



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

### Aronia et autres superfruits bio en region Centre-Val de Loire

FRANCE – CENTRE-VAL DE LOIRE

**Starting date - expected end date** | 05.2017 – 12.2020

#### Operational Group/ Innovative project

This project aims to develop and organize a new berry sector in the Centre-Val de Loire region. "Super berries", like chokeberry, honeysuckle, sea-buckthorn,... are well installed in other countries (Canada, Russia, Poland) but not in France. This type of berry could be an interesting solution to diversify the crops of nurseries. Moreover, this product seems to respond to the market demand, with an important health attribute (high content of vitamins and antioxidants), and a possibility to grow it under the organic label. Therefore, this project aims to create a complete chain, from the grower who will produce the organic berries to the processors, who will transform it into different products. The first step is the planting of the reference berry: chokeberry (Aronia), for the fruit production and also to experiment the organic crops, the yield, the harvest mechanization,... At the same time, food processors will work on the recipes. To be efficient all along the chain, the group also wants to work on the "co-products" valorisation, and recycle the berry residues after the pressing, in cosmetic or pharmaceutical sectors for example.



**Lead partner: CDHR Centre-Val de Loire, growers association, ornamental crops sector, Centre-Val de Loire, ST CYR EN VAL, France**

#### Other partners

##### Farmers

- ▶ Three nurseries in the region, berries crops

##### SME

- ▶ Four agri-food processors (juice, pastry, child feeding, fruit compote)

##### Organizations

- ▶ Chambre d'Agriculture du Loiret, agricultural sector, ORLEANS
- ▶ Bio Centre, organic crops sector, ORLEANS



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