



Add on vegetal value

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VEGEPOLYS

The Specialised Plant

Competitiveness Cluster

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VEGEPOLYS: definition and ambition

“VEGEPOLYS’ ambition is to consolidate and then develop specialised plant companies and jobs by accelerating innovation and creating a network of participants: companies, research and training. The objective is to become a cluster which is a world reference for specialised plants.”

Michel Velé, President of VEGEPOLYS.

Key figures

- 250 members
- 420 researchers and academics
- 30 000 jobs
- 4 000 companies
- 25 advanced training courses
- 2 500 students

Definition

CIAT, the Interministerial Committee on Land Planning and Development, defines a competitiveness cluster as the combination, within a given area, of training centres and research units:

- committed to a partnership approach, designed to clear the way for close working relationships to develop around joint projects which are innovative in nature,
- and with the critical mass required for international visibility.



A competitiveness cluster with a global outlook...

Labelled a competitiveness cluster with a global outlook in July 2005, and confirmed as such in 2008, VEGEPOLYS represents a **unique regional focus in Europe**, in terms of its production capacity and expertise, the presence of all specialised plant sectors and a high level training and research centre.

...for specialised plants,

There are **8** specialised plant **sectors**: ornamental horticulture, market gardening, seeds, arboriculture, viticulture, medicinal plants, mushrooms, cider apples and tobacco.

...in a special, pro-active area.

VEGEPOLYS is developing from a tradition of production which has been going on for hundreds of years in the **Pays de Loire**. The conditions, in terms of soil and climate, the dynamism, the expertise of companies, as well as assistance from the State and local authorities over several decades, have made this Region a leader in specialised plants.

Faster and stronger innovation...

The **creation of a network of companies, research and training**, the cluster’s founding principle, favours exchanges, acts as a catalyst to strengths, and shares resources for faster and stronger innovation.

... in response to societal expectations,

Specialised plant production is a core issue in terms of:

- ✓ **feeding and nutrition**, through varietal research into fruit and vegetables and product quality.
- ✓ **health and well-being**, notably through the discovery of depolluting plant molecules, advanced research on plants with strong anti-oxidant properties, medicinal plants and applied research in healthcare and cosmetics research.
- ✓ **the countryside, the environment and quality of life** through the urban landscape and new ornamental concepts.
- ✓ **sustainable development** through research into low water consumption plants, limiting agricultural inputs (fertilisers and phytopharmaceutical products) and integrated biological protection (IBP), which provides natural resistance solutions to disease and pests.

It’s about responding to these expectations through offering new, value added products – that is to say high quality, at a competitive price and within a context of global competition.

To become a world reference.

Meaning an area where existing companies are developed, where new companies are established, where employment is created, where research and training programmes are developed, and where new production are created.

The region: fertile, pro-active and attractive

VEGEPOLYS is developing from a tradition of production which has existed for several hundred years in the Pays de Loire. Its soil and climate conditions, dynamism and companies' expertise, as well as assistance from the State and local authorities over several decades, have made this a leading Region for specialised plants.

A long history

The history of plants in the Loire Valley begins with château gardens, King René, the great navigators who introduced plants to the port of Nantes and the peddlers from the Oisans region of the Alps who established themselves in Anjou. In the 20th century, research and higher education were developed. The original partnerships between the INRA and businesses were established. In the 1980s, a research and business centre was created by Angers CCI, which was then taken over by Angers Technopole, with the support of the local authorities. In July 2005, it was labelled "a competitiveness cluster with a global outlook."



A fertile, pro-active region

The Pays de la Loire region **is the only one in Europe where** sectors, research, experimentation and training centres are all **brought together and concentrated** in one area. In the firm belief that Specialised Plants have a strategic role in the region's economic future. **Local councillors** and **local authorities** at all levels **are very strongly involved** in VEGEPOLYS' success.

Increasingly attractive

For researchers, students and doctoral students, as well as for companies, the cluster is increasingly attractive. For example, it was recognition of VEGEPOLYS that made GEVES, the Study and Monitoring Group for Seeds and Varieties, an internationally renowned laboratory, move their head office and main research station to Angers. (78 people expected in September 2009).

Open to international cooperation

The presence of the CPVO, the Community Plant Variety Office, a European Union body, attests to the cluster's international recognition. This is the reason given by the Australian seed producer, MK Seed, a global leader for onions, for their choice to establish their European site in Angers: *"The scientific and technical environment surrounding the VEGEPOLYS competitiveness cluster is very useful for our business."*



"VEGEPOLYS' global outlook is an opportunity not to be missed for our companies."
JC Taugourdeau
Taugourdeau
Company

VEGEPOLYS works in partnership with

- The Maine et Loire Chamber of Agriculture and the Regional Chamber of Agriculture
- The Maine et Loire Chamber of Commerce and Industry and the Regional Chamber of Commerce and Industry
- Angers Technopole
- The Pays de la Loire Region Promotion and Innovation SPC
- Terre des Sciences

VEGEPOLYS enjoys financial support from:

The 8 Specialised Plant sectors

Specialised plants can be defined as plant production with high added value, characterised by intensive requirements in terms of production factors (labour, equipment), which generates a high turnover per metre squared. It groups 8 sectors which are a very strong part of VEGEPOLYS.

Horticulture: high production



- Largest national producer of pot plants, bedding plants, young nursery plants, bulbs, dahlias, and potted shrubs.
- 90% of production is destined for local and national markets and grown over 3 400 hectares. 10% of production is exported, mostly within Europe.
- 280 companies, providing 3 300 permanent jobs.

Competitive businesses: ERNEST TURC, PEPINIERES MULTIBAIES, GAINARD FLEURS, MINIER Nursery, LEVASSEUR Nursery, BARRAULT HORTICULTURE, DELBARD, DETRICHE Nursery, TAUGOURDEAU, PIERRE TURC, TERRENA, FLEURON D'ANJOU, VU D'ICI...

Supported by: The Regional Horticultural Bureau (BHR), the Regional Ornamental Horticultural Sector Association (ARFHO), the Ornamental Horticulture Experimental Society (AEHO), the National Federation of Horticultural Producers and Nurseries (FNPHP), UHA [Anjou Horticultural Union], ASTREDHOR...

Market gardening : the beautiful part of field crops



- Two leading vegetables: lamb's lettuce, with 80% of national production, and early leeks, with 27%.
- 20 to 30% of Anjou region producers' turnover is from export.
- 41% of companies are grouped into cooperatives
- 20 200 employees, or 4 300 FTE (full time equivalent)

Competitive businesses: FLEURON D'ANJOU, ROSÉE DES CHAMPS, OCÉANE, Doué Vegetable Growers Cooperative (CPLD)...

Supported by: Regional Pays de la Loire Vegetable Experimentation Association (ARELPAL), Loire Valley Basin Economic and Agricultural Fruit and Vegetable Committee (CEAFL)

Seeds: dynamic research in response to competition



- Largest national producer of vegetable and flower seeds, with 25% of national production and a turnover of 60M€
- The largest European seed producer in terms of volume, the 3rd exporter in the world
- Over 1330 businesses, with almost 3000 employees

Competitive businesses: VILMORIN, SYNGENTA, ENZA ZADEN, CPSC Hemp Seed Producers Cooperative, Limagrain Verneuil Holding (LVH), CLAUSE, TERRENA, HLE HORTI LOIRE EXPANSION, GIP GEVES...

Supported by: The National Federation of Hemp Producers (FNPC), Anjou Federation of Vegetable and Flower Seed Companies (FESPFA), the National Interprofessional Seeds and Plants Group (GNIS), National Seed Testing Station-Study and Monitoring Group for Seeds and Varieties (SNES GEVES), Anjou Seed Producers Union (UPSA), National Federation of Seed Producers and Farmers (FNAMS)...

The 8 Specialised Plant sectors (continued)

Arboriculture: firmly oriented towards export



- Largest national producer of apples (Anjou is the largest French producer in terms of area and tonnage) and blackcurrants (Maine et Loire is the largest, with 24% in terms of area).
- 50% of export volume is produced in the Loire Valley.
- 471 specialist production companies. 22 700 jobs, or 3600 FTE.

Competitive businesses: DAVODEAU LIGONNIÈRE, VERGERS D'ANJOU, MULTIBAIES...

Supported by: Loire Valley Basin Economic and Agricultural Fruit and Vegetable Committee (CEAFL), Regional Federation of Fruit Producers (FRPF)...

Viticulture: 3rd French vineyard



- 75% of production is consumed in France and 25% is exported to Great Britain, Belgium, Germany, the Netherlands and the United States.
- 42 000 hectares of vineyards.
- 4100 businesses, 2000 permanent employees.

Competitive businesses: ALLIANCE LOIRE, ACKERMANN, LVVD, MERCIER vine nurseries...

Supported by: FVA Anjou Federation of Winegrowers, Saumur Champagne Wine Union, Interloire.

“Health – Beauty – Well-being” plants: an interdisciplinary growth market



- Largest national producer of medicinal plants, with over 70 species cultivated over 700 hectares.
- Over 20 production, processing and trading companies, national and international leaders, are established in the Pays de Loire.
- Markets involved: food, cosmetics, human, animal and plant health.
- Development perspectives: 80% of French demand is currently imported.

Competitive businesses: NOVEAL, NAT'INNOV, NOR FEED SUD, GOEMAR, YVES ROCHER

Supported by: Interprofessional Technological Institute of Scented, Medicinal and Aromatic Plants (ITEIPMAI)

Mushrooms: a growth market



- 1st French region. 50% of French production cultivated in Maine et Loire, with the leading product “Champignon de Paris”
- 875 000 tonnes, 42% of which is destined for industry and 58% to be consumed fresh.
- A fresh and frozen produce market which is experiencing constant growth in Europe.

Competitive businesses: France Champignon, worldwide leader.

Supported by: Technical Centre for Mushrooms (CTC).

Cider apples and tobacco: regional logic



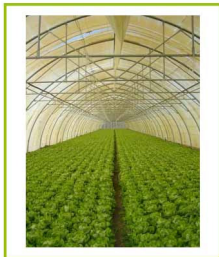
- 13% of national cider production.
- 535 hectares dedicated to tobacco farming.

Competitive businesses: SCA Loire Tabac, Agrial, Les Celliers associés [Associated cellars]

Sector supported by: The Association for the Promotion of Maine Cider Products

Dynamic cross-sector companies

In the Pays de la Loire, Specialised Plant companies represent 4 000 businesses and 25 000 jobs. VEGEPOLYS, through its collaborative projects and during its workshops, brings together production companies, but also equipment manufacturers, suppliers and service providers. By cultivating cross-sector dynamics, companies discover new sources of innovation and competitiveness.



Competitive production companies supported by professional unions and development bodies

(see previous page on specialised plants and its 8 sectors)

"For a young shoot like us, VEGEPOLYS is a heaven-sent development factor. Everything is there to respond to our needs: scientific skills, producers and economic participants."

Laurent Heine, Héliotrope

"VEGEPOLYS makes the connection between researchers' knowledge and the market issues experienced by companies."

Alain Savary, Plants and Specialised Distribution Centre Management, Terrena

Companies surrounding plant production

Equipment manufacturers, suppliers and service providers are involved with VEGEPOLYS, inspired by their networking, sharing of tools and innovation workshops.



Competitive businesses: ANGERS EXPO CONGRES, ATELOG 2I, JF CESBRON, CINOR, Crédit Agricole de l'Anjou et du Maine, FALIENOR, CMF Serres Florentaises, BUCHER, VASLIN, FALIÉNOR, LA GRAINE INFORMATIQUE, NOR FEED SUD, IF TECH, TERRENA, CONTAINER CENTRALEN France...

Supported by: The Professional Association of Organic Improvers and Crop Resources...

"In view of increasingly important plant production actors, we need to reach a certain size. By grouping together, companies perform better, are more visible and more competitive. Everyone keeps their independence and their own particularities. Quite simply, we have become aware that our sectors' future is coming together. The door is wide open to any companies wishing to join us!"

Jean Benoît, CEO, Falienor

VEGEPOLYS' main interest is in the exchanges between companies and equipment manufacturers, sectors and research. This synergy is highly positive and already very real, whereas it was informal before VEGEPOLYS came into being. From now on, we will all advance faster in the common interest of competitiveness."

Christian Rabin, JF Cesbron



United research serving innovation

VEGEPOLYS relies on and actively strengthens a Research sector with focused, recognised and complementary skills. From the Federal Research Institute to the Campus du Végétal, a strong dynamic is operating in terms of cohesion and cooperation.

The Federal Research Institute, IFR:

is "a voluntary group, at one site, of teams attached to different establishments around a federative scientific project, combining increased scientific value with shared resources. The organisation has a flexible structure, which respects the different partner institutions' prerogatives and characteristics..."

UMR:

Mixed Research Unit.



www.ifrquasav-angers.org

4 research focuses

- Managing resistance to bioaggressors and sustainable management of plant health.
- Seed biology, quality and health.
- The development, architecture and management of the shape of ornamental woody plants.
- Specialised plant product quality, characterisation and promotion.

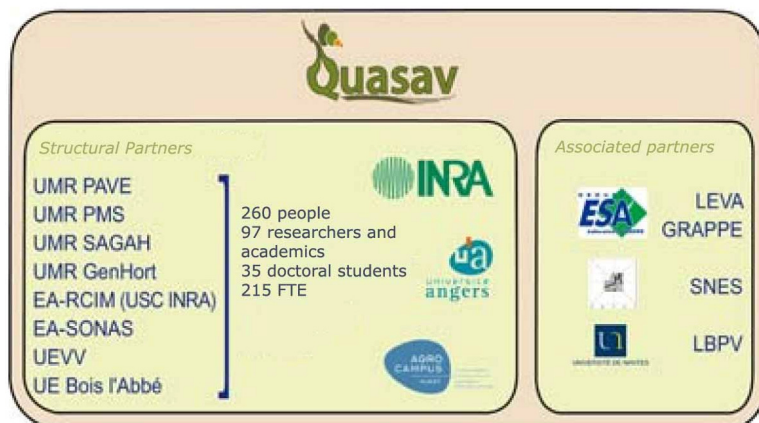


"Research is a fascinating part of VEGEPOLYS. Our Unit, UMR GenHort, is involved in the thought process, from the beginning of a project, and we are now reaping the benefits of this. It is very clear that VEGEPOLYS helps research to accelerate and intensifies partnerships with business. We fulfil our objective of transfer and applied research better and more completely. Working with VALINOV, in particular, has created a strong dynamic."

Elisabeth Chevreau, Manager of UMR GenHort, Deputy Director of the IFR.

2008: The IFR149 QUASAV Federal Research Institute

Since February 2008, the IFR 149 QUASAV Federal Research Institute has brought scientific teams from the **INRA, Agrocampus Ouest Angers Site-INHP** and the **University of Angers** together in Angers around a common topic: **Plant Health and Quality**.



The IFR aims to increase the VEGEPOLYS cluster's cohesion, international recognition and attractiveness. This Research structure favours strategic consultation, cooperation which is as inter-disciplinary as possible and, more generally, provides scientific backing for the competitiveness cluster.

Involved in training young researchers

IFR QUASAV members are involved in training young researchers through the **BIOVIGPA Master's degree** (Integrated Plant Biology: genes – plants – agrosystems) and the **VENAM Doctoral School** (Plants – Environment – Nutrition – Agri-foodstuffs – Sea).

Le Campus du Végétal

VEGEPOLYS is actively participating in the technical committee for the creation of the Campus du Végétal. This involves physically gathering together all the research teams already created in the UMR, and united through IFR QUASAV, with the aim of pooling their strengths, developing cooperation and increasing effectiveness. This campus will also integrate the VEGEPOLYS, Valinov and Plante & Cité structure, in order to reach the optimum size in terms of visibility and facilitate links between businesses and research, by putting technology transfer centres in the immediate proximity of research laboratories.



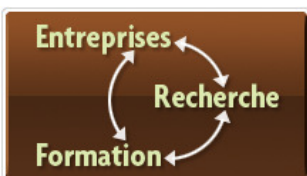
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VALCAMPUS: The 1st French training centre dedicated to specialised plants

VEGEPOLYS is currently the main French advanced training site in the field of specialised plants, with 25 training courses (Bac + 2 to Bac + 8 [from diplomas to post-doctoral qualifications]) and almost 2 500 students.



CAMPUS DE POUILLÉ ANGERS



VALCAMPUS: The 1st French training centre dedicated to specialised plants

Created in January 2006, the VALCAMPUS association develops genuine cooperation between public and private establishments. Valcampus has the ambitious project of making Angers the first European advanced training site for specialised plant sciences. www.valcampus.fr

The 8 Valcampus establishments

- **2 engineering schools**
 - ESA: Graduate School of Agriculture
 - Agrocampus Ouest d'Angers – National Institute of Horticulture and Landscaping
- **2 Universities**
 - UA: University of Angers
 - UCO: Catholic University of the West
- **3 technical and private colleges (BTS [Advanced Technician's Certificate] training and work-based degrees)**
 - Fresne College, Angers
 - Pouillé Campus – Agritec, Angers
 - Montreuil Bellay Professional College
- **One research establishment: Angers INRA**

VEGEPOLYS is also linking other establishments to its approach:

In other regions: VEGEPOLYS is also linked to agricultural training establishments outside of Valcampus, such as Luçon-Petré College (department 85 [Vendée]) and Briacé College (department 44 [Loire-Atlantique]).

With other specialities: Some of the cluster's projects cover topics which require different skills – for example, business, logistical or process skills... Therefore, depending on the subject, other graduate schools in the area contribute, such as:

- ESSCA (Angers Graduate School of Business Science),
- ESEO (Western Graduate School of Electronics),
- ENSAM (National School of Engineering and Technology)
- LISA (Automated Systems Engineering Laboratory),
- IMA (Institute of Applied Mathematics).



The 5 strategic axes

2008-2010: the second phase of development for VEGEPOLYS. The road map for the next 3 years is defined according to 5 strategic axes, each one equipped with tools to guarantee its success.

Movement order is worked out by the Directorate of the pole chaired since March 20th 2009 by Bruno de Laage

Useful links

www.vegepolys.eu

www.valinov.fr

www.ifrquasav-angers.org

www.plante-et-cite.fr

www.valcampus.fr

[VEGEPOLYS workshops](#)

[CIET](#)

www.plant-international-meeting.com

[Les rencontres du végétal](#)

- ✓ **Uniting** all participants
- ✓ **Sharing** services
- ✓ **Promoting** on a worldwide level

1. Stimulating, facilitating and accelerating innovation:

VEGEPOLYS' primary objective is to bring companies together in an organisation based on innovation projects for specialised plants, particularly through its 2 **technical centres: Valinov and Plante & Cité**. This involves favouring the development of collaborative projects, then assisting with their establishment, until they are labelled and carried out. Projects are based on 4 topics: varietal innovation, plant protection, promoting the properties of plants, and urban landscapes.

2. Consolidating development in research and training:

VEGEPOLYS relies on:

- For training: the **VALCAMPUS** association, which unites training establishments in order to develop close working relationships and create new training courses (cf. page 10)
- For research: the **Quasov IFR** [Federal Research Institute], which unites research centres (cf. page 9)

In terms of research, the central issue is bringing forces together in one structure, a unique place: **the Campus du Végétal** [Plants Campus], an approved project which should be operational in 2011.

Finally, another of VEGEPOLYS' duties is to create conditions favourable to the development of **synergy between teaching and research**.

3. Making businesses more competitive:

The creation of value does not just involve product innovations, but also all other kinds of innovation: human resources management, production processes, marketing, logistics... VEGEPOLYS' role is to organise and provide an impetus, in order to identify common problems and lead project groups.

These activities take the form of **workshops** and **strategy meetings**.

4. Helping to anticipate change:

Increasing competitiveness also implies being permanently on the lookout in order to better understand a very competitive environment, anticipate changes at the technological level, as well as the commercial level, and respond to societal expectations. VEGEPOLYS provides participants with a common change monitoring and anticipation service, thanks to **CIET, the Business Intelligence Service**.

5. Developing the region's influence and attractiveness in the international sphere:

While the cluster's first years were useful in terms of structuring and local businesses joining, the objective for the second phase, from 2008-2010, is to increase its international influence by:

- increasing international opportunities for the cluster's events (**Plant International Meeting, Rencontres du Végétal** [Plant Meetings], **trade shows, scientific conferences...**),
- supporting **international development for companies** or sectors,
- establishing **contractual relationships with foreign clusters** in the plant field.

Developing the cluster's reputation makes the region more attractive, thereby increasing the likelihood of its being chosen by students, the establishment of new French and foreign research teams, and new businesses.



Add on vegetal value

Innovation centres: Valinov and Plante & Cité

Faster and stronger innovation! An objective which is made possible thanks to 2 innovation centres established by VEGEPOLYS: Valinov is aimed at Specialised Plants and Plante & Cité at local authorities' parks services and Landscaping companies.

Valinov

Specialised plant innovation and technological transfer centre

www.valinov.fr

3 topics:

- * Varietal innovation,
- * Seed and plant health and quality
- * Health and well-being properties of plants

Plante & Cité

Ingénierie de la nature en ville
Center for landscape and urban horticulture

National platform for experiments and technical advice destined for local government parks services and landscaping companies.

www.plante-et-cite.fr

6 topics:

- * agronomy and the creation of artificial environments for urban land
- * health management and biological protection
- * plant innovation and diversification
- * the economics and management of parks services
- * urban ecology and managing biodiversity
- * urban landscaping

Valinov: Stimulating, facilitating, uniting and accelerating innovation in Specialised Plants

SMEs often have no R&D, and are hesitant about getting involved with research programmes. VEGEPOLYS facilitates the development of innovation projects by creating networks, looking for partners, establishing files and assisting with them until their completion, thanks to its **VALINOV innovation and technology transfer centre**.

"For our Clavitom project, the Valinov team coordinates the group, makes contacts and checks documents. This has saved an enormous amount of time for us, which has been really noticeable." Brigitte Pelletier, Arepal coordinator, CDDM [Departmental Committee on Market Gardening Development] manager.

VALINOV mainly participates in collaborative projects, but can also support individual projects.

"I was most agreeably surprised by the ease and rapidity of setting up, the simplicity of making contact and exchanges with researchers."

Damien Chevrollier, General Manager, Gaignard Fleurs.

Made up of a **multi-disciplinary team** of 4 engineers, Valinov relies on the scientific and technological expertise of specialised plant laboratories and particularly on those of their **partners** (the Angers-Nantes INRA [National Institute for Agricultural Research] Centre, the University of Angers, the Angers Agrocampus Ouest Centre, ESA [Angers Graduate School of Agriculture], Iteipmai [Interprofessional Technological Institute of Scented, Medicinal and Aromatic Plants], GEVES [Study and Monitoring Group for Seeds and Varieties]/SNES [National Seed Testing Station]...).

Plante & Cité: Sharing research, experiments and studies for landscaping and urban horticulture

Created in Angers in 2006 within the VEGEPOLYS framework, the **Plante & Cité** association is a national platform for capitalising on and sharing knowledge, dedicated to landscaping and urban horticulture.

Since April 2008, a computerised database **has shared documentary resources and the results of experiments**, for members' use. This database is fed by Astredhor's (National Association for Horticultural Experiments and Demonstrations) results and through **launching studies and experiments**. During 2008, Plante & Cité implemented around twenty of these studies and identified 6 topics (see left), in order to respond to the environmental, economic and social constraints affecting work being carried out in green spaces and the management of plant heritage.

The initial team of 2 engineers is supported by an axis of excellence consisting of several higher education and research establishments (primarily Angers Agrocampus Ouest Centre and the National Institute of Horticulture and Landscaping).



Add on vegetal value

Anticipating change through Business Intelligence

Created in 2006, the **Business and Territorial Intelligence Centre (CIET) for Specialised Plants** aims to assist the competitiveness cluster and its participants with their strategic monitoring and business intelligence activities.



[Business Intelligence Service](#)



Extremely valuable information

"Thanks to CIET, we get extremely valuable information, which regularly contributes to our strategic plan."

Laurent Péron,
Director of
Communications.

Through its activities, VEGEPOLYS' Business Intelligence service has become the **national resource centre** for markets, developments in terms of consumption, and Specialised Plant product/service/marketing innovations. It is aimed at companies and bodies in the specialised plant sector and their partners: research and training centres, communities, local chambers...

4 common activities

Co-production, sharing and promotion of information, functioning as a network and innovation are the service's priorities.

VEGEPOLYS' monitoring bulletin: "Flash vIE'tal". Information on consumer trends, commercialisation and products, and participants, presented in the form of news flashes, in order to keep businesses informed when even the faintest signal is detected. "Flash vIE'tal," which is published fortnightly, can be accessed free of charge by VEGEPOLYS members. For non-members, the annual subscription is 150€ excl. tax. [See an example.](#)

On-demand **collective monitoring** of sectors and cooperative projects.

Business Intelligence workshops: 4 or 5 times a year, VEGEPOLYS organises meetings around the topic of Business Intelligence. Highly pragmatic tools and methodologies are suggested, so that participants can implement them within their own structures. Each workshop is punctuated by testimonials from companies: feedback from experience is presented by a company which has set up a Business Intelligence system.

Conducting a prospective study and setting up strategic alerts. For this study, VEGEPOLYS mobilises a group of around thirty professional experts. They meet to analyse and decode the raw information received during telephone interviews of around sixty participants, in order to group them into broad trends and transform this into strategic alerts which can be used by company managers. The use of this prospective study feeds into the **"VEGEPOLYS strategic meetings."**

And customised services

VEGEPOLYS offers a **range of ad-hoc services:** documentary research and analysis, advice and training, creating networks and finding business partners. Within the framework of **custom monitoring**, the Business Intelligence Service can, upon request by a company, monitor one of the surveillance areas and submit the information collected in this way exclusively to them. VEGEPOLYS members enjoy a completely free two-month trial offer.

The project labelling process

VEGEPOLYS main priority is supporting innovation, which is a primordial factor in terms of companies' competitiveness. In order to be labelled by VEGEPOLYS, an innovation project must meet the defined assessment criteria and follow a clearly established elaboration and validation procedure.

The Interministerial Fund ["Fonds unique"]: specific help for competitiveness clusters

This is a French government interministerial fund, exclusively destined for companies which have been labelled by competitiveness clusters.

- **Projects under 10 M€**, relating to important topics.
- **Grants of up to 50%** of the project's cost.
- **Cumulative assistance** through the Regional Support Fund for sectors in the Pays de la Loire Region and contributions from other local authorities.

For more information:
<http://competitivite.gouv.fr/spip.php?rubrique63>

Conditions of eligibility

Project initiators

Organisation: Projects must be run by a company, but trade associations, laboratories, research establishments, technical centres, professional organisations and platforms can also participate. A collective approach is preferred. Each participant must be a member of VEGEPOLYS.

Geographical area: Project initiators may be located anywhere on French territory or beyond. However, local participants must form the majority, in terms of numbers, in the project team's composition. Some funding is reserved for organisations within the cluster's defined perimeter.

Project areas covered by the competitiveness cluster

Projects related to any research or innovation in specialised plants, which are directly linked to the product or its environment (production processes, marketing...).

The labelling procedure

In order to be labelled, a project must follow a clearly defined route, which is objectively assessed and efficient, in accordance with predetermined rules and criteria.

First of all, the idea from a company, research centre or training centre is presented as a general outline to the CTO, the VEGEPOLYS Technical Orientation Committee, which unites institutional representatives from all the sectors.

If the idea is accepted, **the project is assisted** by Angers technopole, VEGEPOLYS' innovation partner: researching partners, methodology, organisation, coordination, editing, financial setting up... and may also, if required, profit from VALINOV's skills.

The project manager presents the file to COSST, the Scientific and Technical Orientation and Monitoring Committee, which is made up of research leaders and company directors. The project is submitted to **scientific and economic experts outside** the cluster.

A summary of the results (technical, scientific and economic criteria presentation file) from the different experts is presented before the VEGEPOLYS Governing Board, which decides **whether or not to label** the project.

The labelled project may then claim different types of funding, for as much as 50% of the costs.

65 VEGEPOLYS innovation projects from 2005 to 2008

16 labelled cooperative projects (at least 2 companies and one research laboratory) **funded** (cf. list on the next page): Grants: more than 6,000,000€. 62 different professional partners, including 45 SMEs and 25 different research partners, which is a total of 104 participating partners.

24 projects labelled by the ANR (National Research Agency), **5 projects labelled and financed.**

3 cooperative projects supported and funded in 2008: Total amount: 677,447€, Grants: 266,107€.

2 academic projects supported and funded in 2008: Grant: 591,850€

15 innovation projects funded by OSEO in 2005-2007, assisted by Végépolys and/or Angers Technopole: grant: 1,357,000€

List of VEGEPOLYS collaborative projects

Summarised list of labelled and funded projects, classified by societal issue

06/01/2009 edition

Food and nutrition				
Title	Description	Initiator	Year	Research focus
Typical Anjou vegetables	Local vegetables to contemporary tastes Improvement programme for typical Anjou vegetable production (shallots, Jerusalem artichokes and "Cornet d'Anjou" [endives])	Fleuron d'Anjou	2007	Varietal innovation
Carrots Pigments	Astounding carrots! Study of pigmentary diversity in carrots, in order to create new varieties focused on their nutritional qualities.	Vilmorin	2006	Varietal innovation
Nutripomme	Apples: from flavouring to savouring! Preserving the nutritional and organoleptic properties of apples throughout the different processing procedures	ESA GRAPPE [Agri-foodstuff Products and Procedures Research Group] Laboratory	2006	Promoting the properties of plants

Health and Well-being				
Title	Description	Initiator	Year	Research focus
LEVACI	Edible yeasts, digestive comfort. Yeast-based products to increase intestinal comfort.	Lesafre International	2008	Promoting the properties of plants
Phytolia	Health through the antioxidant properties of plants Promoting the antioxidant properties of Asteraceae and Labiate	Phytolia Association	2006	Promoting the properties of plants

Landscape, environment and quality of life				
Title	Description	Initiator	Year	Research focus
Biodiversity and Landscape in Saumur Champigny	Hedges for vine health Biodiversity's contribution to protection against insect pests affecting vines	Saumur Champigny AOC [Registered designation of origin] Union	2008	Quality of seeds and plants in terms of health
Broom	Broom – new varieties: new colours and shapes in gardens. Creation of new varieties of broom and other ornamental leguminous plants	Eurogeni EIG	2006	Varietal innovation

List of VEGEPOLYS labelled projects (continued)

Summarised list of labelled and funded projects, classified by societal issue

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Sustainable development

Title	Description	Initiator	Year	Research focus
PETAAL	Biological control of the plane tree lace bug Environmental Protection and Roadside Tree Technology	KOPPERT	2008	Urban landscape
Saponin	Plants which help to reduce the greenhouse gas effect Research into and characterisation of local plants rich in saponin.	NOR FEED SUD	2008	Promoting the properties of plants
Clavitom	Diagnosis tools for high quality seeds and tomato plants Managing CLAVIBACTER michiganensis subsp. michiganensis, a major health issue for tomato production in France.	René Briand company	2008	Quality of seeds and plants in terms of health
Biodiversity and Landscape in Saumur Champigny	Hedges for vine health Biodiversity's contribution to protection against insect pests affecting vines	Saumur Champigny AOC Union	2008	Quality of seeds and plants in terms of health
Creating varieties of vegetable	Disease-resistant varieties of carrot. The creation of new varieties of carrot resistant to leaf scorch	Clause	2007	Varietal innovation
BaSele	Vegetable seed bacterial diseases: knowing them better in order to control them better Controlling bacterial diseases in vegetable cultures (radishes, lamb's lettuce, leeks and shallots)	CEAFL	2007	Quality of seeds and plants in terms of health
Innovacidre	Restoring cider orchards with disease-resistant varieties Creating new varieties of disease-resistant cider apple trees	AGRIAL	2007	Varietal innovation
Innovagalgue	Strengthening plants' immune defences. An alternative to chemical pest control for protecting plants through stimulating their natural defences.	Goemar	2007	Quality of seeds and plants in terms of health
Pipped fruit	Apple and pear trees: varieties which consume less and produce better. Creating new varieties of apple and pear trees which are economical in terms of agricultural inputs	NOVADI	2006	Varietal innovation