



THE TRANSNATIONAL FORUM OF AGROSMARTCOOP IN NOUVELLE-AQUITAINE

THE FORUM DEDICATED TO AGRI-FOOD COOPERATIVES
TO IMPROVE INNOVATION, INTERCOOPERATION AND COMPETITIVITY

Organized by AREPO

Association of European Regions for Products of Origin

In collaboration with Coop de France Nouvelle-Aquitaine

For the participation in the Agricultural Exhibition of Nouvelle-Aquitaine



On May 15th, 16th, 17th and 18th 2018

At the Agricultural Exhibition of Nouvelle-Aquitaine

Parc des expositions de Bordeaux

Cours Jules Ladoumègue - 33300 Bordeaux

**Interreg
Sudoe**



AGROSMARTcoop

European Regional Development Fund

The event is organized in the framework of the AGROSMARTcoop project "Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the Sudoe rural areas", a European project cofinanced at 75% by the Interreg Sudoe programme which aims to revitalize the rural areas belonging to the South-West Europe by the improvement of the agri-food cooperatives competitiveness.

The **Association of European Regions for Products of Origin -AREPO-** is a network of Regions and producer associations that deals with products of origin and EU quality schemes. It represents 32 Regions from 8 European countries and 700 associations of producers for over 50% of European Geographical Indications.

PROGRAMME

TUESDAY, MAY 15TH

EVENING

9.00 PM - 11.00 PM | DINNER IN BORDEAUX ORGANIZED BY COOP DE FRANCE NOUVELLE-AQUITAINE

Dinner in the "Maison Darnauzan" restaurant, 17 Rue Saint-Rémi, 33000 Bordeaux

WEDNESDAY, MAY 16TH

MORNING

10.00 AM - 1.30 PM | 20TH EDITION OF THE "ASSISES DE L'ORIGINE" ORGANIZED BY THE REGIONAL CHAMBER OF AGRICULTURE OF NOUVELLE-AQUITAINE IN COLLABORATION WITH AREPO FOR THE AGROSMARTCOOP PROJECT

** Simultaneous translations will be provided into French, Spanish and Portuguese **

THEMATIC: AMBITIONS OF QUALITY AND ORIGIN POLICIES WITHIN THE CAP POST 2020

10.00 AM - 10.15 AM | WELCOME COFFEE AND REGISTRATION

10.15 AM - 10.30 AM | WELCOME SPEECH

Dominique GRACIET, President of the Regional Chamber of Agriculture of Nouvelle-Aquitaine

10.30 AM - 11.00 AM | PREPARATION OF THE CALENDAR FOR CAP POST 2020

Marc SEVERAC, Chef of the European Union Office within the French Ministry of Agriculture

11.00 AM - 11.30 AM | THE MAJOR ISSUES OF CAP POST 2020

Javier VALLE, main Political Advisor for the Copa Cogeca -Committee of Professional Agricultural Organizations of the European Union

11.30 AM - 1.00 PM | ANIMATED DEBATE AROUND THE TWO PILLARS OF THE CAP

Debate animated by **Éric DOURNES**, Director of Créa-SUD Communication with our special guest: the MEP **Jean-Paul DENANOT**, Member of the Agriculture and Rural Development Committee of the European Parliament

11.30 AM - 12.15 PM | 1ST ROUND TABLE: THE MARKETS ORGANIZATION FOR QUALITY AND ORIGIN PRODUCTS

Bernard FARGES, President of the French National Confederation of Producers of Wines and Wine Liquors with Controlled Denomination of Origin -CNAOC- and President of the European Federation of Origin Wines -EFOW

Claude VERMOT-DESROCHES, President of the Interprofessional Committee of the French PDO "Comté" -CIGC-, President of OriGin -Organization for an International Geographical Indications Network- and President of OriGin France

François LAFITTE, President of Gefel -Economic Governance of Fruit and Vegetables- and member of the Conference of National Professional Organizations -COPN- of Interfel -French Interprofessional Association for Fruit and Vegetables

12.15 PM - 1.00 PM | 2ND ROUND TABLE: THE NEW SUPPORTS FOR QUALITY AND ORIGIN DENOMINATIONS TO PROMOTE RURAL DEVELOPMENT

Jean-Pierre LACHAUD, Vice-President of the Syndicate for the Defence of the French PDO "Pomme du Limousin"

Dominique FAYEL, Vice-President of the European Association of Mountain Areas -Euromontana

Simona CASELLI, Minister of the Emilia-Romagna Region and member of the Association of European Regions for Products of Origin -AREPO

1.00 PM - 1.15 PM | PRESENTATION OF THE EUROPEAN INTERREG SUDOE PROJECT AGROSMARTCOOP

AGROSMARTcoop "Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the Sudoe rural areas": the intelligent marketing and the eco-innovation as a support for quality and origin policies, **José Severino MONTES PEREZ**, President of AGACA -Federation of agri-food cooperatives of Galicia

1.15 PM - 1.30 PM | CONCLUSION

Dominique GRACIET, President of the Regional Chamber of Agriculture of Nouvelle-Aquitaine

LUNCH

1.30 PM - 3.00 PM | LUNCH ON SITE

Lunch of quality and origin products in "La Table de Nouvelle-Aquitaine" restaurant

AFTERNOON

3.00 PM - 6.45 PM | INTERCOOPERATION WORKSHOPS

** Simultaneous translations will be provided into French, Spanish and Portuguese **

THEMATIC: THE VALORISATION OF AGRI-FOOD PRODUCTS, A COMPETITIVE EDGE FOR OUR COOPERATIVES: WHAT TOOLS SHOULD WE IMPLEMENT?

3.00 PM - 3.15 PM | WELCOME SPEECH

Denis BARO, President of Coop de France Nouvelle-Aquitaine and President of the Wine Cooperative "Caves de Rauzan"

3.15 PM - 4.45 PM | 1ST ROUND TABLE : THE INTELLIGENT MARKETING WITHIN OUR AGRI-FOOD COOPERATIVES

3.15 PM - 3.35 PM | EXPERT INTERVENTION ON AN INTELLIGENT MARKETING TOOL REPRESENTATIVE OF NOUVELLE-AQUITAINE

The added value of Identification Signs of Quality and Origin - SIQO - for our agri-food cooperatives, **Catherine OGGERO**, Territorial Engineer for the National Institute for Origin and Quality -INAO

3.35 PM - 4.45 PM | GOOD PRACTICES IMPLEMENTED IN OUR AGRI-FOOD COOPERATIVES

Xoán ALLEGUE, President of the Wine Cooperative "Martín Códax" from AGACA -Federation of agri-food cooperatives of Galicia-, Spain

José Luis MARTINEZ HELLIN, President of the Wine Cooperative "San Dionisio" and member of the Regulatory Council of the PDO "Jumilla" from CACLM -Federation of agri-food cooperatives of Castilla-La Mancha-, Spain

Philippe NOMPEIX, Director of the Livestock Cooperative "Groupement des Eleveurs Girondins" -GEG- from Coop de France Nouvelle-Aquitaine -Federation of agri-food cooperatives from Nouvelle Aquitaine-, France

Pablo SANPEDRO, Director of the Wine Cooperative “La Puebla de Labarca” -Bodega COVILA- from FCAE -Federation of agri-food cooperatives from Euskadi-, Spain

Debate animated by **Olivier BEUCHERIE**, Director of Olivier BEUCHERIE Conseil

4.45 PM - 5.00 PM | COFFEE BREAK

5.00 PM - 6.30 PM | 2ND ROUND TABLE : THE ECO-INNOVATION WITHIN OUR AGRI-FOOD COOPERATIVES

5.00 PM - 5.20 PM | EXPERT INTERVENTION ON A ECO-INNOVATION TOOL REPRESENTATIVE OF NOUVELLE-AQUITAINE

The CSR -Corporate Social Responsibility- as a competitive tool for our agri-food cooperatives, **Laurent LEVEQUE**, Consultant for Coop de France Nouvelle-Aquitaine

5.20 PM - 18.30 PM | GOOD PRACTICES IMPLEMENTED IN OUR AGRI-FOOD COOPERATIVES

Francisco HINOJAL JUAN, in charge of Projets and Programmes of I+D+i for CICYTEX -Scientific and Technological Research Center of Extremadura-, Spain

Anne-Marie ROSTOLL-TRUILHE, Director of the Fruit Cooperative “Les 3 Domaines” from Coop de France Nouvelle-Aquitaine -Federation of agri-food cooperatives from Nouvelle-Aquitaine-, France

Jesús Angel PEÑARANDA, Technical Expert for CACLM -Federation of agri-food cooperatives of Castilla-La Mancha-, Spain

Raul José DA COSTA SANTOS PINHEIRO, Eco-innovation consultant for Phosphorland, consulting and software company in agriculture, Braga, Portugal

Debate animated by **Olivier BEUCHERIE**, Director of Olivier BEUCHERIE Conseil

6.30 PM - 6.45 PM | CONCLUSION

Laurent GOMEZ, Secretary General of AREPO -Association of European Regions for Products of Origin

EVENING

6.45 PM - 9.00 PM | FREE TIME

9.00 PM - 11.00 PM | DINNER IN BORDEAUX

Dinner in the “Café du Port” restaurant, 1 Quai Deschamps, 33100 Bordeaux

THURSDAY, MAY 17TH

MORNING

09.00 AM - 1.30 PM | VISIT OF A WINE COOPERATIVE FROM NOUVELLE-AQUITAINE

** Consecutive translations will be provided into Spanish and Portuguese **

09.00 AM - 10.30 AM | BUS TRAVEL TO THE COOPERATIVE

Meeting point: Parking des Cars de Tourisme Chartres/Quinconces, Allées de Chartres, 33000 Bordeaux

10.30 AM - 1.00 PM | VISIT OF THE WINE COOPERATIVE “LES VIGNERONS DE BUZET”

1.00 PM - 1.30 PM | BUS TRAVEL TO THE RESTAURANT

LUNCH

1.30 PM - 3.00 PM | LUNCH NEAR THE COOPERATIVE

Lunch to the restaurant "L'Auberge de l'Escale", 209-420 Pont des Sables, 47200 Fourques-sur-Garonne

AFTERNOON

3.00 PM - 4.15 PM | BUS TRAVEL TO THE AGRICULTURAL EXHIBITION OF NOUVELLE-AQUITAINE

4.15 PM - 5.00 PM | FREE TIME TO VISIT THE AGRICULTURAL EXHIBITION

5.00 PM - 7.00 PM | INAUGURATION OF THE STAND OF CDF NOUVELLE-AQUITAINE

A cocktail will be organized by the Livestock Cooperative "Groupement des Eleveurs Girondins" -GEG- from Coop de France Nouvelle-Aquitaine with a presentation of products under quality schemes. During the cocktail, a press conference will be organized to present the event and the AGROSMARTcoop project.

EVENING

7.45 PM - 9.15 PM | PEDESTRIAN VISIT OF BORDEAUX IN SPANISH AND PORTUGUESE

Meeting point: Office du Tourisme de Bordeaux, 12 Cours du 30 Juillet, 33000 Bordeaux

Nothing planned for the dinner

FRIDAY, MAY 18TH

MORNING

09.00 AM - 12.30 PM | VISIT OF A WINE COOPERATIVE FROM NOUVELLE-AQUITAINE

** The main part of the visit will be in Spanish as the President of the cooperative comes from Spain, and consecutive translations will be provided into French, Spanish and Portuguese **

09.00 AM - 11.30 AM | BUS TRAVEL TO THE COOPERATIVE PASSING BY "LA ROUTE DES CHATEAUX"

Meeting point: Parking des Cars de Tourisme Chartres/Quinconces, Allées de Chartres, 33000 Bordeaux

11.30 AM - 12.30 PM | VISIT OF THE WINE COOPERATIVE "LES VIGNERONS D'UNI-MEDOC"

LUNCH

12.30 PM - 2.00 PM | COMMENTED TASTING OF UNI-MEDOC WINES FOLLOWED BY A BUFFET

AFTERNOON

2.00 PM - 3.30 PM | TRAVEL BACK TO BORDEAUX WITH AN AIRPORT STOP IF NEEDED

END OF THE TRANSNATIONAL FORUM