



**Integrating agroecology
with the downstream:
food value chains**



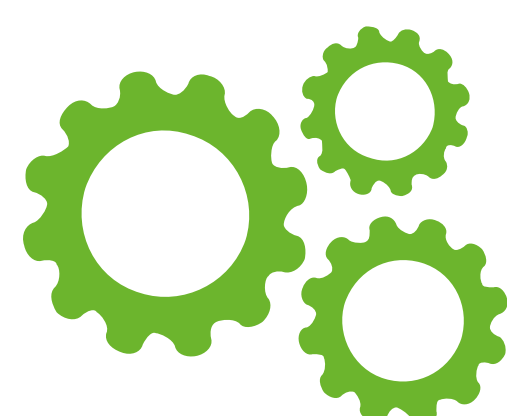
**AGRI
Innovation** summit 2019



Other Multiactor Project

Aronia and other organic super berries in Centre-Val de Loire

Aronia et autres superfruits bio en région
Centre-Val de Loire



Practical problem

This innovation will ensure the development
of production of these new berries unknown
in France, and partnerships with local food processors.



Partners

3 growers, 3 food processors, 3 institutional
structures.



Calendar

Start: 01/01/2017
End: 01/01/2020



Budget

Total amount:
€387,877

Objectives of the project

The project aims at the establishment and the upstream-downstream structuration of an organic berries sector with high nutritional potential on the Centre-Val de Loire territory. Aronia is the test species to its feasibility study. Other berries, called “super-fruits” will be considered and deployed gradually: sea-buckthorn, saskatoon berry, honeysuckle, and elderberry. The central theme will be to develop a new production and processor food sector for organic market, creating an added value for territory operators. The valorisation of processing co-products will be studied.

Main activities

The growers (Paquereau, Les Trois Chênes, France Pilté nurseries) have to establish organic experimental plots for the 5 species of berries to evaluate their production capacity, the mechanization of harvest and conservation. The food processors (Terra Cérés, Eugène Sémeria, TJP Nature de Pomme) have to develop food recipes to valorise products (jam, fruit juices, baking). The institutional partners (Biocentre, Chambre d’agriculture du Loiret, CDHR Centre-Val de Loire) support the project, and contribute through advice, animation and communication.

Expected results

The creation in France of a new innovative organic berries sector which develops an economically viable production, supported by regional processors.

Results so far/first lessons

The experimental plots are planted by the growers. The first small productions will be effective in 2019 and 2020. The evaluation of the crop management is in progress for honeysuckle, saskatoon berry, sea-buckthorn. The range of varieties is important and making choices is needed. The climate conditions in Centre Val de Loire (sweet winter and spring frost) is a limiting factor for species with an early flowering. The food processors have elaborated their first recipes. The exchanges between partners allow to listen and conciliate their expectations.

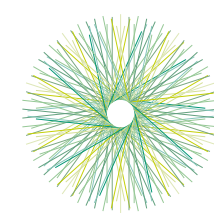
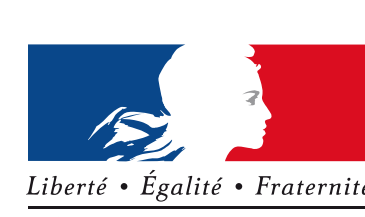
Who will benefit

Firstly, project partners will benefit from technical advances, elaborated productions and products. The organization and the development of organic berries sector should allow to sustain project acquisitions. Secondly, the development of production needs will allow to associate new growers, to boost this sector and to answer to a growing demand from the food processors.

Supported by:



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