program

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Mot & Chandon launched a new agroecology program in Champagne. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne brand Mot & Chandon is continuing its support of biodiversity with a new initiative in its home region.

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The "Natura Nostra" agroecology program, or "Our Nature," aims to preserve and protect local flora and fauna in the Champagne region of France. The house is supporting the program with a special exhibition and employee volunteer effort.

Supporting sustainability

Through the agroecology program, approximately 100 kilometers, or more than 62 miles, of ecological corridors will be created in Champagne by 2027. This includes almost 10 kilometers next year.

These pathways will connect ecosystems, which will nurture the natural lifecycle of plant and animal species.



Mot & Chandon employees helped plant 1,743 trees. Image credit: LVMH

Mot & Chandon will also accelerate its transition to more responsible viticulture, as sustainability touches all aspects

of the luxury business.

To kick off the program, employees participated in the initiative "1,743 trees for Fort Chabrol" named after the year the house was founded and planted different tree species at Mot & Chandon's historic home.

The brand also tapped watercolor artist Emmanuelle Chevalier, a native of the region, to create works inspired by the local landscapes and ecosystems. These appear in the new exhibit, "Fort Chabrol, the biodiversity of tomorrow begins today," which will educate visitors about the benefits of agroecology for biodiversity.

The exhibit also speaks to another of the program's goals: elevating Champagne's natural landscapes to encourage travel from wine lovers and eco-tourists.

"Natura Nostra" is the latest environment initiative from LVMH's wine and spirits division.

In October, Mot Hennessy inaugurated the Robert-Jean de Vog Research Center, a science research facility devoted to sustainability.

The facility serves as a new resource for the Mot Hennessy research and development ecosystem to help the company better understand and anticipate environmental and production challenges. The center is named after the avant-garde entrepreneur who made significant contributions to the development of the Mot Hennessy business ([see story](#)).

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