



**SIVAL**  
THE WORLD-CLASS  
TRADE FAIR FOR PLANT PRODUCTION

2025  
JAN. 14 > 16

EXHIBITION CENTRE  
ANGERS - FRANCE



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**PLANT**  
PRODUCTION  
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#SIVAL25

PRESS RELEASE - JANUARY 2025

Un événement



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# Mathilde Favre d'Anne

Président of Destination Angers

and Deputy Mayor responsible for Transmission and Tourism



Having hosted the plant show in September in order to add value to the importance of plants, in January Angers will be home to the **SIVAL, a catalyst for specialist plant production solutions that are effective and sustainable.**

It is no accident that these future events were initiated here and are held here in our region. Angers is the capital of plant production and the first green town in France since 2014, and is the epicentre of this shared dynamic.

This dynamic is borne out by the events, and reinforced by the presence of some of the sectors numerous members whether they are in innovation, production, commercialisation of plants full types of use.

Home to the centre of competitiveness in production, and with international ambitions, VEGEPOLYS VALLEY, Plante & Cité and even the OCVV, European Union organisation for plant varieties, 1<sup>st</sup> national training centre for plants, with around fifty adult training courses, our region is legitimately a place where plants make sense and it is also the laboratory for plants of the future.

The SIVAL, the international show for specialist plant production techniques which will be taking place at the Parc des Expositions in Angers from the 14th to the

16th January 2025, has been at the forefront of this ambitious dynamic for numerous years.

For this 38th edition, the SIVAL, an unmissable event for the specialist plant production sector's professionals is showing a clear ambition : **to contribute more than ever to the crucial challenges of economic performance, sustainability and the attractiveness of the different sectors.**

The show's programme has been coconstructed by the sector's different stakeholders in order to face these three crucial challenges.

More than just a show, the SIVAL aims to be a business accelerator and a motor for innovation for the future of agriculture and the specialist plant production sectors every year.

Organised by Destination Angers and thanks to the regions driving forces, the SIVAL continues its development both in France and on the international scene, serving the different sectors and their future.

**The SIVAL is a genuine asset for sharing and publicising the know-how of our businesses,** choosing our region, one of the pioneers in research and the diffusion of solutions for a more sustainable agriculture.

As President of Destination Angers, and Deputy Mayor responsible for Transmission and Tourism, I want to give my best wishes to the sector's professionals for a show that is rich in discussion and future projects, and reaffirm the pride that Angers has in welcoming all the stakeholders in the future of specialist plant production in January.

# Bruno Dupont

President of the SIVAL



Crédit photo : Régine Lemarchand

**The International show for specialist plant production techniques - SIVAL, will take place from the 14<sup>th</sup> and 16<sup>th</sup> of January 2025 at the Parc des Expositions in Angers.**

A real purveyor of solutions and innovations, It has become an unmissable event for the sector's members, businesses, institutions, professional organisations that want **to seek inspiration and encounter the future of specialist plant production.**

The SIVAL has high ambitions for this 38<sup>th</sup> edition : to make a contribution in response to key challenges of economic performance, sustainability and the attractiveness of the different sectors.

Our sectors are facing numerous challenges, with ever decreasing support. The economic performance of our businesses is vital if we are to continue providing food. On top of that we have to reach this level of performance in the most sustainable manner possible, whilst preserving our resources and adapting to the fluctuations that occur.

The most important challenge is obviously climate change. It is a term that we often hear but it is the reality. All the French regions are affected by periods of drought that are becoming more and more regular and frequent, as is the rest of the world. It is

within this context we must question ourselves concerning the adaptation of our production models and practices. The diversification of our production, the arrival of new sectors, innovation covering new varieties that are more resilient or digital tools that provide better resource management... a lot of potential that will be presented at the SIVAL throughout a rich program that will provide a lot of food for thought.

For example, each day the focus will be on diversification with feedback. The new sectors will make presentations at the Serre (the forum area) and also in the Technical Tasting Area. Our partner VEGEPOLYS VALLEY will be presenting a series of conferences as part of the work carried out in the CLIMATVEG project... These are all different means of opening the way for possibilities and will enable our businesses to change what we would call constraints into opportunities for the future.

The other challenge that needs to be faced is the attractiveness of our sectors. Basically the careers linked to specialist plant production are little known and have little recognition. When they are, they have an image that doesn't always reflect the reality of our farms. Often considered difficult, with demanding working hours and poorly paid our careers often suffer due to this stereotyped and devaluing image.

However our sectors are buzzing with innovations and technology that supports the economic, environmental and social performance of our companies. Reducing the toughness of the work, providing production tools that enable the most difficult or time-consuming work to be automated, innovating in order to create varieties that are more disease resistant and with lower water requirements, providing digital and connected solutions for better management of growing programs... our professions and our sectors have a wealth of innovation.

You will be able to see it all at the SIVAL . Innovation has always been part of the show's DNA.

The shows two concours, SIVAL Innovation and Agreeen Startup, are highly sought-after each year by businesses and project holders as a way forward. By rewarding innovative solutions that are coming or will come in the next few years, supporting development and the adaptation of our farms, they highlight how dynamic our sector is.

Something to attract future market gardeners, fans of machinery, or future tree produces who are passionate about technology.

To demonstrate this evolution will be the aim of our Employment and Profession Area, created with our partners ANEFA, APECITA and OCAPIAT. Thanks to these conferences but also the opportunity for students and businesses to meet up, this area demonstrates our professions and their advantages.

Finally the SIVAL is showing its ambition at an international level. The French leader for specialist plant production, the show is continuing its development both in Europe and overseas.

This year, the SIVAL is welcoming delegations of buyers from 23 countries and 15% of the exhibitors are foreign.

The VIBE business convention, backed by VEGE POLYS VALLEY, assembles over 180 participants each year, and is a highlight for prospecting and discussions, whilst publicising our region and the know-how of our companies.

We would like you to see the full SIVAL program by using its application and website.

Above all, **we would like to welcome you on the 14<sup>th</sup> 15<sup>th</sup> and 16<sup>th</sup> of January to Angers, because this is where the future of plant production begins.**



# Agriculture

## in the Pays de la Loire



**22 500**  
farms



**32 700**  
farmers or partners  
of whom 25% are  
women



**68%**  
of the region is taken  
up by farming



**18%**  
of farms are  
organic  
> 12% of the  
farmed area

**Food and farming**  
**is the 1<sup>st</sup> employer**  
in the region after shops

LAgriculture employs **the equivalent of 29 300 full-time employees**  
on farms which represents 4% of the regions workers  
60% are involved in specialist crops and wine production



**712**  
farms  
fruit is mainly  
produced in  
Maine-et-Loire  
**87% are pipped  
fruits, led by the  
eating apple**  
(2020 figures census in  
progress)



**1 799**  
farms  
or 13 001 ha  
(2020 figures  
census in progress)



**1 630**  
farms  
32 332 ha  
of which  
20 523 ha in  
Maine-et-  
Loire  
> 63% of vines  
are in Maine-et-  
Loire

> 80 % in the Loire  
Valley are  
grown for AOP  
wines  
(protected  
designation)



**715**  
farms  
2/3 of the area is  
in Maine-et-Loire



**1<sup>st</sup> nationally** for  
horticulture and  
ornamental  
nurseries

# Plants in Angers



## 1<sup>st</sup> center for plant production training in France

- > 3 000 students
- > Around twenty establishments
- > Approximately one hundred courses

## 1<sup>st</sup> research centre in specialist plant production

Academic expertise in answer to environmental challenges

- > 450 lecturers – researchers, researchers, specialists and technicians
- > 9 Research laboratories
- > Research centre = 8 400m<sup>2</sup> of laboratories and offices



## Events

### dedicated to plant

- > The SIVAL (from 14 to 16 January 2025)
- > VEGEPOLYS VALLEY Symposium (at the SIVAL every two years: in 2025 about digitalisation)
- > Fruit 2050 (at the SIVAL every two years : :next edition in 2026)
- > The VIBE by VEGEPOLYS VALLEY (at the SIVAL)
- > Food' Angers
- > The Salon des Vins de Loire (3 and 4 February 2025)
- > International Chenin Blanc Celebration 2025 (5 to 9 July 2025)
- > Le Salon du Végétal (next edition in September 2026)
- > La CIMA - 14th International Plant Health Conference (2, 3 and 4 December 2025 – Centre des congrès in Angers)



## Plant Campus

- > A unique community of experts concentrated in the Angers region
- > They are dedicated to training research, innovation, technical transfer... working within a partnership that encourages interdisciplinary collaboration



## National and international coverage

- > VEGEPOLYS VALLEY  
The International Centre for competitiveness in plant production
- > Office Communautaire for plant varieties (OCVV, EU agency)
- > Plante & Cité : National technical Centre for nature in towns
- > GEVES : Official national organisation for varieties and seeds

# ANGERS SUPERNATURE

## Angers Supernature

Explore, grow, taste, live the future of plants ! nThe SIVAL is one of the « Angers Supernature » events, adding to this dynamic that is aimed to publicise the region's plant identity and federate the energy whether it is from professionals or public services.



# A unique show

both in France and internationally

The SIVAL is an unmissable event for the members of the specialist plant production sector. Strengthened by its DNA which is focused on innovation and set in a region where plant production has a history that needs to be shared, it unites over three days those who are working for the future of plant production.

Tree producers, market gardeners, wine producers, plant and seed producers, horticulturists, nurserymen, businesses specialised in machinery, robotics and plant health solutions as well as institutional organisations, professionals in employment and training, who all would like to see you at the SIVAL with its original programme and a comprehensive offer in order to meet the challenges of the future.



**700**  
exhibitors



**15%**  
international  
exhibitors



**Nearly 100**  
conferences and forums  
**150 experts**  
**+ than 3000** participants  
in order to provide answers to the  
challenges farming will be facing in the  
future



**24 777**  
visitors  
**55 nationalities**

## Qualified and diverse visitors

- Vegetables : 38%
  - Fruits : 22%
- Wine production : 24%
  - Horticulture : 10%
    - Cereals : 13%
- Seeds and plants : 9%
  - Nurseries : 7,9%
    - PPAM : 2,5%
    - Cider : 2,3%
  - New sectors : 2%



**Web and mobile**  
application  
web et mobile  
to accompany you  
and enhance your  
show visit



**2 concours**  
targeting innovation

- The SIVAL Innovation Concours
- Agreen Startup



**Convention**  
for international business  
**+ than 180** participants  
**+ than 500** rendez-vous



**34 000 m<sup>2</sup>** overall show area  
> 20 000m<sup>2</sup> of stands

# Facing the challenges of the future

Over the last three years the SIVAL has aimed to be a show that provides solutions for the future of the specialist plant production section.

In 2025, the SIVAL wants to be ambitious : **to contribute in order to answer the key challenges of economic performance, sustainability and the attractiveness of the sectors.**

As a result the SIVAL has three key challenges in order to prepare for plant production in the future :

- **Economic performance**

Profitability and competitiveness of farms is essential for their survival and the country's food sovereignty. Innovation, production choices and diversification, yield optimisation, managing skills... The SIVAL aims to show solutions and encourage discussions that help to add value for businesses linked to farm produce.

- **Climate : challenge and solutions**

The SIVAL offers solutions for adapting crops to climate change and promoting sustainable practices.

- **Developing and adding value to the different sectors**

With the backing of its partners, the SIVAL is offering both upstream and downstream solutions to improve the attractiveness of the specialist plant production sector. The SIVAL will be contributing to discussions and progress concerning the major subjects of human resources, integration of societal factors, attractiveness and transmission that are the key to the future of the sector and of farms.

Over the years the SIVAL has developed a program that provides food for thought but also solid solutions in order to face these challenges. **The show's two concours** are one of the key driving forces of the SIVAL but more widely the show offers a rich content that is aimed at this transition which is progressing.

Biocontrol and plant and soil health, digitalisation, robotics, mechanisation, new varieties, solutions that enable better research management and adaptation climate change... the SIVAL wants to provide a 360° overview and inter-linked thinking about innovative and sustainable techniques that will reinforce the agro-ecological transition of the sectors, allied to performance, sustainability and attractiveness.

**Innovation, production diversification, biocontrol employment and training...** are all major themes that are covered each year by the SIVAL in answer to the challenges ahead, and that make the SIVAL a place where solid solutions evolve for the future of the specialist plant production sector.

# The Sival internationally : encouraging discussions

## International development is a major challenge for specialist plant production businesses

As the leading French specialist plant production show, the SIVAL supports its development on the international scene with several aims:

- Promoting companies and the regions knowhow
- Enabling local businesses to create synergies at an international level
- To reinforce its position as an innovative show promoting sustainable agriculture
- To help the sector to grow by encouraging the sharing of experience.

With more than 65 nationalities over the shows three days, 15% of the exhibitors being foreign, specialist events aimed at discussions with international businesses and also publicising the SIVAL brand on other continents, the show is now unmissable for numerous foreign visitors.

## Foreign delegations

Each year the SIVAL welcomes foreign delegations who want to come and discuss with, or reinforce links with exhibitors and the region's businesses.

This year thanks to its «TOP BUYERS» recruitment strategy, more than 60 international buyers with 20 different nationalities will be present at the SIVAL :

Spain | Romania | Poland | Ivory Coast | Senegal | Algeria | Colombia | Mexico | Tunisia | Cameroon | Kazakhstan | Sweden | Libya | India | Chile | Brazil | Argentina | Uruguay | Serbia | Tajikistan.

## International evening

### SIVAL | VIBE

Tuesday 14 January, from 20h to 22h, at the Jean Lurçat Museum in Angers, the SIVAL and VEGEPOLYS VALLEY will be offering an evening for networking and discussion open to the participants of the VIBE as well as all the exhibitors at the SIVAL.

## Press trip

In order to enable the foreign journalists to discover not only the SIVAL but also the region and its businesses, a press trip is organised annually. It welcomes around 15 journalists as part of a specialised program, that integrates a show visit, discussions with businesses, visits to companies in the region and the discovery of our local heritage.

## Press Club

The press trip is amplified by the Press Club which enables journalists to contribute by writing an article on a theme, if they desire.

**This year, the Press Club is open to French journalists who wish to contribute and take part in the Club.**

**The aim of this Club is to provide an international vision on themes that are linked to specialist plant production. It also facilitates discussions between journalists.**

Two themes are suggested for 2025 :

### - **Climate change: its impact and solutions for specialist plant production sector.**

This theme echoes one of the key themes developed at the SIVAL.

### - **Digitalisation in agriculture: a tool that benefits economic and environmental performance on farms.**

This theme echoes the VEGEPOLYS VALLEY Symposium.

The articles collected will be put together in a booklet, which will be given to, and can be used by French and foreign journalists who have participated in the Press Club (group effort). The articles can also be found in the press area at the SIVAL and will add to the show content.

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# The international business convention

The VEGEPOLYS VALLEY International Business Event (VIBE),  
The unmissable international event at the SIVAL

The unmissable highlight targeting French and foreign businesses involved in specialist plant production, the VIBE which is sponsored by the VEGEPOLYS VALLEY Centre for competitiveness, the SIVAL and its partners, the region's administration, and Solution&Co, contributes to prospecting and discussions between foreign companies visiting the SIVAL, the members of the VEGEPOLYS VALLEY Centre, and also exhibitors the SIVAL. The VIBE aims to encourage opportunities, networking and publicising the region, its businesses and their know-how at an international level.



**180**  
participants  
/ year



**22**  
nationalities  
/ year



**500**  
rendez-vous  
/ year

## Program

### Tuesday 14 January

- 9h - 10h : Welcome to the official opening
- 10h - 12h D: discovery of the SIVAL via different themed circuits

> AGTech & New technology (robotics/digital / OAD / precision agriculture)

> Vertical cropping / soil free crops/ urban agriculture

> Crop health and protection(biocontrol)

> Varietal innovation, seeds and plants

These visits are aimed at international delegations and will take place on the stands of the SIVAL prizewinners.

● 13h30 - 18h30 : rendez-vous VIBE BtoB in the international area

● 20h - 22h : SIVAL | VIBE International evening at the Jean Lurçat Museum in Angers.

**New this year :** This evening, organised by the SIVAL and VEGEPOLYS VALLEY is open to participants of the VIBE as well as exhibitors at the SIVAL.

### Wednesday 15 January

● 9h - 9h30 : Welcome at the international area of the SIVAL

● 9h30 - 13h : rendez-vous VIBE BtoB on the stands

● 14h30 - 18h : Free visit

>>> The VIBE will be accessible using the SIVAL Online Application with market info, the list of the buyers from each country and a platform for making appointments.



**VEGEPOLYS  
VALLEY**

CULTIVONS L'AUDACE VÉGÉTALE

VEGEPOLYS VALLEY is a centre for competitiveness at an international level, specialised in plant production. It has strong foundations in four regions : Auvergne-Rhône- Alpes, Brittany, Centre-Val de Loire and Pays de la Loire And its aim is to federate all the members of the sector that add value both upstream and downstream. The centre federates more than 600 members in the plant production sector, from its base in Angers, based on seven themes for innovation to make agriculture more competitive, more qualitative, with greater respect for the environment and health. VEGEPOLYS VALLEY has also 1 000 recognised projects based on the five challenges facing our farms :

- Adapting to climate change
- Maintaining competitiveness and longevity
- Aiding agro-ecological transition
- Guaranteeing food safety
- Linking the development of food and non-food uses

Thanks to a strong territorial network, VEGEPOLYS VALLEY has developed a powerful feeling of belonging and helps increase the dynamic for discussions between different members. The centre also relies on its network of international partners to make progress with research.

MORE ON VEGEPOLYS VALLEY



A close-up photograph of a blue watering can pouring water onto a small, green, hairy seedling growing in dark, rich soil. The water is captured mid-pour, forming a clear stream that breaks into several large, spherical droplets falling towards the plant. The background is softly blurred, showing other small plants in the distance.

**A show with solutions  
for adapting to the  
challenges facing the  
specialist plant  
production sector**

#innovation  
#environment  
#climate  
#performance  
#profitability

# The Innovation & Conviviality ar

Still linked to the transition of the specialist plant production sector, the SIVAL is inviting its visitors and its exhibitors to the Innovation&Conviviality area. Here the focus is on innovation, in a pragmatic way, in order to bring efficient solutions to producers. There are start-ups, the programme of the Serre (Forum area), new sectors, research and development through our partner VEGEPOLYS VALLEY. Transition and adaptation are also closely related to experimentation linked to consumer expectations. With this in mind, the SIVAL will have its Technical Tasting Area again this year and it will be featuring: technical presentation | an educational approach | tasting.

## The Startups Village

In 2025, this area will be regrouping 13 young businesses / startups, who, in certain cases saw the light of day thanks to the Agreen Startup at the SIVAL. Production tools, crop protection, commercialisation of fruits and vegetables, communication...

They are offering innovative and pragmatic solutions, sometimes linked to digital tools, information management and AI.

● **Agricells** ● **Agricomics** ● **AgriDill**  
 ● **Armonia Intelligence Naturelle** ● **Belver** ● **Furgo**  
 ● **Inceres** ● **Inlux Biotech** ● **LV Cireuse** ● **Asclepios Tech** ● **Seed In Tech** ● **Solution Chariot** ● **Syndev.**

## The Research Centre–Training – Sectors

by VEGEPOLYS VALLEY and its partners. They will be welcoming visitors and exhibitors whilst highlighting research and training.

## The Serre (Forum area)

3 three days of short speeches that will provide visitors and exhibitors with food for thought and discussion about innovative themes.

*Direct SIVAL TV and Replay on SIVAL Online*

## New sectors

Over the last few years new sectors have been emerging in the region, providing solutions for adaptation, often linked to climate change.

In order to go further and better understand the way in which they fit in, as well as their potential, these new sectors are presented in the form of short speeches in the Serre (Forum area)

● **Tropical plants, the Paulownia, The blue**  
 Tuesday 14 January | 12h15 > 12h45

● **Tropical plants, the byproducts of hops and blue honeysuckle**  
 Wednesday 15 January | 12h15 > 12h45

● **Spirulina, the truffle sector, the blue honeysuckle**  
 Thursday 16 January | 12h15 > 12h45

**New this year :** Certain amongst these are equally present on the Technical Tasting Area. Providing a unique opportunity to find out more and meet the producers who have dared to try this novelty.



## Technical Tasting Area

After the success of last year's first show appearance, the Technical Tasting Area returns in 2025 with a new program. Each day from 11h to 12h and 14h30 to 15h30, discover a rendezvous in a workshop that comprises a technical presentation, an educational approach, followed by a tasting to underline the presentation.

On the programme (being completed) :

● **The Goji sector** | VEGEPOLYS VALLEY  
 Tuesday 14 January | 14h30 > 15h30

● **The pomegranate** | VEGEPOLYS VALLEY  
 Wednesday 15 January | 12h15 > 13h

● **Taste preferences for pear consumers** | CTIFL  
 Thursday 16 January | 11h > 11h45

● **The chestnut** | CTIFL  
 Thursday 16 January | 12h15 > 13h

● **The senses: discovering the wines from Calys, a new disease resistant variety** | IFV  
 Thursday 16 January | 14h30 > 15h30

● **The blue honeysuckle sector** | VEGEPOLYS VALLEY  
 Wednesday 15 January | 14h30 > 15h30

# Sival Innovation

A concours that focuses on the innovations from businesses in specialist plant production

SIVAL Innovation is the SIVAL's flagship competition, and more widely, that of the whole of the specialist production sector in France. It provides the opportunity for companies, bodies or associations to propose innovations under different categories:

- **Varietal innovation**

Seeds and plants.

- **Machinery and automation**

Motorised machines and equipment that optimises machinery.

- **Plant health, soil and growing supports**

Biocontrol, bio stimulants, fertilisers, mulching and other solutions for plant and soil health.

- **Equipment for production**

Supplies, small equipment and production infrastructures (before being put on the market).

- **Marketing solutions**

Marketing initiatives, packaging and other supplies and small equipment.

- **Digital tools, information analysis**

Digital applications, computerised decision-making, modelling, traceability, recognition.

- **Collective initiatives and services**

Solutions for support, facilitation, and pooling of knowledge and practices from production to marketing.

## 19 PRIZEWINNERS

4 SIVAL Gold

5 SIVAL Silver

10 SIVAL de Bronze

### The dates

- Pre-jury : Friday 22 November

- Final jury : Tuesday 10 December

- **Prize awards: Tuesday 14 January 18h at the SIVAL**



## IMPORTANT POINTS TO EMPHASISE ABOUT THE 2025 AWARDS

- **Equipment and production supplies has been strongly represented this year**

Remarkably this category has 8 prizewinners. Amongst them, two Gold prizewinners: a patented system that provides the creation of two grafts in the form of a Y to create trees in two axes, and intended for narrow orchards or in 2D. This innovation prepares the orchards for future mechanisation.

- The second Gold prize has been awarded for a glasshouse production solution with **a glass that diffuses and insulates in order to save energy**, without affecting light transmission. This innovation opens the way to eliminating carbon from glasshouses.

A Silver and four Bronze awards complete the category, with a contact free safety system in order to anticipate danger when using secateurs, two glasshouse production solutions, bird scaring equipment that uses sensors and artificial intelligence as well as a spraying system for useful organisms in a liquid solution.

**The exceptional content of this category is a reminder of the DNA of the SIVAL underlining its place as a show for equipment and pragmatic production solutions.**

## ● Plant health, long-awaited solutions

At a time when legislation concerning the use of synthetic pesticides is getting tighter, the search for efficient natural alternatives to combat disease and optimise yield is a necessity.

The jury has underlined the importance of innovation in this sector in order to support production and provide an optimistic outlook for producers, notably where the transition to agro-ecology is concerned. Therefore it is in this category where a SIVAL Gold medal and a SIVAL Silver medal provide recognition for two biocontrol innovations which are not just simple alternatives but real solutions for plant protection.

***The jury emphasised the thoroughness and the reliability that their solutions offered, which were both presented with numerous tests and significant results.***

## ● Machinery, robotics and digital tools, AI and digital systems support innovation

Two solutions received a SIVAL Bronze medal in the category « Machinery and automation » and two SIVAL Silver medals in the category « Digital tools and information analysis ».

Concerning machinery, electric weeding and mechanical hoeing were both improved using artificial intelligence, providing improved performance, information analysis and machine speed. In the category « Digital tools and information analysis », There are programs or applications that aid producer decisionmaking, and information analysis strengthened by artificial intelligence and even crop growth stage and harvesting prediction.

***If AI is being integrated more and more frequently in agricultural innovation the competition jury made the remark that these tools have to prove their worth over an extended period.***

## ● Varietal innovation for more vigorous and resistant plant production

Less prolific than in previous years the category « Varietal innovation » rewarded 2 products this year with a SIVAL Gold and Silver medal.

L'Or est attribué à un porte greffe pour un pommier plus vigoureux et productif avec une bonne résistance aux maladies.

The gold medal was awarded to a graft carrier for an apple tree that is more vigorous and productive with good disease resistance.

The SIVAL Silver medal was awarded to a butternut resistant to a fungal disease that is

already widespread in the south of France and which due to climate change could spread throughout the other regions. This resistance enables the fungal development to be anticipated and therefore limits the use of fungicides, whilst guaranteeing quality and yield.

***These innovations, aimed at disease resistance, add to the variety of solutions available for reducing synthetic pesticide use.***

## ● Collective initiatives supporting the sector's attractiveness

Unconventional in the SIVAL Innovation Concours, this category has been created to highlight collective initiatives that put the different professions into the spotlight, experiments based on practices...

This year, three projects have received awards, a serious game whose aim is to expose the careers linked to seeds, and evaluation tool, training and support for agroforestry systems and a series of training videos for high quality vine pruning (in six languages).

***This category isn't directly linked to emerging innovations. It does, however, meet the needs linked to the attractiveness of the different sectors in specialist plant production.***

## THE JURY'S VERDICT

*The jury would like to congratulate the 2025 award winners who have tried to find answers for production requirements, with a special mention for the solutions in the Plant Health category. It is noticeable in this year's competition that the innovations are intended for the challenges of the future, in relation to the agro-ecological transition of production systems. In the majority of cases these innovations were supported by digital technology as well as artificial intelligence.*

*Although these concepts need to prove themselves over a long period, the innovations are typical of an agriculture that is ever evolving due to innovation that is driven by curiosity and courage. Finally the jury wants to congratulate businesses in the sector for their dynamism which has enabled them to innovate and provide a real perspective for the future of producers.*



## VARIETAL INNOVATIONS | 2 PRIZEWINNERS

IN PARTNERSHIP WITH



### M200 graft support

With both vigour and yield that are higher than the M9, is the ideal solution for a multi-axis orchard. Its phytophthora tolerance, its behaviour in relation to fire blight and very good replanting results

enable it to meet organic producers' expectations.



**DALIVAL / IFO**  
02 - Aisne  
Sector : tree production



### Butternut ORIONIT F1

This new variety of butternut features intermediate resistance to *Didymella bryoniae*. This fungus present in French soil that causes concentric brown marks during growth or storage leading to loss

of yield. Currently genetic improvement is the only way to fight against *Didymella bryoniae*. Well sized for the fresh market, this new variety guarantees uniformity, quality and yield.



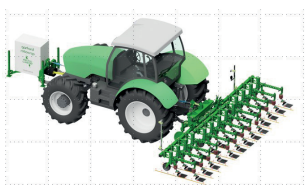
**VOLTZ MARAÎCHAGE**  
49 - Maine-et-Loire  
Sector : market gardening

## MACHINERY AND AUTOMATION | 2 PRIZEWINNERS



### RootWave electronic systemic weeding

The RootWave weeder enables broadleaved weeds to be eradicated without chemicals thanks to a generator that produces electricity from the power takeoff. This electricity is used on the broadleaved weeds present on the ground when they come into contact with electrodes that target the root cells. Soil biology is conserved.



**NOVAXI**  
02 - Aisne  
Sectors : tree production, market gardening, wine production, horticulture, perfume and medicinal plants, cider production



### ULLMANNA intelligent hoe

This new hoe uses a combination of cutting edge technology enabling it to weed in the row with remarkable precision and a wide range of plant and crop spacings.



**TERRATECK**  
62 - Pas-de-Calais  
Sectors : market gardening, PPAM

# PRODUCTION EQUIPMENT AND SUPPLIES | 8 PRIZEWINNERS



**Ypsilon®**  
Ypsilon® is a system suited for the orchards of the future, that enables twin axes trees to be created, therefore optimising narrow orchard management, preparing them for mechanisation.

This Yshaped structure with two axes eases harvesting and thinning.



**GRADILIS PEPINIERES SAS**  
34 - Hérault  
Sector : tree production



**Geysir® Diffuse**  
Geysir® Diffuse is the first horticultural glass that diffuses and insulates with one low emission layer (low-e). It reduces heat losses with up to 25% energy savings, and improves crop growth thanks to better light diffusion. It is eligible for C2E grant aid, Geysir® Diffuse aids sustainability and decarbonisation of glass houses.



**AGCULTURE by AGC**  
Belgique  
Sectors : market gardening, horticulture, perfume and medicinal plants



**CONTACTLESS**  
This system works by anticipating danger with a sensor in the secateur, and a signal emitting glove. A safety zone is then formed around the cutting head: when the opposite hand gets dangerously close the cutting head opens immediately.



**INFACO SAS**  
81 - Tarn  
Sectors : tree production and wine production



**AVISTOP Détect'**  
Avistop Détect' uses a high definition camera coupled to an artificial intelligence algorithm to detect the presence of birds and transmit the information to the bird scarer. It can cover up to 12 ha. it is compatible with all the bird scarers on the market, l'AVISTOP Détect' can be integrated into existing equipment.



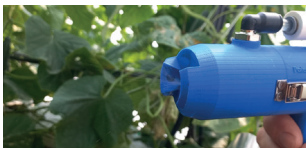
**PROXALYS Environnement**  
35 - Ile-et-Vilaine  
Sectors : tree production, market gardening, wine production, horticulture, perfume and medicinal

# PRODUCTION EQUIPMENT AND SUPPLIES | 8 PRIZEWINNERS



## SPRAYVENT

SPRAYVENT is the first spraying system at the liquid stage of Phytoseiulus, providing even application by a patented piece of equipment and an innovative formula. It guarantees faster, more even application, maximising the number of Phytoseiulus applied, whilst leaving the plants without granular substrates.



**BIOLINE  
AGROSCIENCES  
FRANCE**

26- Drôme  
Sectors : tree production: market gardening, horticulture, perfume and medicinal plants



## SMART DIMMING

Smart Dimming optimises energy by directing the dimming at the most efficient LED colours, encouraging photosynthesis and a crop balance. The dynamic adjustment is activated at a specific light intensity level, transferring energy to the most efficient red LEDs.



**RED Horticulture**  
44 - Loire-Atlantique  
Sectors : market gardening, horticulture



## GS-AUTO Système

This inflation system for twin layer inflatable greenhouses is designed to reduce the amount of energy consumed, and extend the equipment life.

It works by measuring the pressure rather than by reducing it using a timer. At each cycle, it automatically adjusts the pressure in order to maintain the sheets inflated, eliminating motors running permanently.

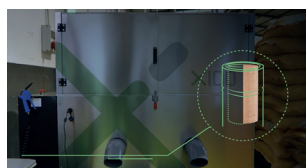


**BMT**  
60 - Oise  
Sectors : Sectors market gardening, horticulture, perfume and medicinal plants



## X100

Thanks to its X100 System which links craftsmanship to, state-of-the-art artificial intelligence, Cork Supply produce natural corks that are more homogenous. The system inspects the corks individually at an industrial scale, identifying and eliminating the dubious higher values for oxygen transfer (OTR). This guarantees the quality from one bottle to another, protecting high quality wines with unequalled quality and precision.



**CORK SUPPLY**  
33 - Gironde  
Sector : wine production

## DIGITAL TOOLS, INFORMATION ANALYSIS | 2 PRIZEWINNERS



### SynApps

SynApps is an innovative decision-making tool, designed to ease the transition to agro-ecology.

Thanks to an information bank that has been enriched by Artificial Intelligence, SynApps aids

farmers and their advisers in the choice and optimisation of bio solutions.



### SAS SYNDEV

49 - Maine-et-Loire

Sectors : preproduction, market gardening, wine production, perfume and medicinal plants



### CARTOGRAPHER GreenAtlas

Equipped with a camera and RTK localised detection, this digital solution enables the different stages of tree growth to be detected, « bud to rose », up to the

« small fruit » stage. it also facilitates planning with professional harvesting dates.



### TCSD

82 - Tarn-et-Garonne

Sectors : tree production, wine production



## PLANT - SOIL HEALTH AND CROP SUPPORTS | 2 PRIZEWINNERS



### Problad®

Problad is a new fungicidal solution based on the aqueous extract of germinated soft white lupin grains. It has authorisation for use against powdery mildew and botrytis, in vines, tomatoes, aubergines

and strawberries, monilioses in nut fruits and pyriculariose in rice.



### Certis Belchim

78 - Yvelines

Sectors : tree production, market gardening, wine production



### LALFRESH S

LALFRESH S is the first post harvest biocontrol treatment on the market against Monilia in nut fruits. This bio fungicide is based on a microorganism that limits the development of fungal pathogens

that cause post harvest diseases. It increases the conservation time without leaving pesticide residues and with no impact on the organoleptic quality of the final product.



### LALLEMAND PLANT CARE

31 - Haute-Garonne

Sector : tree production

COLLECTIVE INITIATIVES | 3 PRIZEWINNERS



**ENIGMA GRAINE**

SEMAE, the seeds and plants interprofession has reinvented its pedagogical interventions in education with ENIGMA GRAINE, a simple interactive approach in order to present the world of seeds, those involved, and the problems faced. In a fictional world, the students must create a new plant variety in order to resolve original problems.



**SEMAE**  
75 - Paris  
Sector : market gardening



**Videos for non-Frenchspeaking pruners, who are novices concerning the essentials of virtuous vine pruning**

These videos are produced within the National Plan Against Vineyard Decline (PNDV) and carried out by StudioNyx accompanying the training of foreign pruners free of charge and emphasising what is known about PNDV. They're available in six languages (French, Spanish, English, Bulgarian, Romanian and Arabic) and will be combined with three other videos produced by the MSA. They will be available on Youtube. These videos are a solution to the problems linked to seasonal labour (Not always trained, not always Frenchspeaking).



**Interloire - CNIV**  
37 - Indre-et-Loire  
Sector : wine production



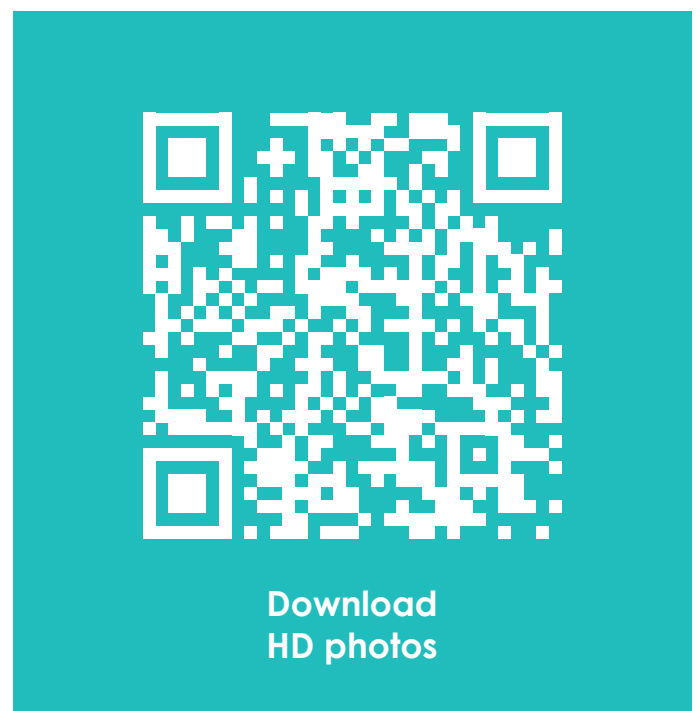
**DEXiAF**

DEXiAF is a tool for evaluating the sustainability of agroforestry systems, before their plantation. By using the characteristics of a system being created, They provide farmers with an evaluation solution based on the key factors of sustainability, force analysis and project weaknesses before plantation. Easy-to-use and hardly time-consuming, DEXiAF is a tool with a high pedagogical value. Codesigned by INRAE, the GRAB and UniLasalle, it is freely accessible.



**INRAE**  
44 - Loire-Atlantique  
Sectors : tree production, market gardening, wine production perfumed and medicinal plants,

CONCOURS IN PARTNERSHIP WITH  
**Crédit Mutuel**





# Agreen Startup

The innovation marathon is celebrating its 10th anniversary !

# AGREEN **STARTUP**

**In 2025, Agreen Startup at the SIVAL will be celebrating its 10th anniversary.**

Backed by the Chambres d'Agriculture, it appeared for the first time in relation to plants at the SIVAL in 2016, although it already existed in other sectors.

This innovation marathon provides the opportunity for entrepreneurs, professionals with students to develop an innovative project during exactly 48 hours. It is an invitation to exceed one's limits and also to discuss and discover.

**Since its arrival at the SIVAL, Agreen Startup 37 project holders have received awards** (26 Prizewinners and 7 Judges favourites) from nearly 90 participating candidates. If certain projects haven't managed to blossom, others are continuing the development such as Agriléa, Orisis, Valoriz-me and also Vanilla Bridge.

## *The competition rules*

Each project holder must create a team with diverse skills (agronomy, dieticians, marketing, communication...) in order to present a finished and viable project at the end of the marathon. These project holders are also accompanied by mentors who will challenge their ideas throughout the duration of the competition.

## *Programme*

### > **Wednesday 15 January / 8h30 - 10h30**

The project holders pitch for exactly 60 seconds in order to present their idea and convince their future teammates.

### > **Wednesday 15 January / 10h30 - 22h**

### > **Thursday 15 January / 9h - 14h**

At the heart of the SIVAL, the teams will be buzzing at the same rhythm as the conferences. Mentors and experts will be accompanying the teams in order to help them give their best notably during the intermediate pitches.

### > **Thursday 15 January / 14h / The Serre (Forum Area)**

Dernière ligne droite : le jury de professionnels reçoit les équipes pour les pitches finaux et délibère.

### > **Thursday 15 January / 15h45 / 10 years of Agreen Startup**

Presentations, feedback and the evolution of old prizewinners.

**Prize-giving in the Serre (Forum Area) at 16h30.**

# What have they become ?



Noéline Rasoamandary is the founder of Vanilla Bridge. Having completed her studies in food biochemistry in Madagascar she continued her career in Shanghai in research.

She was selected by the European Union to take part in an ESA Food Identity training programme in 2014 . When she left the college in 2018 she took part in the Agreen Startup Concours with her Vanilla BridgeProject, she was awarded the first prize and named as the judges favourite.

## What is Vanilla-Bridge?

Vanilla Bridge is a company producing liquid vanilla and vanilla extract from Madagascar. Ourvanillapodscome directly fromMadagascan producers. We have a processing unit in Angers where we make syrups, powders and extracts. Our liquid products (syrups and extracts) have the « Produit en Anjou » Label.

Our aim is to add value to local Madagascan producers' work and our aim is to produce high quality, ethical and traceable products. We are the link between Madagascan producers and the consumers here in France, and in Europe. We market mainly to professionals in the food industry and we are also present in fine food shops in the region. Private customers are welcome to our factory shop.

## What is currently happening at Vanilla-Bridge ?

It is our sixth year in business and we are currently undergoing expansion. We have just released a range of vanilla syrups that are a huge success.

## What is the future for Vanilla-Bridge ?

We want to continue to share vanilla which is often considered to be difficult to use by the greater public. In order to do that we want to release a new product every year as a different

way of using vanilla, either as a limited edition or a lasting range.

We are also working on a range of liquid vanilla sugar as well as special editions for the end of year celebrations (KC honey with, vanilla extract).

## Vanilla-Bridge and Agreen Startup

I took part in the competition in 2018 on the recommendation of the ESA. I didn't expect to win.

To win the first prize was a real validation and boost whether it was for the construction of the project, the network or the visibility of Vanilla Bridge. Agreen Startup enabled me to structure the idea that I had in my head, and I was helped by people that were competent in their specialist areas. It is a way of challenging oneself and exceeding one's limits.

If I had one word to say to project holders who are thinking about taking part: enter the Agreen Startup Concours !

More information about Vanilla Bridge (and its online shop) : [www.vanilla-bridge.com](http://www.vanilla-bridge.com)



# What have they become ?



Célia Nencioni is cofounder of Valoriz'me. Qualified with a degree specialising in food, she continued with a diploma in entrepreneurship and advice at the ESA in Angers. She

took part in the 2023 Agreen Startup Concours. The Valoriz'me business was officially launched after the competition.

## What is Valoriz'me ?

Valoriz'me is an Angers based start-up that makes healthy, tasty and nutritive snacks, using 100% natural French ingredients, aimed mainly at women in order to cope with deficiencies linked to the feminine menstrual cycle. These Valoriz'me products are currently offered for sale online on the young company's website.

Two ranges are available at the moment :

- Me'Ball Sport : aimed at sporting women with a formulation that is adapted to suit energy requirements when practising sport.
- Me'Ball Equilibre : for all active women, with a formula that is notably aimed to reduce craving.
- The two ranges that are gluten and lactose free are supplemented with iron, magnesium and copper.
- This formula combats tiredness before, during and after the menstrual cycle.
- These ranges are manufactured entirely at an ESAT in Saint-Barthélémy d'Anjou.

It took four years of research and development and no less than 300 tests with targeted consumers to validate the product and its composition.

Célia was equally supported by a team of experts (nutritionists, dieticians, sports coaches, research and development...). The idea came to her due to her own personal experiences. The young businesswoman practised motorsport at a competitive level during her childhood and as a teenager. At that time of her life she was unable to find natural solutions to compensate for the deficiencies provoked by her menstrual cycle.

## Currently at Valoriz'me ?

Valoriz'me is actually working on the development of five savoury new recipes. These new products will be launched at the end of 2025.

Valoriz'me is now looking at products that could have an impact on abdominal pain and hormonal variations.

Finally we are working on the development of local sales outlets.

## Valoriz'me in the future ?

Valoriz'me's long-term ambition is to be recognised at a national level and become the number one nutrition brand dedicated to women. In the more distant future the company wants to develop internationally.

## Valoriz'me and a AgreenStartup

While I was studying at the ESA, the business school wanted us to present a project. I had had Valoriz'me in my mind for a quite a while. I therefore decided to take part in the Agreen Startup Concours with my project. It was an interesting and enriching experience. It enabled me to look at my project in depth and to learn to make a pitch in front of a jury. It is also a competition that offers real visibility and support for the future. Finally, Agreen Startup enabled us to develop a network, and have discussions with other project holders, all within a really good atmosphere.

Discover the Valoriz'me products at its online shop : [www.valoriz-me.fr](http://www.valoriz-me.fr)





# Biocontrol at the Sival

A Village and an area dedicated to speeches about alternative solutions for plant protection



Codesigned with Alliance Biocontrôle France, the Biocontrol Village has grouped companies together that are offering existing natural solutions, as alternatives to synthetic pesticides in order to support the sustainability and performance of plant producers.

**8 Businesses alongside Alliance Biocontrôle in the Biocontrol Village at SIVAL 2025 :** Action Pin, Amoeba, Certis Belchim, De Sangosse, Philagro, Rovensa Next, Sumi Agro France, Vivagro.

> **Grand Palais**

*\*IBMA France has changed its name and has become Alliance Biocontrôle. The French Association for companies producing biocontrol products, it was created in 1999 to support the development of biocontrol in France. It has 31 businesses as members making up 80% of the biocontrol market in France.*



**10%**  
of the plant protection market in 2022



Ambition to exceed  
**30%**  
of the plant protection market between now and 2030



An annual increase of  
**8,5%**  
Biocontrol product sales between 2018 and 2022



**55%**  
of uses<sup>(1)</sup> covered by at least one biocontrol product in 2022 with **an objective of 60% at the start of 2025**

## Speeches in the Biocontrol & Plant Health area

For the third consecutive year, the SIVAL will be hosting short speeches over its three days based on solutions, thoughts and current work enabling the participants to find out more about a large range of natural solutions that are available as alternatives to synthetic products.

The mornings will be dedicated to specialists speeches from institutional organisations at the SIVAL such as ASTREDHOR, VEGEPOLYS VALLEY, the CTIFL, INRAE, the Chambre d'Agriculture des Pays de la Loire, and even the IFV. The afternoon sports all welcome companies exhibiting at the SIVAL who will be making pictures about a solution.

**20**

speeches  
in the Biocontrol & Plant Health area

(1) Use covers the combination of a plant, (or a group of plants), with a bio aggressor (or a group of bio aggressors) and an application method (leaf, soil, etc.).

## What is biocontrol ?

Biocontrol products are defined in the Code Rural et de la Pêche Maritime (CRPM) as being «agents and products using natural mechanisms as part of an integrated combat against crop aggressors. In particular they include :

>macro-organisms

>Photo pharmaceutical products that includes microorganisms, chemical mediators such as pheromones and kairomones and natural plant, animal or mineral based substances»(article L.253 – 6)



# Programmation

For the third year, the SIVAL hosting the Annual Biocontrol Encounters .

« Accelerate the integration of biocontrol in the daily routine producers: a challenge to be shared by all the sectors members ».

Tuesday 14 January

Biocontrol is progressing on farms. The acceleration of the adoption of these products and new agro-ecological crop protection programs require the cooperation of all the sector's members.

Upstream, how do those involved in distribution of agricultural supplies look at the specific requirements of biocontrol? What offers could be imagined to demonstrate the potential of products at a farm level? What services should be integrated to safeguard farmers using biocontrol, by combining them with other agronomic practices and technological tools ?

Further upstream, how can the agricultural industrialists perform their role as a driver? What links are there between biocontrol and regenerative agriculture, a vision pushed by the Agro industrialists who seek to safeguard and underline the sustainability of their sectors' suppliers? Finally, what political and regulatory tools can be used at a national and European scale in order to accelerate the integration of biocontrol into the daily practices of producers? Discussions hosted by Pierre Compère, Director for advice about agro – innovation, founder of Explicite Conseil.

## The format

### 9h30 | Opening

**From a business and a farmer point of view: what hindrances need to be removed ?**

- Denis LONGEVIALLE, Director General of Alliance Biocontrôle
- A farmer

### 9h50 | Roundtable 1

**From agricultural products distribution point of view what offers should be deployed ?**

- Rodolphe COQUILLARD, Operational director of the Agricultural Supplies Partners Centre InVivo
- Nicolas CHARPENTIER, Director of Établissements Charpentier
- A representative from an agricultural cooperative

### 10h25 | Roundtable 2

**From an Agro-industrial brand and group point of view: how can they be a driving force ?**

- A representative from the agricultural and food industry
- A representative from a supermarket chain
- A representative from a consumers association

### 11h00 | Intertwined interview

**From a governmental point of view: what political and legislative actions can be taken ?**

- Céline BARTHET, President of Alliance Biocontrôle
- Annie GENEVARD, Minister for Agriculture, Food Sovereignty and Forestry\*
- Agnès PANNIER-RUNACHER, Minister of Agriculture, Transition, Energy, Climate and the Prevention of Risks\*.
- A Representative from the European commission or Parliament\*

\*Subject to confirmation

# Tour de France des Alternatives

Solutions in response to menaces following the withdrawal of key pesticide molecules.

Tuesday 14 January | 14h > 17h30

Rotonde Ardesia



## 14h | Opening

### 14h10 > 14h40 | Solutions committee

The aim of this sequence is to share the results of the actions carried out at the initiative of the Ministry of Agriculture and Food Sovereignty to analyse the differences in authorisations that could cause a blockage in crop production methods in France compared to the other members of the European Union, and to identify things that can be done and solutions that would be applicable in the short term.

- Organisation of the solutions committee (CTIFL)
- Fruit use survey (DGAL)
- Vegetable use survey (DGAL)
- Implications for producers in the Fruit and Vegetable Sector (FNPF, Légumes de France)

### 14h40 > 16h10 | Emergency plan for alternatives to fruit and vegetable pesticide products

The aim of the sequence of the PAUPFL Project coordinated by the CTIFL is to present serious examples of researched alternative solutions with the aim of answering the threat of the withdrawal of a given molecule, for a precise species, against a known bio aggressor. This sequence presents 15 researched alternative solutions covering the whole of France. 12 regional experimental stations that are partners in the project will make presentations of their researched solutions in their production area.

- Combatting scab in apple trees (Cefel) • Chestnut blight (Invénio)
- Combatting shield bugs in nut trees (ANPN) • Combatting *Drosophila suzukii* in cherry trees (Sefra)
- Combatting powdery aphids in apple trees (SudExpé)
- Combatting fungi in garlic (Cefel) • Combatting aphids in gourds (SudExpé)
- Combatting nematodes in carrots (Invénio) • Combatting cabbage fly in cabbages at inflorescence (Terres d'essai) • Combatting phytophagous beetles in turnips, large radish and cabbages (PLRN) • Combatting thrips in leeks (Sileban) • Combatting aphids in strawberries (Aprel) • Weed control in onions (Caté)

### 16h10 > 17h | The action plan for anticipating the withdrawal of the principal molecules and the development of alternative techniques for crop protection

The aim of the PARSADA sequence is to provide an overview of the progress being made and the initiatives for strategic action plans, established by the different sectors and the research projects in anticipation of the withdrawal of the key molecules and the development of alternative techniques for crop protection.

The pitches in this sequence will demonstrate the collective national approach of PARSADA :

- Presentation of PARSADA (DGAL)
- Presentation of action plans for fresh fruits and vegetables (CTIFL)
- Focus on the targeted SOLAD-FL Project « To encourage the emergence of solutions for better broadleaved weed management in crops of fresh fruits and vegetables » – (CTIFL)
- Presentation of interlinked multisector projects (INRAE)
- Conclusion by the presidents of Interfel and CTIFL

### 17h > 17h30 | Close



# Symposium

The VEGEPOLYS VALLEY Symposium is organised every other year, alternating with the Fruit 2050 Event.

This year the conference will be echoing the theme which is one of the key subjects at the SIVAL, in relation to the sustainable transition of production techniques.

**« What is the digital potential for agro-ecological transition ?  
Outlook and practical examples in France and in Europe »**

**Tuesday 14 January | 14h30 > 16h30**

Salle Maine



Digital solutions already very present on farms: for farm management, recording weather conditions and crops, carrying out fieldwork using auto guidance or any precision equipment...

Agro-ecology is a way of farming that uses an overall approach using the effect of ecosystems to produce food differently, whilst increasing environmental and social benefits. How can digital tools aid producers and even accelerate their transition to increased agro-ecology?

This symposium in collaboration with the PATH2DEA Project is designed to inform, using examples from different French and European projects in progress, and also provide an update about the role that digitalisation can play in agro-ecological transition. It will enable producers and agricultural advisers to take inspiration from the examples and feedback in order to progress towards more agro-ecology by integrating possibilities offered by digital tools.

## PROGRAMME

### Introduction

#### What is agro-ecology ?

- Alexander WEIZEL, Director of research at ISARA

#### Why ask yourself questions about digital solutions and agro-ecology ?

The Path2DEA European project's point of view

- Vincent DAUBY, Researcher Agroecology Europe

### Panorama: clear examples of digitalisation aiding agro-ecology

> **Presenting a range of solutions** of its benefits collected by VEGEPOLYS VALLEY and La Ferme Digitale networks

> **SynApps Application** for optimising the use of bio solutions

- Damien CARIOU, Syndev

> **Poderi, A digital solution for supporting oil producers** in the Tuscany region (Italy)

- Giovanni PECCHIONI, Sant'Anna school for postgraduate studies (Italy)

> **Collaborative platform for participative experimentation** at a regional level

- Nicolas MINARY, Landfiles

> **Producer traceability for the consumer**

### Roundtable: intertwined discussion about the contribution of digitalisation to agroecological transition

- Vincent LEVAVASSEUR, President of Centre National de l'Agroecologie

- Bertrand PINEL, Innovation Manager, Terrena Innovation

- Jérôme LE ROY, President of La Ferme Digitale

- Anne DUVAL, Manager for technical and legislative affairs, Alliance Biocontrôle

- A representative from the RuralBioUp European project.

# Interview

## Romain FAROUX

COO at the Ferme Digitale, Expert AgTech & SmartAgri



Created in 2016, la Ferme Digitale is a network of pioneering start-ups in agricultural innovation. Our 150 members are all working in the same direction with a joint aim: to make innovation simple, viable and profitable for farmers and businesses in the sector. More importantly our members offer technical and technological solutions to aid agriculture take the first step in its transformation and transition to cope with the different challenges that it is facing: climate change and agro-ecological transition, economic performance...

Each of our start-ups is independent. It is proof of objectivity and transparency for agriculture.

Finally in order to get things done, we have an influencing role, and act as spokesperson for agricultural innovation when dealing with the deciders in the agricultural world.

### **2/ What are the contours for digitalisation in the agricultural world ?**

Digitalisation is still emerging and sometimes slow to solidify for several reasons. Reluctance to change is of course a reality, but above all there is the time, the means and the necessary risks required for a farmer to make full use of these tools. However farmers want to take part in this. Our role as an adviser and support provider is essential to enable them not only to equip their farms, but above all rethink their organisation and to provide training for them.

Farmers have all the qualities to make fantastic project leaders. We want to provide them with the power, and more freedom in their choices for their farms. It's a new way of dealing with risk, just as it is with any other, but with more methods and backup tools.

### **3/ How can digitalisation aid those involved in farming to face the challenges of transition (environment, climate, attractiveness, economic performance) ?**

Innovation generally must enable farmers to answer the challenges. At la Ferme Digitale, we are convinced that innovation enables changes in order to meet the requirements of economic performance, by managing costs, whilst diversifying activities..., environmental performance, also employing alternative means reduce the impact on practices, and increase attractiveness by reducing the toughness of certain tasks, or increasing the range of skills that farmers have.

La Ferme Digitale has a wide ranging network of solutions and innovations that can aid the performance triplet , economy and environmental performance and attractiveness. There is not just one solution. It is a combination of multiple innovations with a multidisciplinary vision which will enable them to progress.

### **4/ Each year, the SIVAL highlights a certain number of innovations within the framework of its two Concours : SIVAL Innovation and Agreeen Startup. Over the last several years a certain number of innovations linked to digitalisation were entered into these concours, what is your view of these innovations and these evolutions ?**

These concours provide a real opportunity. Firstly for the participants by enabling them to work on an idea, an innovation... or simply to just take the plunge, but also, of course, for farming because they open new possibilities

and new horizons. For these young start-ups, the most important thing is to do, to explore, to try and to put ideas into practice and to find the things that will boost them and also those that will hold them back, to deal with market forces (which are not always the reality hoped for) and to succeed in demonstrating their concept. It's a long road, but worthwhile in regard to the challenges facing the future of agriculture.

#### **Visit la Ferme Digitale at the SIVAL**

• **Grand Palais - Allée H-I-578**

#### **But also...**

• **Symposium de VEGE POLYS VALLEY**

Tuesday 14 January | 14h30 > 16h30 | Salle Maine

# Production diversification



## New !

### The daily rendezvous

#### « Production diversification »

The SIVAL is proposing a strategic conference about diversification and also a daily rendezvous covering a specialist subject.

#### ROUNDTABLE

#### Crop diversification: economic strategies, technical innovations and agronomic challenges.

A multi-dimensional discussion between professionals from different sectors.

**Wednesday 15 January | 14h > 15h30**  
Salons Loire

**Every day | 11h30 > 12h | La Serre (Forum area)**

#### Tuesday 14 January | Young forestry plants

Agroforestry systems, what opportunities are there for plant producers ?

#### Wednesday 15 January | The pomegranate

Experiences of a producer, from young plant to processing.

#### Tuesday 16 January | Chestnuts and raspberries

Crops of the future, candidates for diversification: market opportunities, technical prerequisites, economic expectations.

## Other speeches offered by our contributing partners

- **Every day in La Serre (Forum area) VEGEPOLYS VALLEY presents sectors that for some are little-known.**

**Tuesday 14 January | 12h15 > 12h45 :** presentation of tropical plants, the Paulownia, the honeyberry.

**Wednesday 15 January | 12h15 > 12h45 :** presentation of tropical plants, hop byproducts, the honeyberry.

**Thursday 16 January | 12h15 > 12h45 :** presentation of spirulina, the truffle sector and the honeyberry.

- **Tuesday | 10h > 10h30**  
**The Serre (Forum area)**

Chambre d'Agriculture des Pays de la Loire

A resource area for reconnecting livestock production and specialist plants.

- **Wednesday 15 and thursday 16 January | 10h30 > 11h**  
**Stand VEGEPOLYS VALLEY**

VEGEPOLYS VALLEY

Indoor therapeutic cannabis crops: a new diversification opportunity for farmers.



# Agriculture & climate

Climate change is a crucial challenge for farms. With questions covering numerous points: production systems, soil life, varieties chosen, water resource management...

More widely it highlights the capacity of our agricultural models to adapt and show resilience.

It is within this context and driven by the regions of the Pays de la Loire and Brittany, that VEGEPOLYS VALLEY has been managing the CLIMATVEG Project, involving 80 of the regions members.

## A multisector project aimed at encouraging the transition and sustainability of plant production systems in the face of climate change.

CLIMATVEG, three fundamental aims:

- **To provide and share knowledge about the climates of the future (2050-2100)**, to manage the resilience of farms and demonstrate different scenarios for adaptation.
- **Experimenting with innovative solutions** Centred on the choice of different plant material and its management, soil cover the use of water (from the field to the region)
- **To share and highlight the interesting results obtained.**

## The CLIMATVEG Rendezvous at the SIVAL 2025 : 12 restitutions over three days

12 Speeches of 30 minutes each covering different themes by sector, (wine production, market gardening, preproduction, seeds, horticulture) in relation to climate change.

## Programmation

### Tuesday 14 January | Salle Layon

- **13h30 - 14h** : Increasing the resilience of young ornamental and vegetable plants to water stress via the study of priming of rootstock and seed bearers.  
*With l'Université Angers and l'INRAE*
- **14h15 - 14h45** : Impact of climate change at a regional level : Layon Aubance Louets.  
*With l'IFV*
- **15h - 15h30** : Limiter l'impact du stress hydrique sur la production de chou-fleurs à travers la sélection de variétés à systèmes racinaires adaptés.  
*Avec VEGENOV*
- **15h45 - 16h15** : Limiting the impact of water stress in cauliflower production by choosing varieties with suitable root systems.  
*With CTIFL*
- **16h30 - 17h** : Market garden crops and climate change: improving resilience thanks to soil

microflora.

*With Comité Départemental de Développement Maraîcher (CDDM)*

### Wednesday 15 January | Salle Layon

- **13h30 - 14h** : Optimisation of irrigation in soil free horticultural crops by cooling production surfaces.  
*With l'Astredhor*
- **14h15 - 14h45** : Climate change in the Pays de la Loire : Impact and solutions or proposals for adapting market gardening and organic tree production systems.  
*With Bio Loire Océan*
- **15h - 15h30** : Diversification of market garden crops: peanuts and watermelon.  
*With Chambre d'Agriculture Bretagne*
- **15h45 - 16h15** : Ways of adapting when confronted with climate change in wine production systems and the impact of different ways of managing the inter-row area.  
*With Chambre d'Agriculture des Pays de la Loire*
- **16h30 - 17h** : Sustainable management of water and identifying the best covers for stocking rainwater for irrigation.  
*With Comité Départemental de Développement Maraîcher (CDDM)*

### Thursday 16 January | Salle Layon

- **14h - 14h30** : Improving knowledge about the response to water for seed bearing vegetable plants.  
*With FNAMS*
- **14h45 - 15h15** : Diagnostic tool for the resilience of a farm against climate change : ClimAléas.  
*With Chambre d'Agriculture des Pays de la Loire*





# Making our sector more attractive

#employment

#professions

#new generations

#transmission

#agriculture



# The attractiveness of the sectors

A major challenge facing businesses in the specialist plant production sector

The attractiveness of the specialist plant production sectors is a key theme developed by the SIVAL.

Farming is facing up to profound economic and societal changes. Between the hopes of the new generations and the transformation of production methods, the sector is being renewed, adapting itself and asking itself the question: can we still live from the profession of farming? Will farms still be passed down from generation to generation? Who are the farmers of the future going to be? How can new working methods take the aspirations of new generations into account? These questions will be tackled at the SIVAL in a pragmatic way by proposing ideas that need to be considered and solutions via numerous speeches.

The Employment & Career area at the SIVAL, in partnership with APECITA, ANEFA and OCAPIAT, is working on the problem of attractiveness by proposing information, advice and support in the specialist plant production sector, using different methods, conferences and workshops that are organised each year at show.



## Focus

### Professions under pressure

#### ...positions to be filled

We estimate that the annual requirement for farms in the Angers region is:

- 350 permanent employees in wine production,
- 440 permanent employees in market gardening,
- 160 permanent employees in tree production,
- 225 permanent employees in horticulture nurseries.

The profiles sought are mainly for qualified workers who understand the production techniques, and are capable of driving and using equipment. The management/team leader/foreman positions concern 10 to 15% of the sector's requirements.

Source ANEFA Pays de la Loire<sup>2</sup>

### Little-known professions

Little-known by a population that is more and more « urban », often branded as difficult careers, undervalued and underpaid, these agricultural careers deserve to be better understood and known. They are numerous, diversified, as much for the qualifications required for the sector (tree production, wine production, milk production, farm equipment, etc...). The level of agricultural qualifications required is varied from a CAPA to a degree. The employment rate is 88 %, 30 months after finishing training.


(Figures from the Ministry of Agriculture).

In the Pays de la Loire, the means of acquiring initial training (school or apprenticeship) or on day release are generally satisfactory, as much for the different levels of courses available as for the geographical localisation. Whether one is still at college or lycée, an employment seeker or an adult undergoing reconversion, the possibilities for agricultural training exist in the region.

<sup>1</sup> Source : CRPE-ANEFA Pays de la Loire : Observatory for salaried employment In Agricultural Production

# The Employment and Career area

## The RDVs ApecitaPro



The 2<sup>nd</sup> edition of the ApecitaPro RDVs Provides real opportunities for discussions and meetings between candidates and businesses. These encounters enable the careers to be better identified and understood, and also to create links between future employees in plant production and businesses. The meetings take place at the Employment & Career area on the business stands. This service will be available throughout the 3 days of the show. Rendezvous and offers can be made before the SIVAL by contacting Apecita : [angers@apecita.com](mailto:angers@apecita.com) | 02 41 18 60 19

## Employment exchange

Those involved in employment will be offering an employment exchange at the SIVAL. The business offers (permanent contract, temporary contract, work experience, day release) will be accessible at the SIVAL and also on SIVAL Online.

## Agri'mouv

Discovering the careers on farms !

Tuesday 14 January - 14h -> 17h | ANEFA



Come and spend an afternoon discovering the careers that are

recruiting and training in the plant production sector. But that's not all, meet the businesses that are recruiting, as well as the training organisations that can enable you to obtain the required skills for these careers. Use any time left over to build your own project with the employment advisers in order to plan your career path.

> Registration at [www.elioreso.com/agrimouv](http://www.elioreso.com/agrimouv)

## The conferences

This year each day will be dedicated to a theme.

- **Tuesday 14 January** : discovering the careers in the sector, training programs and orientation.
- **Wednesday 15 January** : a day dedicated to students, and people seeking day release, work experience or employment.
- **Thursday 16 January**: a day dedicated to employers / businesses.

## Tuesday 14 January

- **9h > 9h30** : Presentation of businesses participating in the Apecita Pro RDVs. APECITA
- **10h > 11h** : Careers in the seed sector : from selection to distribution. SEMAE
- **11h > 11h30** : APECITA Média  
Find out more about the platform specialising in farming careers in order to have support for your projects. APECITA
- **17h > 17h30** : The correct tools to use in the job market. ANEFA

## Wednesday 15 January

- **9h > 9h30** : Presentation of businesses participating in the Apecita Pro RDVs. APECITA
- **9h30 > 10h** : APECITA Média  
Find out more about the platform specialising in farming careers in order to have support for your projects.
- **10h > 11h** : Atelier Philo - What is working ? Terres des Sciences APECITA
- **11h > 12h** : The co-operative, an advantage for starting in agriculture. Chambre d'Agriculture des Pays de la Loire
- **14h > 14h45** : A realistic project that suits you. APECITA
- **15h > 15h45** : A la recherche de son alternance. OCAPIAT

## Thursday 16 January

- **9h > 9h30** : Presentation of businesses participating in the Apecita Pro RDVs.
- **9h30 > 10h** : APECITA Média  
Find out more about the platform specialising in farming careers in order to have support for your projects. APECITA
- **10h > 10h30** : Revolutionising training for seasonal pruners: why and how ? Interloire
- **11h > 12h30** : Quiz for discovering the APECITA, ANEFA and OCAPIAT for employers. APECITA - ANEFA - OCAPIAT
- **12h30 > 14h** : Drinks for employers Come and talk about your company's projects. APECITA - ANEFA - OCAPIAT
- **14h30 > 16h** : Roundtable – debate Expectations of the new generations and adapting businesses with feedback from the future professionals. Institut Agro Rennes-Angers



**Answering consumer  
expectations**

#trends

#tendances

#IA

#sustainableconsumption



# *Understand requirements better* consumers, clients, trends

Answering consumer expectations in terms of taste and product use. Understanding emerging trends and meeting client/consumer aspirations during the act of purchasing... The SIVAL is also proposing conferences that are not simply « technical », in order to participate in a more open dialogue about subjects linked to the consumer.

## The SIVAL is inviting Sylvain Zaffaroni to speak about the societal based theme.

**Tuesday 14 January | 14h-15h30 | Salons Loire**

### « Tomorrow on our plates: trends and food innovations both in France and internationally »

Consumer expectations, environmental requirements and technological advances are pushing the food production sector to reinvent itself. What food trends are going to be prominent in the next few years? How are international innovations influencing production, processing and distribution methods in France? This conference is going to explore the different trends that are redefining the food chain, alternative proteins, responsible consumption, and also touching on the rise of Artificial Intelligence. By decoding new practices it will shed light on the impact on producers, processors and distributors in France and beyond.

## Also at the SIVAL...

**Tuesday 14 January | 13h45 > 14h15 | The Serre (Forum area)**

### UMT STRATège

#### How to reduce the risk of failure for production innovations ?

From upstream of ornamental horticulture consumers.

**Wednesday 15 January | 16h45 > 17h15 | The Serre (Forum area)**

### CCI du Maine-et-Loire

Transforming one's offer: how can we better answer client expectations ?



## Technical Tasting Area

### •Consumer preferences for the taste of pears

CTIFL

Thursday 16 January | 11h > 11h45



**A rich content for  
building plant production  
in the future**

#marketgardening  
#wineproduction  
#treeproduction #seeds  
#horticulture #ciderculture  
#medicinalplants #perfumeplants

## Conferences • Forums

The SIVAL has made itself a show for innovation, demonstrations but also content. It is a platform for discussions and information about the whole sector and will be offering a wide range of rich and targeted conferences. New practices, new directions, new sectors, all linked to major challenges: the attractiveness of crops, economic performance of farms, agro-ecological transition, climate change... The SIVAL wants to invite its visitors to debate, construct, and to look to the future of the specialist plant production sectors.

> **The conferences** : in a long format with the intervention of one or more experts.

> **Mayor conference | Technical discussions | Colloquium | Symposium**

> **The Serre (Forum area)** : in a short format to focus on a precise theme (30 min).

> **The speeches at the Biocontrol & Plant Health Area** : in a short format to present alternatives to synthetic pesticides for plant health (30 min).

> **The Technical Tasting Area** : in the form of one hour workshops, the SIVAL invites you to discover a product or sector via a technical presentation and a pedagogical approach, with the aid of tasting to illustrate arguments.

*Discover more on page 14*

> **The Rendez-vous CLIMATVEG** : as a preview at the SIVAL 2025, VEGEPOLYS VALLEY and its partners invite you to find out more about the first results from the working groups investigating adaptation to climate change.

*Discover more on page 31*

> **The Daily Rendez-vous and roundtable « Production diversification »** : new at the SIVAL 2025 !

*Discover more on page 30*

# Tuesday 14 January

## 9h > 18h

Edition QUAE - Stand VEGEPOLYS VALLEY

Discover the collection of books by the editor Quae with a plant theme.

## 9h > 18h

GEVES - Stand VEGEPOLYS VALLEY

Quiz about plants.

## 9h > 17h

INRAE - Stand VEGEPOLYS VALLEY

A cartoon book about a workshop for the codesign of an agro-ecological orchard.

## 9h > 18h

GEVES - Stand VEGEPOLYS VALLEY

Have you got the grain of a champion? Testing yourself about seed identification.

## 9h > 18h

Institut Agro - Stand VEGEPOLYS VALLEY

Geographical origin of fruits and vegetables.

## 9h30 > 16h30

ESA - Stand VEGEPOLYS VALLEY

Discover the serious game by Vitigam.

## 10h > 12h

CTIFL - Salle Maine • [Replay SIVAL Online](#)

Between limits and advantages: the impact of bio stimulants on our vegetable crops.

## 11h > 11h30

LABEL VERTE et VEGEPOLYS VALLEY- Stand VEGEPOLYS VALLEY

Feedback about human urine providing fertiliser for agriculture !

## 11h30 > 12h

Stand VEGEPOLYS VALLEY

VEGEPOLYS VALLEY Presents the prizewinners of its concours for startups .

## 11h > 12h

INRAE - Salle Hyrome

Demonstration by XiAtFo of the evaluation of groforestry stem performance.

## 11h > 12h30

IRFEL - Salle Layon

Plant material, biocontrol, prophylaxis: healthy crops thanks to the results of regional research stations.

## 14h > 15h30

Sylvain Zaffaroni - Salons Loire • [Replay SIVAL Online](#)

Tomorrow on our plates: food trends and innovations in France and abroad.

## 14h > 17h

CTIFL | TOUR DE FRANCE DES ALTERNATIVES - Rotonde Ardésia

Solutions for dealing with pests following the withdrawal of the active ingredients from key pesticides.

Find all the themes on page 27

## 14h > 15h30

IRFEL - Salle Ardésia 2

Agrivoltaics : what are the benefits for producers and produce ?

## 14h15 > 15h30

FRSEA Pays de la Loire - Salle Ardésia

Employers: what solutions exist for recruiting, gaining loyalty and guaranteeing employees ?

# Tuesday 14 January

**14h30 > 16h30**

VEGEPOLYS VALLEY SYMPOSIUM - Salle Maine • [Replay SIVAL Online](#)

*What is the potential for digitalisation in order to encourage agro-ecological transition ? Outlook and practical examples from France and Europe.*

**14h30 > 16h30**

Chambre d'Agriculture des Pays de la Loire - Salle Aubance

*Economic benchmarking for wine producers and cost management: the challenge of sustainability in wine production.*

**16h > 18h**

Interbio Pays de la Loire | Interbio Bretagne | Bio Centre - Salons Loire

• [Replay SIVAL Online](#)

*The challenges and opportunities for organic farming: how to imagine the future of organic farming ?*

**16h > 16h30**

Stand VEGEPOLYS VALLEY

*VEGEPOLYS VALLEY presents the prizewinners of its start-up concours.*



**10h > 10h30**

Chambre d'Agriculture des Pays de la Loire • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
A resourcing area for reconnecting livestock farming to specialist plant production.

**10h45 > 11h15**

CTIFL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
Economic summary for fruits and vegetables: production, discussions, consumption.

**10h45 > 11h15**

IFV • [Replay SIVAL Online](#)  
Ecophyto DEPHY EXPE II Projects : what can wine production learn from it ?

**11h30 > 12h**

VEGEPOLYS VALLEY • [Replay SIVAL Online](#)  
The Sucseed project: the development of natural alternatives in order to protect seed.

**11h30 > 12h**

SIVAL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
**THE DIVERSIFICATION RENDEZVOUS by SIVAL** • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
Young forestry plants.

**12h15 > 12h45**

VEGEPOLYS VALLEY • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
**NEW SECTORS** : Presentation of tropical plants, Paulownia, the honeyberry.

**12h15 > 12h45**

CTIFL • [Replay SIVAL Online](#)  
A new predatorial mite for the control of tomato russet mites.

**13h45 > 14h15** | Pitches entreprises - ABBA

The huge challenge of biocontrol and bio stimulants: to transform farming for the future thanks to agroecology.

**13h45 > 14h15**

ASTREDHOR • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
How to reduce the risks of failure for innovative products? Upstream analysis of ornamental horticultural consumers.

**14h30 > 15h** | Company pitches - Contract for solutions

A group that encourages agro-ecological transition: feedback.

**14h30 > 15h**

INRAé • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
Using market gardening waste for biomass by completing the circle in the Pays de la Loire.

**15h15 > 15h45** | Company pitches - Certis Belchim

Problab : A new lateral technological solution to fight against certain pathogenic fungi.

**15h15 > 15h45**

Chambre d'Agriculture des Pays de la Loire • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
Biodiversity in urban areas: is it possible to recolonise species ?

**16h > 16h30** | Pitches entreprises - De Sangosse

Strengthening the fight against black rot in vines with ARMICARB and LBG-01F34.

**16h > 16h30**

CTIFL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
Management and mechanisation of apple orchards : why twin axial plants and certain rootstock are interesting.

**16h45 > 17h15**

IFV • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
Cleaning copper from vineyard soil.

**16h45 > 17h15** | Pitches entreprises - Corteva Agriscience

Notable progress in biocontrol solutions, true benefits for farmers.

**17h30 > 18h**

GEVES • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
A voyage into the heart of seeds in order to see what's invisible. Detection and quantification of insect damage in seeds by 3D radiography.

**17h30 > 18h** | Pitches entreprises - Koppert - Andermatt

The codling moth in apple trees, two biocontrol solutions: nematodes (Koppert) and baculoviruses(Andermatt).



# Wednesday 15 January

9h > 18h

Edition QUAE - Stand VEGEPOLYS VALLEY

Discover the range of books with a plant theme from the editor Quae.

9h > 18h

GEVES - Stand VEGEPOLYS VALLEY

Plant quiz.

9h > 17h

INRAE - Stand VEGEPOLYS VALLEY

A cartoon book about a workshop for the codesign of an agro-ecological orchard.

9h > 18h

GEVES - Stand VEGEPOLYS VALLEY

Have you got the grain of a champion ? Testing yourself about seed identification.

9h > 18h

Institut Agro - Stand VEGEPOLYS VALLEY

Geographical origin of fruits and vegetables.

9h > 18h

Institut Agro - Stand VEGEPOLYS VALLEY

A degree in horticulture, discover the careers of the future.

9h > 12h

CTIFL - Salons Loire • [Replay SIVAL Online](#)

## TECHNICAL DISCUSSIONS CTIFL

Creating an offer, adding value to fruits and vegetables at the retail stage and consumer expectations.

9h30 > 10h30

Université d'Angers - Stand VEGEPOLYS VALLEY

Test your knowledge about insect pests !

10h > 12h15

IFV - Salle Maine • [Replay SIVAL Online](#)

## EUROVITI Colloquium

Wines without sulphites: how to produce them? How do consumers see them ?

10h > 12h

BIO EN HAUTS-DE-FRANCE - Rotonde Ardésia

Super potatoes !

10h30 > 11h

DELLED La Fleur et VEGEPOLYS VALLEY - Stand VEGEPOLYS VALLEY

Indoor therapeutic cannabis crops: a new diversification opportunity for farmers.

11h > 11h30

Stand VEGEPOLYS VALLEY

VEGEPOLYS VALLEY invites you to discover the use of hyperspectral artificial intelligence to aid phenotyping.

11h

Stand du MIN d'Angers - Hall D - BD - 258

SOLAAL solidarity cocktail. Agricultural donation and fight against food waste.

11h > 12h30

Chambre d'Agriculture des Pays de la Loire - SAFER - Cultive - VoxDemeter - CIAP49  
Salle Layon

Roundtable – tools and aids for starting in farming, from an individual initiative to a dynamic region.

# Wednesday 15 January

**11h30 > 12h**

Stand VEGEPOLYS VALLEY

VEGEPOLYS VALLEY presents the prizewinners of its concours for start-ups.

**14h > 15h30**

Salons Loire • [Replay SIVAL Online](#)

ROUNDTABLE | Crop diversification: economic strategies, technical innovations and agronomic challenges.

**14h > 16h**

Chambre d'Agriculture des Pays de la Loire - Salle Aubance

Gaining clients and backing up the relationship.

**14h30 > 15h**

GEVES - Rotonde Ardésia

Measuring seed vigour for production despite crop growing limitations.

**14h30 > 16h30**

CTIFL - Salle Maine • [Replay SIVAL Online](#)

Rationalisation of energy expenditure in glass houses: what technical solutions are there for the future?

**16h > 17h30**

Chambre d'Agriculture des Pays de la Loire - Salons Loire • [Replay SIVAL Online](#)

Surveillance of crop pests, backed by connected tools to detect and have a better understanding of them.

**16h > 16h30**

Stand VEGEPOLYS VALLEY

VEGEPOLYS VALLEY presents the prizewinners of its concours for start-ups.

**16h30 > 18h**

Chambre d'Agriculture des Pays de la Loire - Salle Aubance

Resistant varieties in wine production: nearly 10 years of experience in the Val de Loire.

## EXHIBITOR CONFERENCES (outside the official programme))

**10h30 > 12h - Salle Aubance**

DIVATEC

Artificial intelligence applied to non-soil crops.

**14h > 15h30 - Salle Authion**

SOTRAFA-REYENVAS-SOLPLAST

Reducing heat stress of plants and increasing yields.

**15h > 16h - Salle Lys**

EF POLYMER

Lasting solution against water stress in agriculture.

**15h15 > 16h15 - Rotonde Ardésia**

PLANT EMPOWERMENT

Less energy and greater yields under glass: the integrated approach of Plant Empowerment !

**10h > 10h30**

Chambre d'Agriculture des Pays de la Loire • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 Biodegradable and compostable materials in vegetable crops, how about an update ?

**10h > 10h30**

VEGEPOLYS VALLEY • [Replay SIVAL Online](#)  
 PHENOSTIM : High debit phenotyping for grading and identification of innovative biostimulants seeking to reduce the impact of stress in wheat and tomatoes.

**10h45 > 11h15** • [Replay SIVAL Online](#)

Astredhor  
 Promoting Hymenoptera aggressors in order to optimise the natural regulation of aphids.

**10h45 > 11h15**

CTIFL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 Benchmarking for diversified market gardening on a small area.

**11h30 > 12h**

SIVAL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
**THE DIVERSIFICATION RENDEZVOUS by SIVAL** • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 The pomegranate - feedback from a producer, from the young plant to processing.

**11h30 > 12h** • [Replay SIVAL Online](#)

Chambre d'Agriculture des Pays de la Loire  
 Aphid management using organic methods

**12h15 > 12h45** • [Replay SIVAL Online](#)

CTIFL  
 STRATOS Project : Combining the methods available to create strategies for protection against *Drosophila suzukii*.

**12h15 > 12h45**

VEGEPOLYS VALLEY • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
**NEW SECTORS** : Presentation of tropical plants, hop byproducts, the honeyberry.

**13h45 > 14h15**

Chambre d'Agriculture des Pays de la Loire • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 How can I improve water retention in my soil ?

**13h45 > 14h15** | Company pitches - Sumi Agro

Bio-sourced sexual confusion and innovation in orchards for the future.

**14h30 > 15h** | Company pitches - BAYER

New solutions for sexual confusion with VYNYTY.

**14h30 > 15h**

La Ferme Digitale • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 How to assist ecological transition ?

**15h15 > 15h45**

Interloire • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 The wines from the Loire are collectively managing their carbon impact.

**15h15 > 15h45** | Company pitches - Amoéba

AXPERA : A new efficient bio-fungicide against mildew and powdery mildew in market gardening/ vineyard crops.

**16h > 16h30** | Company pitches - Philagro France

The key to bio-stimulant success and new results.

**16h > 16h30**

CTIFL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 How to protect and overcome viral diseases in tree production ?

**16h45 > 17h15**

VEGEPOLYS VALLEY | CCI 49 • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 Transforming one's offer: how can consumer expectations be better satisfied ?

**16h45 > 17h15** | Pitches entreprises - Vivagro

Integrated management of pathogens using biocontrol: the case of the bio-fungicide *Trichoderma asperellum* T34.

**17h30 > 18h**

INRAé • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)  
 The VIFA (Varieties of Interest at the End of Adaptation) and their deployment in wine producing regions.

**17h30 > 18h** | Pitches entreprises - CBC Biogard

Bio-control and apple orchard pests: answers from CBC BIOGARD

# Thursday 16 January

9h > 18h

Edition QUAE - Stand VEGEPOLYS VALLEY

Discover the range of books with a plant theme from the editor Quae .

9h > 18h

GEVES - Stand VEGEPOLYS VALLEY

Plant quiz.

9h > 17h

INRAE - Stand VEGEPOLYS VALLEY

A cartoon book about a workshop for the codesign of an agro-ecological orchard.

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GEVES - Stand VEGEPOLYS VALLEY

Have you got the grain of a champion ? Testing yourself about seed identification.

9h > 18h

Institut Agro - Stand VEGEPOLYS VALLEY

Geographical origin of fruits and vegetables.

9h > 18h

Institut Agro - Stand VEGEPOLYS VALLEY

A degree in horticulture, discover the careers of the future

9h30 > 11h45

IFPC - Salons Loire • [Replay SIVAL Online](#)

## TECHNICAL DISCUSSIONS ABOUT CIDER PRODUCTION

The advantages of using active dry yeasts in cider fermentation.

10h > 12h

Chambre d'Agriculture des Pays de la Loire - Salle Maine • [Replay SIVAL Online](#)

SUPERNOMA Project : How green covers and organic matter (compost or pellets) could become an innovative means of market gardening crop protection ?

10h > 12h

Astredhor - Salle Aubance

With Europe: six projects aiding professionals.

10h30 > 11h

DELLED La Fleur et VEGEPOLYS VALLEY - Stand VEGEPOLYS VALLEY

Indoor therapeutic cannabis crops: a new diversification opportunity for farmers.

11h30 > 12h

Stand VEGEPOLYS VALLEY

VEGEPOLYS VALLEY is presenting the prize winners of its start-up concours.

14h > 14h30

Le Jardin de Pauline 85 - Stand VEGEPOLYS VALLEY

Workshop for tasting comestible fresh flowers by VEGEPOLYS VALLEY.

14h > 15h

Shift Project - Salle Maine

Energy, climate: heading towards a low carbon, resilient and prosperous agriculture by 2050.

14h > 15h30

Chambre d'Agriculture des Pays de la Loire - Salons Loire

Ecophyto | National DEPHY wine production meetings: 10 years of results.

14h > 15h

Institut Agro - Salle Aubance

For professionals in the plant production sector: Institut Agro is at your side, from training to innovation.

16h > 16h30

Stand VEGEPOLYS VALLEY

VEGEPOLYS VALLEY presents the prizewinners of its start-up concours.

**10h > 10h30**IFV • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)*Malolactic fermentation and the base of the vat: the first results and feedback from the MaloLoire project.***10h > 10h30**INRAE • [Replay SIVAL Online](#)*Projet Protect + : Putting plant protection into place using an alternative solution of plant extracts with a magnesium base***10h45 > 11h15**INRAE • [Replay SIVAL Online](#)*Optimisation and diversification of macroorganisms for biocontrol: the input from Innofenso.***10h45 > 11h15**IFV • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)*Preventative hygiene and microbiology for wine cellar: presentation of real situations.***11h30 > 12h**SIVAL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)**THE DIVERSIFICATION RENDEZVOUS by SIVAL** • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)*Chestnuts and raspberries, crops of the future, candidates for diversification: market opportunities technical prerequisites, expected results.***11h30 > 12h**VEGEPOLYS VALLEY • [Replay SIVAL Online](#)*PHENOSTIM : High debit phenotyping for selecting and identifying innovative bio stimulants aimed at limiting the impact of stress in wheat and tomatoes.***12h15 > 12h45**VEGEPOLYS VALLEY • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)**NEW SECTORS** : Presentation of spirulina, the truffle sector and the honeyberry.**12h15 > 12h45**INRAE • [Replay SIVAL Online](#)*A new solution for combating phytophagous nematodes.***13h > 13h30**CTIFL • [Replay SIVAL Online](#) • [Direct SIVAL TV](#)*Regulating aphids in useful plants: a success story, a promising branch and the traps to be avoided.***AGREEN STARTUP 14h > 15h30***Final pitches | A look back at previous concours prizewinners.***14h > 14h30** | Company pitches - IF TECH*Innovation in the fight against pests: using drones to drop lacewings.***14h45 > 15h15** | Company pitches - Alliance Biocontrôle*IDigi-Agro : Digital training for integrated crop protection and biocontrol.***15h30 > 16h** | Company pitches - Action Pin*Advantages of a terpene adjuvant to prevent run-off from market gardening and fruit crops.***AGREEN STARTUP 16h30 > 17h15***Prize awards for the Agreen Startup Concours and the presentation of partners.*



# Practical information

#sivalonline

#sivalTV

#conviviality

#solidarity

#rse

## Web & mobile application

SIVAL Online is the web and mobile application that will enable you to stay completely connected with specialist plant production, before, during, and after the SIVAL and to optimise your experience as a visitor or exhibitor.

SIVAL ONLINE is :

>A **visitor directory** that is efficient with multiple criteria enabling the publication of pictures, videos and the creation of a personalised show visit guide.

>A **catalogue** that lists all the equipment, products and key services published for the visitors by the exhibitors on their business description sheets.

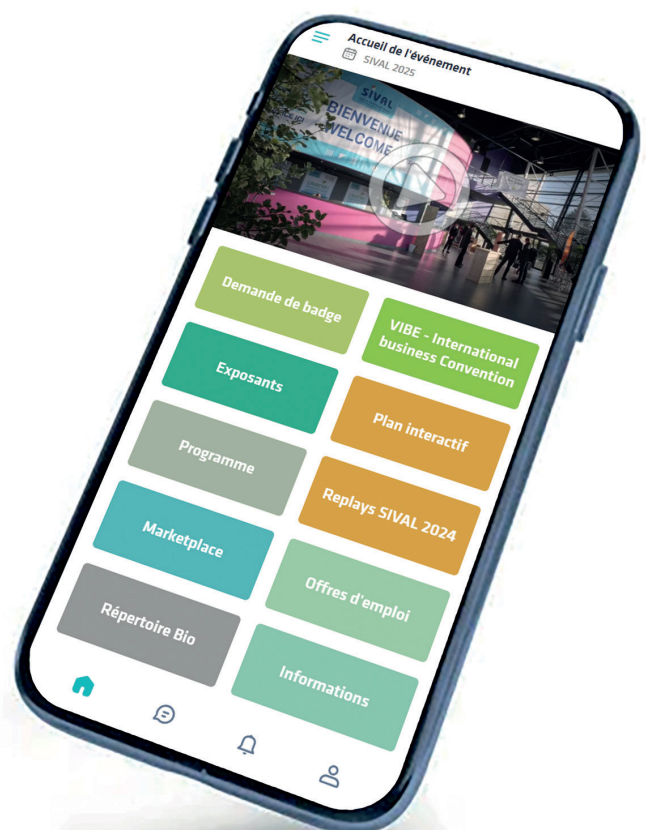
>**BtoB rendezvous making** : Direct requests for rendezvous with exhibitors by using the application.

>A **catalogue of employment offers** from exhibitors at the show.

>A **full programme of conferences and speeches** either live and/or using replay on the application.

>The **VIBE Business convention** (country sheets, markets, presentation and appointments at the VIBE).

>An **interactive plan** enabling visitors to locate themselves at the show, to plan routes and to access exhibitor information.





## SIVAL TV, web TV at the SIVAL

A video broadcast continually throughout the three days live and then via replay on SIVAL Online, reports, behind-the-scenes, forums, highlights from the different sectors point of view and innovation themes, internationally, agro-ecological transition...

On the programme: La Serre (Forum area) live, reports from the show's aisles in partnership with REUSSIR Fruits & Légumes, the SIVAL Innovation Prizewinners, the forums (in the morning) in the Biocontrol & Plant Health Area.

This rich content produced for the SIVAL, enables visitors and exhibitors to have access to a catalogue (V.O.D) of more than 250 videos made since the 2022 show, of solutions for **agro-ecological transition challenges in the specialist plant production sector**.

To access SIVAL TV, go to SIVAL Online  
<https://online.sival-angers.com>.



## The time for sharing

Conviviality is also an integral part of the DNA of the SIVAL. Not only does it encourage discussions, it enables visitors and exhibitors to meet up and talk in a convivial atmosphere. This year there will be several opportunities to meet in a festive environment.

### SIVAL | VIBE International evening

**Tuesday 14 January | 20h - 22h**

Musée Jean Lurçat

Organised by the SIVAL and VEGEPOLYS VALLEY, and open to the show's international public (VIBE participants, foreign delegations, Foreign journalists...): the evening will take the form of a Networking cocktail party enabling exhibitors at the SIVAL to have in-depth discussions with the international public in a convivial atmosphere.

### The SIVAL Gala evening

**Wednesday 15 January | 20h - 23h**

Greniers Saint-Jean

This year the exhibitor evening is replaced by a Gala evening that will take place at the Greniers Saint-Jean.

You will receive a personal invitation for this event.

**>>> Registration obligatory**



### The SIVAL Innovation Prize-giving

**Tuesday 14 January | 18h**

Innovation & Convivialité area at the SIVAL

Come and meet the prizewinners of the SIVAL Innovation 2025 Concours.

### L'Apéro Réso

**Wednesday 15 January | 12h45**

Innovation & Convivialité area at the SIVAL

Put your smartphones to one side! A time for sharing and discussion face-to-face!



Crédit photo : Régine Lemarchand



facilite  
le don alimentaire

SIVAL will be associating itself for the fourth consecutive year with the SOLAAL Association in order to encourage exhibitors to make food donations throughout the three days of the show. **To make this possible there will be three collection points at the show for exhibitors which will be cleared on Thursday, 16 January from 17h.** Exhibitors will also have the opportunity to put their donated products on their stands on Thursday from 18h, for collection after the show's closure. Products authorised: fruits, vegetables, boxes of biscuits (not opened) vacuum packed prepared meals. **The collection of food donations will be open to visitors again this year.**

At the SIVAL 2024, the  
equivalent of

**2 800**

meals were collected  
(1 400 kg)

### *What is Solaal ?*

> SOLAAL is a recognised association that facilitates the organisation of donations from the agricultural and food processing sectors to the associations that distribute food aid. **Each year SOLAAL enables 3500 tons of food products, mainly fresh produce to be collected, which is the equivalent of 7 million meals**, benefiting the most impoverished members of society

>The Association is actively fighting against food wastage. As a result, since its creation, SOLAAL has enabled the recovery of **more than 35,000 tons of food products that would otherwise be thrown away.**

>**This year the association is offering to buy and sell for charity.** It is a means of buying products from farmers at a price that is satisfactory for them, as well as for the food aid associations who will be buying the produce. **This new system will reinforce donations at a time when the demand for food aid from associations is exploding, particularly where fresh produce is concerned.**

Find out more about SOLAAL : [www.solaal.org](http://www.solaal.org)

### *A single platform*

A single platform will enable businesses to save time when making a donation. The support of farmers is possible under different situations: fruits and vegetables that are not the right calibre, cancelled orders, rejection at sorting, problems with packaging, products with a short shelf life, donations, discontinued recipes...

>SOLAAL is backed by a network of 11 regional antennae for collecting donations throughout the region.

Discover SOLAAL at the SIVAL on stand MINSOMINVAL / Hall D (Allée B-C - stand 258). Contact SOLAAL Pays de la Loire : Clémentine CHAUEAU and Anouk TAN. [paysdelaloire@solaal.org](mailto:paysdelaloire@solaal.org)

The SOLAAL  
application  
for making  
donations



# DESTINATION angers

Destination Angers is the agency for publicising the region, and its principal aim is to guarantee conditions for the optimal, coherent and coordinated development of business tourism and accreditation in the region.

Destination Angers has a wide-ranging offer and is responsible for the management of the following sites :

- > Parc des Expositions
- > Centre de Congrès
- > Office de Tourisme

Destination Angers is the owner and organiser of several events for the « general public » or professionals including the SIVAL.

[www.destination-angers.com](http://www.destination-angers.com)

## *Our commitment*



Destination Angers is committed to continual improvement for the eco-responsibility of its events and has had ISO 20121 Certification since March 2023.

The SIVAL is the star event organised by Destination Angers, and is part of this initiative. The teams involved are committed to reducing the environmental impact of the event.

Discover the commitments of Destination Angers at [www.destination-angers.com](http://www.destination-angers.com) as part of our initiative for ISO 20121 certification. More especially, the commitments of the SIVAL at [www.sival-angers.com](http://www.sival-angers.com).





NOTES







**SIVAL**  
THE WORLD-CLASS  
TRADE FAIR FOR PLANT PRODUCTION

2025  
JAN. 14 > 16

EXHIBITION CENTRE  
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#SIVAL25

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Un événement



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