



AN INTERVIEW WITH GILLES BRIANCEAU INNO'VIN

Tell us about the VINCI project. How important are its results for the wine sector in the SUDOE region? And specifically for companies in the French wine sector?

Climate change, pesticides reduction and environmental issues have strong consequences on yield of vines in Europe and, thus, on profitability of producers. In addition, international competition is increasingly strong. It is also coupled with growing difficulty in constructing a long-term strategy as the hazards and crises are numerous and unpredictable. In this context, , having a decision support tool to better estimate/evaluate yields at the level of a farm and link the level of production of these to the quantitative needs of the markets would allow producers and distributors market to better target their markets and maintain their competitiveness.



What is the activity carried out by INNO'VIN in this project?

Apart from our participation in the working groups, in the various meetings and decisions concerning the project, we are mainly involved in dissemination activities. Indeed, Inno'vin, cluster of the wine sector in Nouvelle-Aquitaine region, is at the centre of a network that includes producers, producer associations but also the whole of the wine ecosystem including supplier companies, technical and research centres, institutions... At the end of the project, we will take part in testing the tools built during the project and will present the results of the project on our territory (Bordeaux and Cognac). We will also distribute these results via our newsletters and social networks.



AN INTERVIEW WITH GILLES BRIANCEAU INNO'VIN

Currently, at what stage are the activities of INNO'VIN?

Activities have made little progress. Firstly, due to COVID which delayed the development of the planned tools and also, obviously, made the project meetings difficult. Then, our role of dissemination will only really take on its meaning at the end of the project when the results will be available.

private companies and public research structures. These actors must therefore speak the same language. Then, the tools developed (yield estimation and export assistance) must be sufficiently effective and realistic to create interest among users. Finally, it will then be necessary for the managers of the sectors to seize these tools to facilitate their deployment in the various vineyards.



INNO'VIN team



Gilles Brianceau | INNO'VIN

Overall, in your opinion, what do you consider to be the biggest challenge facing the project?

It is difficult to define the biggest challenge because there are many! First, and this is one of its interests, VINCI is a multidisciplinary project bringing together agronomists, specialists in digital tools for agriculture and economists. It also brings together