

# AGRI-FOOD & THE BIO-ECONOMY

## A DIVERSIFIED, INNOVATIVE & SUSTAINABLE FOOD SECTOR



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### CHOOSE NORMANDY FOR YOUR PROJECT

Normandy is world-renowned for the quality of its agricultural products, its herds and its fishing. It hosts an exceptional agri-food industry, committed to a greener and more sustainable future. The region supports **organic farming, biodiversity, traceability** and the **decarbonisation of production**. The agricultural and agri-food sectors in Normandy work together to guarantee safe and secure foods and sustainable growth. A strong commitment in support of the **bio-economy** for an economy that respects the environment and which uses natural resources as efficiently as possible.

### KEY SECTOR DATA

#### 1<sup>st</sup> region

for production of dairy products, cider and seafoods

**Leading region for the transformation** of tea, coffee and cocoa

**2.1 millions**

hectares under cultivation

**€3.6 bn**

of agricultural products

**€6.3 bn**

turnover

**25 300**

employees  
830 establishments

**13**

Protected Designations of Origin

**22**

Red Labels

**4**

Protected Geographical Indications

### A COMPLETE VALUE-CHAIN

#### ON THE FARM

**Cereals, fruits and vegetables, herds**

- Biological agriculture (bio-fertilisers, bio-stimulants, ...)
- Bio-control technologies
- Intelligent irrigation
- Sustainable agricultural production



#### FROM THE SEA

**Fishing and shellfish**

- Sustainable fishing
- Aquaculture



#### TRANSFORMATION INDUSTRY

**Milk, meat, cider products, confectionary...**

- New ingredients
- Bio-material packaging
- Valuing coproducts



#### SUPPLY CHAINS

- Shorter supply chains, local businesses
- Multimodal and decarbonised transport



VALUING COPRODUCTS

VALUING WASTE

## FROM MICRO-COMPANIES TO LARGE INTERNATIONAL CORPORATIONS

- › Agrial
- › Biscuiterie de l'Abbaye
- › Busnel
- › Cargill
- › Cluziel
- › Danone
- › Ferrero France
- › FRIAL
- › Isigny Sainte-Mère
- › Labeyrie
- › Lactalis
- › La Normandie
- › LU
- › Maîtres Laitiers du Cotentin
- › Nat'up
- › Nestlé
- › SOCOPA
- › Segafredo Zanetti
- › Spirit France

## DYNAMIC REGIONAL STAKEHOLDERS

### COMMITTED REGIONAL PARTNERS

- › **AREA Normandie** - The grouping for the agri-food sector in Normandy with over 240 members
- › **B4C Normandie** - The reference network in France, Europe and across the world for the bio-economy.
- › **VALORIAL** - Leading network dedicated to collaborative agrifood innovation

### LABORATORIES, RESEARCH & INNOVATION

- › **ACTALIA** - Agri-Food technical centre, based around 6 hubs, with a specialisation in dairy and food security
- › **INRAE Bretagne Normandie** - Sustainability of food systems in high population density zones
- › **LEMPA** - Helping innovation in the bread and confectionary sector
- › **LILANO** - 3 laboratories working on milk and dairy products
- › **PRAXENS** - Laboratories helping businesses with their R&D and innovation projects

### UNIVERSITIES, TRAINING COURSES AND SKILLS

- › **ESIX** - Agri-Food engineering, with a focus on biology
- › **UNILASALLE** - Agronomy and Agri-Food engineering, Food and Health engineering

## THE STRENGTHS OF THE REGION

### A DEVELOPMENT STRATEGY FOR THE BIO-ECONOMY

- › Create value by transforming bio-resources, using a circular economy model
- › Contribute to maintaining and creating local jobs
- › Securing, increasing and diversifying the incomes of farmers in Normandy, and promoting local resources
- › Meeting the needs of society by offering access to sustainable and local products
- › Help reducing the environmental impacts of different sectors and products

### A WIDE NETWORK OF REGIONAL STAKEHOLDERS

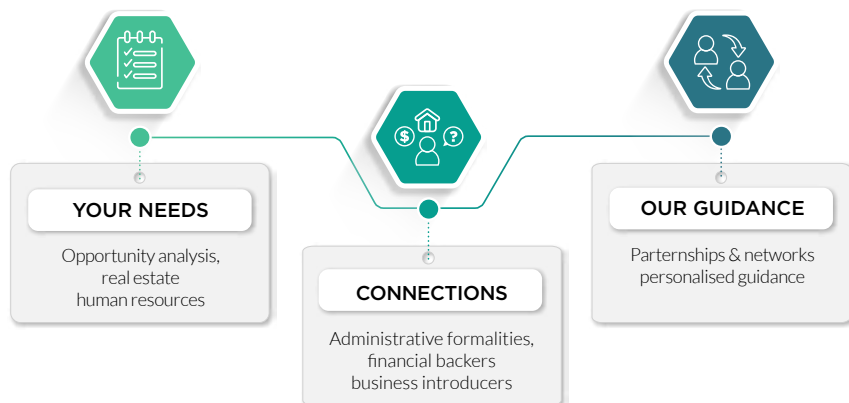
- › **AGRIAL, NAT'UP**: the two largest agricultural cooperatives in France
- › The Normandy Regional Chamber of Agriculture, helping businesses in their development and innovation

### ACKNOWLEDGED BEYOND THE REGION

- › The Agri-Food Trophy, promoting innovation
- › A regional brand recognised at national level: "Tastes of Normandy"

## L'AD NORMANDIE HELPS TO GUIDE YOUR PROJECT

The **WELCOME PACKAGE** offered by our dedicated team is a **free service** with **total confidentiality**



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