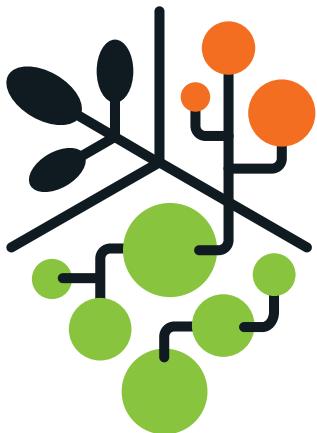


September
2017

PRESS KIT



SITEVI

28-30 NOVEMBER 2017
EXHIBITION CENTRE
MONTPELLIER - FRANCE
www.sitevi.com

VINE
WINE

OLIVES

FRUIT
VEGETABLES

INTERNATIONAL EXHIBITION OF EQUIPMENT AND EXPERTISE FOR
VINE-WINE, OLIVE AND FRUIT & VEGETABLE PROFESSIONALS

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MARTINE DÉGREMONT
DIRECTOR OF SITEVI

For its 40th anniversary, SITEVI thinks BIG

40 years after its creation, **SITEVI** has become the world's largest exhibition organised around its three sectors of vine-wine, olive and fruit & vegetable production. The 2017 vintage is set to be a quite unprecedented event, with more exhibitors than ever before, a confirmed international outlook and innovation as the common theme running throughout the show.

Full halls and an enhanced offering

In 2017 **SITEVI** has stepped up a gear! All of the halls are now full, including the temporary hall created specially this year, all of which will allow the exhibition to offer an **exhaustive range fulfilling the needs of the three sectors**. This year there are 174 new exhibitors, nearly half of whom in the Winemaking and Packaging sector; growth is also evident in the Fruit and Vegetable growing and Gardening equipment sector.

The whole world comes together in Montpellier

SITEVI 2017 boasts a total of almost 1,100 exhibitors from 25 countries, several among them (Austria, Ireland and Moldova) making their debut at the show. With a 19% increase in non-French exhibitors, the exhibition is more than ever a truly international event.

On the visitor side (52 countries represented in 2015), the show has once again this year stepped up its promotional actions, in particular in Brazil, China or the USA for example.

Innovate and anticipate...

For the exhibition's 40th anniversary, a central space has been given over to innovation and foresight. The **SITEVI Innovation Awards** pay tribute to the most outstanding new solutions in the sector. Out of the 79 applications received, 20 products and services (2 Gold medals, 6 Silver medals and 12 Bronze medals) were awarded by the judges. These illustrate the three key trends of the show: the development of digital technology, the efficiency of crop treatment equipment and optimising the quality of operations and production.

The **Start-up Village** plays host to about ten innovative young companies developing digital services and tools, another leading trend at the show. The **Forum** brings together the very best from the vine-wine, olive and fruit & vegetable sectors around major topical themes: connected agricultural machinery to save on inputs, disease-resistant grape varieties of today and tomorrow, dynamic agrovoltaism, city centre agriculture, crowdfunding, and so on.

Welcome and accompany!

As a practical and tangible tool, **SITEVI** offers services and special features to accompany visitors: **European jobdating sessions** (520 applications studied and 127 interviews conducted in 2015), **farm visits**, the **outdoor "Spot Demo" zone** to see machinery in action, etc.

This 2017 edition is an opportunity to celebrate the 40th anniversary of **SITEVI**, the vitality of its exhibitors and the loyalty of its visitors. This success and endurance over time is also shared with the Occitanie / Pyrénées-Méditerranée region, which has generously hosted it since its earliest days.

NEW FEATURES AND HIGHLIGHTS



On the occasion of its 40th anniversary, SITEVI has placed innovation and foresight centre stage through both brand new and regular events dedicated to the vine-wine, olive and fruit & vegetable crop sectors. Below is an overview-up of the exhibition's new features and highlights.

The Forum

The best from the three sectors in the area of research, innovation and taste, all brought together on a single space. On the agenda: the **SITEVI Innovation Awards** winners, wine and olive oil tasting sessions, and of course a range of specialist talks focussing on connected farming and new technology to support the sector in its digital transformation.

- **The Research and Innovation zone:** with the participation of IFV, CTIFL, IRSTEA, Montpellier Supagro, l'INRA and SudVinbio, among others.
- **The Tasting Forum,** whose first edition in 2015 met with huge popular success. "Grape varieties and sensorial analysis" is the selected theme this year.
- **Talks and workshops:** altogether 40 sessions scheduled for exchange and dialogue between professionals around in-depth or topical subjects.
- **Innovation Gallery:** to discover the innovations which have been awarded a 2017 **SITEVI Innovation Award**, through explanatory and informative diagrams and boards.

Hall B5

The Start-up Village

A new venue for expression and exchange, this area is designed as a platform for co-working and is intended as a springboard for young innovative firms working in agriculture. On the schedule: practical workshops, success stories, presentations of the products of exhibiting start-ups, etc.

Hall B6

International Hub

This year, the regular features International Business Club and the programme of farm visits exclusively reserved for foreign visitors are joined by a new highlight: the international producers' zone and its tasting sessions of products around the world.

Reception B

The outdoor demonstration area "Spot Demo"

This zone is given over to the presentation of equipment and machines in operation, based on the theme of robotics.

The olive growing day

The morning of 29 November is given over to dialogue and the sharing of experience and innovation around the 2017 theme: olive orchard productivity under the spotlight.

Job dating sessions

These employment speed interviews are organised by APECITA and Vitijob.com. They are open to jobseekers, young graduates and employees looking for a career change and are also an opportunity for employers to meet a large number of candidates in a short time. Applicants also benefit from easier access to recruiters.

Hall B5

Portraits of innovative professionals

In association with IFV, French Chambers of Agriculture France and the programme Innov'Action, and Nuffield International, portraits of French and foreign professionals and their outstanding achievements can be discovered at the show and on www.sitevi.com

Cofruid'Oc, the exhibition's partner

For the first time, the farm produce cooperative Cofruid'Oc, based in Saint-Just between Montpellier and Lunel, has decided to support **SITEVI**. Under the arrangements of the partnership, 10,000 apples (Chanteclair gourmande, Tasty Granny, Gala Cofruid'Oc varieties) will be distributed to the exhibition's visitors between 28 and 30 November.



FOCUS ON... THE START-UP VILLAGE

Hall B6

To support the vine-wine, olive and fruit & vegetable production sectors in their digital transformation, SITEVI this year brings together about ten young companies which all develop innovative solutions in tune with a fast-evolving sector.

Carbon Bee

A tool to measure crop health, with the aim of optimising treatment and monitoring disease by capturing data using a drone a robot or a tractor.

Chouette Vision

Vine monitoring solution which allows winegrowers to follow the health of their vineyard in real time through the combination of an automated drone and artificial intelligence. Pre-emptive detection of diseases and analysis of vigour of vines.

Inovinea

Project to grow vines using artificial mulch between individual rain-fed and irrigated vines, with or without cover crops between rows

Karnott

Agricultural machine load calculator. Connected to agricultural equipment, Karnott automatically and simply calculates the use of each attachment.

Usitab

Innovative tactile solutions to enhance the man-machine interface to gradually improve the operation of production lines and thus obtain productivity gains whilst enhancing work stations.

Vinosoft

Sales management web-based programme for wine estates, accessible everywhere, all the time. Allows user to define products, prices, stocks and create customer orders, track dispatches, invoicing and payments received.

Visio Green Agriculture

Connected solutions (sensors, data analysis, apps, etc.) to help to improve the operational efficiency of farms.

Weather measures

"Turnkey" precision weather and rainfall solution. Supplies high resolution spatialized data and leverages weather data by controlling the entire value chain.

And several others due to join them...



FACTSHEET



FACTSHEET

Managing Director of Comexposium AFCO Division

Valérie Lobry

SITEVI Exhibition Director

Martine Dégremont

Venue

Montpellier Exhibition Centre

Dates

Tuesday 28 - Thursday 30 November 2017

Opening hours

8.30am - 6.00pm

Frequency

every 2 years, odd number years

Founded in

1977

AT A GLANCE

1,100+
companies including
25% from outside France

54,000
trade entries from
52 countries in 2015

300
new products

The must-attend exhibition,
according to **9 out of 10 exhibitors***

95%
visitor satisfaction rate*

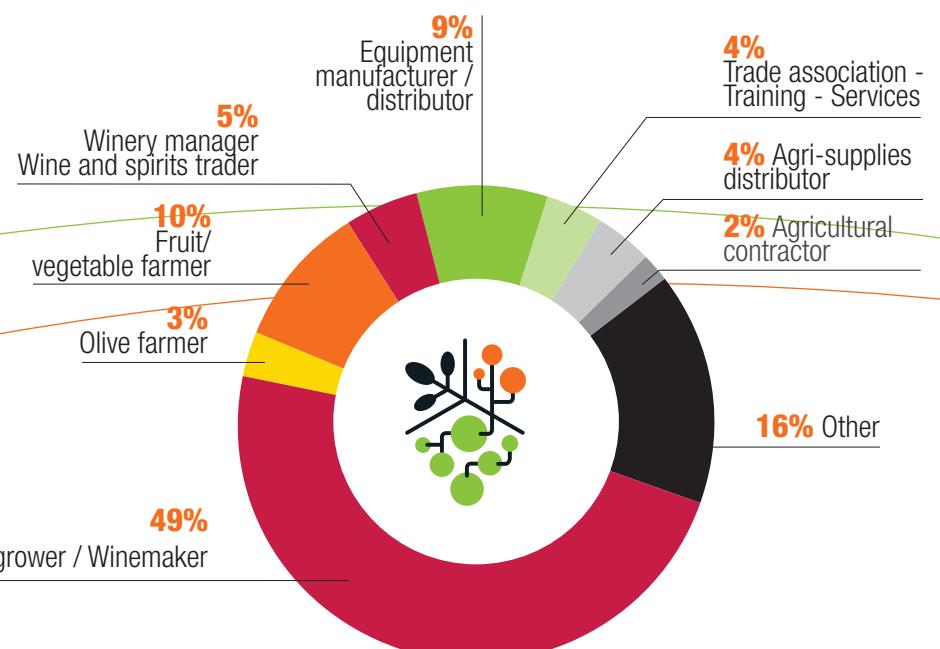
100+
international delegations

*Post-exhibition surveys conducted
following 2015 edition of **SITEVI**

An exhaustive range of expertise working for crop production everywhere

- Grape harvesting machines
- Traction
- Tilling
- Sprayers
- Crop protection, fertilisers
- Oenology, wine-making
- Specific equipment for fruit & vegetable farming
- Specific equipment for olive farming
- Irrigation
- Vine nurseries
- Grafting, tying
- Packaging
- Handling
- Rural and forest areas
- Research & development hub
- Services
- Advice to producers
- Parts and components

Visitor profiles in 2015



SHOW FLOOR PLAN



ECONOMIC OVERVIEW



THE AGRICULTURAL MACHINERY MARKET

IN EUROPE AND FRANCE

WINEGROWING EQUIPMENT

EUROPEAN OUTPUT

↗ +5.0%

FRENCH OUTPUT

↗ +9.5%

The European output of **presses and crushers** for use in wine, cider and juice production amounted to **267 million euros in 2016**, up 5% on 2015. More than half of this equipment is made in Italy and France (28%).

TILLING EQUIPMENT

EUROPEAN OUTPUT

↗ +2.7%

FRENCH OUTPUT

↗ +3.9%

Output of tilling machinery is rising again, fuelled by harrows (all types). Germany and France **account for more than half of European output by value**, producing 37.9% and 16.5% respectively. They are followed by **Italy** (7.6%) and **Poland** (6.3%).

VEHICLE REGISTRATIONS

September 2016 - August 2017

Vineyard and orchard tractors

↘ 4,015 units
-5.8%

Self-propelled grape harvesting machines

↗ 455 units
+0.7%

High-clearance winegrowing tractors

↘ 428 units
-12.1%

SEEDING, PLANTING AND FERTILISING EQUIPMENT

EUROPEAN OUTPUT

↘ -2.3%

FRENCH OUTPUT

↘ -7.4%

Seeding, planting and fertilising equipment declined for the second year in a row despite a recovery in seeding (other than precision) and planters. In France, the production of fertiliser spreaders increased, contrary to other machinery.

WATERING AND CROP PROTECTION MACHINERY

EUROPEAN OUTPUT

↘ -4.0%

FRENCH OUTPUT

↗ +1.4%

In Europe, despite a 1% increase in the production of spraying equipment, this product category dropped by 4%. The increase in France is solely due to watering equipment.

GARDENING AND LANDSCAPING EQUIPMENT

Following high growth recorded in 2015 at +6.6%, European output has levelled off. Chainsaws and petrol-driven mowers have declined to the benefit of other technologies or other products such as hedge trimmers.

Source: AXEMA





SITEVI Innovation Awards



**SITEVI
INNOVATION
AWARDS**

2017

INNOVATIONS AND MAJOR TRENDS FROM THE 2017 AWARD WINNERS

By **Gilbert Grenier, Frédéric Vigier, Florentino Juste**
and **René Autellet**, technical advisers to **SITEVI**,
judging panel rapporteurs.

From one edition to the next, the SITEVI Innovation Awards winners offer proof of the underlying trends in the vine-wine, olive and fruit & vegetable production sectors, whilst providing foresight into the changes to expect in the future.

This year, out of the 79 entries, the judges selected 20 products to receive awards. The 2017 list of honour features 2 Gold Medals, 6 Silver Medals and 12 Bronze Medals.

Three major trends emerge from these awards:

- The first big trend is related to the **development of Digital technology for machine automation and for “Digital agriculture”**. For several decades, Digital has contributed to the evolution of machines towards better performances, enhanced safety and more driver assistance. Today we are additionally seeing highly-evolved functions to assist with the steering of production processes, and in particular technical itineraries. We are entering an age of **“Measured Agriculture”**, and in particular **“Measured Winegrowing”**.
- The second trend evident at this **SITEVI** deals with **improving the efficiency of crop protection machines**, with an aim to reducing their externalities. Alternative solutions such as biocontrol are around the corner, and whatever the type of product used (chemical, natural, biocontrol), it is essential to reduce product drift and be more effective. This relates to the in-depth knowledge of how machines work, their design, the addition of driver assistance functions, and to changes in terms of spraying principles.
- Finally, **optimising the quality of operations and production** is the third trend on display in this **SITEVI** 2017. The aim is to obtain flawless end products and ensure better control of all of the production stages, from working in the field to the end stages such as packing and filling.

1. First trend: Development of Digital Technology

Much more than an underlying trend, the development of digital technology in agriculture is a disruption for agronomics. This development affects winegrowing and wine-making and also the fruit and vegetable sector. Agronomic decisions are no longer made on the basis of a few items of data on each plot, but on thousands of items of data, analysed to offer valuable assistance with decision making and with the implementation of actions which are increasingly targeted and modulated in their intensity (from the modulation of fertilisers to selective picking or the individual management of each vine).

SDF France's **Connected Vineyard IoV - Internet of Vineyard** (Bronze medal) illustrates this disruption by offering a comprehensive Precision Farming system comprising an entire chain starting with the acquisition of data by automatic weather stations and drones, a data analysis tool and then the possibility of modulating actions thanks to tools fitted with an ISOBUS connection.

Grégoire's **NEOmap** system (Silver medal) extends the spectrum of data necessary for this agronomic revolution. The inter-parcel yield mapping tool is an additional tool to manage vineyards more precisely, and better identify the relationship between locally-adjusted actions (inputs) and the results obtained (yield) zone by zone, or even vine by vine. This mapping is established from measurements made by a harvest weight sensor, and these measurements are combined with GPS location data.

But Digital also means - and this goes back even further - the **automation** of the operation and coordination of machines. This year is no exception, with first of all **Autopinch** by Grégoire (Gold medal). This system is the first ever to adjust the setting of the aperture between the harvester's shaker rods from the cabin, an adjustment which is often neglected due to time constraints. But more importantly this adjustment is totally automatic, with the aperture constantly adjusted to the differences in the growth of the plant. The user defines in advance the aperture that they consider to be the best for the plot, and the machine will constantly adapt the aperture according to growth.



Digital technology also offers the chance to optimise each of the machine's functions. With its **IMS 2.0 (Intelligent Management System for grape harvesters)** New Holland France (Bronze medal) goes even further by offering the global optimisation of all functions, such as those relating to the transmission, the harvesting part, etc. which happen in interaction with each other and with the engine. This system is also open to the accessories of other manufacturers (Berthoud, Provitis) to deliver better overall efficiency and more comfortable driving conditions. The end result is greater efficiency for less fuel consumption and shorter working time.

Driver assistance is a concern for manufacturers, and with the system **EASYPilot** (Bronze medal), Grégoire offers an automatic steering solution for self-propelled machines which is efficient both day and night. This solution, which only applies to the steering of the machine, is relatively inexpensive in comparison with a system such as the RTK GPS.

Machine operation is often a demanding job, but so is their upkeep and in particular washing machines after a day's harvesting or when changing plots. New Holland France has designed an **assisted washing system for grape harvesting machines** (Silver medal) which is fully integrated within its IMS 2.0. Using a remote control, the operator thus runs a washing cycle, many phases of which are automated and steered by the IMS 2.0. The result is much faster and effective washing and improved safety for the operator.

Automation often applies primarily to fixed or winery equipment. One example of this is how Parsec has innovated with its **EVO AUTO** system (Bronze medal) which automatically measures and injects carbon dioxide and nitrogen to accurately correct and adjust amounts of dissolved gases (oxygen and carbon dioxide). This system is very versatile and contributes to reducing sulphite addition.

2. Second trend: Efficiency of crop protection machines

The subject of spraying is highly topical and the key objective is to substantially improve the efficiency of machines whilst reducing their harmful effects. However, as fruit and winegrowing are very complicated sectors due to the extremely wide diversity of situations encountered (height and width of rows, leaf volume, etc.) it is hard to learn how to more effectively combine droplet size, product dosage and air speed and flow.

This is the requirement to which "**EoleDrift**" (Silver medal), designed by the IFV, should provide a response. This tool aims to test new solutions, assist with the development of their design and find the appropriate settings to give manufacturers tangible indicators to use in the design of innovative sprayers. The particularity of this tool is that it can simulate all of the situations that can be encountered during crop treatment (wind speed and direction in particular) and thus compare different situations on the same basis.

Manufacturers for their part continue to seek simple and effective solutions that address the concerns of users. For example AGRICOLMECCANICA SRL offers its **DRIFT RECOVERY "BAS" 1000 LITRES** (Bronze medal). This machine combines several interesting functions: one turbine per arm with the possibility of adjusting the air flow in each turbine, recovery screens with drop separators (the air is not "trapped" by the screens), and most of all these screens remain vertical on all hillsides: ground feelers accurately follow the terrain, meaning that uphill screens are lifted and downhill screens are lowered.

But innovation can also mean breaking with current practice. With the **DYNAJET FLEX 7140** system invented by Teejet (Silver medal), it is possible to work at constant pressure while varying the flow rate of nozzles. This system, already used in row crop farming, is applied here to fruit growing and wine growing, offering new and advantageous options such as selecting the dosage applied by each nozzle. For example, the system can increase the dosage on the fruit growth zone in relation to the rest of the canopy height, shut off a particular nozzle either temporarily or for longer periods in order to spray only parts where there is growth, etc.

Whatever the precautions taken, wine contamination remains possible. To deal with this problem, Laffort has designed **FlowPure** (Gold medal), a vegetal fibre in powder form for the selective adsorption of wine contaminants to reduce ochratoxin A and pesticide trace content. This product also illustrates another trend: that of the optimisation of product quality.

3. Third trend: optimising the quality of operations and crop production

Product quality is an increasingly acute requirement, but is something which is not always easy to obtain or maintain throughout all of the stages running from cultivation to end consumer.

The **GAI 45012 Bottle pressure tester** (GAI France, Silver medal) satisfies the need to check, during the bottling process, that the bottles have not been damaged during their manufacture. This therefore prevents breakage either during the bottling process (leading to production stoppage) or on the distributor's or customer's premises (batch returned).

The quality of corks is also a guarantee of the quality of wines and conservation, but the traditional glues used in technological stoppers are becoming less acceptable to consumers. Made up of cork and a natural binder made from beeswax and 100% plant-based polyols, the **"Origine by Diam"** cork by Diam Bouchage (Bronze medal) offers an answer to this demand for natural products.

Preventing the oxidation of grapes between their harvest and their arrival in the cellar is also a quality consideration. The **Delta Rec compartmentalised draining trailer** by Bucher Vaslin (Bronze medal) meets this objective

by separating the juice from grapes during transportation and also thanks to the semi-automatic sulphite treatment of the tanks used to collect these juices.

The vinification process is an essential element in obtaining the sought-after quality and character of wines, and in this process, the barrel maturing process is especially important. Tonnellerie Vicard has innovated in this field by offering **barrels selected according to their tannin potential ("Vicard Génération 7")**, Bronze medal). The barrel staves are sorted according to their ellagitannin content, and are subjected to molecular toasting depending on the tannin in the wood.

Good in-tank wine conservation is also a factor in quality, but requires suitable equipment (storage tanks). With the **"Béret flottant"** (floating beret), Parcitank (Bronze medal) offers an original solution to turn any cylindrical tank into a storage tank. An inflatable plastic cover made from food-quality plastic is inserted into the manhole at the top of the vat. Once it is inflated, this cover becomes a rigid surface, ensuring that the tank remains totally airtight.

Winery design is also a tool to optimise each work station, from the vat to product shipping. This is something that Ingevin covers, with its **ECOCHAI 4E** (Bronze medal). The originality of this design is based on a global approach taking all aspects into consideration: durability and environment, working conditions and reduction of distances, lower construction and operating costs. This approach also factors in how the activity might develop and the possibility of extending the premises without losing the benefits provided by this design.

The quality of the end product also relies on the quality of work carried out in the field and on the proper operation, the user friendliness of tools and the rapidity of work.

To harvest fruit such as olives, tart cherries, Ente plums etc., Pellenc's **EXPAND R5090** (Silver medal) significantly reduces harvesting time while improving its quality. This towed machine is fitted with a system which automatically lays a 100-sqm tarpaulin on the ground in less than five seconds. Once the tree has been shaken and the fruit has

fallen onto the mat, the mat rolls up and unloads all of the fruit onto the conveyor which then deposits the fruit into crates after removing leaves and debris. Harvesting time per tree is thereby reduced to between 30 and 45 seconds.

Working speed is also an issue relating to the driver and how easily they can monitor operations. Provitis' full-vision **SMD 50P** accessory holder (Bronze medal) can accommodate a range of different attachments such as vine trimmers, leaf removers, etc. Designed to be fitted onto the front of a winegrowing tractor, it enables the operator to work in both narrow and wide vineyard rows whilst maintaining a clear view of the accessories in operation.

Equipment may be prevented from functioning properly over time by natural elements, and this is particularly the case with sub-surface irrigation drippers whose performance may be affected by root growth (a rare incident but difficult to identify quickly and correct). NETAFIM France's **UNIWINE AS XR** (Bronze medal) is a dripline which has been specifically designed for sub-surface use in wine-growing. The drip heads, made from a mix of anti-bacterial copper oxide and resin, are self-flushing and fitted with an anti-siphon feature, whilst also being root-resistant.



SITEVI INNOVATION AWARDS

2017



2017 SITEVI INNOVATION AWARDS

THE WINNERS

GOLD

GREGOIRE	Automatic rod shaker aperture adjustment system for grape harvesting machines	B2 A 046
LAFFORT	Powdered vegetal fibre for selective adsoption of wine contaminants	A1 D 063

SILVER

GAI FRANCE	Pressure tester for bottles before filling with still and sparkling products	A2 B 021
GREGOIRE	Yield mapping system loaded on board a grape harvesting machine	B2 A 046
IRSTEA / INSTITUT FRANCAIS DE LA VIGNE ET DU VIN	Test bench to assess drift generated by winegrowing sprayers in standardised wind and plant growth conditions	B5 A 012
NEW HOLLAND AGRICULTURE	Assisted grape harvesting machine washing system for optimal operator safety	B2 A 001
PELENC	Automatic container for fruit harvesting	B2 A 002 B5 B 046
TEEJET TECHNOLOGIES	Spray control system at each nozzle	B1 D 034

BRONZE

AGRICOLMECCANICA SRL	Sprayer with collection screens for sloping terrain	B1 B 039
BUCHER VASLIN	Compartmentalised draining trailer	A1 C 046
DIAM BOUCHAGE	Bio-sourced technological cork	A2 C 029
GREGOIRE	Non-GPS automatic steering system for tractors and self-propelled machines	B2 A 046
INGEVIN	Optimised and extendable winery	A2 B 038
NETAFIM FRANCE	Self-regulating integrated drippers	B6 C 048
NEW HOLLAND AGRICULTURE	Global real-time optimisation system for all functions of a grape harvesting machine	B2 A 001
PARCITANK	Inflatable floating cap	A1 E 034
PARSEC SRL	Automatic carbon dioxide and nitrogen dosing and injection system	A1 D 060
PROVITIS	Full-vision machine accessory holder	B4 A 020
SDF FRANCE	Connected vineyard	B2 A 046
TONNELLERIE VICARD	Barrels selected by Tannic Potential (TP)	A1 C 064

GOLD MEDALS



↗ GREGOIRE (France)

AUTOMATIC ROD SHAKER APERTURE ADJUSTMENT SYSTEM FOR GRAPE HARVESTING MACHINES

Commercial name: AutopinchH

The AutopinchH system enables the machine to automatically and continuously adjust the aperture between rod shakers according to the trellising. This automatic adaptation is made possible by the user setting an aperture reference at the beginning of the field, from the driver's cab. The user also enters a "pinch correction" amplitude within which the machine will automatically adapt the aperture distance. AutopinchH thus guarantees optimal harvest quality and allows the user to work with peace of mind and concentrate on other tasks. The automatic aperture adjustment system allows for the continuous adaptation of the aperture between the shakers and also ensures that the plants are perfectly gripped during the shaking. There are no compression or release peaks, and the aperture is constantly optimised. This system provides optimal protection for plants and the harvest, and an optimal harvest quality due to the trellising being held perfectly steady. The technology employed is simple: a pressure sensor measures the lateral force exerted by the trellising on the rod shakers. AutopinchH then automatically and continuously adjusts this force by altering the distance between the shakers. This is also an aid for the driver, as the system manages itself, thereby allowing the user to concentrate on other tasks. However the driver still remains in control of the machine: the driver selects the reference settings and the amplitude of maximum and minimum adjustments of the rod shakers. This ease of use and operation mean that trial and error is no longer necessary to correctly adjust a grape harvesting machine. For the machine, this innovation helps to obtain optimal force received by mechanical parts (shakers, bushings, etc.), thus extending their lifespan and reducing the risk of breakage. This also leads to reduced maintenance costs due to lower part wear.

Contact

Mr Christophe BARON

Tel: +33(0)676722312

Email: christophe.baron@gregoiregroup.com

↗ LAFFORT (France)

POWDERED VEGETAL FIBRE FOR SELECTIVE ADSORPTION OF WINE CONTAMINANTS

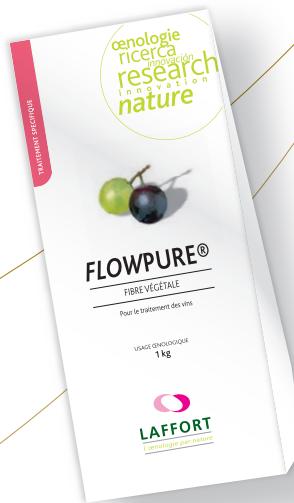
Commercial name: FlowPure®

FlowPure is a fine powdered vegetal fibre for the selective adsorption of wine contaminants to reduce its ochratoxin A and pesticide trace content. It aims to replace carbon which was previously the only authorised winemaking solution to reduce crop protection product residue content. This fibre was developed in association with the IFV and five European research centres with support from Europe via the FP7 programme. When applied to the wine during a filtration, it reduces pesticide content by between 50 and 95%, and can even reduce it to below detection thresholds. The product may only be used on wines whose thresholds are below legal tolerance levels and should be considered in association with good winegrowing crop protection practices. FlowPure could be particularly useful for organic producers whose wines are slightly contaminated by pesticides from external sources. This project employs organic farming techniques and all of the production stages are environmentally friendly. Incorporating this technological aid during a filtration is simple and does not require any particular investment. The impact on the organoleptic quality of the wine has been regularly tested and was considered negligible. This FlowPure product and this concept have received a favourable welcome from wine specialists who consider it to be a high-quality winemaking solution to guarantee the sanitary quality of their wines.

Contact

Ms Charlotte GOURAUD
Tel: +33(0)787901157

Email: charlotte.gouraud@laffort.com



SILVER MEDALS



↗ GAI FRANCE (France)

PRESSURE TESTER FOR BOTTLES BEFORE FILLING WITH STILL AND SPARKLING PRODUCTS

Commercial name: GAI 45012 Bottle pressure tester

The GAI 45012 is designed to stop faulty bottles from entering the bottling machine or exploding whilst being filled with still or sparkling products. Traditionally, when faulty bottles explode in the bottling plant during an isobaric still or sparkling liquid filling operation, in addition to potential damage to the filling valves, this requires the production process to be halted to clean and remove the glass fragments (a thorough machine clean takes approximately 30 minutes). With two explosions per day, this tester offers productivity gains estimated at two full days per month. In addition, the machine guarantees zero risk of residual glass debris in the rinse-fill-cork system and therefore in other bottles. It also allows bottles to be sorted because it also selects bottles with a neck defect. These are spotted and rejected from the machine. The tester has three functions: blowing sterile air into the bottle (8 bars maximum) which results in faulty bottles exploding; maintaining pressure to verify the bottle's resistance, and inspecting the bottle neck to check its diameter and reject non-compliant bottles. It accepts a range of bottle formats (from 60 to 115 mm) and is pre-equipped for remote assistance and automatic CIP washing. Its work rate ranges from 1,000 to 12,000 bottles per hour.

Contact

Mr Jean-Christophe IMBERT

Tel: +33(0)648702499

Email: jcimbert@gaifrance.fr

↗ GREGOIRE (France)

YIELD MAPPING SYSTEM LOADED ON BOARD A GRAPE HARVESTING MACHINE

Commercial name: NEOmap

The NEOmap yield mapping system features three functions which are necessary to geo-reference instantaneous yields and produce maps of their inter-parcel variability:

- Measurement of effort generated by harvest quantity: positioned in the heart of the conveyor chain, a stainless steel plate fitted with a force sensor measures the quantity of harvest which falls onto this plate.
- Satellite positioning. Each force measurement made above is matched with the GPS coordinates of the position when the measurement was made.
- Integrated weighing: the hoppers' suspensions are fitted with sensors which weigh the harvest each time they are emptied. This allows the weight of harvested grapes in the machine's hoppers to be correlated with the distance travelled to fill them and the pinpointed instantaneous forces, in order to convert them into weight. Each harvest weight is geolocated and proportionate to the force measured, and the sum of these instantaneous weights remains equal to the total weight contained in the hoppers.

The plot's yield map is then stored in ISOXML format (standardised format compatible with most GIS software). The winegrower can then extract then analyse this yield map and make the appropriate decisions to optimise their operations, establish modulation maps for input additions, or target work on the vine according to its state (based on its yield). Beyond the aspects relating to precision farming, the information of quantities harvested in real time will facilitate the traceability of the production and the optimisation of harvesting operations, connecting with grape reception units and harvest transportation vehicles.

Contact

Mr Christophe BARON

Tel: +33(0)676722312

Email: christophe.baron@gregoiregroup.com





↗ **IRSTEA / INSTITUT FRANCAIS DE LA VIGNE ET DU VIN** (France)

TEST BENCH TO ASSESS DRIFT GENERATED BY WINEGROWING SPRAYERS IN STANDARDISED WIND AND PLANT GROWTH CONDITIONS

Commercial name: EoleDrift

The EoleDrift test bench is innovative and original in that it uses artificial vegetation and wind conditions to measure drift. This standardisation of measurement conditions provides better repeatability of results which is essential to reliably compare the performances of the tested sprayers. It also means that tests can be carried out over a longer period during the year. It is a crucial tool to speed up the official homologation of equipment which reduces the width of Non Treated Zones (NTZ), based on the ISO 22866 standard (this method is complicated to set up and requires precise wind conditions for field testing, meaning that very few tests have been conducted in Europe and only one vineyard sprayer has been homologated by this method over the past ten years in spite of the existence of effective spraying machines). And this tool should enable equipment without provisional homologation to be tested rapidly and perhaps receive homologation. A large number of tests may be conducted in a relatively short period of time, allowing for the rapid identification of effective spraying techniques. IFV and IRSTEA will offer spraying manufacturers a service on the basis of the EoleDrift test bench to test their new sprayer models and their prototypes.

Contact

Mr Regis CAILLEAU

Tel: +33(0)466511016

Email: regis.cailleau@vignevin.com

↗ **NEW HOLLAND Agriculture (Italy)**

ASSISTED GRAPE HARVESTING MACHINE WASHING SYSTEM FOR OPTIMAL OPERATOR SAFETY

Commercial name: Integrated and assisted grape harvesting machine wash

The new Braud 9000 machines are fitted with a fully-integrated washing system with the standard pre-fitting of a washing water supply network. Washing operations are assisted and managed using a remote control operated by the driver. Operator safety is thus increased due to:

- Water supply integrated within the machine with a water point at the top which removes the need for the washer to climb up the machine holding a pressure washer in a slippery environment;
- Total inspection of the machine's parts with the remote control featuring all the functions required to wash remotely, all around the machine;
- Ease of use thanks to specific work overalls, with a remote control sleeve holder so that the washer is equipped and their hands are free.
- Automated washing: a clean washing method, a zone safety system which stops the dangerous parts positioned near the operator from switching on and restricts access to certain unsafe zones.
- Simple solutions to make washing easy: the storage box, the platforms, the additional flexible hose to wash targeted areas from the platforms, in addition to the sprinklers.

The impact on the environment is also limited thanks to a reduction in washing water estimated at 1,000 litres per wash. Productivity is also increased thanks to an inbuilt prewash system which soaks juices and sugars while the washer is getting ready and thus increases operational work time, reduces down time and improves washing quality, thereby making better use of the machine. The system cuts washing times by approximately 50%.

Contact

Mr Philippe BOISSEAU

Tel: +33(0)637586529

Email: philippe.boisseau@newholland.com





↗ **PELLENC** (France)

AUTOMATIC CONTAINER FOR FRUIT HARVESTING

Commercial name: EXPAND R5090

This container is a towed machine designed to harvest fruit such as tart cherries, olives or Ente plums. This system still uses the well-known fruit harvesting principle (the tree is shaken to make the fruit fall off and a mat is spread on the ground to pick them up). But this innovation makes work simpler and reduces time taken for the operation, with the aim of reducing harvesting time and improving harvest quality. This machine comprises a system that can automatically lay a 100 sqm tarpaulin on the ground in less than 5 seconds. Once the tree is shaken and the fruit falls off, the mat is rolled up again, transferring the fruit onto the conveyor which then places the clean fruit into crates. During this transfer operation, an aspiration system removes leaves and other plant debris from the fruit. The mat deployment and rolling-up mechanism is fully automated, which enables one person to pick 300 kg of fruit at a time with a cherry tree cycle measured at 45 seconds. With a high clearance gauge (50cm), plots with a 50cm step can be harvested. A camera also assists the driver in positioning the machine in line with the centre of the trunk.

Contact

Ms Dana GRAUX

Tel: +33(0)633399073

Email: d.graux@pellenc.com

↗ **TEEJET TECHNOLOGIES** (France)

SPRAY CONTROL SYSTEM AT EACH NOZZLE

Commercial name: DYNAJET FLEX 7140

TeeJet Technologies has developed the DynaJet Flex 7140 (already developed on row crops) which allows operators to fully control the size of droplets generated by liquid pressure nozzles. Droplet size remains constant - as does pressure - whatever the dose applied and the forward speed (reduced speed at the beginning of rows or in tricky parts). The user selects the droplet size from the cabin according to application conditions; type and formulation of product applied, presence of an additive, weather conditions at time of spraying (temperature, moisture, etc.), local environmental restrictions at field level (located close to houses, schools, waterways, non-treated zones, etc.), the condition of plant growth, etc. The integrated functions allow the user to vary the capacity of the nozzles and obtain the desired spraying performance, with a range of speeds and flow rates whilst complying with the desired application doses. This flexibility in applied volume saves the user from changing nozzles if they wish to alter doses. The flow rate command on each nozzle also helps to reduce the risk of drift, but it also provides an advantageous function for fruit and wine growing; the possibility of modulating flow rate (and therefore doses) according to the leaf height and leaf density. The operator can also cut off the spray from any particular nozzle if there is a vine missing or a lack of leaf growth.

Contact

Mr Patrick DEBAT

Tel: +33(0)679406898

Email: patrick.debat@teejet.com



BRONZE MEDALS



↗ AGRICOLMECCANICA SRL (Italy)

SPRAYER WITH COLLECTION SCREENS FOR SLOPING TERRAIN

Commercial name: DRIFT RECOVERY "BAS"
1000 LITRES

This sprayer is fitted with a straddling structure with four stainless steel screens with droplet separators to collect the product, meaning that two rows can be treated at the same time. The innovation lies in a cant correction system on the chassis, enabling work to be carried out on sloping terrain, thanks to a mechanism which maintains a minimal distance from the ground. Two ground feelers detect whether the collection screens are always at a safe distance from the ground whilst also detecting obstacles on the ground. If there is an unplanned obstacle or if the screens get too close to the ground, the feeler makes the screens lift automatically to a safe height. All of the upper structure of the screens is articulated and thanks to its automated hydraulic system, it always positions itself so that the screens remain perpendicular to the vegetation to be sprayed. The sprayer is fitted with a main axle and a second axle located just behind it (the latter axle positioned automatically) to improve the sprayer's stability. Four high-power fans are located on the upper part of the chassis (one per screen) so that the screens receive the same quantity of air at the outlet. A hydraulic pressure regulator allows the operator to adjust the speed of these four fans to adjust the quantity of output air so as to obtain perfect leaf penetration, whatever the condition of plant growth.

Contact

Ms Daniela CANDOTTO

Tel: +39/043192496 - Mobile: +39/3393103684

Email: daniela@agricolmeccanica.it

↗ BUCHER VASLIN (France)

COMPARTMENTALISED DRAINING TRAILER

Commercial name: DELTA REC

Bucher-Vaslin's compartmentalised grape transportation hopper is an answer to the problem of oxidation of the free running juices which appear when filling the hopper and also during transportation. This production of juice tends to increase with early wine harvests which produce warmer and more fragile grapes. This hopper is fitted with a mid-height floor made of pivoting shutters, similar to transportation in crates. These shutters are mounted on parallel pivoting bars. When they are in a closed position, these shutters constitute a mid-height floor which reduces the height of grapes held in the hopper and limits the amount of berry squashing during filling and transportation. Reducing the height of storage also improves the circulation of juices within the layers of grapes, and as a consequence the collection of the juice. The juices are automatically removed from the rest of the harvest and stored in side-mounted tanks, which are semi-automatically treated with sulphite to prevent the oxidation of the juice; this also removes the need to add sulphite to the berries. The user controls the sulphite addition process using a pump. The tanks each have a capacity of 340 litres, representing 15% of the hopper capacity. The hopper and the tanks are emptied independently of one another: the hopper is emptied by tipping whereas the tanks are emptied by a non-permanent fluids pipe.

Contact

Mr Bernard LEGRIX DE LA SALLE

Tel: +33(0)241745050

Email: bernard.legrix@buchervaslin.com





↗ DIAM BOUCHAGE (France)

BIO-SOURCED TECHNOLOGICAL CORK

Commercial name: Origine By Diam

Origine by Diam® is a technological cork closure incorporating a beeswax emulsion and a binder made of 100% vegetal polyols, maintaining the recognised reliability of Diam closures in terms of safety, homogeneity and oxygen control. The process by which cork granules are coated with beeswax emulsion has been patented by Diam Bouchage. The beeswax guarantees airtightness and maintains the elasticity of the cork and the homogeneity of Origine by Diam® closures. The beeswax used in these closures is 100% naturally-sourced. It offers excellent water repellent qualities, protecting the closure from infiltration, and helps to maintain their lifespan. The binder is made of 100% bio-sourced and totally renewable polyols. It has been tested and approved by independent laboratories. This new technology is the accomplishment of research combining oxygen transmission rate and natural sources. It fulfils the requirements of the brand's customers for their premium wines who want to have closures with higher permeability but longer shelf life, suited to long-keeping wines. This innovation is the first to allow environmentally-conscious wines to stand out from traditional wines through a natural, recyclable and renewable packaging component.

Contact

Ms Anaïs Le CHAFFOTEC
Tel: +33(0)468872020

Email: lechaffotec@diam-bouchage.com

↗ GREGOIRE (France)

NON-GPS AUTOMATIC STEERING SYSTEM FOR TRACTORS AND SELF-PROPELLED MACHINES

Commercial name: EASYpilot

GREGOIRE's EASYpilot is an automated steering system for rows of vines. The harvesting machine (or the multipurpose straddling machine) is automatically aligned with the row located in front of it, leaving the driver free to concentrate on other tasks. The technology used provides reliable automatic steering without the need for expensive technology such as the RTK GPS. The principle is to detect and analyse, in front of the machine, the foreseeable variation in trajectory compared with the vine row and correct this variation automatically and adequately. The vine row is detected by the combination of a 3D infrared telemetric sensor together with a wave emitter, also called "lighting" which allows the device to function efficiently both data and night. The system measures, point by point, the distance between the sensor and the elements of the vine row, allowing it to form a model of the vine row structure. The calculations performed by EASYpilot help to avoid errors relating to the detection of laterally-growing tendrils or high grass. In harvesting mode, the data provided by the feelers at the entrance of the harvesting tunnel are combined with camera detection to improve the accuracy of the system (3 cm). The result of the calculation consists of defining a driving line which is traced along the centre of the vine row and at the front of the machine. EASYpilot's software calculates an optimal trajectory to follow this line and also detects the end of rows, which it then indicates to the driver with a visual signal and a sound. Finally, the EASYpilot system acts directly on the power steering circuit to ensure that the right trajectory is automatically followed. For safety reasons, the control of the forward speed and the other components of the machine remain under the responsibility of the driver.

Contact

Mr Christophe BARON
Tel: +33(0)676722312

Email: christophe.baron@gregoiregroup.com





↗ INGEVIN (France)

OPTIMISED AND EXTENDABLE WINERY

Commercial name: ECOCHAI 4E

This 100% circular winery christened ECOCHAI 4E is a concept which combines a modern approach with function optimisation, sustainable development and extension possibilities. It is designed for projects ranging from 4,000 to 300,000 hl, and can incorporate all of the winemaking functions (grape reception, vinification, filling, storage of maturing and bottled wines, technical and administrative premise). The investment is 10 to 20% lower than a traditional design due to a 15 to 30% reduction in built area and 12 to 25% less wall area. Operating costs are also reduced due to better layout and lower distances travelled by liquids, harvest, must and wine, and by people. It is also an environmentally friendly solution: the solar panelled roof means that the winery is energy positive all year round; the recovery of rainwater and the reduction in water consumption reduce the need for mains water. The circular design of the winery helps to improve working conditions, complying with the principle of always moving in a straight line from offloading the grapes to dispatching the bottles, the convergence of liquid and people flows towards the centre of the building, making working and supervision easier. The offices located upstairs in the centre of the winery are also at equal and short distance from the work floor. Finally, each workspace can be easily extended separately, and a 10% increase in diameter results in a volume increase of 30 to 50%.

Contact

Mr Bertrand JOLIVEL

Tel: +33(0)662622707

Email: b.jolivel@bevinum.com

↗ NETAFIM France (France)

SELF-REGULATING INTEGRATED DRIPPERS

Commercial name: UNIWINE AS XR

UNIWINE AS XR is a dripline which has been specifically designed for sub-surface use in winegrowing. This irrigation principle reduces water loss through evaporation or percolation and allows vines to be fertilised sustainably. It also helps to prevent the problems caused by an irrigation system when groundwork needs to be done on the vineyard. But users - often wrongly - fear that the subsurface network can be damaged by root growth blocking the drippers. The innovation provided in this case consists of making drippers with copper oxide mixed into the resin during their manufacture. These drippers are self-regulating, self-flushing and fitted with an anti-siphon mechanism, offering better resistance to root intrusion. Through its properties, the copper oxide used (Cupron) prevents root growth and restricts the development of biofilms. In particular, this copper oxide has anti-bacterial properties which are also used by the clothing manufacturing industry. The drip line is resilient over time, maintaining the same flow rate (no blockages), without any risk of impurities entering after the network has been flushed, and without any risk of the copper contaminating the ground. The drippers are acid and chemical proof, meaning that maintenance costs are low and that wastewater may also be used (due to their anti-blocking and anti-bacterial properties). This product offers the user a reliable solution which enables them to irrigate with total peace of mind.

Contact

Mr Christophe DERBEZ

Tel: +33(0)442667665

Email: christophe.derbez@netafim.com





↗ NEW HOLLAND Agriculture (Italy)

GLOBAL REAL-TIME OPTIMISATION SYSTEM FOR ALL FUNCTIONS OF A GRAPE HARVESTING MACHINE

Commercial name: IMS 2.0 – Intelligent Management System for grape harvesters

IMS 2.0 is much more than just a new version of the IMS (Intelligent Management System) already on the market. This new smart and real-time management system on New Holland Braud grape harvesting machines offers functions such as:

- Lower operating costs due to the automatic and permanent management of engine rpm according to load, thus reducing on-road fuel consumption by 20% and field work consumption by approximately 10l/h;
- Maximum leverage of all of the machine's performance all year round and total integration (through a CAN bus) of the spraying and crop maintenance accessories of the brand's partners;
- A better quality of harvest, resulting from the continuous adjustments of the harvesting tools, in particular conveyor speed regulation for steep vineyards;
- Maximum driver comfort through the constant search for a low engine rpm which reduces in-cab noise and offers a more flexible drive;
- Better control through its Intelliview IV™ screen and its controls clustered on a multifunction handle;
- The integration of controls for moving accessories by remote control which places the driver at the centre of the machine with optimal safety at all stage of use (adjustment, driving in field and on roads, maintenance in field, washing).

Contact

Mr Philippe BOISSEAU

Tel: +33(0)637586529

Email: philippe.boisseau@newholland.com

↗ PARCITANK (Spain)

INFLATABLE FLOATING CAP

Commercial name: Floating Beret

The floating beret is an inflatable cap made from food-quality plastic (TPU) which can transform any cylindrical tank into a wine storage tank. It can be used on cylindrical tanks up to 5m in diameter. It makes closed vats more versatile by allowing them to be only partially filled, and therefore contributes flexibility to vat houses which do not have tanks with floating lids. This floating beret is inserted and removed via the upper manhole. It inflates and deflates inside the tank using an automatic control which does not require any fixed installations on the tank(s). It is lighter than a lid made of fibre or steel and once it is fully inflated it floats on the surface of the liquid. When it inflates, the cover forms a lenticular shape which expels the air to the edges (at the bottom) and helps the wine which might have been trapped above the cover to slide from the centre towards the edge of the cover. At the end of the inflation operation (pressure between 0.1 and 0.3 bars) it becomes a rigid and totally flat surface, adjusting its diameter to the inside wall of the tank to form an airtight seal. When it is deflated, it becomes an easy-to-handle, flexible and foldable item. It is not classified as a pressure device as the pressure never exceeds 0.5 bars.

Contact

Mr Maxime LASNE

Tel: +34 609360179

Email: mlasne@parcitank.com





↗ PARSEC SRL (Italy)

AUTOMATIC CARBON DIOXIDE AND NITROGEN DOSING AND INJECTION SYSTEM

Commercial name: EVO AUTO

EVO AUTO is a carbon dioxide and nitrogen dosing and injection system to accurately and easily correct and adjust dissolved gases (oxygen and CO₂) in line or in a closed circuit. This device injects gas in-line extremely accurately, since it takes into account the wine flow rate variations and the compensation of all of the physical and chemical variables coming into play in the dosing and injection of these gases. These variations include the variations of partial pressure of dissolved gas, the gas input pressure in the measurement chamber, the gas pressure in the dosing unit, the temperature of the gas in the dosing unit, the verification of the dissolution capacity of the nozzle. Simply enter the desired instructions and the device will automatically manage the dosing by compensating for all of the physical limitations (wine flow rate, gas pressure, counter-pressure, etc.). EVO AUTO corrects the dissolved gases in wines or musts in one treatment. It is totally independent and versatile in terms of applications and flow rates: wine can flow at rates ranging from 15 to 250 hl/h, and its dosing spectrum ranges from 0.1 to 18 kg/h. It also allows for the automatic application of deoxygenation, nitrogen de-carbonation, carbonation, etc. Finally, EVO AUTO contributes to protection from oxidation and reducing sulphite addition.

Contact

Mr Mathieu de BASQUIAT

Tel: +33(0)675695803

Email: mdebasquiat@parsecsl.net

↗ PROVITIS (France)

FULL-VISION MACHINE ACCESSORY HOLDER

Commercial name: SMD 50 P

PROVITIS' full-vision machine accessory holder SMD 50 P can be fitted to the front of a vineyard tractor to attach a range of plant care tools such as a vine trimmer, a leaf remover or a pre-pruner. The operator can work with total visibility in both narrow and wide vineyards, and on both flat and terraced land. PROVITIS' SMD 50 P is made up of a wide base and two moving arms which are articulated at each end of the base. The upper part of the arms is fitted with the means to raise/lower and tilt the accessories. The holder is controlled by an electro-hydraulic control unit (fixed to the central part of the base). PROVITIS' accessory holder thus stands apart from the market through this U shape with a lower centre of gravity for enhanced stability and a clear field of vision at the front of the tractor. The innovation is also at work in the drive chain which deploys and tilts the moving arms that hold the attached accessories. This allows a wide amplitude of deployment and the possibility of adjusting the side tilt, ensuring the lowest possible footprint and the highest possible visibility.

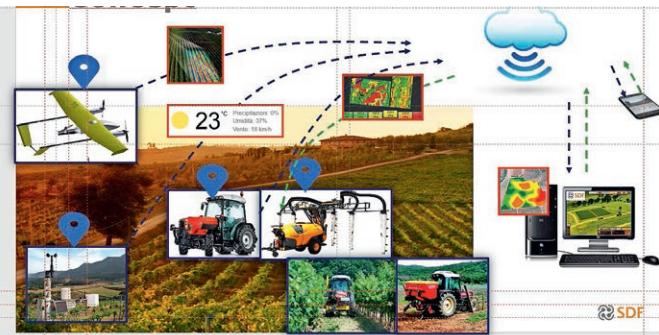
Contact

Mr Didier ANDELINGER

Tel: +33(0)389209349

Email: didier.andelfinger@provitis.eu





↗ SDF France (France)

CONNECTED VINEYARD

Commercial name: Connected Vineyard IoV – Internet of Vineyard

The “connected Vineyard” system is a comprehensive Precision Farming system incorporating all of the elements in the approach and which draws on the expertise of all of the different partners (SDF Group, Pessl Instrument, Topcon). This system associates three areas which are essential to this precision farming approach:

- the acquisition of agronomic data: on the climate (automatic weather stations), on the fields and on the vine (drones fitted with multispectral and/or hyperspectral cameras);
- an online mapping and data analysis service to store and analyse data and assist with decision making;
- feedback through prescription maps integrated into the tractor's Isobus terminal and used by Isobus devices which are capable of modulating tasks (for example, Grégoire sprayers and harvesters).

This system offers higher precision in the monitoring of the vineyard and the analysis of the complexity of interactions, and is a valuable aid for the agronomist by helping to connect up a large quantities of disparate data, assist with decision making, and then apply increasingly targeted and precise actions on the ground (for example, modulating treatment doses according to the requirements of the crop).

Contact

Mr Théo DOMINIQUE
Tel: +33(0)680187639

Email: theo.dominique@sdfgroup.com

↗ TONNELLERIE VICARD (France)

BARRELS SELECTED BY TANNIC POTENTIAL (TP)

Commercial name: VICARD GENERATION 7

The originality of Vicard Génération 7 barrels lies in the combination of a reliable selection methodology based on the analysis of ellagitannin content of untoasted wood and an accurate, reproducible heating tool which respects the oak, all of which provides trustworthy guarantees in terms of the quality and reproducibility of results. Tannin potentials are measured using near-infrared spectrometry and the wood is toasted using degree-accurate radiant heat. This wood selection process combined with perfect control of toasting has provided benefits to winemaking which have been proven by the results of sensorial and chemical analysis. The tests conducted have shown the crucial importance of the tannin potential on the aromatic profiles of wines, whereas the geographical origin of the wood appears to have had near to no impact. Far from standardising products, the ability to obtain perfectly known and reproducible barrels offers winemakers the opportunity to conduct their élevage with the greatest of care for the wine and with the greatest precision. This approach contributes to better use of forestry resources. Indeed, by selecting wood on the criterion of tannin potential instead of that of the geographical origin and/or grain size, which are the most commonly-used criteria in the sector, it is possible to use wood from other supply sources whilst still guaranteeing the quality and reproducibility of the barrels.

Contact

Ms Émilie FAUGERE
Tel: +33(0)628960583

Email: marketing@groupe-vicard.com



MEMBERS OF THE 2017 JUDGING PANEL

The 79 entries received were examined by an international panel comprising leading specialists from research, higher education and development, supported by more than 80 European experts.

Panel chairmanship

Jean-Pierre VAN RUYSKENVELDE

JOINT CHAIRMAN OF **SITEVI** INNOVATION AWARDS JUDGING PANEL
Chief Executive of Institut Français de la Vigne et du Vin (Ifv)

Ludovic GUINARD

JOINT CHAIRMAN OF **SITEVI** INNOVATION AWARDS JUDGING PANEL
Deputy Chief Executive of Centre Technique Interprofessionnel des Fruits et Légumes (Ctifl)

Technology advisers, judging panel rapporteurs

René AUTELLET

Independent consultant

Gilbert GRENIER

Lecturer in Automation and Machinery Engineering at Bordeaux Sciences Agro

Having graduated from ENIA Dijon in 1979, he spent five years as Machinery Adviser and CUMA correspondent at Vienne Chamber of Agriculture. In 1985 he returned to academic studies in Robotics and became a Lecturer in Automation and Machinery Engineering at Bordeaux Sciences Agro (formally Enitab). Since 1990 he has contributed to the work of various AFNOR and ISO standardisation groups dealing with agricultural electronic standardisation, and in particular in establishing the Isobus standard. He is jointly responsible for the "AgroTIC" speciality in collaboration between Bordeaux Sciences Agro and Montpellier SupAgro. This specialisation gives students the chance to acquire a dual skill in agronomy and in ICT (sensors, GPS, remote detection, GIS, Internet, EDI, embedded electronics for agricultural machinery, Precision Farming, etc.). He has been a member of the SIMA and **SITEVI** judging panels for more than 20 years, he has been Technology Adviser for 5 years, and he was elected "SEDIMASTER 2015".

Florentino JUSTE

Researcher – Dto Ingenieria Rural y Alimentaria, Universidad Politecnica de Valencia – Spain

Agronomy doctor and engineer at Valencia Polytechnic University (UPV) and Master in Agricultural Engineering at Davis University, California, USA. Research professor at the Valencia Agricultural Research Institute (IVIA) in farming technology and robotics. Director at Ivia from 1993 to 2013. Former chairman of the European Agricultural Engineering Society EurAgEng. Member of the French Agriculture Academy. Currently visiting lecturer in the Rural Engineering department (DIRA) at Valencia Polytechnic University.

Frédéric VIGIER

Expertise correspondent in the Department for Industrial Partnerships and Support to Public Policy at Irstea.

Technology adviser for agro-machinery and e-agriculture in Irstea general management - DIVaC.



Judging panel members

Yann BINTEIN

Science and Technical Department, Fruit & Vegetables – CTIFL – France

Christian BRIAND

Eco-technology sector manager – Bpifrance – France

Eugenio CAVALLO

Research Officer – IMAMOTER - CNR – Italy

Stephane CHAPUIS

Head of agro-equipment department – FNCUMA – France

Cyril CORDIER

Oenologist – Union Française des Œnologues – France

Béatrice DA ROS

Chief Executive – Union Française des Œnologues – France

Jean-Michel DESSEIGNE

Specialist in winegrowing machinery – IFV – France

Pierre-Henri DUBUIS

Science Fellow, row crop and vine protection research department - Agroscope Changins-Wädenswil ACW research centre– Switzerland

Béatrice EMIN

Union official – Union des Œnologues de France – France

Annette FREIDINGER – LEGAY

Consultant – COTE EMBALLAGE – France

Florian KHALIL

Consultant engineer – AXEMA – France

Géraldine KRAUSZ

Innovation manager – TERRALIA – France

Valérie LEMPEREUR

Deputy director of scientific programmes– IFV – France

Santiago PLANAS DE MARTI

Science director of Agri-food unit - Lleida University, Spain

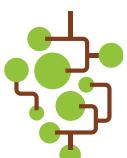
Arianne VOYATZAKIS

Food industry manager – BPIFRANCE – France

NOTES



Vine-wine sector





OUTLOOK FOR THE SECTOR

OUTLOOK FOR THE VINE-WINE SECTOR

JEAN-PIERRE
VAN RUYCKENSVELDE
CHIEF EXECUTIVE
OF INSTITUT FRANÇAIS
DE LA VIGNE ET DU VIN

vineyards were substantially affected by weather events. Not a single French region was spared by some very severe spring frosts and increasingly violent and frequent hailstorms, threatening the very existence of many companies. The issue of vine protection equipment is clearly on the table. Furthermore, and generally speaking, global warming constitutes another challenge for the sector. With growth cycles starting earlier, it exposes the French vineyards to these weather incidents and requires that adaptations be made out in the field and in the winery to conserve the character of wines.

Sector stakeholders attentive to society

On a domestic level, there is increasing pressure from society with regard to the use of crop protection products. Winegrowers, both individually and collectively, are starting to take heed of demands for a change in practices regarding disease prevention or treatment and tilling. New spraying techniques, reducing doses and seeking alternative solutions such as products resulting from biocontrol, are all at the centre of people's concerns.

This is without a doubt a turning point for the French wine sector, as most wine-growing regions have made or are making firm commitments towards the ecology transition, with the possibility recently introduced by law of including these innovative practices in specifications for the production of PDO wines. This is amply illustrated by the recently published Guide to Agro-ecology in Winegrowing written by IFV and INAO. The guide aims to supply technical pointers to all winemakers who either individually or collectively wish to change their practices and initiate or develop an agro-environmental approach.

A generally expanding worldwide market

The global wine market is experiencing overall growth. Worldwide consumption of wine rose slightly in 2016 to 242 million hectolitres (+0.4% year-on-year), confirming the stabilisation of the market in the aftermath of the 2008 recession. Despite losing market share by volume, France remains the leading exporter by value, with 8.2 billion euros of goods exported in 2016, representing 28.5% of global value. French wines continue to generally enjoy a reputation as a yardstick on international markets. They are acknowledged for their stringent standards in terms of quality control, from the vine to the bottle. This relatively promising economic picture should not mask the harsh international competition such as that coming from Spanish wines on certain market segments.

Disturbing climate issues

Another factor to consider on this backdrop is climate change. In 2017, our

A sector united to further the momentum of investment in the future

At the 1st National Winegrowers Congress in Bordeaux in July this year and in the presence of the European Commissioner Phil Hogan, the vine-vine sector's trade associations once again called for an ambitious European policy for the coming years. The aim is to extend and adapt European support for investment in the future to the vineyard and the winery and to the promotion of wine. The Food Industry States General will also provide an opportunity to emphasise in particular the importance of innovation for everyone working in the sector.

A sector committed to a momentum of innovation

The outstanding vitality of the SITEVI exhibition and the high number of entries receiving distinctions in the Sitevi Innovation Awards 2017 provide proof of this need for innovation, in a wide range of areas. They are a positive illustration of the efforts made by the sector's suppliers and manufacturers to fulfil these demands. A few examples: we are seeing an increasing amount of equipment that uses tools fitted with digital sensors, recent digital technology, both in the field or in the winery, and also increasing numbers of technologies offering alternatives to winemaking inputs and to conserve the harvest. In the vineyard, the development of precision farming, in particular for soil management, is gaining ground, as are categories such as vineyard protection equipment, weather mapping, dose modulation and of course all the equipment designed to improve working conditions.



Illustration with resistant varietals

This major trend towards innovation and new perspectives is also evident in the high demand from winegrowers for disease-resistant varietals. An initial selection of varieties, resulting from hybridisation techniques capitalising on the latest knowledge in genetics, are now available and offered by Inra and

IFV. A national observatory for the deployment of resistant varieties is also open to all pioneering wine-growers who innovate in this area, in order to develop knowledge of these varieties in terms of the durability of disease resistance, agronomic behaviour and of course the quality of the wines obtained.

KEY FIGURES

WORLDWIDE

WORLDWIDE WINE PRODUCTION (2016) in millions of hectolitres

 **267**
down **3%** on 2015



TOP 5 PRODUCING COUNTRIES (2015) in millions of hectolitres



WINEGROWING SURFACE AREA (2016) hectares

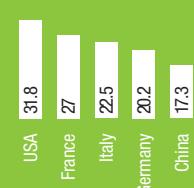
Worldwide	Chinese	European
7.5 M	 850,000 up 17,000 compared with 2015	3.2 M

WORLDWIDE WINE CONSUMPTION (2016) in millions of hectolitres

242



TOP 5 WINE-CONSUMING COUNTRIES (2016) in millions of hectolitres



ROMANIA, EUROPEAN no. 1 for the number of winegrowing estates

855,000
followed by **Spain**, second with **518,000** estates

FRANCE

FRENCH WINE PRODUCTION (2016) in millions of hectolitres

 **45.7**
down **5%** on 2015

FRENCH WINEGROWING SURFACE AREA

750,00 ha
representing **15%** of domestic agricultural area by value

ANNUAL FRENCH EXPORTS OF WINE BY VALUE (2016)

7.9 billion euros
representing **12.2** million hectolitres

DIRECT AND INDIRECT JOBS IN VINE/WINE

550,000
(mainly winegrowers and wine trade workers)

WINEGROWING

the leading farming sector by value

FRANCE

no.1 exporter
of wine and wine-related eaux-de-vie by value

47% of wine produced in France
is Controlled Origin Appellation (AOC)

Source: FEVS, FranceAgriMer, OIV, vinetsociete.fr

PROGRAMME OF TALKS AND WORKSHOPS

Forum – Hall B5

Simultaneous translation into English - rooms A and C

Tuesday 28 November 2017

09.30 - 11.00	Organic winemaking By SudVinbio with SVBA/ITAB Aquitaine, IFV Val de Loire-Centre, IFV Rhône Méditerranée and ICV	Room D
09.30 - 11.00	The Occitanie region	Room B
10.30 - 11.15	Robotics, a lever for winegrowing By IFV	Workshop Room A
11.30 - 12.30	Classification of the environmental performance of sprayers By IFV with IRSTEA and DGAL	Room C
11.30 - 13.00	Connected farm machinery to save on inputs By RMT AGROETICA with IFV	Room D
11.30 - 13.00	Biodynamics today: witness accounts and results By Biofil, Eco-dyn and Association de la Biodynamie	Room B
11.30 - 12.15	Conserving wine in beer barrels: a developing innovation By Inter Rhône	Workshop Room A
12.30 - 13.15	Crowdfunding: an alternative to banks By CERFRANCE	Workshop Room A
14.00 - 16.00	Agroecology and implementation of environmental measures By IFV, INAO, ODG Bordeaux and Costières de Nîmes	Room C
14.00 - 15.00	The profile of rosé wines from the Mediterranean basin By IFV, Chambre d'Agriculture 66, CIVL and ICV	Room D
14.00 - 15.30	Reorganisation of vineyards By FranceAgriMer	Room B
14.00 - 14.45	Clarification techniques and impacts on fermentation By INRA/Montpellier SupAgro	Workshop Room A
15.30 - 17.00	Deployment of cryptogamic disease-resistant wine varieties in the Occitanie region By Occitanie region chamber of agriculture	Room D
16.00 - 17.30	Wine profiles and oxygen - connections and levers By Vivelys and the University of Zaragoza (Spain)	Room B
16.30 - 17.30	Update on the National Vine Protection Plan By IFV with CNIV and winegrowing trade associations	Room C



Wednesday 29 November 2017

09.00 - 11.00	Digital technology and innovation in winegrowing and winemaking By INRA/Montpellier SupAgro	Room D
09.30 - 11.00	The Occitanie region	Room B
10.30 - 11.15	Guaranteeing the best use of precision tools in the vineyard By Agri Sud-Ouest innovation with Possible Agri, Exco, Fruition Sciences, SRDV	Workshop Room A
11.30 - 13.00	Brettanomyces: new knowledge, analysis and risk management By Inter Rhône with ISVV, IUVV and IFV	Room D
11.30 - 13.00	Setting up in winegrowing: are you aware of all the risks and success factors? By Vitisphere with Vinea Transaction and Neoverticales	Room B
11.30 - 12.15	Contribution of new technology for wine-vine, fruit and vegetable growing sectors By CEA TECH	Workshop Room A
12.30 - 13.15	Wine marketing: analysis of revenue cost and implementation of a marketing strategy By CERFRANCE	Workshop Room A
14.00 - 15.30	Corporate Social Responsibility in the wine sector: Testimonies from leaders By Wine Earth Association with Groupe Frayssinet, Groupe Castel, BLB Vignobles, APF 34, MRSE-Exco FSO	Room B
14.00 - 14.45	Management of SO2 in Bag-In-Box® and simulation of transport of Bag-In-Box® By Inter Rhône	Workshop Room A
15.00 - 17.00	Resistant grape varieties today and tomorrow By IFV with INRA, SupAgro and CIVC	Room C/D
15.00 - 15.45	Digital transformation of the winegrowing sector: observations, examples and outlook By GS1 France, ACTA and Chaire AgroTIC	Workshop Room A
16.00 - 17.30	Investment in wine cellars - development of environmental spending By FranceAgriMer	Room B
16.00 - 17.30	Urban agriculture: genuine opportunities for farming? By Agreencity	Room A

Thursday 30 November 2017

09.30 - 11.00	Dynamic agrovoltaism, a new service for agriculture By Agri Sud-Ouest innovation with SUN'R et ITK	Room C
09.30 - 11.00	Occitanie region	Room B
10.30 - 11.15	Risk analysis, decision aid tools working for the benefit of winegrowers By IFV and Météo France	Workshop Room A
11.30 - 13.00	Alternatives to reducing chemical crop protection: organic powdery and downy mildew treatment By IFV and SudVinBio	Room C
11.30 - 13.00	Union des Œnologues de France	Room D
11.30 - 13.00	Frost in 2017: vineyards in need of insurance By Vitisphere	Room B
11.30 - 12.15	Steering the remuneration of cooperatives By CERFRANCE	Workshop Room A

Programme correct as at 10 September 2017. Subject to modifications.

DETAILED PROGRAMME

Tuesday 28 November 2017

Organic winemaking

Organised by SudVinbio

09.30 - 11.00 – *Room D*

Organic winemakers have for many years made a point of limiting winemaking inputs, in particular sulphites. Today, consumers demand wines with less sulphite content and without added sulphites. There is a wide range of alternative techniques for the production of high-quality organic wines with reduced sulphite content which must also comply with organic winemaking standards. This round table offers an update and outlook on organic wine regulation, a presentation on the latest technical results from research into alternatives to sulphites in pre-fermentation phase as a solution to control the microbiological stability of wines. Organic protection and how to make a wild yeast fermentation starter will in particular be presented.

Presenter: Valérie Pladeau (Sudvinbio)

Speakers: Stéphane Becquet (SVBA/ITAB Aquitaine) / Marie Charlotte Colosio (IFV Val de Loire-Centre) / Philippe Cottreau (IFV Rhône Méditerranée) / Lucile Pic (ICV) / testimony from a professional

Talk

Organised by Occitanie regional council

09.30 - 11.00 - *Room B*

Robotics: a lever for winegrowing

Organised by Institut Français de la Vigne et du Vin (IFV)

10.30 - 11.15 – *Room A*

The arrival of robots in winegrowing appears to be an inevitable event to meet new economic and environmental challenges. This workshop will attempt to answer several practical questions: what will the use of robots change in the way of managing vineyards, for what type of operation, what level of reliability to expect and at what cost. And what will be their place in the agri-ecology transition?

Presenter: Christophe Gaviglio (IFV)

Speakers: IFV / Starts up

Classification of the environmental performance of sprayers

Organised by Institut Français de la Vigne et du Vin (IFV)

11.30 - 12.30 – *Room C*

Improving spraying quality appears to be a major and effective way of reducing the use of chemical crop protection products. Recent research has led to the establishment of a winegrowing sprayer classification, with sprayers ranked according to their ability to reduce the need for inputs and the risk of drift. This ranking

system will soon be made available to vine growers and will help them to choose their new sprayer whilst taking into consideration today's major issues.

Presenter: Adrien Vergès (IFV)

Speakers: IFV, Irstea, DGAL, equipment manufacturers

Connected farm machinery to save on inputs

Organised by RMT AgroEtica

11.30 - 13.00 – *Room D*

Presented by RMT AgroEtica (farm machinery and information and communication technologies for agro-ecology), this talk aims to provide an update and outlook on the development of connected agricultural machinery to save on inputs in winegrowing. Mapping tools - both existing and to be launched in the near future - which are used to measure the differences in the needs of vineyard parcels, have opened up the way for the mechanisation of vineyards. A range of technical possibilities exist: modulated de-leaving depending on plant strength, differentiated mechanised harvesting, adapting crop treatments to needs, etc. How can agricultural machinery and ICTs become the final link in the effective implementation of precision winegrowing?

Contributors: Christophe GAVILGLIO (Institut Français de la Vigne et du Vin), agricultural machinery manufacturers and solution providers.

Biodynamics today: testimonies and results

Organised by Biofil

11.30 - 13.00 – *Room B*

Biodynamics is an enlightened choice: all farmers who adopt the method agree. From one farm to another, people have similar reasons for employing these methods: the aim to achieve the best quality for their produce so as to feed people better; a form of agriculture where one can experiment, source new ideas, challenge yourself; a desire to become as self-sufficient as possible; or a decision to work on equilibriums, with all of the forces of the living world, with what is visible and what is invisible. Before adopting these cultivation methods, it is essential to become familiar with equipment and technical details which will help to activate biodynamic preparations and spray them to best effect.

This talk will develop the subject through the enlightened experience of farmers, official bodies and suppliers of biodynamic solutions.

Presenter: Christine Rivry, editor-in-chief, Biofil

Speakers: wine producers working in biodynamics, Eco-dyn, Association de la Biodynamie



Conserving wine in beer barrels: a developing innovation

Organised by Inter Rhône

11.30 - 12.15 – Room A

Storing and selling wine in beer barrels is so far relatively uncommon, and yet this form of packaging offers a host of advantages both in the quality of wines and their distribution and consumption. Hotels and restaurants which have already adopted the idea have discovered that it saves place while offering an on-tap solution with wine at the right temperature and barrels that are easy to handle. In addition, today there are different models of barrel, both recyclable and disposable, where the wine either is in direct contact with the counter-pressure gas or contained in a pouch which isolates it from the gas for greater security.

Speaker: Sophie Vialis, research officer at Inter Rhône

Crowdfunding: an alternative to banks

Organised by CERFRANCE

12.30 - 13.15 – Room A

Raising money using a web-based platform could constitute an interesting financial solution. Crowdfunding is today developing fast and becoming more professional. €150 million raised in 2014, €300 million in 2015, €628 million in 2016... it is proving to be genuine opportunity for firms wishing to be less dependent on banks. This workshop will study everything dealing with crowdfunding according to the type of project: "give-give", loans or shareholding formulae, how to put together a project, and the main success factors for this type of funding.

Speaker: Sébastien Démoulin, Business adviser in charge of development at Cerfrance Midi Méditerranée

Agroecology and implementation of environmental measures

Organised by IFV

14.00 - 16.00 – Room C

This talk organised by IFV, in cooperation with INAO, aims to provide technical pointers for all winegrowers wishing either individually or as a group to change their practices in order to start or further develop an agro-environmental approach. The new *Guide de l'Agroécologie en viticulture* (guide to agro-ecology in winegrowing) will be used as a reference for this talk, which will also draw on the personal experience of winegrowers.

Presenters: Valérie Lempereur (IFV), Carine Herbin (IFV)

Speakers: IFV, INAO, ODG Bordeaux and Costières de Nîmes

The profile of rosé wines from the Mediterranean basin

Organised by IFV

14.00 - 15.00 – Room D

"Fresh" and "fruity" are the most commonly used adjectives to describe rosé wines. But in no way do they do justice to the wide variety of the wines produced. A study conducted in six major French wine regions has led to the identification of the specificities of each region, based on analytical and sensorial data. With the product objective defined, this talk will introduce the technical levers investigated: the influence of the grape variety on the wines' characteristics, the winegrowing method

or the techniques used in the cellar. This work will be illustrated by examples taken from rosé wines from the Mediterranean basin.

Presenter: Laure Cayla (IFV)

Speakers: IFV, Chambre d'agriculture 66, CIVL, ICV

Reorganisation of vineyards

Organised by FranceAgriMer

14.00 - 15.30 – Room B

Changes to legal requirements relating to French domestic programmes in 2016 have led to the need to modify the way producers can reorganise their vineyards, in particular in the following areas:

- Submissions must be made in two phases: first the request for financial support and subsequently a request for payment;
 - the stepping up of inspections prior to the reorganisation taking place (*ex ante* inspections). For example, in the case of old vines (*vieilles vignes*) being irrigated, an inspection must take place on site before the irrigation system is installed;
 - the new definition of the operation and actions to be enacted;
 - new, redefined rules for programme modifications.
- This presentation will explain the new set-up and the major areas of vigilance for professionals.

Speaker: Anne Haller, Delegate for wine and cider sectors at FranceAgriMer

Clarification techniques and impacts on fermentation

Organised by INRA and Montpellier SupAgro

14.00 - 14.45 – Room A

Among the subjects addressed: centrifugal decanters, settling, yeast mortality, etc.

Deployment of cryptogamic disease-resistant wine varieties in the Occitanie region

Organised by the Occitanie regional chamber of agriculture

15.30 - 17.00 – Room D

The Occitanie region is very active in the field of varietal creation: indeed, the region's farming and climate conditions have enabled winegrowers to accomplish major progress in mastering prophylactic principles and spraying techniques. The room for manoeuvre in winegrowing is now becoming more restricted. Through its winegrowing tradition and its improvement in quality, the Occitanie region stands out for innovation, displaying a permanent and continuous sense of curiosity and open-mindedness in how winegrowing can evolve. The profession develops a great many projects on vegetal material. Following two years of support provided to R&D partners, the CIVL held open tasting sessions on wines made from INRA Bouquet grape varieties and foreign grape varieties, and launched an appeal to winegrowers in its region to install a network of winegrowing plots along the lines of an observatory. This appeal met with an overwhelming response, with 70 winegrowers attracted by the environmental and economic aspects and by the quality of the wines they were able to taste. They have joined the project supported by the Occitanie regional authority to deploy resistant grape varieties.

This talk will present this plan and the agronomic, oenological and marketing resources used to deploy these varieties.

Speakers: Nathalie Goma-Fortin (Hérault Chamber of Agriculture), Éric Serrano (IFV), Guy Bascou or Bernard Augé (CIVL), Hernan Ojeda (INRA), Occitanie Regional authority

Wine profiles and oxygen - connections and levers

Organised by Vivelys and the University of Zaragoza (Spain)

16.00 - 17.30 – Room B

Over the past few years, we have been confronted with substantial changes to grape ripening conditions: early flowering, water stress affecting phenolic maturity, major climate events, etc. This has led to an increasingly heterogeneous profile of the grapes obtained and as such makes it difficult to obtain a balance and stability of the resulting wine profile. In this respect the reasoned use of oxygen during the winemaking process should not be overlooked and can be an important lever during the cellar process to direct the wine profile. When well-controlled, continuous oxygenation or “micro-oxygenation” offers known and controllable impacts on all of the wine's sensorial characteristics. The University of Zaragoza

(Spain) has studied these aromatic impacts and levers on the Merlot variety and in particular, its influence on thiol concentration. Thiol concentration in wine is critical, as it fundamentally influences its sensorial properties by having a major impact on the final taste of the wine. The study thus aims to define the impact of micro-oxygenation on thiol concentration which is a crucial factor in the sensorial profile.

Speakers: Ana Escudero (University of Zaragoza), Laurent Fargeton (Vivelys)

Update on the National Vine Protection Plan

Organised by IFV

16.30 - 17.30 – Room C

The winegrowing profession has mobilised its forces to implement the National Vine Protection Plan (Plan National Dépérissage du Vignoble). Focussing on its general philosophy, the collective governance approach, cross-cutting scientific approaches and budgetary commitments, this talk will present the battle plan which has been started up to preserve the vitality, longevity and ultimately safeguard the quality of the French wine sector against dieback diseases.

Speakers: IFV, CNIV, winegrowing federations

Presenter: Héloise Mahé (IFV)

Wednesday 29 November 2017

Digital technology and innovation in winegrowing and winemaking

Organised by INRA and Montpellier SupAgro

09.00 - 11.00 – Room D

6 x 20-min talks (15 mins presentation and 5 mins Q&A)
Grape growing and wine production are evolving in an environment which is both increasingly restrictive and more unstable in particular from a climate perspective. At the same time, scientific and technical progress has made possible the recording, digitalisation and exploitation of data in huge quantities and, more importantly, the production of decision-aid models which help to coordinate technical itineraries both in the vineyard and in the cellar. Founded on increasingly relevant indicators, these models have found varied applications in the management of winegrowing land, water and parasites in the development of plants and their yield, but also in the control of fermentation and the construction of the quality of wines. The presentation, under the auspices of the *Mas numérique*, of these interconnected solutions is a glimpse of the future of winegrowing.

Talk

Organised by Occitanie regional council

09.30 - 11.00 – Room B

Guaranteeing the best use of precision tools in the vineyard

Organised by Agri Sud-Ouest Innovation

10.30 - 11.15 – Room A

New services are being developed to help the wine-grower in better managing their plots (decision aids for irrigation, fertilisation, etc.). While the technical benefits of these tools require no further justification, it is often difficult to translate benefits in economic terms. This is because accounting and financial controlling most often deal with the farm as a whole and cannot provide a connection with practices going on in the field. By implementing precision farming tools at their disposal, winegrowers can shift from a globalised management method to a structure parcel by parcel, develop different strategies then operate them.

This workshop for the first time makes the connection between the technical advantages of new tools and their translation through an innovative accounting and management approach.

Speakers: Christian Agut (Possible Agri), Amandine Infre-Couston (Exco), Sébastien Payen (Fruition Sciences), Guillaume Desperrières (SRDV)



Brettanomyces: new knowledge, analysis and risk management

Findings of the national research group
“Fighting Brettanomyces”

Organised by Inter Rhône

11.30 - 13.00 – Room D

The French wine sector is still affected by the contamination of wine by the Brettanomyces yeast. This yeast alters the taste qualities of the contaminated wines, giving them a smell characterised as “sweaty saddle” or “horse stable”. And in spite of a great many studies into this yeast, the number of contaminations and spoilt wines in France has not dropped. This observation means that it has become urgent to develop knowledge about the conditions leading to a wine being contaminated by “Brett” and evidently to create simple and efficient tools to fight this yeast both in the laboratory and in cellars. A number of different research topics will be presented by the various partners involved in the subject:

- Study of the natural biodiversity of Brettanomyces: the development of a new wine contamination diagnostic tool. *Warren Albertin (ISW)*
- Identification of phenotypical differences relating to the tolerance of sulphites and surface adhesion capacity. *Hervé Alexandre (IUV) and Pascal Poupault (IFV)*
- Study of Brettanomyces lab analysis methods: discussion into the relevance of methods according to the wine type and the physiological condition of analysed yeasts. *Virginie Serpaggi (Inter Rhône)*
- Study into the influence of vinification conditions on the risk of Brettanomyces in the cellar: field tools for risk control. *Mohand Sadoudi (Inter Rhône)*

Setting up in winegrowing: are you aware of all the risks and success factors?

Organised by Vitisphere

11.30 - 13.00 – Room B

Demographic dynamics mean that the transmission of winegrowing properties is as much an absolute necessity as it is an inevitable transition. Beyond neo-winegrowers' dreams of setting up their own business, in practice, the exercise requires careful preparation. It means gaining technical and practical know-how, learning how to set up tasks and manage investments, in the vineyard and in the cellar. It means gaining a clear understanding of the weight of administrative requirements and compliance with environmental and employment standards.

Offering an overview of the risks to be considered to successfully take over and settle into a winegrowing property, the Vitisphere talk will welcome neo-winegrowers and land transaction experts around the table.

Presenter: Marion Ivaldi, editor-in-chief, Vitisphere (Montpellier)

Speakers: Michel Veyrier (Vinea Transaction), Sylvie Brasquies (Neoverticales)

Contribution of new technology to vine-wine, fruit and vegetable growing sectors

Organised by CEA TECH

11.30 - 12.15 – Room A

The vine-wine, fruit and vegetable growing sectors are facing major challenges relating to productivity and the quality of their products. This workshop will present concrete applications of technologies designed by CEA's laboratories, which might prove suitable to deal with these challenges. The workshop will also provide an opportunity to share their “specialist” points of view and gain insight into technological developments around the corner in these sectors.

Speaker: Damien Lemaire, in charge of industrial partnerships for CEA, agri-food sector

Wine marketing: analysis of revenue cost and implementation of a marketing strategy

Organised by Cerfrance

12.30 - 13.15 – Room A

The market's expectations and those of a winegrower do not always coincide! This difference is often most noticeable when it comes to price! Cost control and how to adapt a marketing strategy to enhance performance and increase profits.

Speaker: Benjamin Devaux (Cerfrance Midi Méditerranée)

Corporate Social Responsibility (CSR) in the wine sector: testimonies from leaders

Organised par the Wine Earth Association

14.00 - 15.30 – Room B

How best to respond to increasing pressure from society? How can new customer demands best be satisfied? How can you communicate efficiently about your company's commitment to ethical and responsible behaviour? Why is it important to be an entrepreneur committed to a CSR approach? The implementation of a CSR policy is the right answer to all of these questions and stands out as a genuine opportunity for companies of all sizes in the wine sector. What's more, according to a report by France Stratégie in 2016, CSR can help to deliver a 13% upside in economic performance. Following a first phase of diagnosis, risk assessment and studying the main challenges, then possibly redefining the organisation's vision and resources, deploying a CSR policy makes a firm more competitive. It gives it access to new markets, motivates, engages and develops the loyalty of its teams, it enhances its assets, it conveys its values and it improves the firm's reputation. Personalities from the wine world committed to CSR will offer their insight and experience.

Speakers: Yann Chabin (Groupe Frayssinet), Groupe Castel, BLB Vignobles, APF 34 (Directeur), MRSE - Exco FSO (DG),

Management of SO₂ in Bag-In-Box® and simulation of transport of Bag-In-Box®

Organised by Inter Rhône

14.00 - 14.45 – *Room A*

The fast-growing packaging solution Bag-in-Box® behaves in a differently way to the bottle in relation to wine quality. Preparing wine requires greater attention since certain parameters such as the dissolved oxygen trapped during filling and the volume of the air cone can considerably affect the way the wine develops. And at the end of the production chain, transportation conditions, and in particular temperature, can also alter the wine's profile.

Speakers: Sophie Vialis (Inter Rhône), Carole Puech (Inter Rhône)

Resistant grape varieties today and tomorrow

Organised by IFV

15.00 - 17.00 – *Room C/D*

The winegrowing landscape could change dramatically in the coming years due to the arrival on the market of disease resistant grape varieties. A massive movement is now underway. Organised around INRA and IFV, and with contributions from professionals, this talk will offer an update on the state of research and the perspective that it offers in the medium and long terms. Themes addressed will include the observatory of resistance durability, research into ideotypes, absorption cross-cultivation with traditional varieties, genomic selection, new biotechnologies the acceptability of innovation and development strategies.

Presenter: Laurent Audeguin (IFV)

Speakers: IFV, INRA, SupAgro, CIVC

Digital transformation of the winegrowing sector: observations, examples and outlook

Organised by GS1 France

15.00 - 15.45 – *Room A*

Starting from the observations and analysis conducted under the auspices of the AgroTIC's academic Chair's Observatory of Uses of Digital Agriculture (*Observatoire*

des Usages de l'agriculture numérique), this workshop will be an opportunity to discuss the use of digital technology by wine growing technicians. It will also offer a chance to share the perspectives of deploying digital technology in the sector, and illustrations of new tools and services available to winegrowers to fulfil their professional needs (the IFV and IRSTEA "PulvEco" project to reduce quantities of crop protection products, the mobile app Index ACTA by SMAG, the API-AGRO platform for better integration of data and models into solutions, the GS1 social traceability platform, etc.).

Speakers: Théo-Paul Haezebrouck (ACTA), Paul Bounaud (GS1 France)

Investment in wine cellars - development of environmental spending

Organised by France AgriMer

16.00 - 17.30 – *Room B*

Changes to legal requirements relating to national programmes in 2016 have meant that investment support rules must be modified, with the introduction of new rules governing the prioritisation of applications. Spending on the environment has become a priority subject in these new rules. The talk aims to present the results of the call for projects in 2016 and provide pointers for the 2017 call for projects.

Speaker: Anne Haller (FranceAgriMer)

Urban agriculture: genuine opportunities for farming?

Organised by AgreenCity

16.00 - 17.30 – *Room A*

Urban agriculture appears to offer a response to people's new expectations in terms of quality of life, with desire to be able to produce part of their food in a town centre. Here and there, metropolitan regions are seeing the emergence of vegetable gardens, herb plots, mushroom allotments and vineyards. The farming world is still considering this type of activity purely under the angle of competition. But couldn't it be more akin to a source of opportunity, a new way of innovating, contributing added value services to city-dwellers and highlighting the value of farm produce?

Thursday 30 November 2017

Dynamic agrovoltaism, a new service for agriculture

Organised by Agri Sud-Ouest Innovation

09.30 - 11.00 – *Room C*

Dynamic agrovoltaism is a tool designed specifically for agriculture which protects plants from excessive sun, water stress and other weather hazards. The concept of this technology is based on the intelligent control of photovoltaic panels.

Electricity generation is a secondary benefit of this synergy system. Photovoltaic panels are controlled according to the physiological needs of the plants grown beneath them. The panels are adjusted in real time depending on the growth models specific to each

crop. This adaptation offers appropriate shade at the development stages of the plant according to its needs. The crop yield and/or quality is therefore optimised, whilst providing electricity generation which is competitive compared with traditional solar power plants.

This workshop will explain the founding principles of this new farming discipline and will provide answers to all questions on the subject.

Speakers: Andy Beaux (SUN'R), Philippe Stoop (ITK)

Talk

Organised by Occitanie regional council

09.30 - 11.00 – *Room B*



Risk analysis, decision aid tools working for the benefit of winegrowers

Organised by IFV

10.30 - 11.15 – *Room A*

This workshop will present the latest developments in modelling vine diseases, enabling better anticipation of the risk run by the winegrower, according to weather forecasts. This risk assessment work should ultimately lead to better planning of crop protection applications, to treat crops with less product and in a more effective way.

Presenter: Éric Chantelot (IFV)

Speakers: IFV, Météo France

Steering the remuneration of cooperatives

Organised by Cerfrance

11.30 - 12.15 – *Room A*

Cooperatives have to deal with many restrictive legal and fiscal requirements in their everyday activities, and most particularly in the area of their remuneration. This workshop presents the available tools to deal with harvest variability and other ways of optimising the remuneration of cooperatives.

Speaker: Éric Daband (Cerfrance)

Alternatives to reducing chemical crop protection: organic powdery and downy mildew treatment

Organised by IFV

11.30 - 13.00 – *Room C*

The ECOPHYTO plan emphasises the use of biological control which draws on the vine's natural defence mechanisms. In this respect, the talk will focus on defining the notion of biological control (biocontrol), present the available tools and offer a forward-looking analysis of the system changes which it may be necessary to undertake in order to develop these solutions. Finally, the opinions of stakeholders will be aired at a round table, in order to connect this approach with realities on the ground.

Presenter: Éric Chantelot (IFV)

Speakers: IFV, SudVinBio

Talk

Organised by Union des Cœnologues de France

11.30 - 13.00 – *Room D*

Frost in 2017: vineyards in need of insurance

Organised by Vitisphere

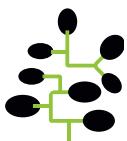
11.30 - 13.00 – *Room B*

Resembling the low-volume vintages of 1991 or 1998 depending on winegrowing regions, the spring frost of 2017 was a historic event in terms of its sheer scale. It left very few vineyards unscathed and has affected all areas of the sector: domestic production and its export capabilities, and estate economies and their long-term feasibility. With only a quarter of vineyards insured, one key issue is how basic contracts might change. A wide range of possible solutions exist, ranging from compulsory insurance to the review of the European framework. With climate change looming, late frosts and early harvests may turn out to be increasingly frequent, together with hail storms, floods, etc. This presentation offers an overview of the economic and technical factors in play in the wake of the spring frosts, in the company of winegrowers, insurers and elected officers.

Presenter: Alexandre Abellan, Vitisphere (Bordeaux)

NOTES

Olive sector





OUTLOOK FOR THE SECTOR

CHANGING OUR WAYS

OLIVIER NASLES
CHAIRMAN OF AFIDOL

dimethoate was still allowed, and it didn't stop olive fruit flies from wreaking havoc. In 2016, we didn't suffer from flies, but from adverse weather conditions at flowering time (drought and cold) which are the main cause for this poor harvest.

The only glimmer of hope in this dark picture is that some farmers have been able to produce quantities of oil consistently in excess of 700 or 800 litres, which is a sign that **there is no need to resign ourselves to poor production levels and that we should instead be changing our ways**.

More than ever before, the 2016 harvest should drive us into action. There is no miracle solution, but there are certainly several related avenues which might help us make progress. The electric shock of the 2014 harvest was violent and made us realise how incompetent we were in our production. It revealed our loss of capabilities due to the ageing and disappearance of our olive farmers. The 2016 harvest merely offers confirmation of this state of affairs. The world is changing, people are changing, the climate is changing and we didn't see it coming. Planting is not sufficient to produce: you need to know how to produce, and we have lost part of this know-how!

We have to add fresh impetus which may allow our sector to survive. This new boost is based on two main principles:

1. The professionalization of raw material production. "Family-run" olive growing can no longer be the heart of French production. We can't rely on the new generation of these family producers only. We must build a genuinely professional olive production industry.

2. Prevail in the battle for productivity: we have to teach ourselves how to produce again by adapting to climate change and going beyond our comfort zone. Our revenue costs are directly related to this productivity.

If we treble our productivity, we will be able to recover profit margins while avoiding an escalation in selling prices.

In addition to these two major principles, we should act on two main areas:

1. Professionalising olive production requires that processors are involved upstream. This involvement should take a range of forms, such as the initiative launched last year: getting to know olive orchards and their farmers (age, status, size, future, etc.). Depending on results, a lot of options exist, ranging from framework contracts to taking over farm production directly or service provision contracts. The operation of orchards and oil mills should be closely linked. This also means reorganising farms which, to be effective, should benefit from minimal critical mass. In France, the objective should be to reach a size of 10 to 20 ha, which is a surface area sufficient to afford the equipment needed to farm properly.

2. Drawing conclusions from the grand survey on Productivity launched last year by AFIDOL: these results should trigger a rethink of our crop growing techniques with a view to improving our productivity. This probably also means revisiting our policy of providing technical support to producers. These results should be compared with the crop-growing practices of high-performing countries.

A successfully-implemented action plan is the prerequisite for the launch of the second stage of the rocket which will be to win back the market share that we have lost since 2010 and gain further ground. We cannot make the same mistake that we made in the previous decade, believing that production will follow the development of the markets. Without a regular and controlled production, we cannot build a solid olive sector. I am sure that if we follow this road map, we can succeed.



KEY FIGURES

WORLDWIDE

THE WORLD PRODUCTION OF OLIVE OIL IN 2016/2017

tonnes

2,713,500

48.3% of which produced in Spain

**↓ -7.8%**

The estimated drop in world production compared to the 2015-2016 campaign

↗ +18.8%

production increase in European countries.

WORLDWIDE CONSUMPTION OF OLIVE OIL IN 2015/2016

tonnes

2,904,000

56%

by the European Union



THE WORLD'S TOP 5 OLIVE OIL CONSUMING COUNTRIES

Italy, Spain, Greece, USA, France

WORLDWIDE PRODUCTION OF TABLE OLIVES

tonnes

2,700,000

25.9% of which in the European Union.

Egypt and Turkey are the main producers outside the EU.



DID YOU KNOW?

France has 8 appellations of origin for its olive oils which represent 25% of domestic production. For table olives, six appellations account for 35 to 40% of French production.

FRANCE

OLIVE OIL PRODUCED

tonnes

IN 2016/2017**↓ 3,200**down by **46%**
on the previous year.**ESTIMATED FOR 2017/2018****↗ 5,000**

OLIVE OIL CONSUMPTION

tonnes

110,000

representing more than 120 million litres



Proportion of domestic production in French consumption

4%

Main suppliers: Spain, Italy, Tunisia and Portugal.

Households buy olive oil

↗ +19.3 millionhouseholds buy olive oil, representing a penetration ratio of **70.7%** and constantly rising, in particular due to an increase in consumers of organic produce.

Market share of olive oil in mass retail

11.7%

ESTIMATED CONSUMPTION OF OLIVES

68,000 tonnes

equating to 1 kg per person per year



Proportion of French-grown olives in domestic consumption

2.2%

France produces 1,200 tonnes per year.

Sources: AFIDOL, Conseil oléicole international – 2017

PROGRAMME OF TALKS AND WORKSHOPS

Forum – Hall B5

Simultaneous translation into English - rooms A and C

Tuesday 28 November 2017

11.30 - 13.00	Biodynamics today: witness accounts and results By Biofil, Eco-dyn and Association de la Biodynamie	Room B
12.30 - 13.15	Crowdfunding: an alternative to banks By Cerfrance	Workshop Room A

Wednesday 29 November 2017

Olive-growing Day: olive orchard productivity under question
By AFIDOL

09.30 - 10.30	Securing the supply of olives to our mills: a challenge for the sector By AFIDOL	Room C
10.30 - 11.30	The olive oil market: overview and outlook By AFIDOL	Room C
11.30 - 12.30	Improving farming practice to develop productivity By AFIDOL and Centre Technique de l'Olivier	Room C

Programme correct as at 10 September 2017. Subject to modifications.

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Organised by Biofil

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Before adopting these cultivation methods, it is essential to become familiar with equipment and technical details which will help to activate biodynamic preparations and spray them to best effect.

This talk will develop the subject through the enlightened experience of farmers, official bodies and suppliers of biodynamic solutions.

Presenter: Christine Rivry, editor-in-chief, Biofil

Speakers: producers working in biodynamics, Eco-dyn, Association de la Biodynamie

Crowdfunding: an alternative to banks

Organised by CERFRANCE

12.30 - 13.15 – Room A

Raising money using a web-based platform could constitute an interesting financial solution. Crowdfunding is today developing fast and becoming more professional. €150 million raised in 2014, €300 million in 2015, €628 million in 2016... it is proving to be genuine opportunity for firms wishing to be less dependent on banks. This workshop will study everything dealing with crowdfunding according to the type of project: "give-give", loans or shareholding formulae, how to put together a project, and the main success factors for this type of funding.

Speaker: Sébastien Démoulin (Cerfrance Midi Méditerranée)



DETAILED PROGRAMME

Wednesday 29 November 2017

Olive growing Day organised by l'AFIDOL

Theme : olive orchard productivity under question

Securing the supply of olives to our mills: a challenge for the sector

09.30 - 10.30 – *Room C*

Olive production in France is on the one hand experiencing substantial fluctuations from one year to the next, and on the other observing a downward trend over the last few years. What are the causes of this? What solutions might remedy the situation?

Speaker: Jean-Michel DURIEZ, deputy director, AFIDOL

The olive oil market: overview and outlook

10.30 - 11.30 – *Room C*

Production, consumption, prices... what is the state of affairs of the olive oil market in France, what are the economic, sociological and marketing trends? What is the future of the market and for which oils?

Speaker: Alexandra PARIS, communications, economics and regulations director, AFIDOL

Improving farming practice to develop productivity

11.30 - 12.30 – *Room C*

How to develop the productivity of your olive orchards by improving your crop growing practices: irrigation, fertilisation, protection against olive leaf spot. New techniques, traditional practices with a modern slant... what technical solutions exist?

"My best practices to guarantee the productivity of my olive trees" - interviews with olive growers.

Speaker: Sébastien LEVERGE, Centre Technique de l'Olivier

NOTES



Fruit & vegetable sector





OUTLOOK FOR THE SECTOR

Changes in society, the emergence of new economic models and the speed at which they develop are affecting the fruit and vegetable sector and forcing it not just to adapt to new circumstances, but to imagine what sector we want to have in 2020-2030.

LUDOVIC GUINARD
DEPUTY CHIEF EXECUTIVE
OF THE CTIFL

Three major challenges can be observed:

- 1. make companies more competitive to win back domestic and export market share;**
- 2. be capable of meeting the demands of society (environment, ethics, social action);**
- 3. make economy of resources a key to development.**

The social and environmental aspect appears to be the major challenge facing the fruit and vegetable production sector. Even though it has been committed to reducing inputs for many years and has led the way in the farming world, the sector still faces technical, economic and regulatory quandaries. The question of economic performance therefore remains a central concern, because it is far from certain that consumers will acknowledge these new production methods at their full value, particularly if they become the standards of tomorrow. Among the other problems of this type, we can already note other challenges: energy saving, access to water with increased risks of shortages,

the consequences of climate change on crop growing methods and their geographical location, and the acceptability of certain farming practices and the potential neighbourhood conflicts with the rural population.

Market volatility and the trends in society are making it a necessity for the sector's players to gain in immediate agility, which restricts their vision to the short term. As a result, it is even more essential to prepare and look towards the future to increase the resilience of the sector. Innovation, in the sense of transferring invention to the market, naturally stands out as an unavoidable and indispensable lever.

With the continued support of the sector's professionals, the Ctifl reasserts its position as a driver of innovation working for the fruit and vegetable sector. The Ctifl is stepping up its work on the three stages of the chain of innovation: capturing innovation / integrating it and adapting it to the market / passing it on. The dichotomy between the meagre resources available and the financial appetite of innovation has naturally led the Ctifl to relaunch a partnership movement. Our presence at **SITEVI** for its 40th anniversary and our membership of the judging panel of the **SITEVI** Innovation Awards are examples of this commitment.

In 2017, a major investment programme was initiated to boost innovation and rise to the challenges of our specialised sectors. Specific equipment to work on the quality and conservation of fruit and vegetables, in

particular post-harvest, mechanisation and automation, robotics or biocontrol will help to ramp up our cooperation with innovative firms and research in these areas.

Our technical centre is taking a big step into the digital age to make the French fruit and vegetable sector a leading playground for the use of new technologies, in research and in all the sector's other specialities, from the field to the consumer.

Who hasn't heard of robots to help market gardeners weed their plots or to pick apples? Who has never dreamt of getting all the information on the products they consume via their smartphone? This isn't a futuristic or anecdotal vision that we are working towards, but a here-and-now reality that we wish to accelerate to make it more accessible to the professionals in our sector. As the bridge between users and innovative firms, the Ctifl offers a dedicated test ground that is tooled up to promote co-design and emerge as the key player in innovation in the fruit and vegetable sector.



KEY FIGURES

IN EUROPE

APPLES:

2017 PRODUCTION:
million tonnes harvested
↙ 9.3 M
-26% vs 2016

of which



POLAND
-29%



ITALY
-23%

PEARS:

2017 PRODUCTION:
million tonnes harvested
↙ 2.15 M
-1% vs 2016



GERMANY
-46%

% i.e. 550,000 tonnes expected vs. 1 million tonnes last year



FRANCE
-8%

with 1.4 million tonnes

IN FRANCE

2016 PRODUCTION (fresh and industry)

tonnes

7.8 M

of which

5.3 Mt of vegetables

2.5 Mt of fruit

2016 PRODUCTION AREA (fresh and industry)

hectares

375,000

of which

235,000 for vegetables

140,000 for fruit

VARIATION 2015 - 2016

Total production:

↘ -0.5%

of which

Vegetables: **+1.2%**

Fruit: **-4.2%**

Total production area:

↗ +1.8%

of which

Vegetables: **+2.6%**

Fruit: **+0.4%**

LEADING PRODUCTIONS IN 2016

in thousands of tonnes

VEGETABLES

Tomatoes 800 mt	Carrots 580 mt	Onions 470 mt

FRUIT

Apples 1,500 mt	Peaches/ nectarines 200 mt	Pears 130 mt

IN FRANCE

FRESH FRUIT AND VEGETABLE SECTOR (number of establishments)

Producers

Fruit: **36,000** Vegetables: **30,000**

Shippers and cooperatives **500**

Mass retail **16,000**

Wholesalers **1,000**

Greengrocers **14,000**

CONSUMPTION

Fruit and vegetables:

167 kg

per household per year

of which

Vegetables: **82 kg**

Fruit: **85 kg**

VARIATION BY VOLUME

(July 2016 - June 2017

compared with July 2015 - June 2016)

Fruit and vegetables: **↗ +1.3%**

of which Vegetables: **↗ +1.6%**

Fruit: **↗ +1.0%**

TOP 3 (by volume)

VEGETABLES

Tomatoes	Carrots	Melons

FRUIT

Apples	Oranges	Bananas

ONLY 1 IN 4 FRENCH PEOPLE

consumes "five a day" as recommended by the French national nutrition and health programme. This low take-up is particularly noticeable among younger generations who eat 4 times less fruit than their elders.

Sources: FranceAgriMer / Fruit and Vegetable report - June 2017, FranceAgriMer / annual report 2016, Agreste – annual statistics, Kantar Worldpanel, Ciffl.

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12.30 - 13.15	Crowdfunding: an alternative to banks By Cerfrance	Workshop Room A
15.00 - 15.45	Simplifying the marketing of fresh fruit and vegetables, all along the chain By GS1 France	Atelier Room A

Wednesday 29 November 2017

11.30 - 12.15	Contribution of new technology for wine-vine, fruit and vegetable growing sectors By CEA TECH	Workshop Room A
16.00 - 17.30	Urban agriculture: genuine opportunities for farming? By Agreenicity	Room A

Thursday 30 November 2017

09.30 - 11.00	Dynamic agrovoltaism, a new service for agriculture By Agri Sud-Ouest Innovation with SUN'R et ITK	Room C
11.30 - 12.15	Steering the remuneration of cooperatives By Cerfrance	Workshop Room A

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Speaker: Sébastien Démoulin, Cerfrance Midi Méditerranée

Simplifying the marketing of fresh fruit and vegetables, all along the chain

Organised by GS1 France

15.00 - 15.45 – *Room A*

Through the return of experience of industry professionals (shippers, distributors), this workshop will give insight into GS1 France's identification and tracking good practices created by stakeholders in the sector. It will also offer an opportunity for dialogue on the benefits of GS1 France's good practices for all business partners: delivering a more reliable and simpler selling process for fresh fruit and vegetables.

Wednesday 29 November 2017

Contribution of new technology to vine-wine, fruit and vegetable growing sectors

Organised by CEA TECH

11.30 - 12.15 – *Room A*

The vine-wine, fruit and vegetable growing sectors are facing major challenges relating to productivity and the quality of their products. This workshop will present concrete applications of technologies designed by CEA's laboratories, which might prove suitable to deal with these challenges. The workshop will also provide an opportunity to share their "specialist" points of view and gain insight into technological developments around the corner in these sectors.

Speaker: Damien LEMAIRE, in charge of industrial partnerships for CEA, agri-food sector

Urban agriculture: genuine opportunities for farming?

Organised by Agreenity

16.00 - 17.30 – *Room A*

Urban agriculture appears to offer a response to people's new expectations in terms of quality of life, with desire to be able to produce part of their food in a town centre. Here and there, metropolitan regions are seeing the emergence of vegetable gardens, herb plots, mushroom allotments and vineyards. The farming world is still considering this type of activity purely under the angle of competition. But couldn't it be more akin to a source of opportunity, a new way of innovating, contributing added value services to city-dwellers and highlighting the value of farm produce?

Thursday 30 November 2017

Dynamic agrovoltaism, a new service for agriculture

Organised by Agri-Sud Ouest Innovation

09.30 - 11.00 – *Room C*

Dynamic agrovoltaism is a tool designed specifically for agriculture which protects plants from excessive sun, water stress and other weather hazards. The concept of this technology is based on the intelligent control of photovoltaic panels.

Electricity generation is a secondary benefit of this synergy system. Photovoltaic panels are controlled according to the physiological needs of the plants grown beneath them. The panels are adjusted in real time depending on the growth models specific to each crop. This adaptation offers appropriate shade at the development stages of the plant according to its needs. The crop yield and/or quality is therefore optimised, whilst providing electricity generation which is competitive compared with traditional solar power plants.

This workshop will explain the founding principles of this new farming discipline and will provide answers to all questions on the subject.

Speakers: Andy Beaux (SUN'R), Philippe Stoop (ITK)

Steering the remuneration of cooperatives

Organised by Cerfrance

11.30 - 12.15 – *Room A*

Cooperatives have to deal with many restrictive legal and fiscal requirements in their everyday activities, and most particularly in the area of their remuneration. This workshop presents the available tools to deal with harvest variability and other ways of optimising the remuneration of cooperatives.

Speaker: Éric Daband (Cerfrance)



Appendices

OCCITANIE /

PYRÉNÉES-MÉDITERRANÉE REGION

Wine growing, Fruit & Vegetables, Olive Growing, Row Crops: The Occitanie / Pyrénées-Méditerranée Regional Council supports plant sectors at all stages in the supply chain

The Occitanie / Pyrénées-Méditerranée region features a varied range of agriculture, with plant crop production accounting for more than 60% of the region's farming turnover. Occitanie / Pyrénées-Méditerranée is the third largest French region for all crop production, the leading wine growing region and the leading region for durum wheat, seeds and soybeans. It also has a substantial fruit and vegetable crop production activity with predominant position in peach, nectarine and melon production and in second position in apricots, plums and apples.

Plant crop production is therefore a leading economic asset for the region, in particular with regard to its export markets. It makes a key contribution to regional development by occupying nearly half of the regional agricultural area.

Nevertheless, the farming sector and more particularly its plant crop component are today faced with major challenges: competitiveness, improving productivity, adapting to and fighting climate change, food safety and food security for all, the protection of biodiversity, etc.

In response to these challenges, the Occitanie / Pyrénées-Méditerranée Regional Council actively supports its plant crop sectors through a number of initiatives:

- The launch of the system of grants for new plantations for new farmers, which has so far raised substantial interest within the profession;
- The water policy, in particular for farming and support for irrigation;
- The farm competitiveness plan which notably provides for grants for the planting of orchards or the acquisition of environmentally-friendly farming equipment;
- Increasing companies' competitiveness through direct support for tangible and intangible purchases, which can be used in particular for export activities;
- The operational introduction of financial engineering tools under the auspices of the Foster "fund of funds" offering a free-of-charge guarantee of investment loans for farms and businesses;
- The ongoing examination of the possibility of creating a regional fund for land acquisition, to guarantee transmission between generations, conserve the potential of farm production, and protect the supply of downstream operators.

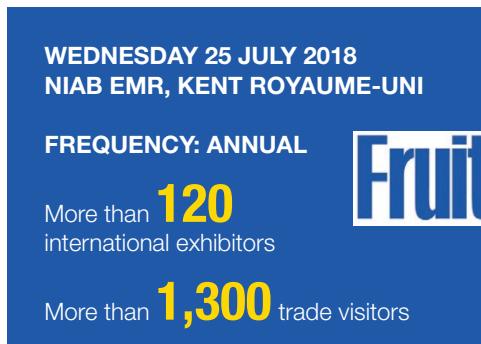
To anticipate the future, the Région Occitanie / Pyrénées-Méditerranée Regional Council:

- strongly supports, alongside FranceAgriMer and the Water agencies, innovation and experimental research to promote companies' adaptation to the needs of the market, to the expectations of society and to contribute to the development of sustainable agriculture and agro-ecology;
- specifically supports experimentation in Organic Agriculture;
- is highly committed to the emergence and implementation of the deployment plan for mildew-resistant grape varieties, a major subject at the centre of the winegrowing profession's concerns.

This deployment plan and its support will be addressed at SITEVI 2017 at a talk delivered in partnership with IFV and the Occitanie Regional Chamber of Agriculture.



WORLDWIDE EXHIBITIONS



PARTNERS OF SITEVI 2017

- ACTA
- ADEPTA
- AFIDOL – Association Française Interprofessionnelle de l’Olive
- Agreency
- Agri Sud-Ouest Innovation
- AgroSup Dijon
- APCA
- APECITA
- Association Wine Earth
- AXEMA
- Business France
- Biofil
- CEA Tech
- Cerfrance
- Chaire AgroTIC
- Chambre Régionale d’Agriculture du Languedoc-Roussillon
- Chambre Régionale d’Agriculture d’Occitanie
- Chambre Régionale d’Agriculture Pyrénées Orientales
- Chambres d’agriculture France
- CIVL
- CNIV
- Cofruid’Oc
- Costières de Nîmes
- CTIFL – Centre Technique Interprofessionnel des Fruits et Légumes
- DGAL
- Fédération Nationale Entrepreneurs Des Territoires
- FranceAgriMer
- GS1 France
- ICV – Institut Coopératif de la Vigne et du Vin
- INAO
- IFV – Institut Français de la Vigne et du Vin
- INRA Montpellier
- Inter Rhône
- IRSTEA
- ITAB Aquitaine
- Météo France
- Montpellier SupAgro
- ODG Bordeaux
- Oenoplurimedia
- OIV – Organisation Internationale de la Vigne et du Vin
- Promosalons
- Région Occitanie / Pyrénée - Méditerranée
- RMT AGROETICA
- SUBA
- Sudvinbio
- Union des Œnologues de France
- Université de Saragosse (Espagne)
- VIF – Vignerons Indépendants de France
- VINSEO
- Vitijob.com
- Vitisphere



PRACTICAL INFORMATION

VISITORS

Entrance prices

	Online (incl. VAT)	On the door (incl. VAT)
Individual visitors	€15	€25
Groups of 10 people and more	€12	€20
Students	free	€15

How to get to SITEVI

Shuttles and car parks

For the convenience of visitors, the **parking at Montpellier Exhibition Centre is free of charge.**

Free shuttles are also available, running between Montpellier Méditerranée international airport and **Montpellier Saint-Roch station** and the Montpellier Exhibition Centre.

By air

The airport is located a 7-minute drive from the Montpellier Exhibition Centre. Preferential fares are available on Air France & KLM Global Meetings travel with the identifier code: **30728AF** (valid for travel from 23/11/2017 to 05/12/2017). Follow this link for further information.

By tram

Take line 3 (green line) towards **Pérols Étangs de l'Or** and get off at the **Parc Expo** stop.

By train

Montpellier-Saint-Roch station is located in the city centre, 15 minutes from the Exhibition Centre. From there take the tram or the free shuttle to get to the show.

By car

To get to the Montpellier Exhibition Centre, take motorway A9 - **Exit at Montpellier Est-Fréjorgues.**

Booking accommodation

You can book a hotel through the Montpellier Tourist Office online on www.montpellier-tourisme.fr or by phone on+ 33 (0)4 67 60 60 60.

For further information, e-mail: resa@ot-montpellier.fr

JOURNALISTS

Press area:

<https://www.sitevi.com/Presse>

This area offers you access to the exhibition's press releases and kits, photos from the 2015 show, the 2017 logos and floor plan, together with the winners of the **SITEVI** innovation Awards, the talks and workshops programme, etc.

New product platform:

<https://www.sitevi.com>

To consult the new products to be presented by the exhibitors at the show.

Accreditation form:

<https://www.sitevi.com/Presse>

Save time when you arrive at the show and fill in the accreditation application online. You will then receive your pass by e-mail.

The spaces at your disposal at SITEVI:

Press lounge:

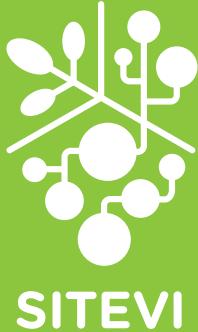
Hall A2 – 1st floor

SITEVI International Business Club:

Reception B - mezzanine

International Press Stand:

Reception B



PRESS DEPARTMENT

CLC COMMUNICATIONS

Jérôme SACZEWSKI
j.saczewski@clccom.com

Elisabeth MESTON
e.meston@clccom.com

Marion SARRIO
m.sarrio@clccom.com

Tel: +33 1 42 93 04 04
6, rue de Rome – 75008 Paris - FRANCE

SITEVI COMMUNICATIONS

Sébastien GARNIER
COMMUNICATIONS DIRECTOR
sebastien.garnier@comexposium.com

Tiphaine BISSON
COMMUNICATIONS MANAGER
tiphaine.bisson@comexposium.com

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