

RURAL LIVING LAB IN THE WEST OF FRANCE FOR THE LIVESTOCK PRODUCTION CHAIN IMPROVEMENT



BRETAGNE

LIVERUR Pilot Region: **Bretagne**
Square km: **27 200 km²**
Population: **3 330 000 inhabitants**
Political region: **Bretagne, France**

DESCRIPTION

There will be three LIVERUR Living Labs in Brittany, which is France's first producing region of poultry (meat and egg), cow's milk, veal calves, pigs and vegetable crops (green-houses and open field). Agriculture is a major economic and employment sector for the region from upstream to downstream along the supply chain with a dense agro-food sector employing 141 000: 67 000 in agriculture and 74 000 in agroalimentary sector.

3 Living Labs

Air&Energy territorial plan

To find innovative solutions to improve the energy efficiency of livestock farm

Dairy Territorial Value

To develop a local milk brand in order to increase the territorial value

Metha BDC

To build a collective Biogas plant and valorize the energy on the local territory



LIVERUR - 773757



 Environment & Climate	Attractive landscape for tourism and new inhabitants.	☺
	Favourable climate (temperature and rain) and soil for farming system .	☺ ✖
	Good situation of biodiversity in relationship with agriculture and farming.	☺ ✖
	Water quality is improving.	✖
 Economic context	Brittany and Pays de la Loire are two main regions in agriculture production – biggest area for the production of dairy, pig and poultry in France.	✖
	Farming and food industry is major economic force.	✖
	Dominant BM: Conventional farming.	ℹ
	Strong development of diversified SME's in Circular Economy sector.	☺
	Job vacancies in agriculture (currently more than 1.000 jobs vacant).	✖
	Main livestock trend in difficulties (pork, milk, poultry).	✖
	Low export. Low farmer´s income.	✖
 Societal Context & Social Infrastructure	Development of organic and agroecology farming system.	☺
	Low unemployment rate.	☺
	Educational system.	☺
	Qualified employees.	☺
	High density of farms and farmers.	ℹ
	Low economic and social inequality between people.	☺
	Dynamism of demography.	☺
	Tension between farmers and citizens due to land occupation, environmental issues (pollution, noise, smells...) and societal pressure on farming system (pesticides, animal welfare...).	✖
	The agriculture sector of the two regions create 95.000 jobs in the production and 90.000 jobs in the food industry.	☺
Dynamic differences between territory (coast and rural, town and rural...).	✖	
 Rural technical infrastructure	Usable and free highway. High speed train connection to Paris, 3 airports. 4 main harbours	☺
	Farmer's group to exchange results, machinery, knowledge, innovation ...	☺
	High-tech SME, farming and food chain.	☺
	Some territory with low internet and cell phone reception.	☺
 Legal & institutional framework	Regional and dedicated policy for food and agriculture.	☺
	Link between farmer's organisation and regional/local authority.	☺
	The new GEMAPI law give power and involved local authorities.	☺
	Legal and institutional frameworks given for networking.	☺
	High number of agricultural policy decision far from the region.	✖
	Law EGALIM separate advises in agriculture and selling phytopharmaceutical products.	✖
 Food Security & Safety	High quality and sanitary of food.	☺
	Britain and Pays de la Loire farmers produce food for more than 30 million people (7 million people and 80,000 farmers in Brittany and Pays de la Loire).	☺