The Grenoble Walnut Appellation of Origin: Supply Chain and Prospects
Grenoble Walnut Supply Chain

1927: First Federation of Grenoble Walnut (Paul de Montal): with growing market demand, producers from the most productive areas (communes) organize to form a larger regional federation.

During the same period, powerful family-owned corporations were buying up walnuts from isolated producers and selling them under their company name.

1936: Grenoble Walnut Congress, St Marcellin: meeting of all industry stakeholders—producers, wholesalers, retailers and agricultural institutions from the regional government office.

17 juin 1938: government decree recognizing the Grenoble Walnut label of origin (appellation d’origine contrôlée Noix de Grenoble).
The Grenoble Walnut Industry Today

CING (supply chain committee for Grenoble Walnut): responsible for managing the appellation since its formation in 1968.

Revision of designations rules in 2008: regulatory improvements for the management of quality signs at the European level.

French non-profit regulations (« Law 1901 ») revision in 2008: for Grenoble Walnut, combined organizations responsible for legal protection (intellectual property) and management of the supply chain, including promotion
Goal of the Grenoble Walnut leadership (CING):

• support and extend the product’s reputation for quality and increase its value-added in world markets

• highlight the distinctive features of the Grenoble Walnut to build consumer recognition and loyalty
Characteristics of the Grenoble Walnut:

• First French «fruit» to obtain an appellation of origin (1938)
• Nuts are sold shelled, dried or fresh.
• 3 traditional varieties covered under the label - Franquette, Mayette, Parisienne
Requirements for Grenoble Walnut producers:

Strict production requirements for quality assurance and commercialization -

- acreage inventory and traceability system in place
- production methods governing varieties, planting density, pruning, irrigation, fertilization, harvest date, drying, storage conditions
- marketing rules for size and quality, packaging, sales calendar

All steps from production to market distribution must be carried out within the geographic region delimited by the appellation.
Geographical extent of the Grenoble Walnut

A territory of 261 communes located in Isère, Drôme, and Savoie
# More on the Grenoble Walnut

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2012</th>
</tr>
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<tbody>
<tr>
<td># of approved producers</td>
<td>1108</td>
<td>980</td>
</tr>
<tr>
<td></td>
<td></td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>in Isère</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>in Drôme</td>
</tr>
<tr>
<td>Surface area of</td>
<td>6936</td>
<td>6740</td>
</tr>
<tr>
<td>appellation</td>
<td>ha</td>
<td>ha</td>
</tr>
<tr>
<td></td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>in Isère</td>
<td>in Drôme</td>
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## Supply Chain

<table>
<thead>
<tr>
<th>By Type of Sales Entity</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>16</td>
</tr>
<tr>
<td>Cooperative</td>
<td>2</td>
</tr>
<tr>
<td>Producer-Distributer</td>
<td>80</td>
</tr>
</tbody>
</table>
## Production vs sales 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>In 13,429 T</th>
<th>Out 11,076 T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Cooperatives + Subsidiaries</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td>Producers-Distributers</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Sales Campaign Results from 2002-2012

Noix de Grenoble AOP
Production et commercialisation

Green - volume produced
Violet - volume sold
Campaign Results from 2002-2012

Noix de Grenoble AOP
Commercialisation : volumes et destinations

Blue- Volume sold domestically
Green- Volume exported

Blue:
- 2002: 4338 T
- 2003: 4340 T
- 2004: 3533 T
- 2005: 4070 T
- 2006: 4461 T
- 2007: 4178 T
- 2008: 4700 T
- 2009: 5331 T
- 2010: 4876 T
- 2011: 6641 T
- 2012: 6890 T

Green:
- 2002: 8678 T
- 2003: 4508 T
- 2004: 6108 T
- 2005: 7570 T
- 2006: 8639 T
- 2007: 7876 T
- 2008: 8006 T
- 2009: 7232 T
- 2010: 8061 T
- 2011: 10202 T
- 2012: 11076 T
Left to right:

France, Italy, Germany, Switzerland, Spain, Denmark
Thank you!