



Chile
en marcha



**Fundación para la
Innovación Agraria**





GIRA FIA 2019: Tecnologías y modelo de encadenamiento productivo del polo de competitividad VEGEPOLYS en Francia para producción de hortalizas saludables e industria GIT2019-0648

INSTITUTO DE INVESTIGACIONES AGROPECUARIAS (INIA)
María Teresa Pino Q. Ing Agr.PhD.
26 SEPTIEMBRE 2019



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OUTLINE

1. Objetivo de la Gira.
2. Participantes.
3. DianaFood and Food Coloring Francia (Rennes).
4. Polo Vegepolys (Anger).
5. Articulación entre los productores, la industria, comercialización.

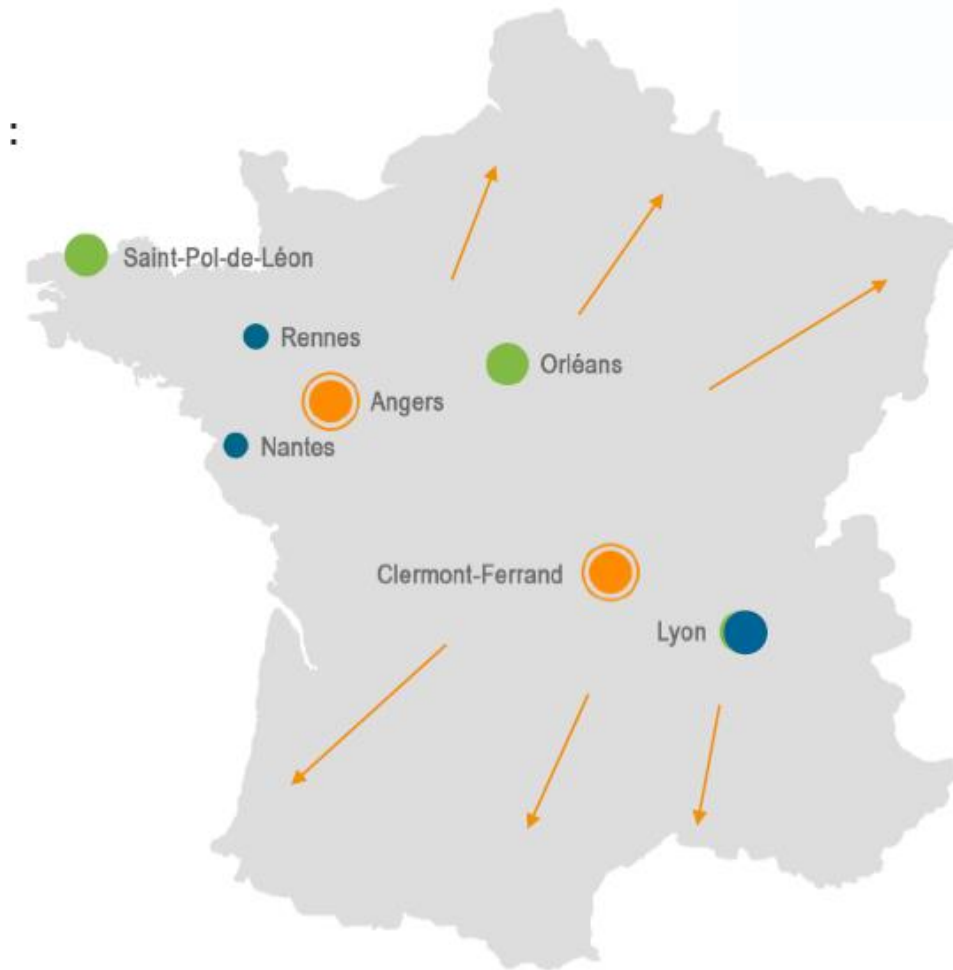
Quienes participaron en la Gira?



OBJETIVO

Conocer las tecnologías y modelo encadenamiento productivo del polo de competitividad VEGEPOLYS y de la industria de colorantes naturales en Europa a través de la empresa DIANAFOOD y su red de proveedores en Francia.

dianafood 



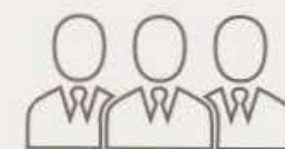
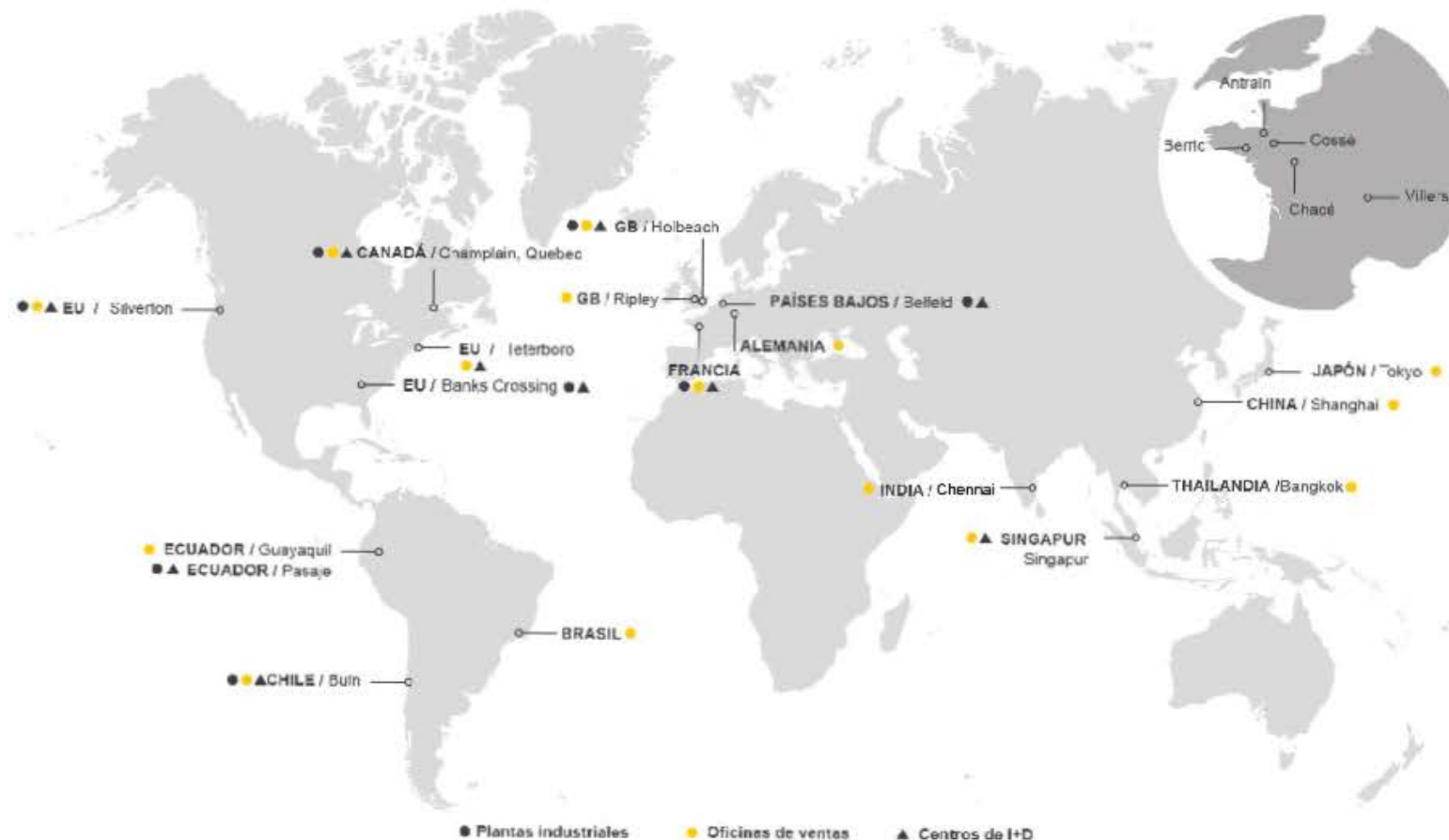


Presencia global

Con equipos locales especializados

dianafood 

una división de Symrise Group 



1.270
PERSONAS



15
OFICINAS
DE VENTAS



10 CENTROS
DE I+D



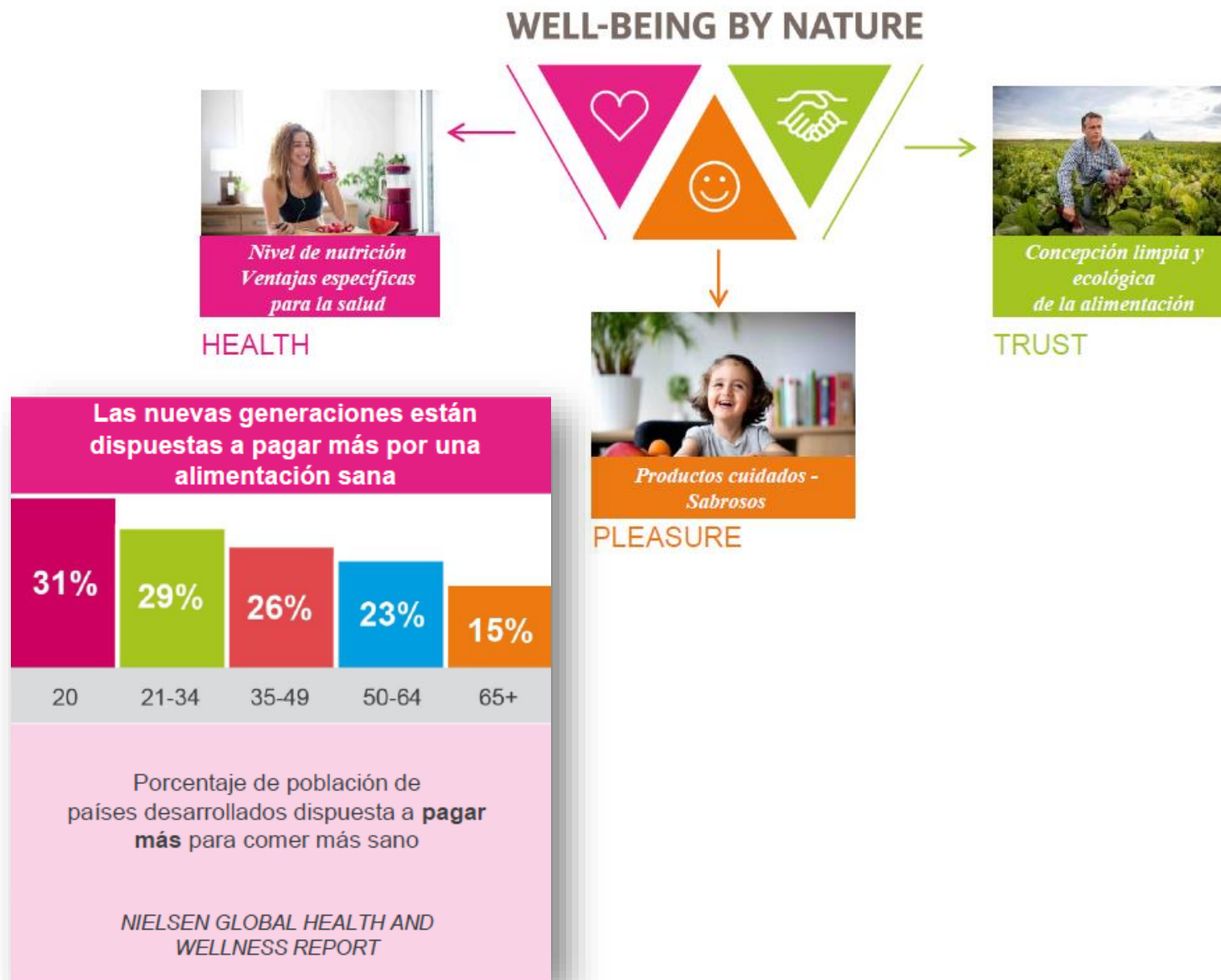
12
PLANTAS
INDUSTRIALES

El futuro de la alimentación *es el bienestar*

.....

Brindar
soluciones de bienestar
para los consumidores a
las industrias de
alimentación
y bebidas

.....



MERCADO GLOBAL: DE SALUD Y BIENESTAR



2016
US\$700 mil millones

2022
US\$1 trillón



El futuro de la alimentación *es el bienestar*

WELL-BEING BY NATURE



Nivel de nutrición
Ventajas específicas
para la salud

HEALTH



Concepción limpia y
ecológica
de la alimentación

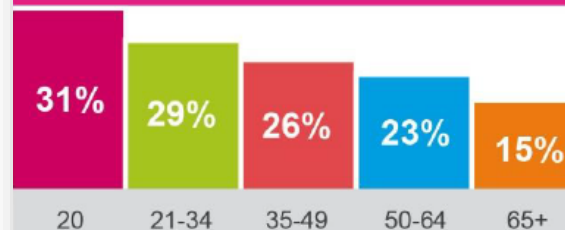
TRUST



Productos cuidados -
Sabrosos

PLEASURE

Las nuevas generaciones están
dispuestas a pagar más por una
alimentación sana



Porcentaje de población de
países desarrollados dispuesta a **pagar
más** para comer más sano

NIELSEN GLOBAL HEALTH AND
WELLNESS REPORT

Los clientes quieren saber
la procedencia de los productos



Porcentaje de respuestas positivas a
la afirmación: "Prefiero comprar
alimentos de los que sepa su
procedencia"

INNOVA MARKET INSIGHTS

Brindar
soluciones de bienestar
para los consumidores a
las industrias de
alimentación
y bebidas



Selección
proveedores
& agricultores



Cumplir
Normativa

**SALUD
BIENESTAR**

Trazabilidad

BPA
sustentabilidad





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contact@vegepolys-valley.eu | www.vegepolys-valley.eu



mission

Support and gather
the Plant stakeholders for

GIVE BIRTH TO INNOVATIONS WHICH
WILL BUILD
THE FUTURE OF PLANT'S WORLD





VEGEPOLYS VALLEY is a **competitiveness cluster** gathering together **firms**, research and training centres in the plant field around some **innovative projects** to strengthen the firms' competitiveness. The French State granted this "**competitiveness cluster**" label since July 2005.

Access to the site : competitivite.gouv.fr

Since 2014, VEGEPOLYS VALLEY is granted the **Gold "Proven for Cluster Excellence" label by the ECEI** (European Excellence Initiative). This label rewards VEGEPOLYS VALLEY's actions and will increase **its international recognition in order to support the European partnerships, projects and funding**.

Lien vers site ESCA : <https://www.cluster-analysis.org/gold-label->



**500
miembros**

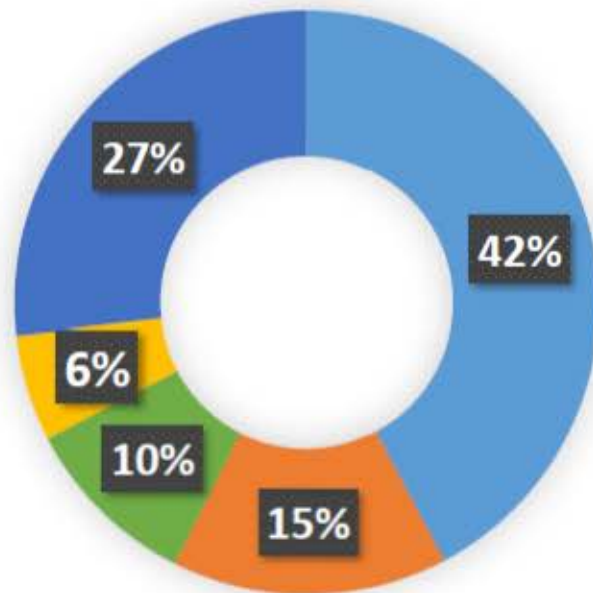
**700
proyectos**

En 2019 se une con otro cluster y forman VEGEPOLYS VALLEYS, y en la actualidad reúne más de 500 miembros en Francia.

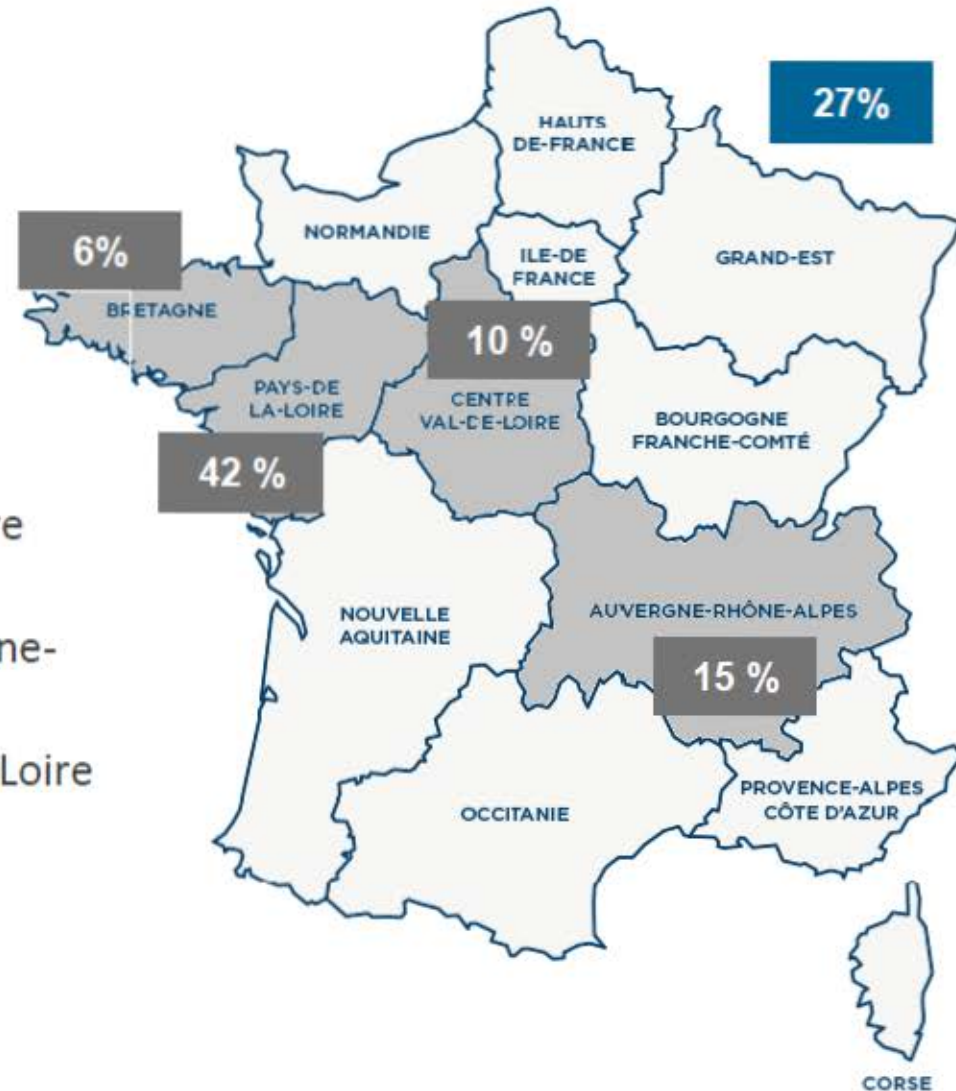
A national dimension

+ **THAN 500 MEMBERS**

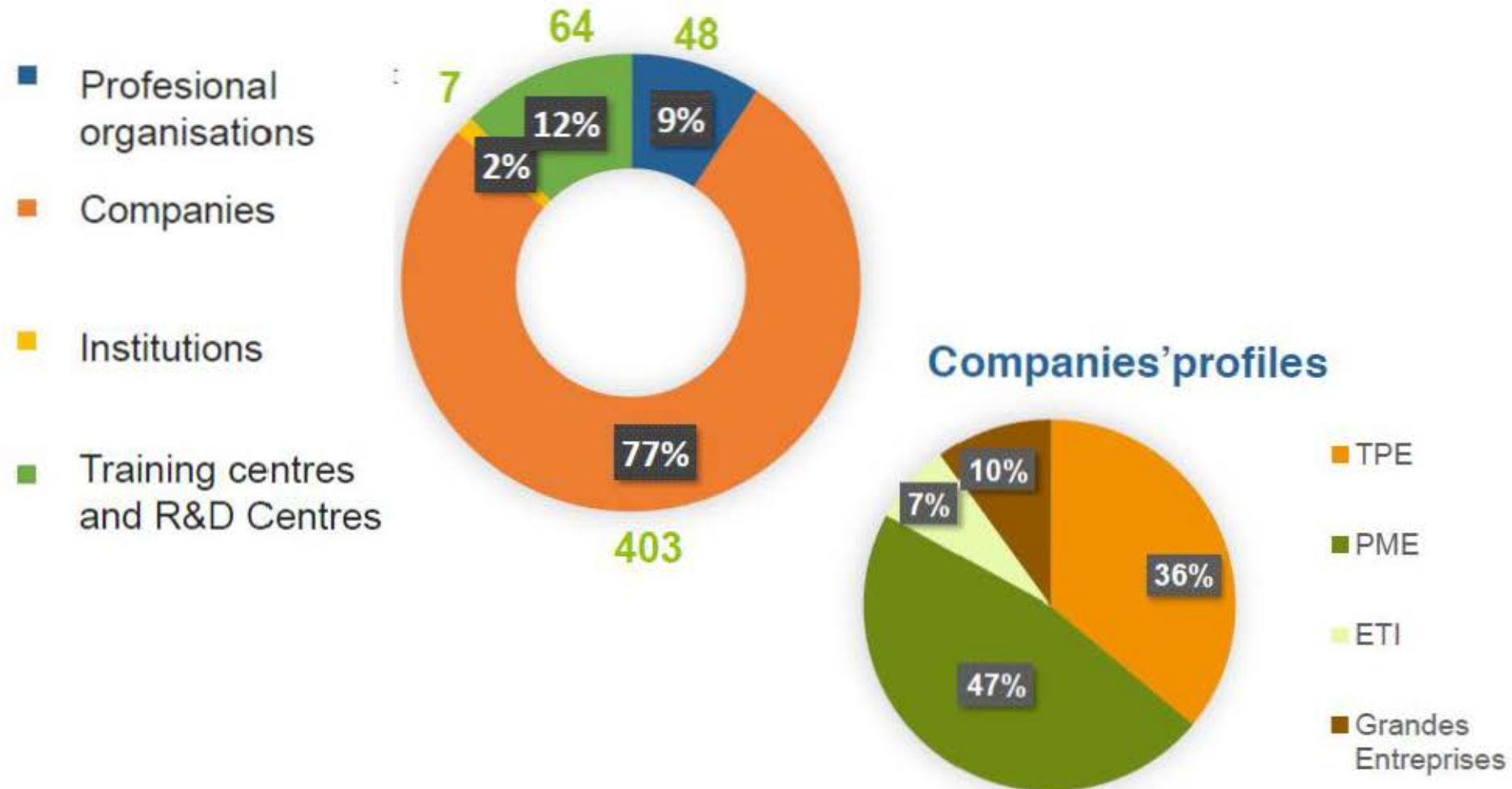
Share of members by regions



- Pays-de-la Loire
- Auvergne-Rhône-Alpes
- Centre Val-de-Loire
- Bretagne



The network's strength : its diversity



RESEARCH INSTITUTES, LABS, CENTRES



The cluster is supported by :



The objective: to unite the players down the entire plant value chain

With an operating budget of 2.6 M€ and with the support of a team of nearly 30 people, VEGEPOLYS VALLEY's influence already reaches into four regions: Auvergne-Rhône-Alpes, Brittany, Centre-Val de Loire and Pays de la Loire. From its headquarters in Angers and the six other sites, the cluster involves twenty-eight FTE staff for **more than 500 members**: businesses (80% SMEs), research and training centres, professional unions and development organisations and consular chambers.

They are active down the entire plant value chain: upstream (development & selection, plant & soil health, machinery & equipment, digital & AgTech), from **plant production** (seeds & plants, arable crops, market gardening and fruit tree growing, ornamental horticulture, wine growing & cider growing, aromatic & medicinal plants) and **processing/distribution** (human & animal nutrition, nutrition for prevention & health, well-being & cosmetics, agro-materials & biotransformation, urban planting & living environment).

Members over all the value chain

FROM GENETICS TO USES

UPS TREAM

- Breeding
- Plant and soil health
- Equipment
- New technologies – AgTech

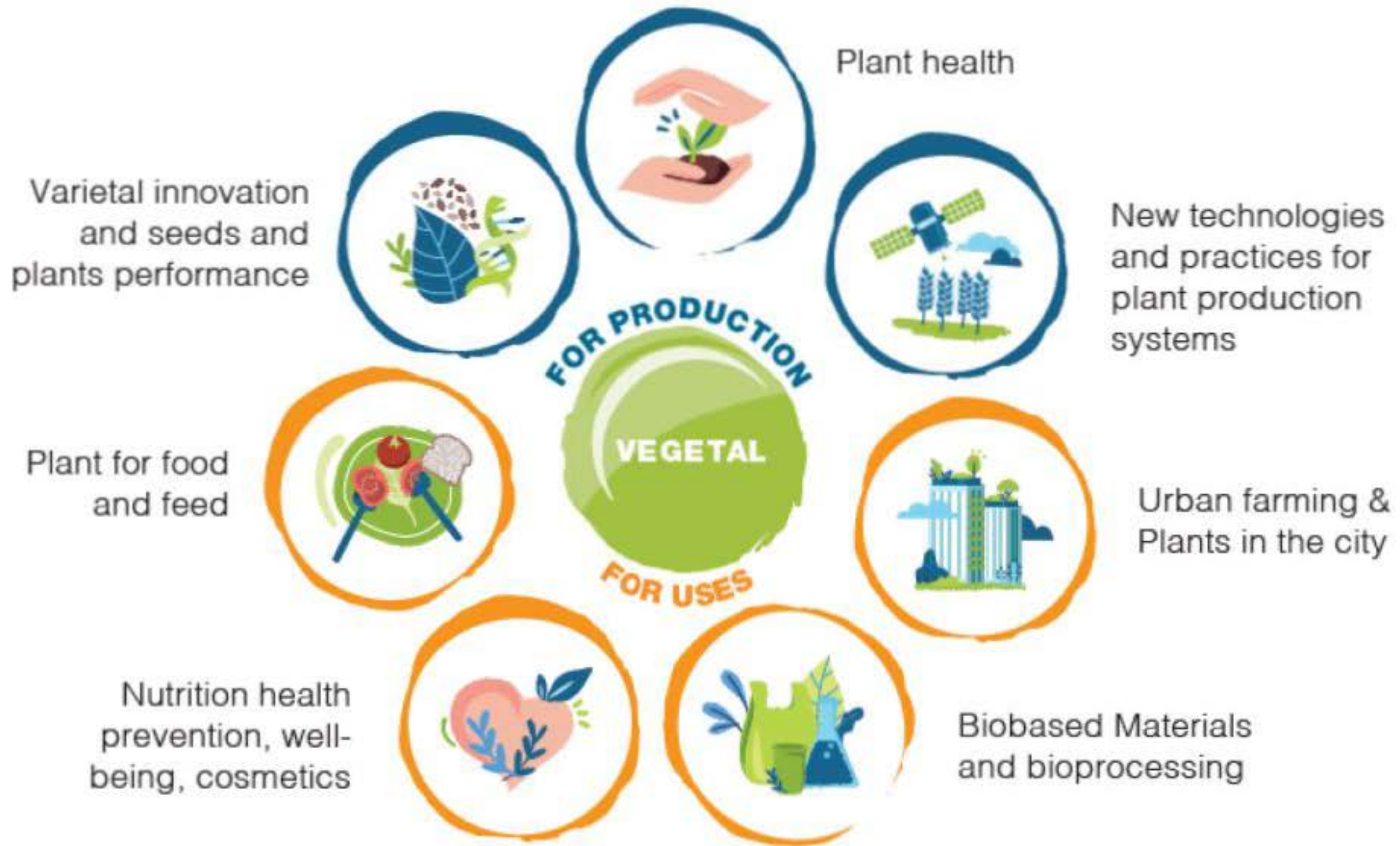
PRODUCTION

DOWNSTREAM

- Food industry for humans and animals
- Nutrition Prevention Health, Well being, Cosmetics
- Agro-components
- Urban agriculture and landscaping



Our innovation fields



... International Ambition

BEING THE INTERNATIONAL PLANT CLUSTER

For farmings:

- ✓ more **competitives**
- ✓ higher **quality**
- ✓ **Environmental-friendly**
- ✓ And respectful of **health**



International



International

2 sites abroad



International



International

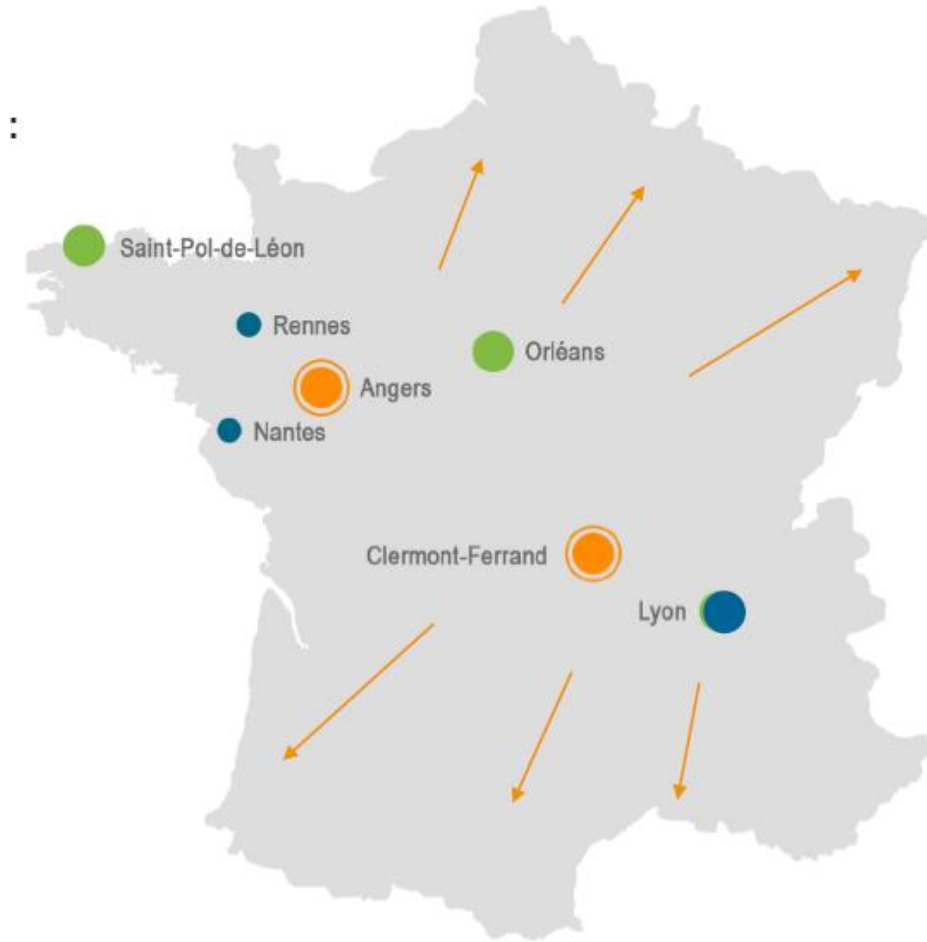


- ✓ UE Project : Innovation and Interclustering
- ✓ Development of International Network
- ✓ Support toward new markets
- ✓ International events



Objetivo

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Description
VILMORIN
VEGEPOLYS LATINA - Hexagri/Strader
Maison de la Recherche Serres INEM
VEGEPOLYS VALLEY



GREENOV



The TECHNA Group's plant division operates in crop nutrition. Supported by genuine know-how in the field of foliar preparations built up over more than 20 years, we design, produce and market products aimed at a variety of crops.

- Field crops
- Vegetable crops
- Flower crops
- Vegetable gardening



Description

SCEA Du clos de la Fontaine

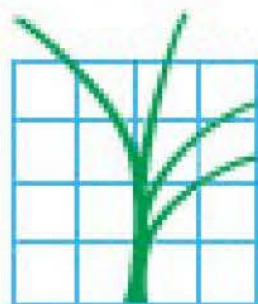
CTIF - Visite Station

Salon du Végétal



Description
SCEA Du clos de la Fontaine
CTIF - Visite Station
Salon du Végétal

Ctifl



Centre technique
interprofessionnel
des fruits et légumes

CTIFL in numbers



6 research themes

17 experts serving as primary contacts for ca. 40 product value chains and coordinating 400 research actions and expertise and valorisation assignments



A 25 million euro budget

of which 54% are contributed by the sector through an extended voluntary contribution (CVE) collected via the Inter-trade organisation Interfel



Ca. 11.500 analyses

carried out by the virology and molecular biology laboratory for inspection and maintenance of plant material



281

staff (FTE), including 234 permanent staff and 10 PhD and co-op students



Ca. 40 fruit & vegetable species

covered by research and an expertise extended to 77 vegetable species and 34 fruit species registered in Metropolitan France



1.800 participants

In events organised by CTIFL: Information days, national meetings, presentations of varieties



More than 4 million certified fruit plants



Ca. 4.000 visitors

to the CTIFL centres: professionals, students, researchers from other institutes, and officials



Gouvernance CTIFL

La structure de décision du CTIFL se compose de trois instances : le Bureau, le Conseil d'Administration et les Commissions. Du producteur au détaillant, toutes les familles professionnelles de la filière y sont représentées.

Un Bureau constitué de :

14 administrateurs

Un Conseil d'Administration composé de :

20 représentants professionnels des chefs d'entreprise ou d'exploitation avec une parité production-négoce

1 représentant de l'enseignement agricole supérieur

4 personnalités compétentes

3 représentants du personnel technique

4 experts permanents

Un commissaire du gouvernement ainsi qu'un contrôleur général économique et financier assistent au Bureau ainsi qu'au Conseil d'Administration.

3 Commissions :

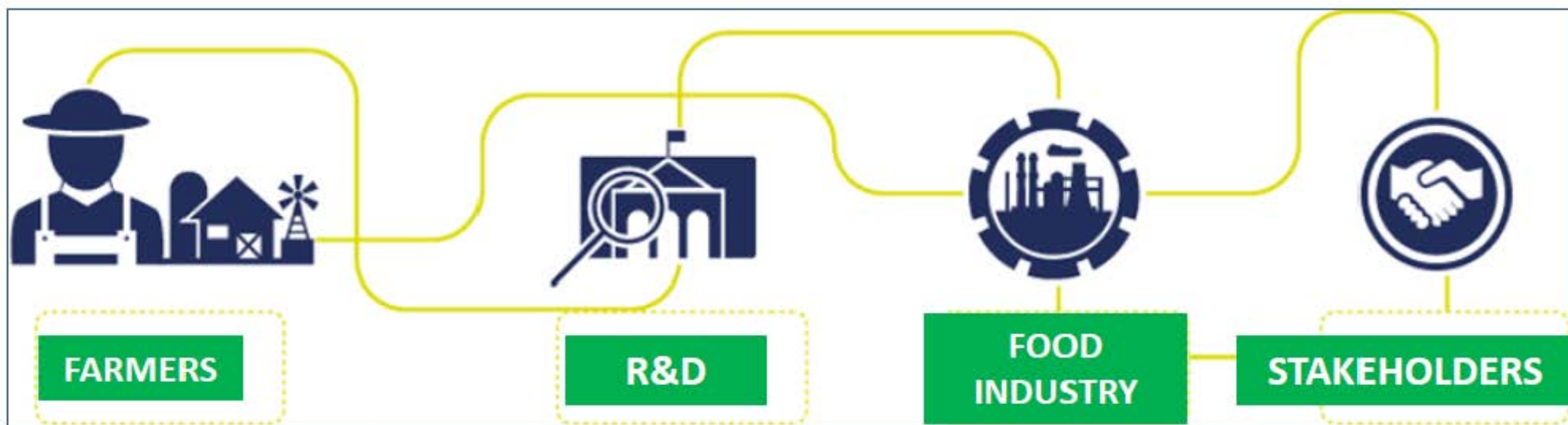
Commission des programmes Fruits

Commission des programmes Légumes

Commission Transfert

Description
Multibaies
Vergers d'Anjou (Coop + Producteur)
introduction SFR Quasav et présen
Visite du laboratoire GRAPPE
Visite du laboratoire SONAS
Réunion Conclusion VEGEPOLYS VALLEY





RT @VEGEPOLYS_Intl:

@VEGEPOLYSVALLEY @iniachile juntos en esta gira en Angers, visitando productores de hortalizas, manzanas y ornamentales...



VEGEPOLYS
VALLEY

@VEGEPOLYS_Intl

@VEGEPOLYSVALLEY muy orgulloso de recibir la delegacion chilena del polo de colorantes y antioxydantes. Very proud to receive the @iniachile delegation. Visit to Vilmorin-Mikado and Campus du Vegetal.



AGRADECIMIENTOS





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