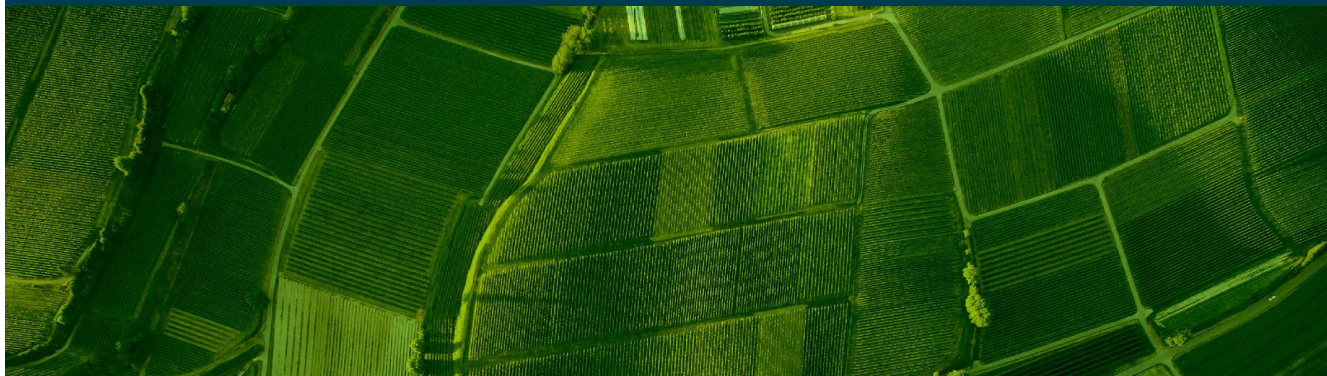


Practice Abstract No 27

A complexe approach to incite a sustainable shift in a PGI pork production: « Le Porc de la Sarthe » (LPS) Co-Fresh pilot case.



Description

The West of France is a major player in pork production, with Brittany alone contributing 56% of the nation's output. In the Pays de la Loire region, farmers have advocated for a non-industrial approach since the 1960s, leading to the development of quality schemes such as Loué's French Red-Label and PGI. This approach inspired the creation of LPS, which emphasizes quality, animal wellbeing, and selling 80% of production locally to craftsmen butchers and delicatessen producers.

However, LPS faces challenges like the aging farmer population and years of defending pork prices. To address these issues and promote sustainability, the CRAPDL initiated Co-Fresh, which aims to develop the use of local vegetable proteins in LPS production. This project requires collaboration among all value chain actors, creating more value, and gaining consumer support.

Co-Fresh unites all stakeholders and focuses on three innovations: 1) developing a new product that uses local vegetable proteins, while simultaneously creating a marketing strategy to promote it; 2) improving carcass selection by involving farmers, slaughterhouses, and craftsmen to offer a premium to professional customers; and 3) developing software to share crucial information throughout the value chain.

By pursuing these innovations, Co-Fresh aims to provide a much-needed boost to the LPS sector, ensuring its long-term viability while fostering sustainable and ethical practices within the pork production industry.

Author(s)

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Stakeholders

Farmers, Butchers, Slaughterhouse

Country/Region

France

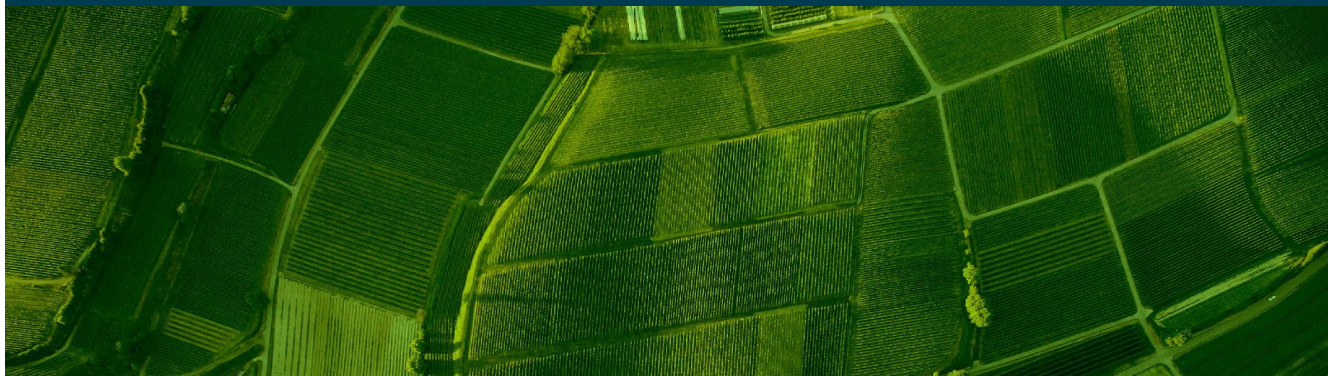
Keywords

Local vegetable proteins, Sustainable pork production, Stakeholder collaboration



Practice Abstract No 27

Une approche complexe pour initier un changement vers plus de durabilité dans une filière porcine IGP : le cas pilote Co-Fresh « Le Porc de la Sarthe »



Description

L'Ouest de la France joue un rôle important dans la production porcine, avec 56 % de la production nationale en Bretagne. Les agriculteurs des Pays de la Loire défendent une approche non-industrielle depuis les années 60, menant à des labels de qualité comme celui de Loué (Label Rouge, IGP). LPS en est inspiré, visant la qualité, le bien-être animal et vendant 80 % de la production localement.

Cependant, LPS fait face à des défis tels que le vieillissement des éleveurs et la défense des prix du porc. Pour répondre à ces enjeux, le CRAPDL a lancé Co-Fresh visant à développer l'utilisation de protéines végétales locales dans la production de LPS, nécessitant la collaboration de tous les acteurs, la création de valeur et l'adhésion du consommateur.

Co-Fresh réunit tous les acteurs et se concentre sur trois innovations : 1) développer un nouveau produit utilisant des protéines végétales locales et une stratégie marketing appropriée ; 2) améliorer la sélection des carcasses en impliquant éleveurs, abattoirs et artisans, pour offrir une prime aux clients professionnels ; 3) développer un logiciel pour partager des informations cruciales tout au long de la chaîne de valeur.

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Stakeholders

Farmers, Butchers, Slaughterhouse

Country/Region

France

Keywords

Local vegetable proteins, Sustainable pork production, Stakeholder collaboration



About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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