

EIP-AGRI Brochure

Innovation and collaboration in the supply chain – Creating value together

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Aronia and other organic superberries in Centre-Val de Loire – France

The production of chokeberry (*Aronia*) and other “superberries” such as honeysuckle (*Lonicera*), sea buckthorn (*Hippophae*), serviceberry (*Amelanchier*) and elderberry is already well established in Poland, Germany, Switzerland and other countries. An Operational Group from the French region of Centre-Val de Loire now sees opportunities to develop this fruit for the organic market in France. “By growing these berries, organic fruit producers can diversify their crops”, says project coordinator Jean-Marc Delacour from regional growers association CDHR. “At the same time we’re also seeing an increasing consumer interest in organic food products that are rich in vitamins and antioxidants, with good traceability.”

The Operational Group wants to build a complete chain, from the production of cultivars to harvesting and processing for the organic market. The project has started with the organic production of the ‘pilot berry’, *Aronia*, which is very rich in antioxidants and has the advantage of being very tolerant to pests and diseases. Experimental plots are also being planted for serviceberry, honeysuckle, sea buckthorn and elderberry. “In addition to producing these new berry crops, the consumer products made from these berries, including jam, fruit juice, compote and pastries, are almost non-existent in France”, Jean-Marc says. “We see this as a major asset to remain competitive and develop the project successfully. Two of the project’s processors have now started developing experimental recipes for jam and pastries. Aside from that, we are also exploring the potential value of by-products of berry production: using berry residues after pressing for cosmetic or pharmaceutical purposes.”

- ▶ More information [on the project website](#) or [in the EIP-AGRI database](#)
- ▶ Watch the [project clip on YouTube](#)



Pictures:



PICTURE COURTESY: OPERATIONAL GROUP ‘ARONIA AND OTHER ORGANIC SUPERBERRIES IN CENTRE-VAL DE LOIRE’, FRANCE