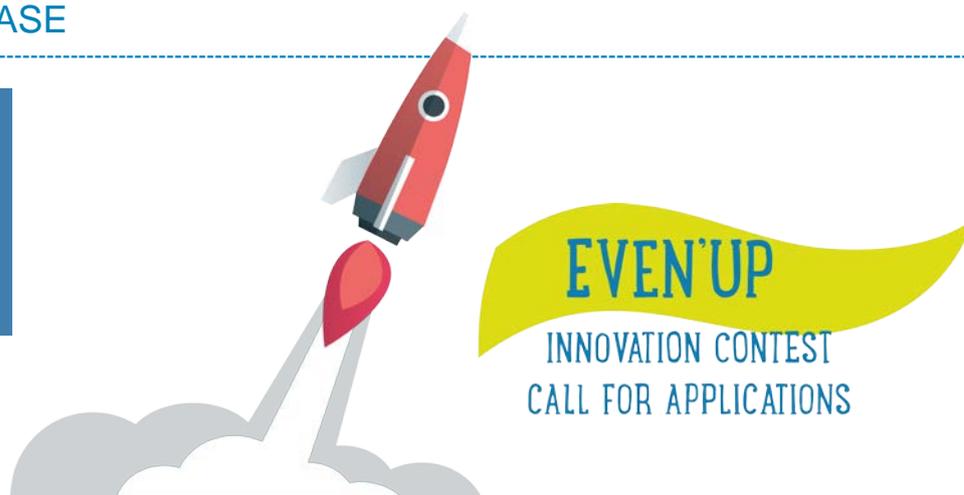


PRESS RELEASE



Agriculture and Nutrition Even'Up: A Contest for Collective Innovation

What is the future of agriculture and nutrition? The Even Group is announcing, in partnership with the Village by CA Finistère and Valorial*, a call to project leaders and to innovative young businesses in the fields of nutrition, distribution and new technologies. Focus on Even'Up: an original contest to encourage the emergence of agribusiness start-ups in service of farmers, consumers and Brittany's economy.

The cooperative Even group is sowing the fields of tomorrow with Even'Up, an innovation contest in the fields of agriculture and nutrition.

The call for applications to integrate this project support mechanism will be open as of February 28th. Participants must fill out and submit their applications before May 4th. Winners will be announced on June 30th, following an analysis of the projects and the jury's pre-selection process. The stakes: a global endowment of €150,000, expert support, market access, and, as a bonus, a membership to Valorial and integration into the Village by CA.

Even'Up: For Whom?

Even'Up focuses on:

- project holders: students, employees, entrepreneurs, retirees,
- French and international start-ups,
- the Even Group's collaborators.

In short, it focuses on all those who wish to develop innovative concepts, products and services in the agribusiness industry.

The relevant research and development fields are vast. These go from protein-based nutrition to agri-technology, as well as new manufacturing processes and food e-commerce.

Participants can either sign up for project incubation (emerging) or for project acceleration (creation/development).

There are Four Challenges:

- Nutri'Up: the challenge of precise nutrition

In order to healthily feed the future, Even is seeking to develop novel technical solutions for nutrition, for a daily intake adapted to each and every stage of life. The Group is also particularly interested in promoting proteins (particularly dairy) and in diversifying resources.

- Distri'Up: the challenge of new forms of commerce and new consumer services

This challenge particularly concerns new means of distribution (high tech restaurants, optimizing the value chain, disintermediation, etc.), food e-commerce, logistical optimization solutions, customer intelligence (smart data, IOT, computer learning, etc.).

- Techni'Up: the challenge of new technologies for the agribusiness industry

Rethinking current tools by improving industrial engineering with technological solutions in terms of automation, packaging, traceability, quality, etc.

- Country'Up: the AgriTech challenge of connecting the agrarian world

Even wants to support new digital solutions that allow for optimizing agricultural production (performance, respect for the environment, animal welfare, etc.), but also to support ecologically intensive agriculture, livestock demedication, collaborative innovation, etc.

Even'Up: Why?

Even'Up's project is complementary to the Even Group's participation in the French Food Capital investment fund, which supports the growth of small and medium-sized innovative businesses in the FoodTech sector.

Even confirmed its commitment to developing innovation and regional attractiveness by becoming the Village by CA's ambassador in June 2017. As such, this contest in a concrete translation of Even's stated objectives: enabling each and every one to eat healthily, all while creating sustainable local wealth. In a context of changing patterns of consumption and distribution, the Group innovates, invests and internationalizes in order to create value, which in turn can be used to better promote their affiliates' milk and sustain its agribusiness activities. In order to apply this strategy, Even is placing its stakes on the association of both internal and external capabilities.

Since Even is a federation of SMEs, it has always held people and their projects at the core of its cooperative dynamic. What was once just a "little start-up" from the Finistère 90 years ago is now a mature and experienced company. Even is now looking to share its experience in terms of developing young talent, in order to open wide the doors of the future.

* The Village by CA Finistère: accelerator of innovative projects in the Finistère.
Valorial: competitive agribusiness center

What they say...

“By launching Even’Up, the Even Group is seeking to encourage the emergence of agribusiness start-ups in the service of farmers, consumers and Brittany’s economy. It is precisely because Even considers itself to be a start-up rich with 90 years of experience that our Group wishes to share its expertise and to sow the fields of tomorrow with young talents in the fields of healthy nutrition, distribution and new technologies.”

Jean-Marie Arnal, Even Group Adaptations Director

Even’Up Instruction Manual

Details of the innovation contest and download for the application: www.evenup.bzh

Applications must be submitted before May 4th, 2018: evenup@even.fr

Benchmarks



Even, a cooperative agribusiness group born in Brittany and a major actor in French agribusiness,

expresses **its dynamism** and demonstrates **its stability by its strong position** as a **European dairy company**, a **specialized French distributor**, and as an **upstream operator for Breton agriculture**.

- **6,100** employees
- **1,400** members
- **€2.2 billion** in turnover
- **4 activity centers** and **95 subsidiaries**
- footholds in **110 countries**.
- **Flagship brands**: Paysan Breton, Mamie Nova, Régilait, Argel...

For more information: www.even.fr

Find out more about **our partners**:



levillagebycafinistere.com



www.pole-valorial.fr