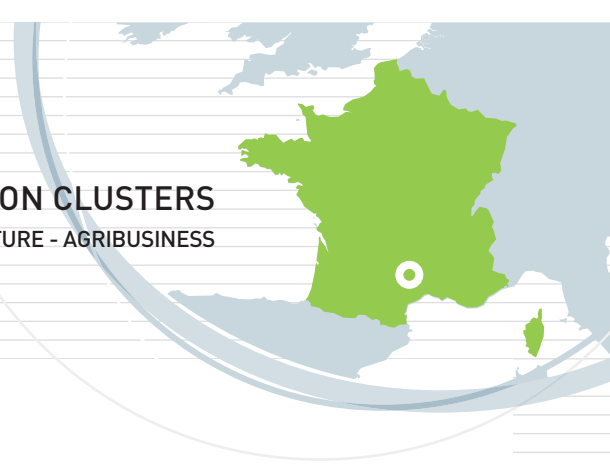


INNOVATION CLUSTERS AGRICULTURE - AGRIBUSINESS



PROJECTS APPROVED

65

TOTAL BUDGET (€M)

89

PEIFL

FRUIT AND VEGETABLES, AGRIBUSINESS, AGRICULTURE

MAIN INTERESTS

- Public health and natural products
- Improving the nutritional and organoleptic quality of fresh and processed fruit and vegetables
- Developing new fruit- and vegetable-based ingredients, intermediate food products and natural products
- Sustainable production and competitiveness
- Controlling fruit and vegetable production quality
- Developing solutions for sustainable water, energy and waste management
- Consumption of fresh and processed fruit and vegetables
- Understanding and anticipating expectations
- Developing supply and improving accessibility
- Food safety and traceability
- Guaranteeing the safety and traceability of fruit and vegetables
- Guaranteeing the safety of new food processes and packaging

203 MEMBERS

Major French companies: LDC-Agis, Bonduelle, Clause Tézier, Sodexho, Raynal & Roquelaure, Creno, Soleco-Florette, Pomona, Naturex, Pronatura, etc.

Foreign companies: Rijk Zwaan (Netherlands), McCormick (USA), Crudi-Geest (UK), Kerry Ingredients (Ireland), Campbell's (USA), Conserves France (Italy), Hero (Swiss), Panzani (Spain), Decco Iberica (Spain), Indena (Italy).

Centers of excellence: Adria, Brittany Plant Biotechnology (BBV), Experimental Horticultural Center in Marsillargues (CEHM), French National Institute for Agricultural Research (INRA), French National Institute for Health and Medical Research (INSERM), Regional Training Institute for the Agri-Food Industry (IFRIA) in Provence-Alpes-Côte-d'Azur, Technical Institute (IUT) for Biological Engineering in Avignon, University of Avignon and the Vaucluse Region, Montpellier Supagro, etc.

Local authorities

R&D WITHIN THE CLUSTER

920 RESEARCHERS

23 PROJECTS FINANCED

€8M STATE AID

€1.5M FROM THE IF⁽¹⁾

€3.02M FROM THE NRA⁽²⁾

NUMBER OF PATENTS FILED IN 2007
BY APPROVED PROJECTS: N/A

(1) IF: INTERMINISTERIAL FUND

(2) NRA: NATIONAL RESEARCH AGENCY

EXAMPLE PROJECT

ENERGY COLLECTING GREENHOUSE of the Interprofessional Technical Center for Fruit and Vegetables (CTIFL)

Budget: €1.8 million Financed by the Interministerial Fund, the French Environment and Energy Management Agency (Ademe), the Languedoc-Roussillon Regional Council and Viniflor.

This project aims to develop a greenhouse capable of storing and utilizing surplus energy by using reverse cycle air conditioning. The new greenhouse will be used for experiments on storing solar thermal energy in aquifer, with a view to proposing new alternatives to fossil fuels

PEIFL
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Innovation clusters

CLUSTER STRENGTHS

→ **Number of employees at cluster members: 15,000**

→ **The Provence-Alpes-Côte-d'Azur region holds a particularly strong position in the agribusiness and fruit and vegetable industries:**

- 21,500 permanent direct jobs (12,500 jobs in fruit and vegetable production and 9,000 jobs at 300 food processing companies)
- 8,000 farms
- 2,200 students

→ **A leading European agribusiness region**

- One of Europe's top agricultural producers (turnover of over €65 billion, or 20% of the total value of European output)
- The French food industry is number one in Europe (turnover of €136 billion) and second in the world

→ **Partnerships with four other French innovation clusters**

- Q@limed, Languedoc-Roussillon
- Valorial, Bretagne (Brittany)
- Qualitropic, Réunion
- Végépolys, Pays de la Loire
- Trimatec, Languedoc-Roussillon
- Perfumes, Aromas, Cosmetics (Pass), Provence-Alpes-Côte-d'Azur

INTERNATIONAL OUTLOOK

Medium

→ **Cooperation with foreign clusters**

Partnerships currently being formed with:

- Wagralim, an agribusiness innovation cluster in Wallonia, Belgium: meeting in June 2009
- Emilie Romagne Cluster (Bologna-Parma): meeting in July 2009, partnership within the framework of Techfel
- Innovation cluster in Bizerte, Tunisia: meeting in September 2009, partnership within the framework of Techfel

→ **Participation in European programs**

- Partner in 2 European project proposals:
 - Xanthealth: the health effect of xanthophylls (not accepted)
 - Antiox: health claims relating to antioxidants (not accepted)

→ **Involvement in international projects**

- Involvement in the Ubifrance mission to Turkey in February 2008
- Involvement in the Fruit Logistica/Freshconex trade shows in Berlin since 2006
- International business intelligence

→ **Co-hosting of international business conventions**

- Tech'Fruits and Vegetables convention (with the support of the Provence-Alpes-Côte-d'Azur region, the European Regional Development Fund (ERDF) and the Invest in Med project)

PROJECTS

PROJECT	PARTICIPANTS	DESCRIPTION
MAGIC-TomSNP	Research Unit for Genetic Improvement of Fruit and Vegetables, French National Institute for Agricultural Research (INRA), Avignon facility. Selected by the NRA under the 2009 Program for research in plant genomics and biotechnology.	Promoting the genetic and genomic resources of tomatoes to enhance fruit quality.
PROTOFOOD	Laboratory for Parasitology and Medicine, Medicine Department, Reims University Hospital. Selected by the NRA under the Alia 2009 call for projects.	Contaminating bivalve mollusks and plants with the protozoa cryptosporidium, giardia and toxoplasma: detection, persistence and impact of processes.
RIBENUT	Joint Research Unit for the Safety and Quality of Plant-Based Products, Inra Avignon. Selected by the NRA under the Alia 2009 call for projects.	New techniques for assessing microbiological risk vs. nutritional benefits in heat-treated vegetables.
FLONUDEP	"Markets, Organizations, Institutions and Stakeholders Strategies" (Moisa) Joint Research Unit, Mediterranean Agronomic Institute (IAMM), International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM). Selected by the NRA under the Alia 2009 call for projects.	Promoting industries committed to sustainable development through a decision-making tool combining three key aspects of the fruit and vegetable market: environmental sustainability, nutritional quality and socio-economic considerations.
RESIST-LAITUE		Studying downy mildew of lettuce and implementing strategies for sustainable resistance.
TEMPANTIOX		Innovative processes for creating fruit-based processed products with optimized organoleptic and nutritional qualities.
RFID		Developing an RFID-based traceability solution for microbusinesses and SMEs in the agribusiness industry.
REACTIAL		Predicting and monitoring the appearance and disappearance of reaction markers during food processing and conservation.
QUALITOMFIL		Developing and promoting the organoleptic and nutritional quality of tomatoes.
TAYLORPACK		Biodegradable active packaging for the conservation of fresh fruit and vegetables.
MELOXYLYSE		Melon-derived antioxidants.
AIL DROMOIS		Breeding a variety of bacterial blight-resistant garlic.
CARPORES		Analyzing changes in the virus CpGV when the host is bred for disease resistance.

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