

FOOD AND BEVERAGE

Hennessy marks World Soil Day via agroforestry viticulture program

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Hennessy sheds light on its agroforestry viticulture program through a video in honor of World Soil Day. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

French Cognac brand Hennessy is participating in an agroforestry viticulture program in honor of World Soil Day.

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A 47-second promotional video for the environmental initiative featured sketches of the specific efforts being made, focusing specifically on tree-planting. The 2021 program has resulted in the planting of 6,000 native trees of 20 varieties on its La Bataille property in France.

In the effort to protect the integrity of the soil, Hennessy practices a fusion of modern techniques and historic ones from its 250 years of experience in the spirits business.

The 180-hectare vineyard is home to this experimental effort.

Filled with grazing sheep and native plants such as its four kilometers of sustainable hedge shrubs as well as high-tech tractors and weeding robots, the **Hennessy** land acts as the lab for the initiative.

Green spirit

Protecting the integrity of the "living soil" is at the heart of the program, as Hennessy works to find efforts that benefit both the Cognac product and the environment.

Preserving the bacteria and life within it ensures that the soil is dense in nutrients, allowing for a better product. The tree-planting also protects the vines from deadly frost, the land from erosion, and the young plants from strong winds.

The **Agroforestry Viticulture program video** acknowledged the additional value of biodiversity, which healthy soil protects.

Hennessy also uses the eco-grazers and old pruning practices to keep the ecosystem within its land balanced.

The give-and-take relationship present between environmental growers and the environment itself is celebrated through this program, emphasizing the benefits of regenerative farming and land-centric techniques.

Hennessy Agroforestry Viticulture's sustainability program #WorldSoilDay. Video credit: Hennessy

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