

AlpBioEco

Regional Implementation Guidelines

Auvergne Rhône Alps (France) – BM: **Walnut Flips**



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INTRODUCTION

These guidelines are addressed for SME and stakeholders (who is meant by the term stakeholder: clusters, research institutions, chambers)

The ecosystems of the Alps are exposed to environmental problems caused by economic activities and climate change. Moreover, agricultural business, producers and manufacturers in the European Alps face fierce competition on the global marketplace. There is an enormous potential for green ecological growth and workplace creation due to the development of a sustainable bio-economy. Innovative use and value of regional resources strengthens regional business. Currently not all bio-economic potential is used. One problem is that many supply chains in the European Alps are not sufficiently connected. Many waste and by-products are not used, they are just dumped or composted instead of reusing them to develop new products in accordance with a good ecological Recycling Management.

In addition, there is a lack of coherent policies and strategies to support bio-based supply chains. This is exactly where the project AlpBioEco comes into play: it fosters a territorial development of the agricultural sector using innovative methods, above all innovation for small and medium-sized businesses and strengthens economy and cooperation in the European Alps.

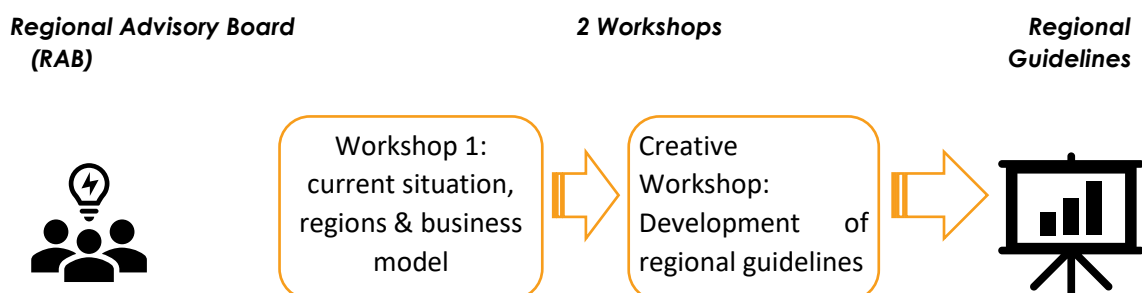
The overall goal of AlpBioEco is to foster a sustainable economy and support the markets and competitiveness of a bio-based economy in the European Alps. It focuses on supply chains of bio-based food and plant extracts. The project works especially on walnuts, apples and herbs, which were analysed to identify their potentials. AlpBioEco uses „open innovation concepts“ to develop proper business concepts for different regions.

The following guide should speed up the implementation of these business models and the development of bio-economy in Auvergne Rhône Alps region. The guide provides clear recommendations for involved decision makers in politics and economy like different Chambers, Clusters and Research Institutions. On the other hand, the guide is also for all producers and businesses that are searching for market niches and further development. A detailed guideline shows all steps for implementing new business models – from market research to product development. It includes important facts about raw material and financial funding to facilitate the implementation of the new business model.

METHOD

In order to develop a guide for all project regions, which specifically focuses on this business models, Regional Advisory Boards (RAB) for each of the 10 regions were created. The RAB consists of experts from different fields (politics, economy, regional development, agriculture, food production, food supply, legal representatives of interests). All those experts provide their expertise and together they work on a successful implementation of the business model. The RAB dynamically connects all relevant stakeholders of a region in order to create and foster new supply chains and new opportunities that have not been taken into account previously. The RAB consists of the most important stakeholders of the bio-economy sector within a region and so it also provides a network which is of importance for future platforms / projects / recommendations.

First step was to collect information from a region and show the current situation. This was made by the RAB in different workshops under the supervision of an AlpBioEco project partner. Second step was to develop a common vision of how to elaborate recommendations for politics based on the project. This was made in a second workshop with creative workshop methods like for example: Lego Serious Play®, Mural Tool or PESTEL. Due to the current health situation (Covid 19) all meetings were held online, offline, or hybrid versions.



Work steps performed when developing regional guides

A chairman/chairwoman was nominated for each RAB. This chairman/chairwoman is responsible for presenting and discussing the elaborated recommendations at an international meeting, the so called „Transnational Transfer Meeting“. In this meeting not only the regional guides are presented, but also a transnational and transregional guide is developed. In this guide's transnational and transregional guidelines the project regions are presented as role models and pioneer regions and serve as model regions for others .



Work steps performed when developing transnational guides

Overview Members RAB Region Auvergne-Rhône alps (France)

Role	Name	Business/ Organisation	Sector	Network
Chairwoman	Aurelie D' ASSIGNIES	Very Foody	SME	Regional, National
Member RAB	Claire REVOL-BUISSON	Auvergne-Rhône Alps Region	Public authority	Regional
Member RAB	Sylvie MIGUET	Auvergne-Rhône Alps Region	Public authority	Regional
Member RAB	Ghislain BOUVET	Chamber of agriculture Isère	Public authority	Local, Regional
Member RAB	Stéphane DUPRE	SENURA	Experimental center	Regional
Member RAB	Nathalie GROULARD	CING	Trade union	Regional
Member RAB	Séverine BELLE	Oil mill	SME	Local, Regional
Member RAB	Ludovic BELLE	Walnut farmer	SME	Local, Regional
Member RAB	Martine BOUSSIER	Alimentec	Cluster	International
Member	Clément DIOT	Innov' Alliance	Cluster	International

Role	Name	Business/ Organisation	Sector	Network
RAB				

DESCRIPTION OF THE BUSINESS MODEL: WALNUT FLIPS

PRODUCT DESCRIPTION

Walnut flips are puffed snacks or puffed additives for cereals or energy bars made mostly from starch, e.g. potato, wheat or corn, and walnut press cake. The flips can vary in size and form: as small pellets, they can be part of breakfast cereals.

As larger flips, similar to the well-known peanut flips, the walnut flips could be a snack to be served with an aperitif, at business events or back home as a healthier, more regional alternative to potato crisps.

Walnut flips can be produced in two ways:

- One option is to use already made starch extrudates that are subsequently coated with oil, spices and walnut press cake.
- The second option is to include walnut press cake in the extrudate mass and then process the mass into puffed extrudates, so that the starch extrudate also contains walnut press cake.



Figure 1- Walnut flips prototypes, tasting in Ravensburg, Germany.

For smaller businesses, the first option appears to be more attractive, as it requires less product development, less technological knowhow and smaller investments into production facilities. The following business and marketing opportunities therefore only refer to the coated version.

In the project, we produced several types of walnut flips with different starches, oils and flavours. As a base, we used extrudates made from oats (pellets and pillows) and millet. By coating these three extrudate types with different spices, oils and amounts of walnut press cake, we produced over twelve varieties in two stages, such as walnut-chili, walnut-paprika, walnut-herbs or also walnut-vanilla-cinnamon.

The favourite savoury flips were made with walnut oil, walnut press cake, paprika and salt. The favourite sweet version was made with walnut oil, walnut press cake, sugar and cinnamon and was preferred as a muesli additive.

BUSINESS AND MARKETING OPPORTUNITIES

There is considerable interest from regional retailers, walnut farmers and oil mill owners in the business model for the reason that it represents an innovative product that is not yet available on the market

and could add additional value to walnut oil production. It offers a possibility for oil mills to process walnut press cake, which is often used as animal feed or even thrown away. For the retailers, it appears to be an interesting regional and healthier substitute for conventional peanut flips. Yet, the business and marketing opportunities for walnut flips still require some research, since no detailed market study has taken place. The flips can be produced and sold directly by oil mills. In addition, the production and selling of walnut flips could also be interesting for existing snack or cereal producers – they have relevant knowledge and necessary technological equipment – or a service provider. If further allergens can be avoided (e.g. using potato starch instead of wheat to make it gluten-free) and regionality and health aspects are considered, the flips could be interesting for people who care about a healthy diet and regional products. However, regionality makes the production, market placement and development of a suitable marketing strategy of regional flips difficult. Selling walnut flips regionally on the conventional food retail market is hardly possible due to low production volumes, open issues of certification and seasonality aspects.

Direct selling thus appears to be the preferable option. A successful marketing strategy needs good “storytelling” to highlight the regional origin, the health-related features and the ecological aspect of preserving the old cultural heritage of regional walnut trees. One strategic option to achieve this could be regional cooperatives of walnut farmers. The raw materials required for the coating are oil and by-products of oil extraction, which makes the snack more sustainable than existing, comparable products. In addition, business relationships are to be established that will make it possible to bring the walnut flips to the end consumer on a larger scale. Conceivable here are (walnut-)farm-shops, farmers-markets, regional retailers, supermarkets, drugstores, cinemas, schools, universities, cafeterias or catering services and similar companies.

IMPLEMENTATION HURDLES

The lack of a detailed market study is the first hurdle. To date, it is not clear whether and under which circumstances this product would be successful on the market. In addition, to implement this business model, investments into product development, expertise and equipment are needed. Likewise, the available product prototypes need further improvement regarding food design. To produce walnut flips, a mill or a cutter is needed to mill the walnut press cake. In addition, a coating machine and a packaging machine are needed. Like any other natural raw materials, the quality variations in the processed walnut press cake represent another challenge. Many oil mills process walnuts from different owners, not knowing about the varieties or the previous treatment of the walnuts. This increases the need for sound quality management and flexibility in the production. Given that the taste and composition of the press cake could significantly vary across different batches, quality management and reproducing a steadily similar taste are difficult. In addition, the product itself might be sensitive in terms of distribution and shelf life due to the fats it still contains after processing.

ADDITIONAL INFORMATION AND CONTACTS

You can find additional information about the walnut flips business model → [here](#).

If you want to get more information about this business model or on our related research activities, you can contact the following AlpBioEco project partners from Germany:

→ Friends of the Earth Germany, Regional Association Bodensee-Oberschwaben / Bund für Umwelt und Naturschutz, Regionalverband Bodensee-Oberschwaben, BUND, Ulfried Miller:
ulfried.miller@bund.net | www.bund-bodensee-oberschwaben.net

→ City of Sigmaringen, Anna Bäuerle:
alpbioeco@sigmaringen.de | www.sigmaringen.de

For the development of this business model, we have worked with the following company from Germany:

→ Sinne & Sensorik, Cornelia Ptach:

STATUS QUO

EUROPEAN AND FRENCH BIO-ECONOMY STRATEGIES

Knowledge of the European bioeconomy strategy

The following text below is issued from Hohenheim students [report](#) who did some research and analysis of the EU bioeconomy strategy and national bioeconomy strategies of the five AlpBioEco countries Austria, France, Germany, Italy and Slovenia.

The analysis carried out by Hohenheim students compares the selected bioeconomy strategies of the EU and five countries by focusing on the food value chain, valorization of side-streams, stakeholder collaboration and promotion of eco-innovation perspectives. From the analysis, it can be concluded that the foundation of the political motivation of different countries to promote bioeconomy development differs according to the country's available resources, specialization and social development. As all countries are within the EU, they have many common and similar actions. All countries primarily focus on rural development, sustainable resource use and development of bioeconomy.

The EU bioeconomy strategy serves as a driving force and is leading all other countries towards bioeconomy. The Austrian and Italian strategies are structured holistically and take many aspects of bioeconomy into account. While the German bioeconomy strategy focuses more on research and industrialization of bioeconomy, the bioeconomy strategy of France is setting framework conditions for bioeconomy development in the country. However, Slovenia does not have a dedicated bioeconomy strategy but is moving in a similar direction with their various intentions. In all strategies, knowledge is considered as a key driver towards a sustainable bioeconomy. Knowledge is the basis for research, innovation, and development, which is needed for implementing and optimizing the bio-based value chains in a collaborative way and therefore also key for a successful bioeconomy.

Source: extracted and adapted from "Comparing selected bioeconomy strategies of European countries within the frame of the AlpBioEco project", University of Hohenheim, p38

Knowledge of the French national bioeconomy strategy

The dedicated bioeconomy strategy for France was published back in 2017 and is called "A bioeconomy strategy for France". The responsible ministry is the Ministry of Agriculture and Food. Other ministries like the Ministry of Economy, the Ministry of Higher Education, Scientific Research and Innovation, the Ministry of Territorial Cohesion and the Ministry of Ecological Development and Development of Solidarity are in charge as well. The strategy is available on the website of the Ministry of Agriculture and Food and can be downloaded for free. The consequential action plan was published a year later in 2018 and states the policies France wants to implement to tackle some current problems of the actual economy. All these policies are due between 2018 and 2020. The action plan has therefore rather a short duration period compared to other action plans from other countries. Still, the lion's share of these policies has long-term consequences. A characteristic property of the bioeconomy strategy is that it does not deal with food-related exploitation of biomass since this is addressed in other strategies. Important focus areas of the strategy are the extension of knowledge, the promotion of the bioeconomy, the creation of conditions that supply can meet demand, sustainable biomass production, and the removal of obstacles that could impede the development of a bioeconomy.

Source: extracted and adapted from "Comparing selected bioeconomy strategies of European countries within the frame of the AlpBioEco project", University of Hohenheim, p11

Opinions of the regional advisory board on the Auvergne-Rhône-Alpes bioeconomy strategy

Auvergne-Rhône-Alpes Region voted in Plenary Assembly on November 17, 2016 a regional plan for the development of organic farming.

The objectives are to:

- Make the Region a leading region for production in organic agriculture, recognized as exemplary in terms of quality production;
- Increase the number of producers by 30% by 2021 to respond to a rapidly growing market;
- Strengthen the competitiveness of organic farms to help them become more viable, profitable and efficient;
- Support downstream players, processors and distributors by helping them to conquer market share from regional raw materials, while securing incomes of organic farmers;
- Simplify regional public policies for the benefit of farms and businesses.

RAW MATERIAL

Is there enough raw material for the BM? Are there enough raw material producer for the business model in the region?

There is enough walnuts processing to get enough walnut press cake. The only concern would be regarding organic walnuts, volumes could be not big enough to answer demand.

Some figures issued from a walnut mill in Auvergne-Rhône Alpes region:

- 33 tons overall walnuts volume
- 30t fresh and dry walnuts
- Walnut shell: to heat, dry the nuts + possible use for sandblasting
- Walnut cake:
 - 1.6 tons for animal feed (40% protein),
 - 300kg in conventional,
 - 44kg for human food = nut flour (gluten free)
- Nut oil for cosmetics (balm, soap, care oil, shampoo)
- Walnut flour: organic deodorant
- Walnut stain (15t): tincture

Resources and raw material availability

First, the amount of available walnuts varies from season to season. Therefore, it is hard to predict if walnuts quantities will be large enough to cover the demand of oil mills.

Second, consistency of raw materials are a key element for the feasibility of the BM. It is even the biggest issue. Quality of walnut press cake may vary according to walnut suppliers. Walnut press cake can be issued from walnut varieties with different tastes. In addition, the storage of walnuts is not the same between all walnuts suppliers. Therefore, walnut flips can change from batch to batch.

Last, walnut press cake is often considered as a waste. There is a need to change perception of this co-product and show all the potential of valorisation, e.g. walnut press cake is full of proteins and got high nutritional values.

Are there companies that also need the raw material, so that there is competition for raw materials here

Nowadays, walnut press cake is mainly used for feeding animals. Oil mills do not get significant incomes from that. By valorising walnut press cake for human consumption, it would increase its

added value and as a result rise profitability. Therefore, until now no hard competition for walnut press cake. Maybe later if potential of walnut press cake is shown for human consumption.

Are there interested producers in the region for the business model? Possibly also with links or address lists

- [5 sans](#)
- [Bjorg](#)
- A start-up in St-Etienne, Basal Nutrition, is producing pastry premixes made from spent grain flour. Their premix is used to make cakes.

What do you need to interest consumers and / or dealers in the business idea / BM?

For consumers, walnut flips is clearly a product answering the snacking trend. Also, it is well aligned with a consumer demand for local, natural and healthy products.

More and more farmers are processing their walnuts themselves. Therefore, walnut flips are one of the possibilities to transform walnuts and to valorise a co-product (walnut press cake) issued from walnut processing.

In addition, a market and consumer studies are needed to attract companies. To implement this BM, some prototypes first has to be done with a start-up for instance. Then consumers could try the product and give the first valuable feedbacks. Knowledge on nutritional values are also requested. Claiming health benefits is a thing, being able to showcase is another one.

[Alimentec](#) is currently running a similar project to AlpBioEco. It focuses only on walnut press cake. By June 2021, more results will be available. More precisely, a survey is being done and will show some possible ways of valorising walnuts press cake.

For more information, please contact Martine BOUSSIER from Alimentec, mboussier@alimentec.com

RESEARCH AND DEVELOPMENT

Is there any further research required to launch the business model?

From the original business model, walnut flips are made through extrudate process. As this process does not fit with premium product requirements, new alternative methods could be used.

Another solution could be to produce a cracker or a cookie instead of a flip. In that case, no need of extrudate process and then the product can still be premium quality and aligned with consumer values. Indeed, extrudation process is compressing food material to get the final product. Treating food in such a way is not aligned with quality requirements of a premium product.

In mills, new equipment have to be foreseen to produce walnut flour or even cookies or crackers. When developing the final product, buying material such as new machines or managing new processes will be necessary steps.

Which institutions carry out research / analyses in the area of the BM? Are experts available regionally / nationally?

[Alimentec](#) is a technopole working on a study related to walnut press cake. They gathered many actors in walnut field. Here are the following activities they are performing in the project on walnut press cake:

- Survey to ask potential users
- Nutritional value
- Process to add value to walnut press cake
- Transforming walnut press cake

- Test on potential users

The study on walnut press cake will end June 2021. AlpBioEco project through Innov'Alliance partner is in touch with Alimentec and will benefit from the results obtained.

Beside Alimentec, there are other organisations regionally such as SENURA or the Chamber of agriculture of Isère department. SENURA is an experimental center dedicated for walnuts studies. They mainly work on walnuts cultures and improvements that may be done. The Chamber of agriculture is following walnut farmers in their needs and try to find solutions with them.

In addition, Paul Bocuse Research Institute works on nutrition values and is directly in touch with consumers panels. Also, ISARA is a school of agri-food engineers that can help to perform some studies in Auvergne-Rhône Alpes region.

Innov'Alliance cluster is connecting all previous actors within a common network. The cluster is helping its members to search for partners, to support project making, funding research, market studies, sensory studies, support to define market strategy...

Last but not least, VeryFoody is a SME specialized in making ingredients from new / under exploited bio-based sources. The SME could be relevant to find new ways of producing a healthy snack from walnut press cake. They formulate products for food industries that meet specifications including nutritional values. To do so, they are going through numerous tests, give a high importance to preserve culinary properties of a product and formulate ingredients according to clean-label requirements.

New business models to be developed

The workshop gathered different walnut actors in Auvergne-Rhône Alpes region. It appears extrusion process was not seen as in accordance with premium product requirements. Making crackers or cookies could be a solution as those products do not have to go through extrusion process. They may have a higher nutritional score.

Preparing raw material into flour or using it directly as ingredient could make sense to valorise walnut press cake. Avoiding extrusion process seems the starting point to sell a premium product and be aligned with consumer's needs (natural product, environmental friendly, high nutritional value...).

FUNDINGS AND LEGAL FRAMEWORK

What kind of financing options / fundings are available in the region?

The Auvergne-Rhône-Alpes Region with its Departments and the EAFRD will launch early January 2021 a call for proposals "Support for agro-food industries" within the framework of measure 4.22 of the EAFRD. The call will support the agro-food industries in their investments relating to transformation, packaging and storage of agricultural raw materials and marketing on site. The Department of Agriculture and Agri-Food of the Auvergne-Rhône-Alpes Region is the one-stop-shop for this call.

What type of funding is available? Is there funding for the start of the business model or funding for R&D? Start-up promotion? Marketing funding?

There are many solutions to support companies, both in their R&D and innovation projects, but also for their development, industrialization, investment projects ... at national and regional level

- R&D support mechanisms:
 - RESEARCH TAX CREDIT: tax credit of 30% of R&D expenses - Basic research, applied research and experimental development.
 - INNOVATION TAX CREDIT: 20% of the expenses necessary for the design and / or production of prototypes or pilot installations of a new product
 - Support for collaborative projects: national PSPC, regional PSPC, R&D booster, PIA Sector

- Support for SME and start-up projects: Diag Innovation, French Tech Grant, Feasibility Assistance, I-Nov Competition, regional PIA ...
- Support system for collaborative projects, in connection with research: R&D booster
- Support for individual innovation projects: regionalized PIA 3
- Regional business support funds: support for business development in various forms, including investment support, fundraising, honor loans, etc.
- National recovery plan including specific agri-food measures
- BPI France business support systems

SUMMARY TABLE

This table is to be completed by the RAB based on their experiences, assessments and level of knowledge. Since this advisory board is made of people from different disciplines with perspectives from many directions, this table will provide a good overview of the current situation in the region with regard to the business model.

The term "excessive / unproblematic" defines that these areas are available to such an extent that the BM implementer only has to select without a lot of work in the search or that the framework conditions are in such a way that they no longer need to be changed to ensure implementation of the BM.

The term "too less / problematic" includes all those areas in which changes have to be made so that the BM can be implemented.

	excessive/ unproblematic	sufficient	middle	Too less/ problematic
Raw material in the region		✓		
Raw material producers in the region		✓		
Market and consumer			✓	
Competing products				✓
Dealer and Trader		✓		
Interested project partner		✓		
Possible processors and implementers of the BM			✓	
Research institutions in the area of the BM		✓		
National research / nationale experts		✓		
International research / International experts		✓		
Legal framework		✓		
Promoter of the business idea (stakeholders / areas / people)		✓		
Regional funding	✓			
National funding		✓		
International funding			✓	
Research funding		✓		
Project development funding		✓		
Market maturity / marketing promotion			✓	
Additional financing possibilities			✓	

GUIDELINES FOR STAKEHOLDERS

To whom are the guidelines addressed: Clusters, Research institutions, Chambers, Region

STRENGTHS OF THE REGION

Grenoble walnuts are a strong asset for Auvergne-Rhône Alps region. Cultivated in Isere valley, the walnut trees benefit from a relatively humid and windy climate. The orchards are located between plains and hills. They benefit from all the freshness of an alpine climate perfectly adapted for the walnuts. Those climate conditions, combined with the producer's know-how, rose the Grenoble Walnut into a flagship production of the region for centuries. Walnut producers are combining tradition and modern methods to offer a healthy and tasty fruit.

RECOMMENDATIONS FROM THE REGIONAL ADVISORY BOARD ON THE BM IMPLEMENTATION

Today, at a regional level, there is no market study yet. Therefore, it is hard to position the product in terms of competition, price, distribution channels, etc.

The business model (BM) on walnut flips can be a new way to valorise Grenoble walnuts. In a circular economy scheme, all by-products have to be used and valorised. It can be done through this BM. Indeed walnut press cake is a coproduct resulting from walnut oil production. Therefore, all walnut processors can be concerned. Even more, as more and more walnut producers are becoming walnuts processors as well, they will be interested to know how to valorise walnut press cake.

The BM should be funded to support Grenoble walnut value chain and its unique image. In addition, keeping in mind the Bioeconomy strategy of the Auvergne Rhône Alps region, the BM is a step forward to the development of a circular economy in the region. Auvergne Rhône Alps region can help to fund the BM through a funding program.

The walnut press cake is often considered as a waste. It is a pity as it can be a new opportunity. This coproduct is full of proteins and presents high nutritional values. Therefore, it seems to be the perfect product for making local, healthy and even further organic snacks. As more and more consumers tend to eat food in snack version, offering a product with a high nutritional benefit is relevant. Customers will be satisfied to eat a premium product answering human body needs and keeping at the same time its tasteful properties.

Speaking about making snacks, the original business model started from walnut flips. At a regional level in Auvergne-Rhône-Alpes region, the regional advisory board agreed extrusion technique used for making walnut flips is not aligned with the characteristics of a premium product. Therefore, making crackers or cookies seem more convenient and answering specifications of a premium and clean label product.

Walnut press cake will still be used for making crackers or cookies as primary ingredient. A start-up specialized in developing new ingredients could implement the business model. A market study on the potential of walnut press cake is currently being done and will give meaningful insights on new ways of valorisation. Also it will draw some clear lines about consumer needs.

All along this process, companies will develop their know-how and need new skills and competencies resulting in job creation.

GUIDELINES FOR SMALL AND MEDIUM ENTERPRISES

The Business Model (BM) walnut flips is a real opportunity for small and medium enterprises (SMEs). For many reasons the BM can help small businesses to find new ways of valorising their activities and going further to earn more money.

The walnut flips BM is a good way to reach new customers. Walnut flips answer new customers' needs such as consuming snack food and a demand for local and healthy products. Also more and more walnut producers are also walnut processors. Therefore this BM can help them to find new ways of valorising coproducts issued from walnut processing.

To implement the BM, SMEs will face some hurdles.

First, the consistency of walnut press cake can be an issue because the product varies a lot from batch to batch. Many factors determined its quality and colour (suppliers, walnuts processing etc).

Expenditures are the second point to keep in mind. Launching such a business has obviously a cost. Developing such a business will require to spend some money in R&D and equipment for making walnut flips. Auvergne-Rhône-Alpes region and other funds (see section Fundings and Legal framework) can help to fund such costs.

Speaking about walnut flips, regional stakeholders do not see extrusion techniques as aligned with premium product requirements. Therefore, developing a product, which can be a cookie or a cracker, seem more convenient. It will be in accordance with the image of a premium product and its values: healthy and tasteful.

Health claim cannot be sufficient for customers, they want also a product with more added value. Cookies or crackers will be made locally and sometimes from organic walnut press cake. Therefore, the customers will buy a product, which is local, organic and healthy. Here is the definition of a premium product.

To be able to reach new customers, a communication plan has to be defined. The most important is to set a clear range of products to ensure product visibility. A brand can help to reach that objective.

In addition to customers, the value chain needs to be organised between all stakeholders. Oil mills play an important role as they are the key producer of walnut press cake. Then, they can make their own crackers/cookies or ask agri-food industries to produce them. Different solutions are on the list, the choice will be done according to the experience and know-how of oil mills. Also it will rely on the price oil mills could sell walnut press cake to the agri-food industries.

SMEs interested to develop this BM have to pay attention to the competition which can be fierce at international level. USA and Chili for instance are selling walnuts and Grenoble ones are sometimes not the cheapest. Clearly, promoting a local product is essential here. Customers want a local premium product and Grenoble walnuts are answering this need.

Last but not least, snacking market is really competitive. There is a need to position wisely on the market a cookie or cracker to answer snack trends in a new way (local and health claim, promoting circular economy).

Roadmap





ABOUT US

You want to know more details about our project?



Please find more detailed documents on our homepage:
www.alpine-space.eu/alpbioeco



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PROJECT PARTNERS



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