



Conferences details - Tuesday 1 December

➤ **Managing soils in the Mediterranean region**

Organised by the French Institute of Vines and Wine and the Languedoc-Roussillon Regional Chamber of Agriculture

Tuesday 1 December 2009 - Room A - 10 am to 12 pm

Mediterranean soils are currently at risk from a wide range of threats: erosion, compaction, and loss of organic matter... This degradation compromises both soil fertility and land conservation. How do we manage and conserve wine-growing soils in the face of these dangers? This conference will provide an introduction to several of the latest scientific and technical advances made in the field of sustainable management for Mediterranean soils.

➤ **Simultaneous inoculation with yeast and lactic acid bacteria: benefits and implementation.**

Organised by the Institut Français de la Vigne et du Vin and the IHEV

Tuesday 1 December 2009 - Room B - 10 am to 12 pm

There are two key challenges involved in malolactic fermentation management: the reduction of production costs and the conservation of the sensory and hygienic qualities of wines. Given these requirements, lactic yeast/bacteria co-inoculation is a very useful technique that must, however, be adapted to the type of wine produced and the conditions offered to the lactic bacteria.

➤ **BI-EAU, an agreement designed to develop organic agriculture in regions where water quality is a priority issue.**

Organised by the Languedoc Roussillon Region

Tuesday 1 December 2009 - Room C - 10 am to 12 pm

The Bi-Eau agreement exists to develop organic farming in regions where water resources have been damaged by excessive use of pesticides. It represents one of the key aims of the framework agreement signed in July 2007 in compliance with the principles of the SDAGE project (an outline plan for developing and managing water resources) - to limit pollution due to pesticides, nitrates, etc. The agreement was signed by the Languedoc-Roussillon regional council, the Rhône-Mediterranean-Corsica water agency and the French government in order to encourage sustainable and independent management of water in the Languedoc-Roussillon region.

This agreement is the result of in-depth preparatory work carried out by professional partners who are signatories of agreement from the Regional Federation for Organic Farming (FRAB), the Regional Chamber of Agriculture, The Regional Federation of Farming Cooperatives, the Rhône Mediterranean Corsica Water Agency, the Regional Council and the French Government.

The Bi-Eau agreement provides the framework for work in the following key areas:

- 1/ the introduction of and support for development projects in priority regions,
 - 2/ the mapping of projects,
 - 3/ the mobilisation of regional farming partner networks.
-



➤ **Developments in techniques for clarifying must**

Organised by Jean-Michel Desseigne, (French Institute of Vines and Wine)

Tuesday 1 December 2009 - Room D - 10 am to 12 pm

Filtration, centrifuging, flotation, etc... a great deal of research is being done into clarifying must, with a number of major innovations in the processes and equipment used. The possibilities are now very varied. The aim of this conference is to take stock of technical advances being made and, using studies carried out by the IFV and its partners, to specify the effects that new techniques have on the types of wine obtained - in white, rosé and red vinification.

➤ **Competitive watch of the fruit and vegetable sector**

Organised by FranceAgri Mer and by Cabinet Agrex Consulting

Tuesday 1 December 2009 - Room F - 10 am to 12 pm

Is the biggest producer always the most competitive?

Is a major internal market an asset or a disadvantage?

For which fruit or vegetables do brands, commercial organisation, and research and development represent the determining criteria for competitiveness?

In 2007, for a better understanding of the strengths and weaknesses of the competition on the global market, FranceAgriMer set up an international competitive watch for the fruit and vegetable sector in partnership with the firms Agrex Consulting and Stéphane Bonetti Consultants. Six major export products – cauliflowers, tomatoes, lettuces, strawberries, peaches/nectarines and apples – were selected for ongoing analysis in six areas of competitiveness representing some 60 criteria including quantitative factors (crop area, production volume, market share in the main import countries etc.) and qualitative factors (susceptibility to disease, labour requirements etc.). This method allows for a comparative rating of the main competing countries.

This watch is an essential tool for monitoring the competitiveness of France's various fruit and vegetable sectors compared with their main competitors.

FranceAgriMer will be giving a sneak preview of the highlights of these results in the 2009 edition of its *Competitiveness Factors of French Fruits and Vegetables on the International Market*.

➤ **Vine irrigation: advantages and disadvantages of regional generalization**

Organised by the Languedoc Roussillon Region

Tuesday 1 December 2009 - Room B - Afternoon

Part 1: A Sup Agro teacher (or INRA Pech researcher) provides an overview of the benefits of vine watering.

Part 2: the difficulties of developing vine irrigation.

- Availability of water resources: an overview of the SDAGE/DCE approach shows that numerous local resources are running a quantitative deficit

- Aqua-Domitia Focus: the Rhone resource will not supply the whole region: a combination of the "orphan area" effect and cost of water issues.

- Economic cost effectiveness of projects: this part will address budgetary issues, in particular the FEADER European fund section, currently unavailable for this type of project, strategic business projects and regional development. In fact, without local authorities and an interest beyond the wine-growing issue alone, it will be difficult to ensure the cost effectiveness of such investments and therefore to develop them significantly in the region.



Part 4: example of the VPE project in relation with the strategic business project.

Conclusion: irrigation may offer a promising solution for the wine-producing economy in certain cases, but should not be considered as THE solution to the wine-producing crisis at a regional level. There are other technical and commercial solutions.

Given all of these uncertainties, the region was keen to work on two trial sites to test the technical or economic feasibility of such developments.

➤ **Technologies for information and communication behind innovations
in the wine-making sector**

Organised by Montpellier Agglomération in partnership with SupAgro, Q@limesditerranée, Cemagref and ICV

Tuesday 1 December 2009 - Room C – 3 pm to 5 pm

Innovation is an essential ingredient in helping companies to remain competitive in the face of the new challenges of the wine-making sector. New innovative projects involve key players from right across the sector pooling their research and development expertise. These projects involve developing new and innovative tools for working more accurately and in ways that are less harmful to the vines' immediate environment, finding ways to optimally control the vinification process and experimenting with new information management approaches (technical, geographical, economic, etc.). Information and communication technologies (ICT) are a rich source of innovation. Indeed, many companies in the Montpellier region are working on projects designed to optimise wine production through the use of ICT.

The key aims of this round table discussion are to:

- provide an overview of the research and training potential in the wine-making sector and the ICT skills used in it
- provide company directors with the means to initiate R&D projects involving public research, private research and contributions from institutions

Various concrete examples of projects or emerging technologies will be presented. These will include joint projects, such as the Vinnotec project, an overview of which will be given in the presence of researchers (from Cemagref, INRA and SupAgro) and companies involved in the sector (component manufacturers, service companies) as well as from the Q@LIMEDiterrannée competitiveness hub.

➤ **Changes in regulations for crop insurance schemes**

Organised by Groupama Sud

Tuesday 1 December 2009 - Room D - 3 pm to 5 pm

More details will be available soon

Contact: Valérie Perez, Groupama Sud Communications Manager

Tel: 04.67.34.82.70 or 06.87.81.31.39 – Email: vperez@groupama-sud.fr