

Boosting innovation through networks

The FloracQ project in Auvergne Region

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TERRES d'AVENIR



300 000 000 € turnovers
4 000 farmers



Issues

Foster microbial flora useful for high quality raw milk cheeses' production

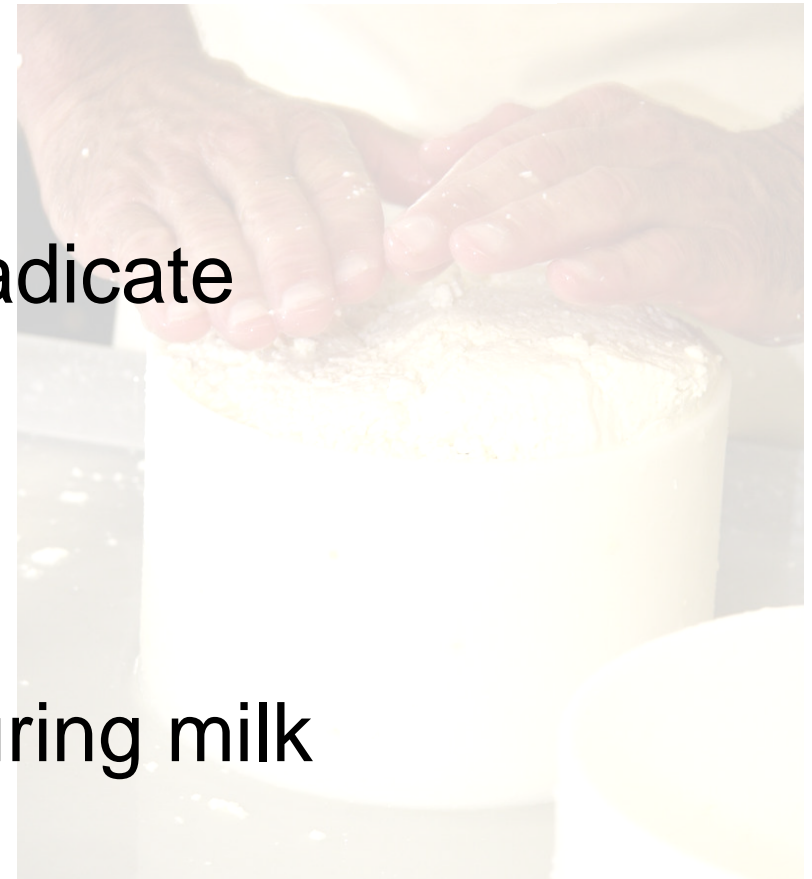


Trends

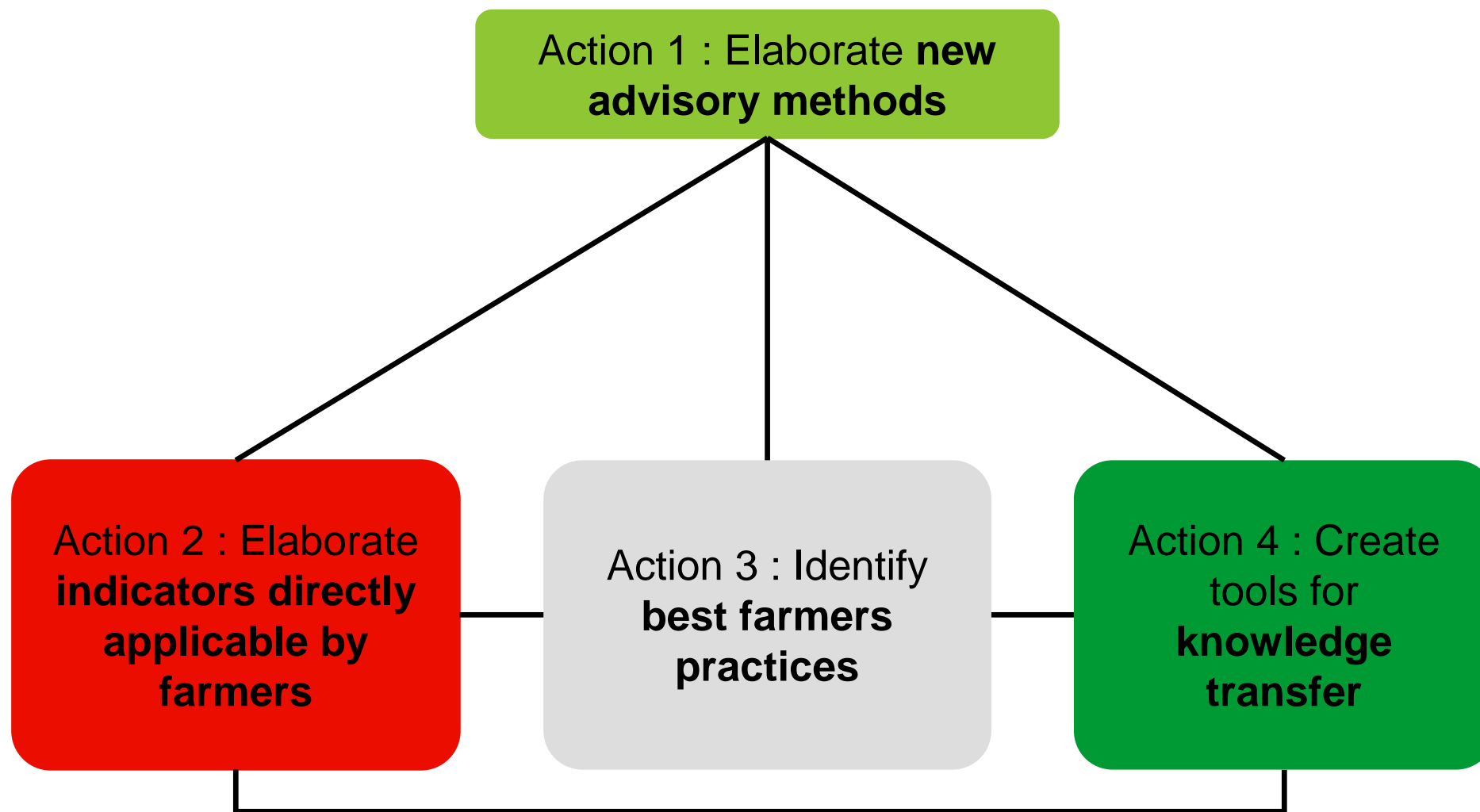
Reducing sanitary issues and eradicate all micro-organisms

Innovation needs

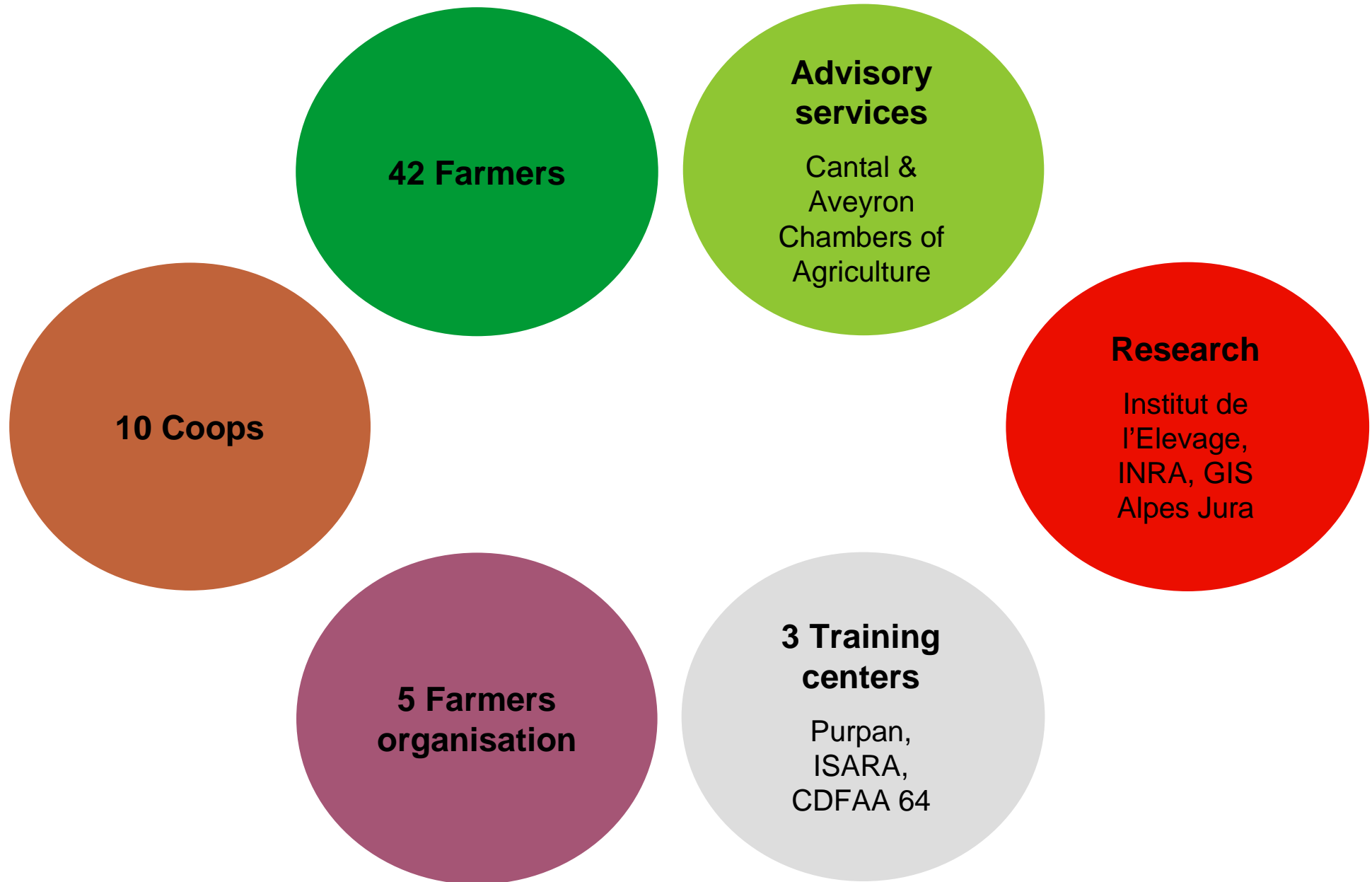
Drive micro-organisms quality during milk production



The FloracQ project 2011-2013



A multi-actor project coordinated by Cantal Chamber of Agriculture



FloracQ project is funded by CasDAR



National funds dedicated to support innovation in agriculture

A tax paid by farmers on their turnover (110 M €/year)

Strategic orientations co-defined by French Ministry and farmers' organizations

Innovation and Partnership Projects

An annual CasDAR tender "Innovation and Partnership" since 2004

Produce applicable results with an adequate partnership

Results

Housing conditions affect microbial flora

Microbial flora evolve between teats and tanks



Dissemination

Training courses for farmers

Seminars involving both farmers and researchers

Toolbox for microbial flora diagnoses

Dissemination towards other geographical areas : Alps and Jura



Success key elements



Cooperatives' involvement

Leverage effects on all the agro-food line and on added value for farmers

Farmers' involvement

Taking into account the reality of practices

A joint technology network

« Fromages du terroir »

An innovation broker and support service

Cantal Chamber of agriculture

The role of the « Fromages du terroir » Joint Technology Network



- Working habits between 15 organizations

INRA, Technical institutes, Chambers of agriculture, Training and education centers, farmers organizations...

- A working group on microbial flora



Joint Technology networks (RMT – since 2006)

- *Strengthening interactions between R&D actors*
- *Gathering existing knowledge*
- *Proposing innovation projects*
- *Funded for cooperation between actors for a duration of 5 years.*

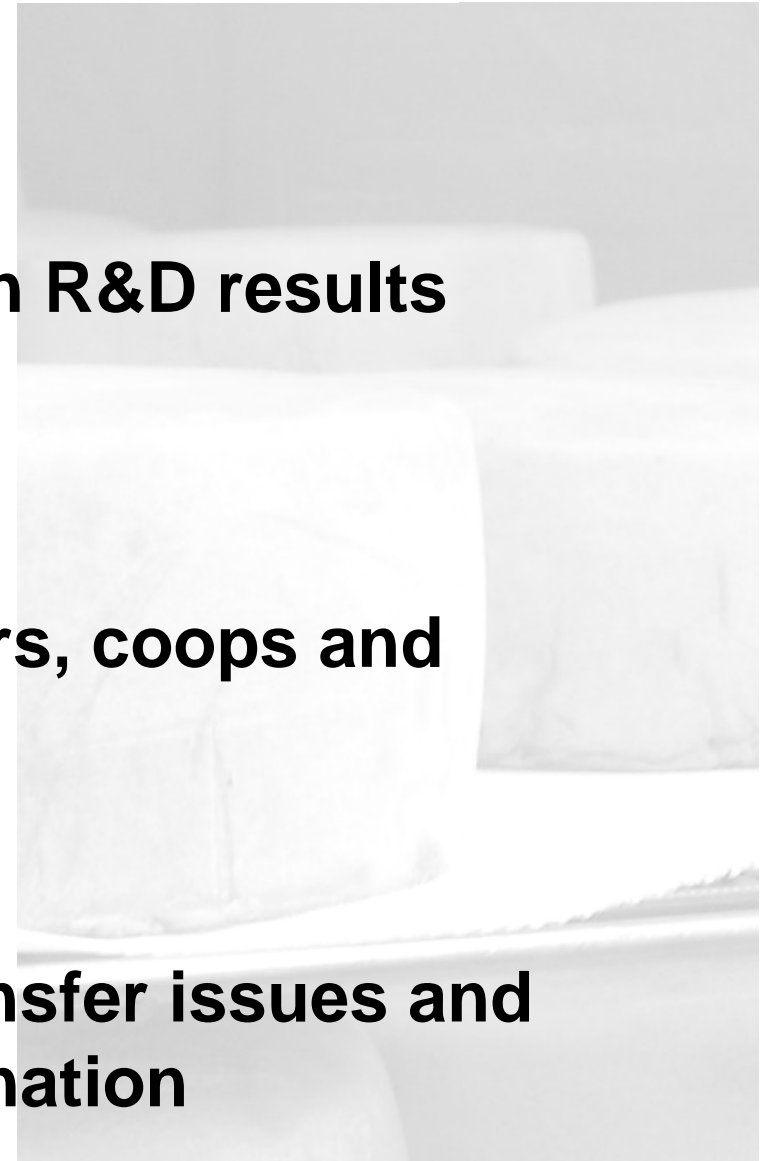
Advisors as innovation brokers and support services



Having a high degree of expertise in R&D results and farmers practices

Being able to mobilize either farmers, coops and research institutes

Taking into account knowledge transfer issues and having preoccupations on dissemination



How to go further in innovation supporting?



Facilitating projects and gathering knowledge

Boost thematic networks at all levels

Linking with farmers issues and knowledge and disseminating innovation

Advisory services should be more recognized as innovation brokers and support services

