

# Making western France, the home of smarted food

10.2023

Taste the first network dedicated to agri-food innovation in collaborative mode



# Strong agrifood territory

Since 2006

4 Agencies :

Rennes,  
Quimper, Caen,  
Nantes



*Normandie*  
*Bretagne*  
*Pays de la Loire*

90k km<sup>2</sup>

100k employees

2800 agrifood companies

40 billions turnover

# Agri-food valuechain

## 6 Innovation domains



Water, Soil,  
Climat



sustainable plant  
and animal  
production



operational  
excellence of farms  
and factories



full valorization of  
biomass



food offer to eat  
better



innovative use and  
food service

- **Food quality and safety:** Microbiological stability of foods during storage, development of real-time microbiological control methods, guaranteeing the safety of raw milk cheeses...
- **Production, processing and conservation technologies:** Preservation and improvement of nutritional and organoleptic qualities, Robotization/automation of processes, Functionalization of packaging materials, Securing BtoB exchanges...
- **Food - Nutrition - Health:** Managing the problem of portioning and waste in relation to satiety, demonstrating the effectiveness of a healthy diet, demonstrating the benefits/positive impacts of fermented foods on health and the intestinal microbiota...
- **Agricultural and agri-food marketing:** Co-create and test new digital tools for the agri-food industry, develop analysis methods in real spaces (consumption pathways)...
- **Functional ingredients:** Optimizing techno-functional properties, Functional ingredients for culinaryity...

# Extensive diversity of 500 members ...



INDUSTRIES AGRI  
& AGROALIMENTAIRES



ADISSEO, AGRIAL, AGROM SERVICES, ALLAND & ROBERT, ALTHO, ANTOFENOL, AUBRET, AVRIL, BEL, BIOFOURNIL, BISCUITERIE DE L'ABBAYE, BLINI, BONDUELLE, BRIDOR, CONSERVERIE CHANCERELLE, COOPÉRATIVE ISIGNY SAINTE-MÈRE, COOPERL INNOVATION, DAUNAT SNACKING SERVICES, DELIFRANCE, DELTAVIT, DIANA FOOD, ENTREMONT SODIAAL, FLEURY MICHON, GILLOT, GROUPE CAVAC, GROUPE JEAN FLOC'H, GROUPE EVEN, GROUPE BIGARD, GUYADER GASTRONOMIE, IDENA, INODRY, INSECTEINE, ISLA DELICE, JEAN HENAFF, JEAN STALAVEN, LACTALIS, LDC, LE GOUESSANT, LIS FRANCE, LOC MARIA BISCUITS, MARIE MORIN, MIX BUFFET, MYTILIMER, NEOVIA, OLMIX, PASQUIER, PROVIMI, PRUNIER, ROULLIER, SILL, SODEBO, SOLARENN, SOLINA, SOREAL ILOU, SAINT-MICHEL, STEFANO TOSELLI, SURFACT GREEN, SVA JEAN ROZÉ, TARTEFRAIS, TENDRIADE, TERRENA INNOVATION, TRIBALLAT SOJASUN, TRISKALIA INNOVATION, VALOREX, YVES FANTOU...



FOURNISSEURS IAA  
& ÉQUIPEMENTIERS

BIOFORTIS, BOCCARD SA, BOLLORÉ, BUREAU VERITAS, CAPITAL INNOVATION, COMERSO, COUÉDIC MADORE ÉQUIPEMENT, D-IMPULSE, EUROFINNS ANALYTICS FRANCE, EUROPLASTIQUES, EVEL'UP, FOODINNOV DEVELOPMENT, GROUPE GRIMAUD, GUELTE, IDEC AGRO & FACTORY, KERHIS, LABORATOIRE DIELEN, LABORATOIRE GILBERT, LEMPA, MCA PROCESS, SEENERGI, SETREM, TARGEDYS, UNION EVOLUTION, VIF...



ORGANISMES ENSEIGNEMENT  
& RECHERCHE

ACTALIA, AGROCAMPUS OUEST, ANSES, AUDENCIA, CEA TECH, CERNH DÉVELOPPEMENT, CETA, CETIM, CTCPA, ÉCOLE DE BIOLOGIE INDUSTRIELLE, EM NORMANDIE, ENSCR, ESA, ESIX NORMANDIE, IDELE, IFIP, IFREMER, IMT ATLANTIQUE BRETAGNE PAYS DE LA LOIRE, INRA, IRSTEAT, ITAVI, LABEO, LABOCEA, NOV&ATECH, ONIRIS, PÔLE CRISTAL, PRAXENS, UBO, UNILASALLE, UNIVERSITÉ DE ROUEN, UNIVERSITÉ DE CAEN...



# Industry driven

*Team led by* one president (always from industry)

## *Board of Directors*

40 members (industrials, research & training organisations, professional organisations).

+ Board : 12 members

- Research : 50 organisations as members
- Industry : Professional associations as members (ANIA, ABEA, AREA, LIGERIAA...)
- Authorities : state, 3 régions, 5 métropoles...

## *Financed*

50% by public funding ( state, region, metropoles, others..)

50% by members (memberships & partners, projects, services provision...)

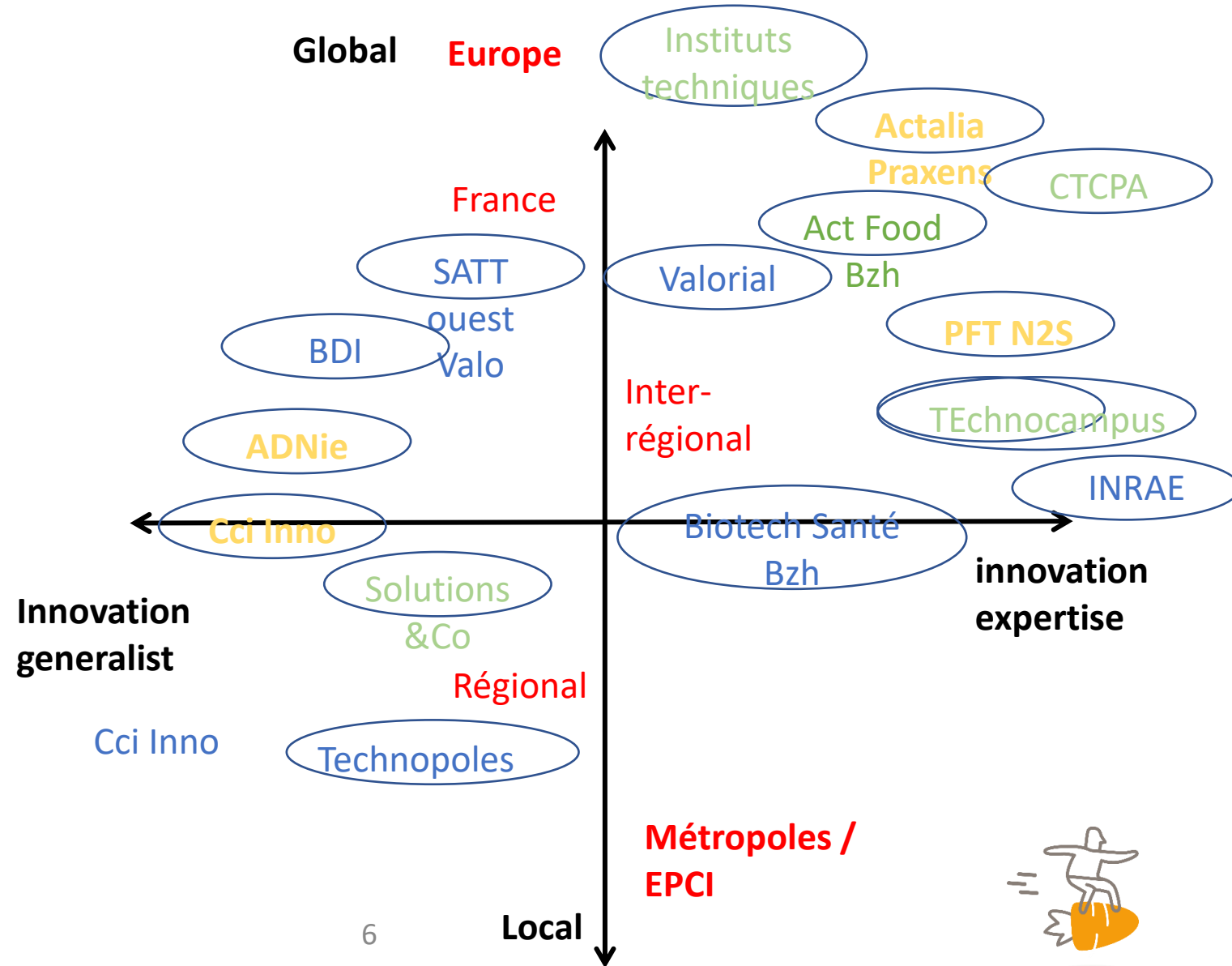
*Initiated in 2006 by French government*





# Part of a local Innovation Ecosystem

- Tech centers / CRITT
- Technology park
- Regional agencies
- Technological platforms (B-com)
- Tranfert platforms (SATT...)
- Chamber of commerce Innovation
- **11 pôles de compétitivité**
- ...



# Collaborations at EU & International level (10)

2023

2024

2025

2026

2027

**F2F Health Matters**

**Internatioanlisation** (funded by EU)

**Aurora**

Traceability and sustainaibility (funded by EU)

**Food Scale Up**

**Accelerator** in agrifood (funded by EU)

**Biorural**

Bioeconomy (funded by EU)

**B-Resilient**

Use of biomass (funded by EU)

**Agrifood4Future**

**Education** in Agritech (funded by EU)

**Biotech4Food**

Biotech in agrifood (funded by EU)

**Value4Pack**

Packadging (funded by EU)

**Hub4Food**

Healthy food (funded by EU)

**Farm'Innov**

Food Safety in **Kenya** (funded via AFD)

**Brings**

- **network**
- **knowledge**
- **acceleration opportunities**
- **direct funding to SMEs**



# Looking forward to innovate together !

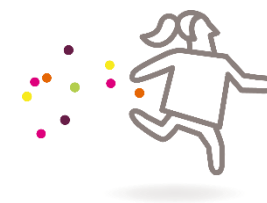
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ECCP profile : [Valorial](#)





# Process driven

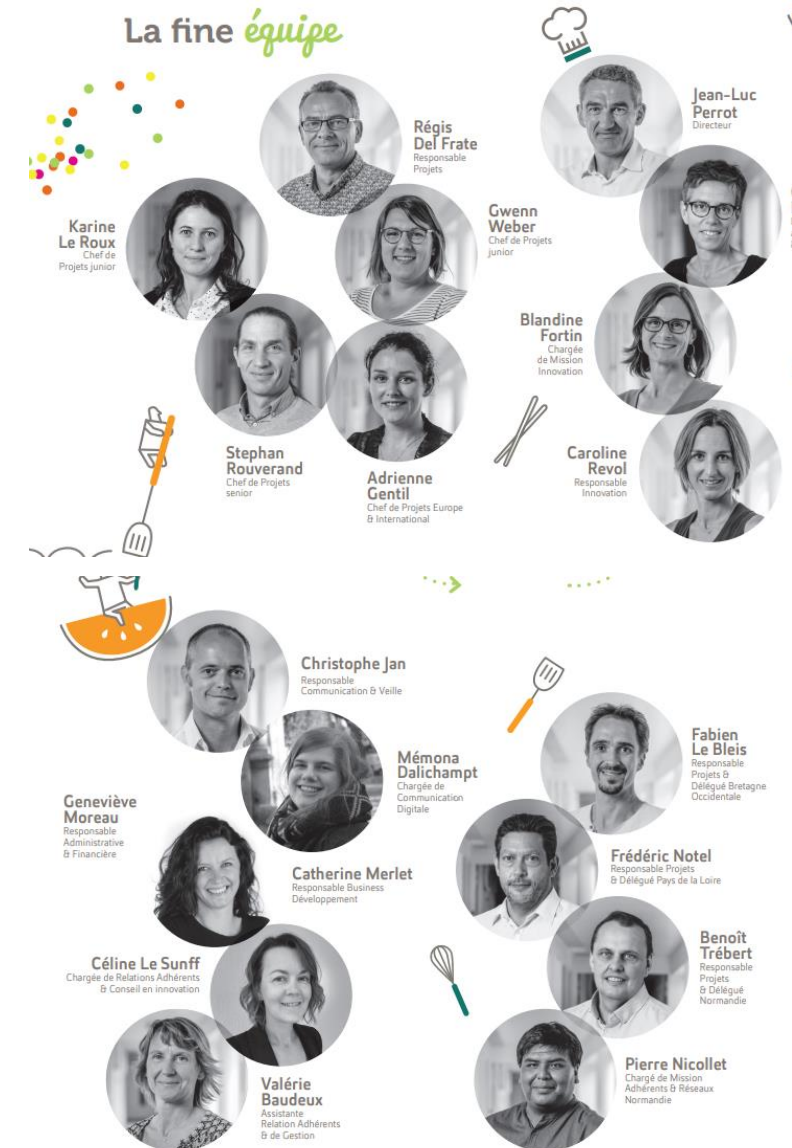
Increasing the size of the qualified network	1	Presenting the benefits of VALORIAL & organise membership campaigns (Organise event, tradefairs etc with members as well as ValorialMorning with partners)
Propose relevant networking	2	Organise the ESTIVALORIAL to bring together our members, inform them and network them Propose value-added contacts for our contacts, track and follow them up
Strengthening Valorial in its ecosystem	3	Expand and boost members' international collaboration networks & Deploying the European AHFES / REAMIT project Integrate Valorial as a partner in European projects & Define/implement regional, national and European alliances
Increase awareness of the members and of Valorial	4	Define and implement the communication plan & Manage digital communication tools Hosting delegations & Deploy the European project COSME F2F , AURORA- , DIVAx
Providing and building knowledge	5	Organise the Success Food Day & COSPI & ValorialConnections Producing and distributing monitoring information for members (monitoring letters, monitoring files, thematic focus, European webinars, etc.) Organise exploratory missions abroad
Providing advice and engineering for R&I projects	6	Carrying out actions to detect and develop projects: meetings with members and prospects, Deploying tools for the emergence of projects: working groups, AAP, disseminating the EEN partnership offer, etc. Accompany members & prospects in the preparation of projects or applications Contract Obtaining accreditation / Providing approval or support for projects Obtaining funding for supported projects, including monitoring of PAATo make an assessment of completed projects
Providing advice on innovat° management	7	Prospect and implement Innovation consulting missions –
Governing	8	Manage the governance (Bureau, Board, GA, Coter,...) Conducting strategic reflections / cooperation alliance projects / new services (Gold Label & Barometer...)
Developing human capital	9	Leading team including Monday morning, team meetings and processes Manage HR (interviews, training,...)
Optimising the administration and management of Valorial	10	Carrying out the reporting for the public authorities (activity report + surveys) Administering Valorial (IS, premises, time and expenses recording...) Manage finances and accounting

# Large expertise

*Experience team of 20 people*, project & innovation managers, business, international, fin& admin experts etc..

*Thematic experts* 15 experts from tech centers, business, academic

*Partenaires* 10 Membres du Club



# Farm'Innov project – strenghten food safety in Kenya

## Private sector support and partnership building



### 1.1. BUSINESS ACCELERATION PROGRAM



### 1.2. TRAINING SEMINARS

## Sharing experiences in the agricultural and agri-food sectors and strenghtening cooperation



### 2.1 DISCOVERY MISSIONS IN FRANCE



### 2.2. EXPERT MISSION IN KENYA

# Bring together innovators

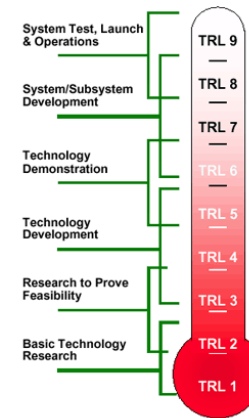
More than  
**4000**

"innov'actors« &  
potential partners

More than **800**  
structures

**380**

members  
of which 2/3 are  
industrials



**500** innovative  
collaborative projects  
since 2006

**1 Billion**

invested in R&D

(since 2006, 350 projects with  
leverage effect 2€ private =1€ public)



# Committed to food progress

## Resourcing (Ressourcement)

**Studies & newsletters**  
(3 thématique/month,  
country...)

**Valorial events** (Val  
connection,  
successfooday...)

International mission

## Network (Réseau)



Networking on & offline

**Pavillion** on exhibitions

Workshop & B2B

Partners Search

**From idea to proposal** (partner search, funding,  
proposal...)

End User

Accompany **project life** (meeting,  
admis...)

**Committee of expert "Labelisation"**

**Diagnosis & barometer**



Innovation management  
consulting

**Research & Innovation (R&I)**



**Renovate (Renovation)**