



## PRESS RELEASE

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**InVivo Food&Tech and les Collectionneurs pool their knowledge in the interests of food innovation and gastronomic excellence.**

**With its Renault Master Z.E., La Plucherie by InVivo delivers custom plant sprouts to 4 Parisian restaurants: LE 39V, Le Ducasse sur Seine, Nomicos and Spoon**



From left to right: Xavier Alberti, Frédéric Vardon, Jean-Louis Nomicos and Yves Christol. Today at 39V.

**To supply chefs with exceptionally flavourful live or same-day picked, untreated and hyper-local sprouts... with the help of a clean vehicle. This is the challenge taken up together by InVivo Food&Tech's La Plucherie and les Collectionneurs.**

### **High-end culinary jewels, acclaimed by chefs**

Micro-greens are known for their nutritional value and fast growth, but for culinary experts the most important quality is flavour. With from 20 to 600% more concentrated flavour and nutrients than mature plants, the "*pluche*" (the tip of the plant flower) allows chefs to offer an exceptional taste experience.

The products have convinced chefs Francis Fauvel - Le Ducasse sur Seine, Jean-Louis Nomicos - Nomicos, Robin Sanchez - Spoon and Frédéric Vardon - LE 39V. These ambassadors of French cuisine, who bring both historical expertise and contemporary taste, brilliantly blend together flavours and cultures, marrying tradition with innovation.

Availability has also been a strong argument: by cultivating the sprouts in a controlled climate, aromatic herbs, micro-greens and rare edible flowers can be grown in quantity and to exceptional quality.

*“As a community of restaurant and hotel owners and travellers, our responsibility is to understand and anticipate the changes and challenges of travel and cuisine. One of these, naturally, is to design the cuisine of tomorrow, which will need to provide healthy and sustainable food for billions of people. To do this, it is our duty to observe, to research, to test and to learn, and that is precisely what we are doing here: positioning ourselves as advanced observers, seeking out solutions for the food of tomorrow in France. These solutions are in agro-ecology, in a return to the land, as we are already doing in all the restaurants that are part of our community, by developing vegetable gardens where possible, selecting local small producers who are passionate about their land and cultivate it with tenderness. The solutions are also to be found in agro-technology and expert knowledge of the processes that can guarantee healthy products with small carbon footprints. It is up to us to design these solutions, combining various models so as to be able to continue offering responsible, high-quality cuisine that respects our fundamentals and values.”* says Xavier Alberti, CEO of les Collectionneurs.

### **Micro-greens derived from eco-responsible agriculture**

With this partnership, InVivo Food&Tech, the food innovation laboratory of InVivo (France’s leading agricultural co-operative group) can fully play its role as a pioneer of new farming methods and consumer uses. Its aim is to identify innovations that will make sense for the agriculture of tomorrow and contribute to the development of a better diet for future generations.

In this sector, “indoor” farming is emerging as an optimal farming method. This system offers perfect control of the growing parameters - temperature, light, root nourishment and hygrometry - yielding eco-responsible production, using the right amount of water and nutrients in a closed circuit (with no need for pesticides). All this with almost no carbon footprint, thanks to the short growing cycle and the plants’ absorption of the CO<sub>2</sub> in their environment.

La Plucherie by InVivo grows its micro-greens in a controlled climate using ultraponics, the ultimate in hydroponics developed by the Montpellier startup Vegz. A dry mist, consisting of water and nutrient solutions, is atomised onto the fleshy roots of the plants, nourishing them with a minimal consumption of water (up to 90% savings compared to field crops) and nutrients (up to 70% saving).

*“We are proud and elated to launch this activity with these great Parisian chefs. Now we will be able to start with the most complex demand: extraordinary plants to satisfy high culinary requirements, grown with energy- and water-saving technologies. All this requires long development periods. But this is how we will be able to offer the controlled solutions of tomorrow to establish efficient food production in all major cities.”* says Yves Christol, Managing Director of InVivo Food&Tech.

### **An all-electric Grow Truck**



To complete the concept, the project team has envisioned the last link in this local urban agriculture: a clean, emission-free delivery vehicle, which would transform logistics time into plant growth time, improving storage by keeping the plants alive with their roots intact and limiting the need for a cold chain.

That's how the Grow Truck was conceived and designed: an all-electric Master Z.E. developed by Renault in partnership with the teams of La Plucherie by InVivo and Hedimag, a vehicle body designer specialising in food trucks. Painted in the colours of les Collectionneurs, this is the vehicle of the new savoir-faire, the outward face of the new agriculture.

*“All the medical and nutrition experts agree that we need a more “flexitarian” diet, with more vegetable proteins and more fibre. Combine this with the fact that in just a few years there will be 7 billion of us on the planet inhabiting the urban landscape. We must find ways to produce higher quantities and a wider variety of fruits and vegetables throughout the year. Climate-controlled urban agriculture is clearly a solution with multiple benefits. We are going to need to master these technologies and adapt our equipment. This partnership is a first step to a better understanding of urban agricultural methods, to improving nutritional quality and to reducing the ecological footprint of agriculture. It will be an essential counterpart to traditional agriculture for years to come.”* concludes Yves Christol, CEO of InVivo Food&Tech.

#### **A short glossary of indoor agriculture:**

**Hydroponics:** above-ground production technique; the roots of cultivated plants are directly supplied with water and nutrients, either via flowing liquids or misting.

**Micro-greens:** almost all edible plants (cereals, vegetables, herbs, etc.) can be harvested as micro-greens, that is to say during their first days of development (4 to 15 days).

**Pluche:** the tip of the plant flower, the part with the richest flavour, highly sought-after by chefs.

#### **Plants that can be grown in a controlled climate:**

- Micro-greens: basil, rocket, purple radish, sunflower, fenugreek...
- Aromatic herbs: mustard, shiso, wormwood, liquorice basil, nasturtium leaf...
- Edible flowers: nasturtium, borage, calendula, mustard flower, marigold...
- Leafy vegetables: Chinese cabbage, pak-choi, borage leaves, spinach...

#### **About InVivo**

*As the leading French agricultural co-operative group, the InVivo group includes 206 cooperatives, bringing together nearly 300,000 farmers.*

*InVivo has three business divisions - Bioline by InVivo (agriculture), InVivo Retail (garden centres and food distribution) and InVivo Wine (wine) – and two cross-functional entities dedicated to innovation - InVivo Food&Tech and InVivo Digital Factory.*

*Its turnover for 2016-2017 was 5.5 billion euros.*

*For more information: [invivo-group.com](http://invivo-group.com) - @InVivoGroup*

#### **About les Collectionneurs**

*les Collectionneurs are a group of restaurant and hotel owners with a taste for travel. Curiosity, generosity and a demanding nature are the shared values at the heart of the community. In 2018, 585 hotels and restaurants particularly attentive to travellers were listed by les Collectionneurs. To share, discover and suggest new venues, les Collectionneurs can be found at [lescollectionneurs.com](http://lescollectionneurs.com).*

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