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Ruptures familiales en milieu viticole :



Part-time Vigneronne

At Pavillon de Chavannes, at the foot of Mont Brouilly, the fifth generation of winegrowers is in charge-- Laure Jambon, 42 years old. Her father, 84, "who is still working," hoped that his children would take over the estate, but very cautiously: "Live elsewhere, start by studying, have a job and if you can, you will take care of the estate," he told them cautiously. After the Golden Age and then the Beaujolais crisis, the fear of bankruptcy and even poverty hung over families in the region for a long time.

Although she dreamed of taking over the vineyard immediately, Laure obeyed her father's injunction: "I went to business school, then I worked in the commodities trade in Paris for fifteen years. Except that in 2019, all my projects came to an end and I had to change my job." Coincidentally, in the same year, her father was forced to sell part of the family vines that needed to be replanted but the family did not have the cash to do so. "I was already the owner in part through a donation. I found myself signing some papers and crying, thinking to myself: this is not possible! I have that in my blood! This is what I want to do." Laure then defied the paternal injunction, quit her job in Paris and returned to Beaujolais with her husband and three children to take care of the estate full time.

Starting again from the beginning

To reassure everyone, she returned to school, found an internship with a winegrower in the region and passed a BTS Agro Sup in Dijon. "Beaujolais has experienced a big institutional crisis. The winegrowers were less proud of their wines, there was a kind of shame, which is no longer the case today." Although she does not define herself as defying her father, Laure has chosen to convert her land to organic farming using methods that her father did not practice such as mating disruption [a technique to fight against parasites], grass cover and the absence of phytosanitary products. "My dad realizes now that this is the right thing to do. Moreover, the hill of Brouilly is once again green."

As for economic worries, she retorts: "It's true that I don't make a living, but that will change. This coming back, I could not not do it. When you take the reins of a domaine, you never really leave the family."