

# A Fertile Land for agri-food projects

## Loire Valley Region



**IMMEDIATE ACCESS**  
to the leading European pool of  
consumer demand



Controlled resources in  
**QUALITY  
WATER**



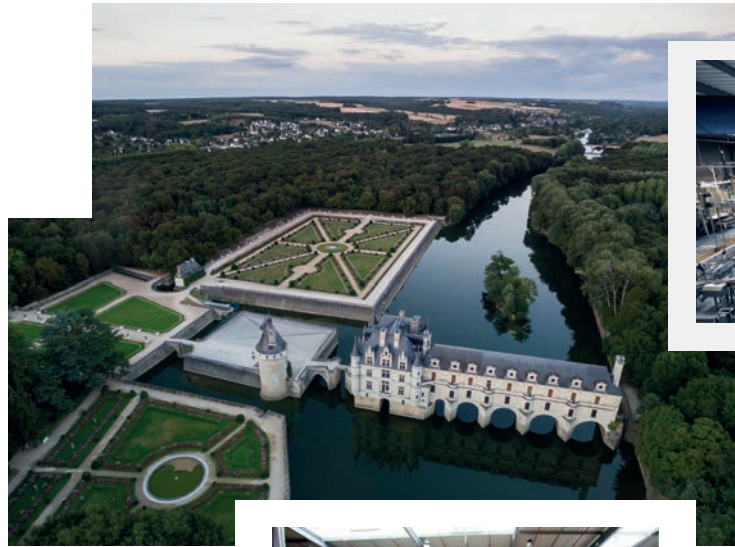
**PRODUCTION  
LEADERS** : cereals,  
oleaginous seeds, milk,  
beverages



**1H FROM  
PARIS**

A dedicated regional  
**INSTALLATION**  
offer property, land,  
incubation

# Loire Valley Region



Offer your project every opportunity !



## A culture of quality products

### • 1 Regional brand:

© du centre. 110 "local produce" products and specialities as part of the sector with examples of French cultural heritage (Tour rillettes, Berry green lentils...)

[www.cducentre.com](http://www.cducentre.com)

• **Wine-growing:** 15 regional PDOs (Sancerre, Reuilly, Touraine, Chinon, Cheverny, Saint-Nicolas de Bourgueil)...

• **5 cheese PDOs** (Poulligny St-Pierre, Selles sur cher, Crottin de Chavignol, Sainte-Maure de Touraine, Valençay).



## An active organic sector (meat, vegetables, milk)

• **A regional inter-professional Bio Centre association** a place of exchange, dialogue, communication and guidance for stakeholders.

• **600 operators** listed by the agency.

[www.bio-centre.org](http://www.bio-centre.org)



## Tailor-made training and skills

• **IFRIA Centre-Val de Loire**, the regional training centre for the food business

• **25 training courses** for food agriculture professionals at every level from apprenticeships to production engineer, quality, innovation, risk management. Work-Study courses: line conductor, food agriculture maintenance technician

[www.ifria-centre.fr](http://www.ifria-centre.fr)



## Professional organisations that are active in company life

• **A regional professional framework** association for food businesses: **Area Centre-Val de Loire**, 150 members.

[www.area-centre.org](http://www.area-centre.org)

• **Leading cooperatives:** **Axérial** : N° 1 french grain cooperative, **Teréos** : number 1 in France and number 3 worldwide in the sugar and starch industry.



## A regional dynamic of innovation that unites companies and research organisations

• **Isaac Newton food engineering hub** (Henrichemont-18): Two laboratories open to industrials: promoting technology, collaborative projects, assistance with innovation.

• **Food Val de Loire** (Contres-41), an agri-food entrepreneurship hub. Innovation incubator and cluster of 165 companies.

[www.val2c.fr](http://www.val2c.fr)

• **Open Agrifood** : unique forum about agriculture, agri-food and responsible distribution and an innovation incubator.

[www.openagrifood-orleans.org](http://www.openagrifood-orleans.org)

Offer your project every opportunity !



**Setting'up**  
Offer your property and real estate project every opportunity to succeed !

The Loire Valley Region data basis brings together all sorts of real estate and property opportunities: buildings, land, nurseries, incubators, warehouses, for sale or rent.

[www.settingup-centrevaldeleire.fr](http://www.settingup-centrevaldeleire.fr)



**Ambassad'up members :**  
professionals committed to your project !

8 Agri-food company directors are members of ambassad'up (Monnin, Vallegrain, Saint- Michel, Max Vauché, Biscuiterie de Chambord, Biscuiterie Rougié, les Crudettes, Génialis), sharing their experience, their contacts and their knowledge of the Loire Valley Region.

**Ambassad'UP**  
The network of regional ambassadors supported by DEV'UP

brings together company directors from the 6 departments to welcome project leaders and promote the advantages of our region.

[www.devup-centrevaldeleire.fr/lancement-demarche-ambassadeurs](http://www.devup-centrevaldeleire.fr/lancement-demarche-ambassadeurs)

## For an agri project, culture is threefold in Loire Valley Region

Culture in the productive sense: the vitality of the regional agricultural sector, resources that can be cultivated turned towards added value. A culture of manufacturing: with the presence of pillars of agri-food processing and distribution. A culture of sharing and innovation with multiple initiatives: Food Val de Loire in Blois and C2EI in Bourges, and the Isaac Newton centre in Henrichemont awarded the label of rural "Pôle d'Excellence" in food engineering !

ISABELLE DESJARDIN LAVISSE  
President of Génialis (Henrichemont 18)

They have chosen to invest in the Loire Valley Region

Personalised and professional guidance for your project

Barilla france, (€30M site regrouping), Orangina Suntory (€30M installation of a new cordial factory), Cristal Union (€25M new dehydration workshop), Laiterie de Saint- Denis de l'Hôtel (€25M 20,000 m<sup>2</sup> logistical platform), Georges Monin (€25M new factory) , Laiterie de Varennes (€10M acquisition of an AS/RS), Laiterie de Verneuil (€7.5M increased storage capacity), Volabraye (€6M 2,800m<sup>2</sup> extension), Ets Puigrenier (€5M tripling the production area), Croc' frais (€5M independent logistical platform), Ebly (€4.5M modernisation of equipment), Biscuiterie de Chambord (€4M extension)



The regional agency for economic development Dev'up Centre-Val de Loire brings together all of the regional economic players, state services, financial bodies, competitive clusters and research networks.

Through its 6 departmental outposts, Dev'up guides any business project (innovation, installation, investment, takeover, search for partners, export...).

[www.devup-centrevaldeleire.fr](http://www.devup-centrevaldeleire.fr)

# Loire Valley Region

## The southern gateway to Ile-de-France



### A comparative advantage

in terms of salaries, property and land compared to the leading French regions



### 3rd French region for industrial employment

540 international companies

Primary region for production:

medicine and cosmetic/  
perfume sector

Powerful private research  
servicing business

75% of total

R&D expenditure



### Stay connected with the entire world

2 international airports

25 million consumers within a 2 hour radius by road. Primary motorway hub towards France and Europe

A 3 hour drive from the main economic areas



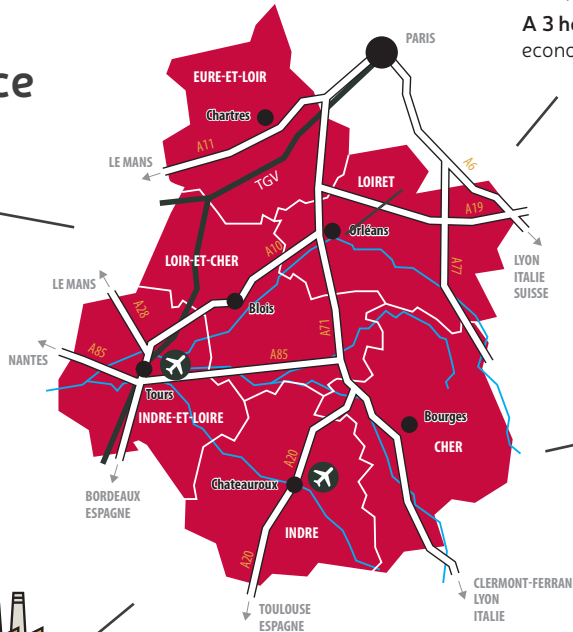
### A vibrant digital eco-system

Tech totems and places of welcome for start-ups in each department

2 incubators for the agriculture of the future

Les Champs du Possible (Châteaudun)

Agreen Tech Valley (Orléans)



### We invented

#### French "art de vivre"

Vallée de la Loire, 280 km of UNESCO world heritage site, 666 listed monuments, palaces and 65 museums

La Loire by bike, almost 1 million cyclists per year

15 DPO wines 3rd largest wine-growing region in France, renowned gastronomy (Tarte Tatin, Berry green lentils, Crottin de Chavignol...)

Emblematic leisure sites: Beauval Zoo Parc, 1 million visitors, Center Parcs, Brenne natural regional park

3rd position nationally for density of sports facilities

Any questions ?

Laurent LETHOREY

Head of economic attractiveness and marketing

[laurent.lethorey@devup-centrevalde Loire.fr](mailto:laurent.lethorey@devup-centrevalde Loire.fr)

T +33 6 32 02 74 94 // 02 38 88 83 63

DEV'UP Centre-Val de Loire

6 rue du Carbone . 45072 Orléans Cedex 2

T +33 2 38 88 88 10 / F +33 2 38 88 88 11

[www.devup-centrevalde Loire.fr](http://www.devup-centrevalde Loire.fr)

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