



Conferences details - Wednesday 2 December

- **Traceability in the olive-growing sector: modern tools that are available free of charge for olive growers, oil mills and patissiers**
Organised by Jean-Michel Duriez, AFIDOL

Wednesday 2 December 2009 - Room A - 10 am to 12 pm

Traceability in the field of olive oil production requires the follow-up and recording of all operations, from the olive grove to the purchase of the packaged product by the end consumer.

The French olive oil profession has responded to these developments by developing tools capable of assisting the different operators in these tasks.

Two distinct tools have been developed:

- **The 2010 guide to the integrated protection of olive trees**

This guide makes all of the products approved for the cultivation of this species accessible to a wide audience, offers guidance to producers in their various technical operations and, lastly, provides them with a tool to record their various farming operations.

- **Open access traceability software**

This software ensures the traceability of products from the oil producer to the packaging and labelling stages, in compliance with the technical specifications imposed by the relevant national authority.

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- **French viticulture Observatory**

Organised by France AgriMer and the development cell of the IAMM

Wednesday 2 December 2009 - Room B - 10.30 am to 12.30 pm

The impact of grubbing vines, changes in wine varieties, the future of PGIs (local wines vs. varietal wines without indications of geographic origin), climate change, reorganization/specialization of market launch structures... these are some of the factors that will change the direction of wine-growing in the future. We now have access to a large amount of clearly indicated data which will function as essential resources for managing these changes.

In response to the major challenges of French wine-growing, FranceAgriMer (with the support of the land-use team of the Institut Agronomique Méditerranéen de Montpellier) has developed an Internet tool sector participants can use to access nearly one thousand documents which are regularly updated. The information, taken mainly from public data related to aid management, are accessible in the form of new representations of the French wine-growing industry (charts, graphs, interactive maps and search engines).

This interactive presentation will cover the potential applications of FranceAgriMer's French Wine-Growing Observatory, a valuable tool for anticipating and understanding structural changes (varietal wines without indications of geographic origin, climate change, developments in market launch structures etc.).



➤ **The challenge of creating new vine varieties**

Organised by the French Institute of Vines and Wine, the INRA and the Vaucluse Chamber of Agriculture

Wednesday 2 December 2009 - Room C - 10 am to 12 pm

Against a backdrop of climate change and the requirement to minimise use of phytosanitary products, this conference will outline programmes to create new varieties that have a higher resistance to fungal diseases, such as blight and oidium. It will also look at progress being made, the roles played by various bodies and what the future holds in terms of having these new varieties registered.

➤ **Technical meetings focused on fruit: what the future holds for fruit farming**

Organised by the CTIFL

Wednesday 2 December 2009 - Room D - 10 am to 12 pm

In order for farming to be sustainable, it has to broaden its area of focus by adding new knowledge to its current body of expertise - expertise which currently strives to improve the economic competitiveness of each of its sectors. The avenues for investigation outlined during the Grenelle round table talks on the environment - and through the associated initiatives - provide the framework for wider research which factors in natural spaces and the environment. As such, each production sector has to find areas in which it can develop. Four presentations will show just how diverse the concerns are for the fruit farming sector. A tool to help with the mechanical thinning of fruit trees will be presented. An on-board system fitted on tractors for electronically controlling crop spraying will show that it is possible to better ration the use of phytosanitary products. Functional biodiversity and the role it plays in maintaining a healthy balance in orchards will then be looked at. Lastly, a presentation of how various species are adapting to climate change will outline possible avenues for exploration of this development.

➤ **Strategically managing performance in a cooperative: how to design, produce and implement key indicators for cooperatives within the context of Sustainable Government and Development?**

Organised by Marie-Laure RENAULT, tasked with Quality - sustainable development for the Languedoc Roussillon Regional Federation of Farming Cooperatives and Louis-Antoine SAÏSSET, tasked with Economics and Legal affairs for the Languedoc Roussillon Regional Federation of Farming Cooperatives in partnership with the Languedoc Roussillon Regional Council, DRAF, Hérault Hérault Technology Platform, University of Montpellier 2, Cregor

Wednesday 2 December 2009 - Room A - 3 pm to 5 pm

The two tools which are going to be unveiled during this conference - diagnostic 3D and COOPERFIC® - are both innovative and particularly well-suited to tough economic climates, which lead cooperatives to consider changing the way they do things. These essential changes are not only structured around new offerings or new products: they also involve more innovative systems of government and management. As part of this conference, we are going to be looking beyond



financial performance... and towards other types of performance (clients, social, societal, sustainable development).

➤ **Regional support for companies' strategic projects**

Organised by the Languedoc Roussillon Region

Wednesday 2 December 2009 - Room B - 2 pm to 4 pm

The wine market is now a global market. Like all global markets, companies are required to be high-performance, i.e., they are required to have a sound understanding of marketing and sales techniques, and sell:

- Products that are marketed with control over the mix (product, price, globalised distribution, sales).
- Discriminating products on their markets, i.e. products which stand out from the competition and so which are required to be innovative (research and experimentation, organic farming, etc.)

Needless to say, this development strategy requires regional structures to concentrate their support on projects leaving the market and moving upstream.

A presentation of how regional structures which operate in this way are changing will be followed by people sharing their experiences of:

- the structure of the organic farming sector: the case of CLVD (specialists in wines made using organic methods) / domaine des marins
- Management from downstream of the sector: VPE
- Developing an export strategy: By Lorgeril.

➤ **Could Languedoc-Roussillon double its output?**

Organised by Vinséo

Wednesday 2 December 2009 - Room C - 2 pm to 4.15 pm

Odd question?... Or not really?...

In order to inform discussion on this subject, Vinseo, the leading network of suppliers to the wine-growing and producing sector is organising a series of short and highly practical presentations followed by a debate. With no subject out of bounds, participants from the worlds of business, technology and industry will share their knowledge and questions with the audience.

A tasting session and buffet will be available at the end of the conference.

➤ **Mechanical pruning and minimal pruning**

Organised by the Languedoc Roussillon Regional Chamber of Agriculture

Wednesday 2 December 2009 - Room D - 3 pm to 5 pm

Pruning is a costly operation which has significant consequences on production costs. This conference, which is highly topical, will examine these two approaches (mechanical and minimal pruning), and will present the basic rules associated with each of them.