



**THE WORLD-CLASS
TRADE FAIR FOR PLANT PRODUCTION**

**THE FUTURE
OF PLANT
PRODUCTION
STARTS HERE**

PRESS RELEASE - JANUARY 2025

38TH EDITION OF THE SIVAL | 14-15-16 JANUARY 2025

3 prizewinners for the 10th edition of the Agreen Startup Concours

The 10th edition of the renowned Agreen Startup at the SIVAL took place on Wednesday and Thursday at the SIVAL, the international specialist plant production show.

This hackathon, dedicated to plant linked innovation, enables project holders to pass from an idea to a solid project in record time.

This year seven project holders took part. Starting on Wednesday morning they made up their multidisciplinary teams and were advised by experts and mentors in order to develop their idea.

After two days of intense work they made their pitches on the afternoon of Thursday, 16 January in front of the jury and visitors at the SIVAL. Having deliberated, three projects received awards.

THE PRIZEWINNERS

● 1st prize // Paysan Limonadier

An alternative to alcohol or a healthy refreshment ? Paysan Limonadier is offering natural lemonades, that are both botanical and artisanal made from around 20 aromatic plants produced on the family farm in Touraine. These drinks are aimed at distribution circuits for the general public.

The team is at an experimental stage, and has begun planting the plants on approximately a hectare of land.

Prize : An award of 3 500 € given by Crédit Mutuel, 6 months of being hosted by the WeForge base camp, a day receiving advice about communication from the Agence Communicante.

● 2nd prize - Innovation // Herbobot

Aimed at wine producers this concept of an autonomous electric robot that enables the grass between rows of vines and plants to be mown. It is an alternative to chemical weeding and frees the wine producer of this timeconsuming task.

This robot will be accompanied by an

application that will enable mowing to be remotely controlled.

Prize : 1 Young Business stand in 2026 or 2027 given by the SIVAL, 1 One years membership of VEGEPOLYS VALLEY, advice and support from the Chambre d'Agriculture des Pays de la Loire.

● The judges favourite // FabaPop - Fabulous French Fabaceaes

FabaPop is a new product based on toasted leguminous plant seeds (field beans and dried beans).

Nutritious and satisfying, it enables dishes to be diversified, while supporting the French legume sectors. The targets of this new product are initially going to be food processors and public service kitchens. These fabulous Fabaceaes can be used in either sweet or savoury dishes.

Prize : 750 euros to help the creation of a company from AS 49, 4 months of the Angers Technopôle Incubator program, a few hours of advice for business development from Réseau Initiative Anjou.



THE 4 OTHER PROJECTS PRESENTED

- **GreenShot** : A range of innovative natural bio stimulants, 100% plant-based without additives professionals in market gardening, tree production, and cereals, and the general public.
- **Plum'tager** : conception market gardening system of a circular linked to livestock production to encourage, biodiversity. This system enables the farm to be self-sufficient, improving its profitability and reducing food wastage.

- **Biocycle Conseil** : consultants in organic waste management, and adding value through methanisation with the aim of applying waste products to land.
- **Lupille** : Lupille's proposition is to add tasty protein rich legumes to breakfast thanks to a product that combines lupihns and lentils, and is obtained by using a procedure of fermentation and traditional soaking.



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THE SIVAL IS ORGANISED BY DESTINATION ANJERS

A brand supported by the SPL (Local Public Company) ALTEC (Angers Loire Tourisme Expo Congrès), whose majority shareholders are Angers Loire Métropole and the town of Angers, the SIVAL aids the development of the specialist plant production sector. Angers, the plant capital, and the home of the SIVAL is part of a sustainable development initiative with ISO 20121 Certification, Destination Angers is committed to a policy of responsible management for its activities on a daily basis.



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An event



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