



# EIP-AGRI Workshop 'Innovation in the supply chain: creating value together'

6-7 February 2018  
Lyon, France

All information of the workshop  
available on [www.eip-agri.eu](http://www.eip-agri.eu)  
at the event webpage

<https://ec.europa.eu/eip/agriculture/event/eip-agri-workshop-innovation-supply-chain-creating>

# Fieldtrip – Soy beans & alfalfa

## New business models and new ways of organising the supply chain



LOC'ALP is part of POEETE project (OG) and links the stakeholders from research, development and trainings of 2 regions Auvergne - Rhône Alpes and Bourgogne - Franche Comté.

LOC'ALP project is working on protein autonomy mixed farming at farm level and also at territory levels. At territory level, they are working on short supply chain (alfalfa and soya) to improve the local partnership between the breeders and the cereal farmers (with the involvement of cooperatives in the supply chain)

Speaker: Laurent Magnard



# Field trip: Soya and alfalfa

## Sara Mosch



eip-agri  
AGRICULTURE & INNOVATION

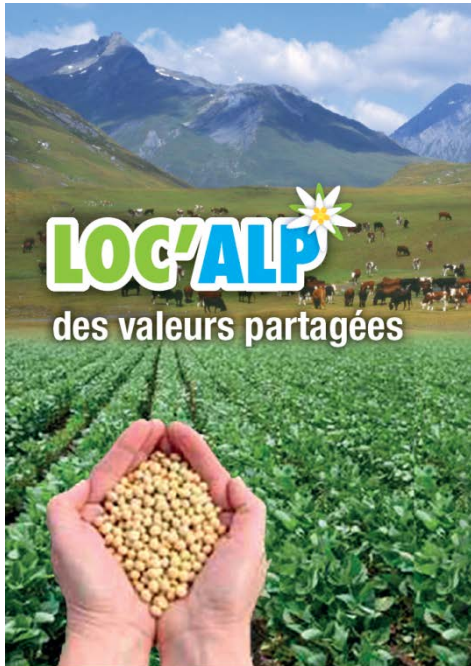




# LOC'ALP



# DEVELOPMENT OF SOY INDUSTRY



- Origin of the project
- Sector and brand development

**1<sup>ère</sup>** filière de soja  
100% Rhône-Alpes



la  
coopération  
agricole  
producteurs l'avenir

GROUPE  
DAUPHINOISE

Agir au service des Agriculteurs

COOPÉRATIVE  
DAUPHINOISE

GROUPE  
DAUPHINOISE

# SOYA SECTOR – WHY?

- Our catchment area is rich in appellations for the dairy sector
  - 15 appellations
  - 2500 producers under Quality Appellations SOQ (Sign Of Quality)



# SOYA SECTOR - WHY?

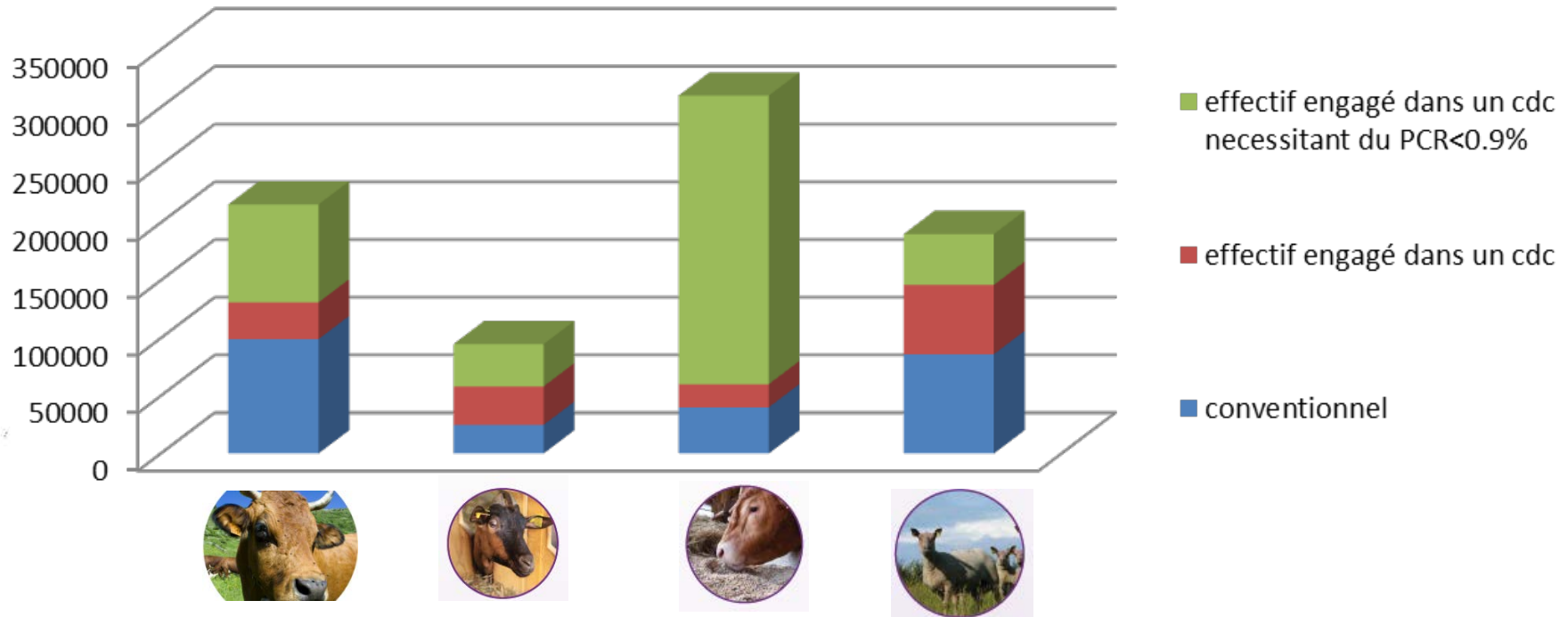
- Our catchment area is rich in appellations for the meat sector
  - 800 producers under Red Label
  - 45000 calfs exported from the department 71 per year





# SOYA SECTOR - WHY?

- Our catchment area is rich in appellations of Quality.



50% of the animals of our area are bred with GMO-free feed.

# SOYA SECTOR - WHY?

- Most of the time and according to the Official Signs of Quality; Animals have to be bred with gmo-free feed
  - Regarding a social demand
  - To keep a positive image

## Consumer view...



## Reality...



# SOYA SECTOR - WHY?

- **To cover the needs in terms of specifications**
  - **Rhône- Alpes + Franche Comté needs**
    - 50 000 T of gmo-free soya meal per year
      - » 10 000T for pork and poultry sectors
      - » 40 000 T for the ruminants sector
- **To enhance the regional crop production:**
  - **An historical of production in our area :**
    - In 1990 : 19 000 ha for 45 000 T
    - In 2017 : 5 000 ha for 15 000 T
- **To propose an alternative to corn crop in order to respect the regulatory environment.**
- **To research of an alternative culture to corn crop with agromic benefits.**

# SOY INDUSTRY – WHY DEVELOPPING THIS SECTOR?

- **To cover the needs in terms of specifications**
  - **Growing needs:**
    - An historical and long lasting need
    - Gmo-free enforces by Quality appellations
    - Exemples :
      - » C'est qui le patron : la marque du consommateur (WHO'S THE BOSS : consumer brand)
      - » White Label : démarche qualité de la coopérative SODIAAL ( quality approach of SODDIAAL COOPERATIVE)

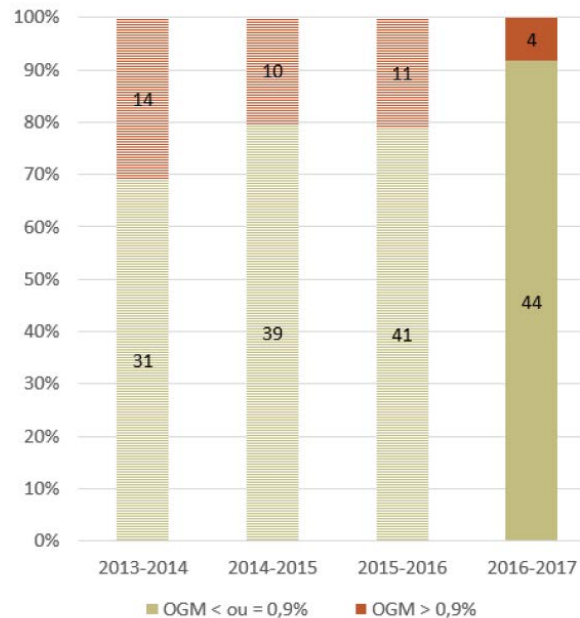
Quality- Image- Needs- Production capacity:

## Convert constraints into opportunities

# SOY INDUSTRY – WHY DEVELOPPING THIS SECTOR?

- To be able to offer soya meal with PCR analyses under 0.9%
  - Despite efforts of the profession, non-conformities are still observed
    - Production Risks
    - Transport Risks
    - Risk of cross contamination in the plants

Exemple: PCR analyses results  
(None for our cooperative)

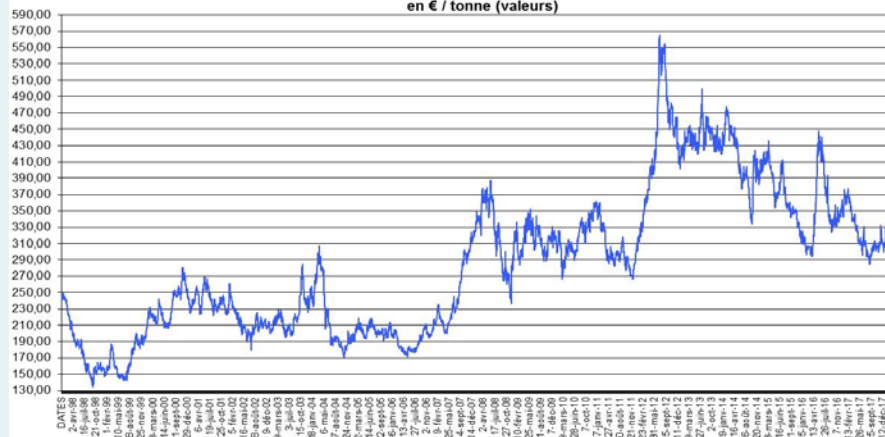


# SOY INDUSTRY – WHY DEVELOPPING THIS SECTOR?

- To limit market volatility ....

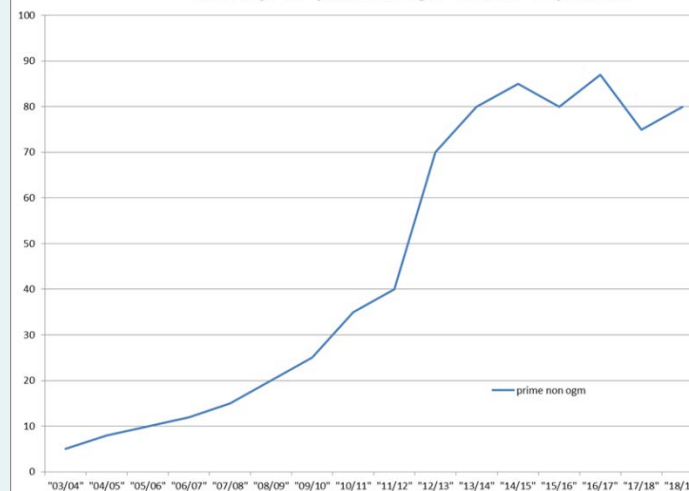
## Market Volatility

Appel Acheteur Montoir Spot en € / tonne (valeurs)



## Growing Gmo-free bonus

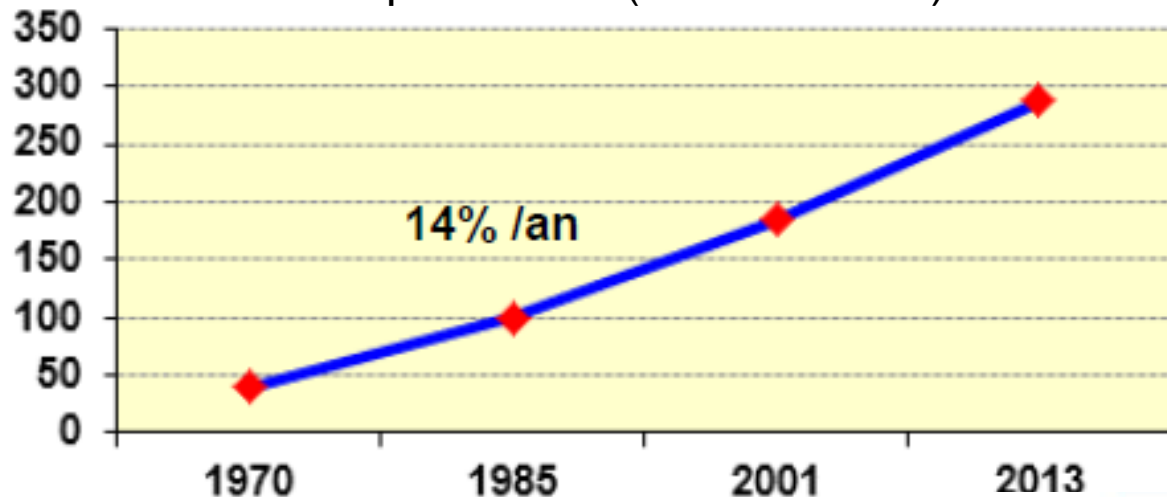
Tx de soja 48 - prime non ogm - Eur/tm - Départ Port -



# SOY INDUSTRY – WHY DEVELOPPING THIS SECTOR?

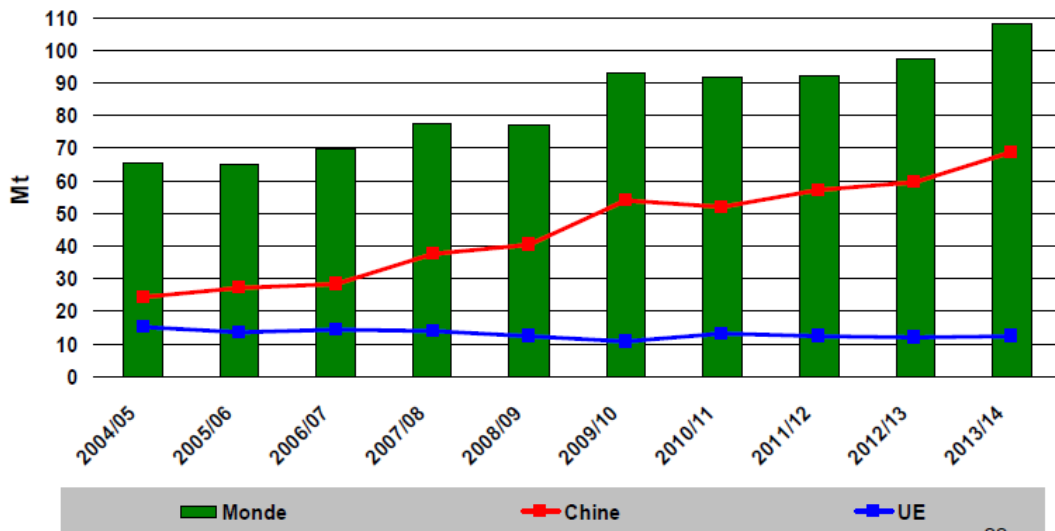
Evolution of the global soybean production (in million tons)

Only 20 MT (7%) of the global soybean production is Gmo-free



Importations mondiales de graines de soja

- China : emergence of Gmo-free soya demand (10 to 12 MT at short term)



# OUR ECOLOGICAL CONTRIBUTION

- Reduction of Greenhouse gases allows :
  - A better yield per hectare : 3400 Kg/ha against 2700 kg/ha
  - An efficient logistics :



Kilometers covered before and after : 9 000 Km -> 100 Km

Brasilian soya meal  
Produced in  
deforested area  
930 kg eq CO<sup>2</sup>/T

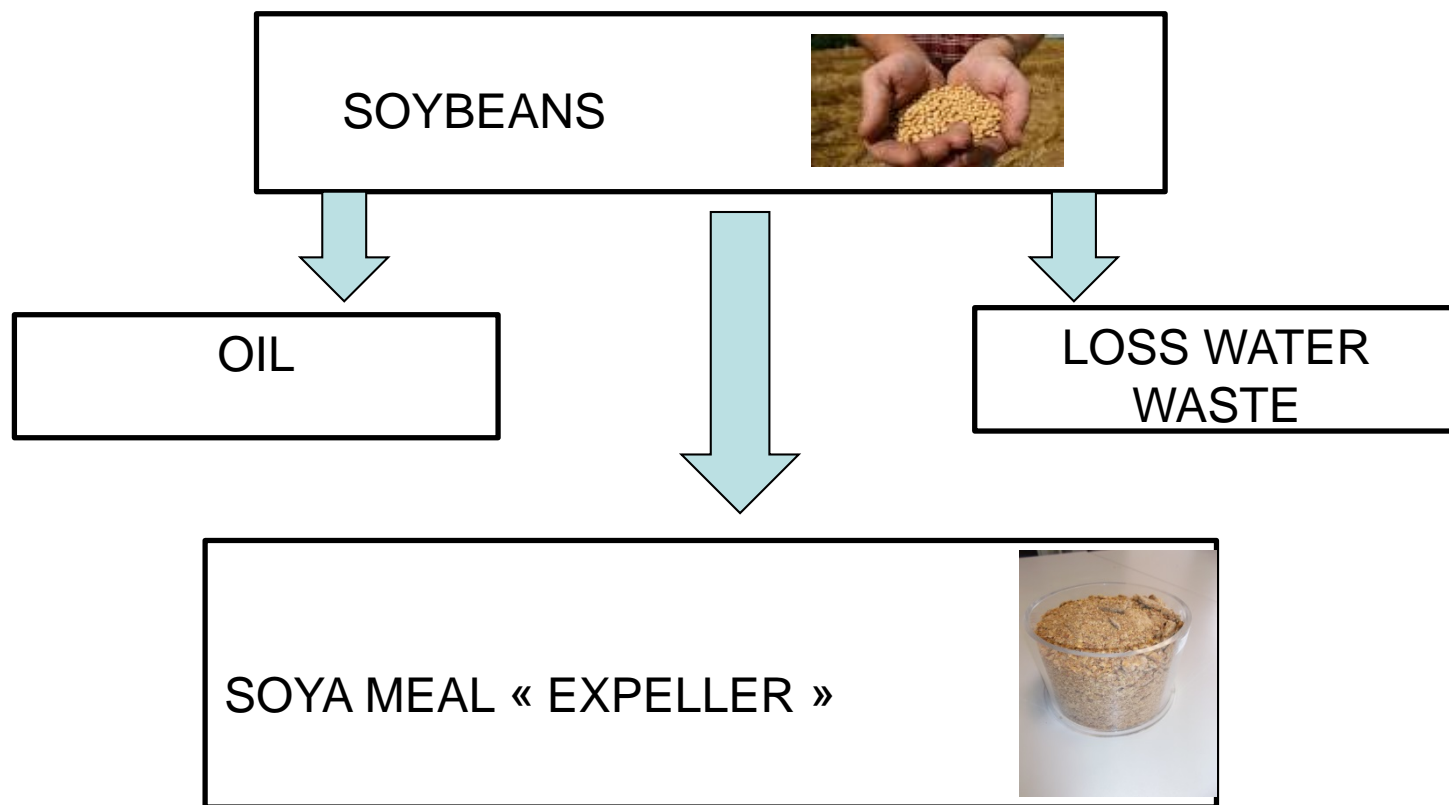
Regional soya  
meal  
340 kg eq CO<sup>2</sup>/T

Source Coop de France



# SOY INDUSTRY - RESULTS OF OUR TESTS

- **Implementation of the industrial process:**
  - **EXPELLER Process:**

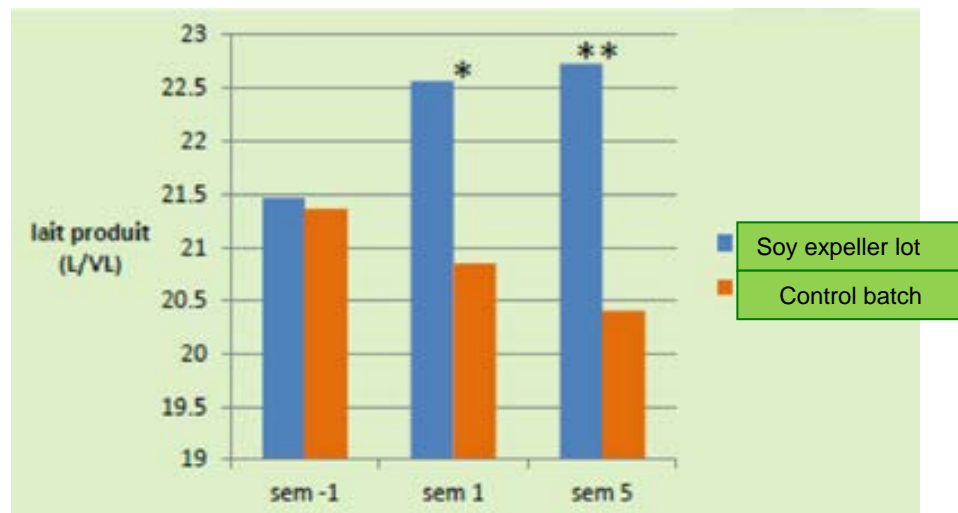


# SOY INDUSTRY - RESULTS OF OUR TESTS

- Trial in the breeding center of Poisy (74) (winter 13-14)

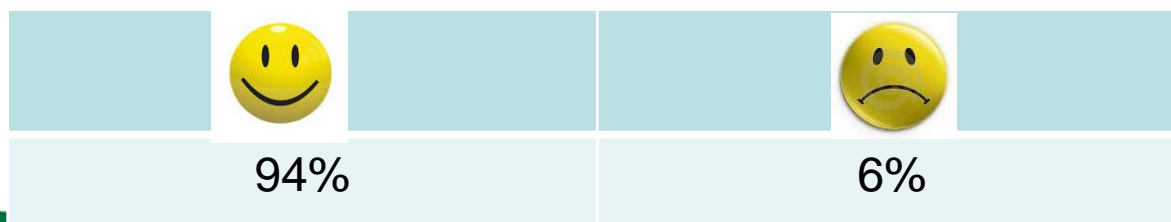


+1.9L of milk



- Satisfactory results on the field tests:

– After 4 years usage, 94% of the breeders are satisfied by the raw material used



# LOC'ALP A RECOGNIZED BRAND

- Trademark registration for all the actors of the sector:

**LOC'ALP** 

- **Make known our approach:**
  - **To our producers:**
    - 20 000 livestock farms in our catchment area (43% of farms have a breeding activity)
  - **To all the sectors : Provide coherence and a « differentiation weapon » for quality products.**
    - 27 appellations on our area + specification of the origins + direct selling
  - **To the consumers: to make known the specifications requirement:**
    - 7 millions consumers on our catchment area
    - + 45 millions nights per year thanks to tourists

- To develop regional autonomy
- To be logical and complementary through our local agriculture
  - **3 opportunities:**
    - Production capacity
    - Strong reputation of our breeding system
    - A consumption basin
- To offer an alternative culture and an innovative concept.
- A raw material consistent with the specifications.





# FROM THE BEAN TO THE COW

## A FULL REGIONAL SECTOR:

- **Production**
  - Contributes to the dynamism of the seed production
  - 600 ha under LOC'ALP contract for the 2017 harvest
  - Specifications ensure the total control of the production  
=> certified seeds - traceability
  - Producers benefit (40 €/T bonus)
- **Our cooperative manages**
  - Harvest ; batching ; storage
  - « Crushing supply »
  - Regarding the development of opportunities, our group involves other regional actors to invest in a crushing industrial site



# FROM THE BEAN TO THE COW

## A FULL REGIONAL SECTOR:

- **Livestock activities**
  - **Enhance Expeller Soya meal**
  - **Benefit from secure supply**
    - **Quality**
    - **Availability**
    - **Controlled price**
  - **Participate in development of the stable local agriculture.**



# PROMISING INDUSTRY...

... For a sustainable agriculture that

- Meets consumers' needs
- Secures the production costs
- Preserves environment



# LOG'ALP



THANK YOU FOR YOU ATTENTION



# ALFALFA industry





# ORIGIN OF THE APPROACH



# OBSERVATIONS

- **A growing need in alfalfa fodder for the farmers of the area**
- **Producers of grain corn seek alternative to monoculture**
- **A favorable area for the alfalfa crop**



# INTERESTS OF THE ALFALFA CROP IN THE ROTATION

- Soil structure
- Supply of nitrogen
- Low needs in Water



# A FAVORABLE AREA FOR THE ALFALFA CROP

- **Good pedoclimatic conditions**
- **Alfalfa crop is an historical crop in this area**
- **Close to breeding area**

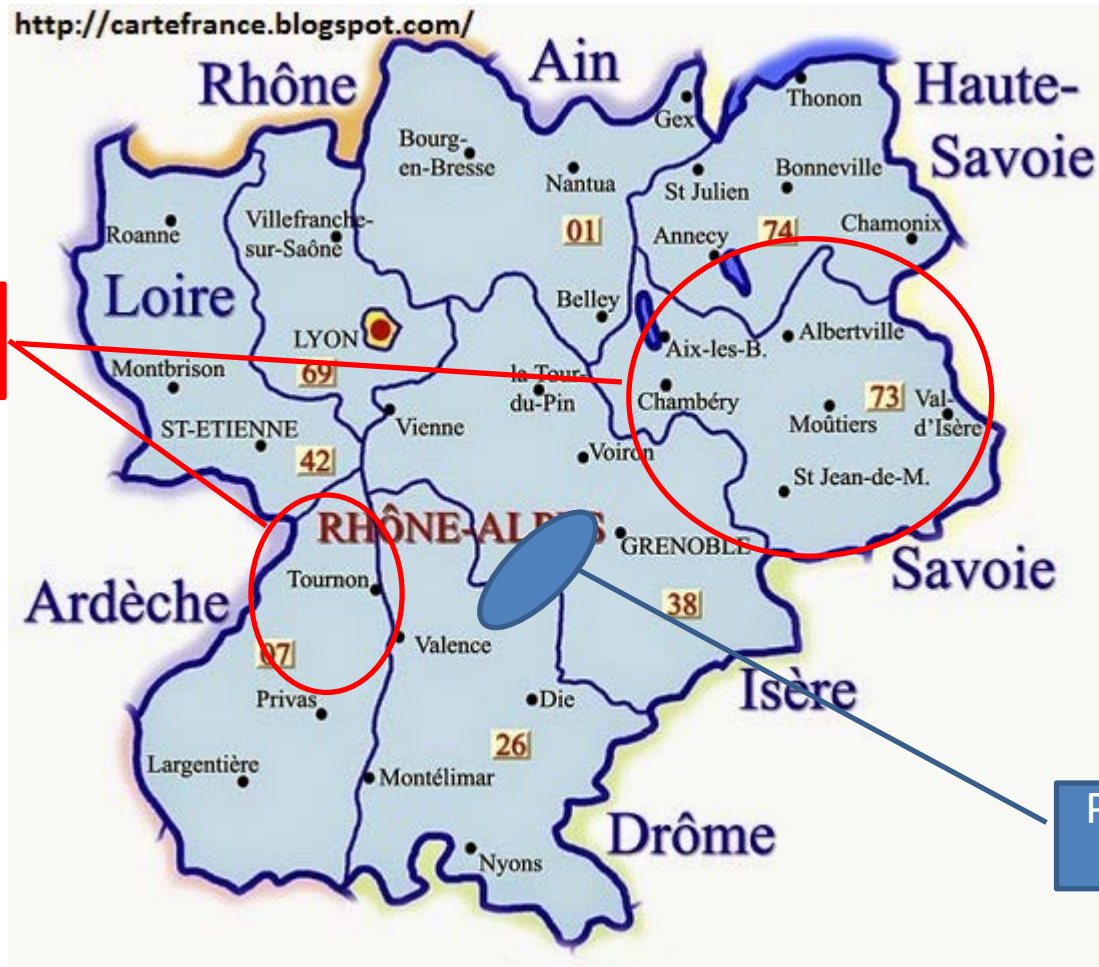


# NEEDS IN BREEDING

- **Some livestock farms in piedmont or mountain areas often have a deficit in fodder**
- **Seek for High quality fodder**
- **Advantage of traceability with the local sector**
- **Supply security**
- **Proximity is a good point for the Logistics**



# PROXIMITY



Consumption Area

Production Area

Delivery distance of less than 100 Km





# PRODUCTION

- **Production is protected by a contract between producers and our cooperative**
- **Producers are committed to produce alfalfa according to pre-established specifications**
- **Our cooperative is committed to add value and sell all the production.**
- **Our cooperative supplies inputs and provides production advices**
- **A payment scale has been defined**



# PRODUCTION

## THE PRODUCTION PRINCIPLE:

- **Producers set up the alfalfa crop**
- **Producers run the crop and the harvesting of fodder.**
- **Our cooperative buys the finished product (silage or hay)**
- **Our cooperative stores, freights and sells the fodder**



# PRODUCTION GOALS

	2015	2016	2017	2018	Target 2019
<b>Growing areas</b>	<b>30</b>	<b>40.53</b>	<b>57.6</b>	<b>74.5</b>	<b>120</b>
<b>Organic agriculture</b>				<b>10</b>	<b>20</b>



# ALFALFA HAS A BRIGHT FUTURE!

- **Need for local breeding**
- **A production organized**
- **Agronomic benefits**



THANK YOU FOR YOUR ATTENTION.

