



## PRESSE RELEASE

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# **Even'Up : a call for innovative and sustainable projects around the agriculture and nutrition of the future**



**What is the future of agriculture and nutrition? The Even Group, the Village by CA Finistère\* and Valorial\* are getting together again in order to kick off the second edition of the Even'Up contest: a call for projects in the fields of nutrition, distribution and new technologies aimed at young companies and start-ups committed to sustainable and innovative agriculture and nutrition. This call for projects aims at supporting the development of innovative products and services in the field of agribusiness, for farmers and consumers alike.**

### **Schedule and endowment**

Participants must fill out and submit their applications before May 10th in order to benefit from this support system for innovative projects. Once projects have been analyzed and preselected by the Jury, the best candidates will be invited to pitch their projects. The winners will be announced on June 18th. The prize: €20,000 for each of the 4 winners, tailored support by Even's experts, market access, and visibility for their projects in the media. The winners will also be able to take advantage of support provided by the Village by CA Finistère and by the Valorial innovation cluster.

### **Contest challenges**

The Even'Up contest is aimed at French and European start-ups developing innovative products or services in the agribusiness sector. Eligible projects must be of a sustainable nature, have a sufficient level of maturity (having already market tested their product or service) and adhere to one of the contest's 4 main challenges:

- **NUTRI'UP “Innovating to feed the future”**

To feed the future, Even is striving to develop novel technical nutritional solutions in order to support daily nutritional needs at every stage in life. The Group is particularly interested in developing proteins (dairy and others) and diversifying their sources. It also wishes to provide solutions for new consumer expectations relative to what they're eating and to proper nutrition.

- **DISTRIP'UP “Designing the food distribution and services of tomorrow”**

This challenge is concerned with how the digital world interacts with new distribution methods, offering new services to consumers, nutritional e-commerce, logistics optimization solutions, as well as client intelligence allowing for the customization of consumption.

- **TECHNI'UP “Accelerating the transition to agribusiness 4.0”**

The idea is to rethink tools while enhancing industrial engineering through technological solutions relative to automation, packaging, nutritional traceability, occupation health and safety, etc.

- **COUNTRY'UP “Innovating towards the agriculture of tomorrow”**

Even is keen to support new technologies that can help optimize agricultural performance while respecting the environment, as well as supporting farmers' quality of life, animal welfare and a collaborative economy.

### **A contest straight from Even's DNA**

Created in 1930 at the westernmost point of the Finistère by a few farmers who got together to ensure better value for their cows' milk, Even has developed and has progressively borne out its initial ambition: to give everyone the ability to stay well fed, all while sustainably generating human and environmental wealth.

These days, Even is a major French cooperative agribusiness group with 1,260 affiliate farmers, more than 6,200 employees, subsidiaries in France and abroad, as well as clients in more than 110 countries.

In the context of transforming consumption and distribution, Even is innovating, investing and internationalizing to create value that better promotes its members' dairy products and entrenches its agribusiness activities. To implement this strategy, the cooperative has continually placed innovation and nutritional progress at the core of its mission by staking its hopes on the association of both internal and external expertise. It is with this mindset that Even is launching its Even'Up contest, in partnership with the Village by CA Finistère and the Valorial innovation cluster. This is the chance for these three partners to share their experiences about developing new talent.

### **The first edition: what became of them?**

The 2018 edition of the Even'Up contest saw 5 winners: Vitaline, Flymenu, Kolectou, Massai and Cook&Be. The winners had some excellent successes during their year of support – Vitaline became one of the main European references for optimized nutrition, and Flymenu has since signed several contracts with major food distribution and sales groups.

\* The Village by CA Finistère: accelerating innovative projects in the Finistère.

\* Valorial: agribusiness innovation cluster in Brittany, Pays de la Loire and Normandy.

## THE CONTEST - INSTRUCTION MANUAL

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- **4 major challenges**
- Contest details as well as the application form can be found at <http://www.even-up.bzh>
- Applications are open until **May 10, 2021**
- **Open to all:** start-ups, entrepreneurs, SMEs.

## ACCORDING TO THEM...

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“By launching the second edition of the Even’Up contest, the Even Group is confirming its desire to encourage the emergence of innovative and sustainable projects in the field of agriculture and for consumers. With its partners at the Village by CA Finistère and Valorial innovation cluster, Even seeks to provide its expertise in order to cooperatively and sustainably sow the fields of the future in nutrition, distribution and new technologies.”

**Rémy Merle, Mission Director - Even Group**

## ABOUT EVEN

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A cooperative agribusiness group from Brittany, Even is a major player in the French agribusiness industry. It has shown its vitality and its stability as a pillar of European dairy farming, of French specialized distribution, and of Breton upstream agriculture.

**1 260** member farmers.

More than **6 200** employees.

**2.3 billion euros** in sales revenue.

**4 complementary activity fields.**

Subsidiaries in France and abroad.

Customers in more than 110 countries.

Emblematic brands: **Paysan Breton, Mamie Nova, Régilait, Argel...**

[www.even.fr](http://www.even.fr).

Find more about **our partners:**



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[www.pole-valorial.fr](http://www.pole-valorial.fr)