Beat: Local

RHONEA CREATES A VINEYARD IN CROWDFUNDING TO FACE EROSION&PRSEREVE WINE HERITAGE

€1M ALREADY RAISED

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USPA NEWS - In 2016, in the wake of the alarming observation of the decline in wine-growing areas in Vaucluse (Early 2000, 1% of the vineyards disappeared each year) Rhonéa decided to create a vineyard in crowdfunding to face this erosion and preserve the wine heritage around Dentelles de Montmirail. This intitiative comes to fulfil the strong desire to preserve a wine heritage.
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ALREADY 1 MILLION EUROS RAISED ----------
One year after its creation, this SCIC gathers 500 subscribers and has collected more than one million euros. Together, they have already acquired a dozen hectares of vines in Vacqueyras, Beaumes de Venise and Muscat de Beaumes de Venise. Rhonéa Vignobles explains that it is an ethical & tax opportunity thus gives the opportunity to individuals, to acquire a share of vineyard from 1000 € with, in 2018, a tax reduction increased by 25% of their investment and to create a property capital pleasure----------
Of the 236 artisan-winemakers in the Rhonéa cooperative, 35 young people want to develop their farms.
The new hectares acquired are thus proposed in priority in order to offer them a springboard during their installation. Rhonéa Vignobles reaffirms its environmental commitment by helping them convert these parcels into organic farming.
The financial investment is not passive and is accompanied by appointments, events, participation in the works to develop the project collectively, it is open for investors to get committed, and join the venture. In 2017, four meetings were organized to connect participants to the daily Rhonéa Vignobles: assembly workshop, discovery of the vineyard ... User-friendly, fun and educational, as a couple, with friends or with family, these meetings - all displayed complete and made the community vibrate in workshops involving and rewarding.
RHONEA VINEYARDS ON THE HORIZON 2022----------
The project, led by expert winemakers, aims to bring together nearly 5,000 investors to form a field of one hundred hectares.
This investment allows individuals to enjoy tax benefits (25% abatement until the end of 2018) and to receive symbolic gratuity in wine.
Rhonéa Vignobles also allows to participate in a human and collective adventure combining pleasure, tax exemption and preservation of the French wine heritage. By 2022, the objectives in figures are more than ever maintained:
· 5000 members
· Capital of 5 million euros
· 100 hectares of vineyards
· A 100% committed, ethical and collective project

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