



**Cooperation OFFER
Pays du Bocage LAG**

Title of the proposed project

EUROPEAN OVERVIEW OF PEAR CIDERS

Project summary

This project aims to picture the situation of the different pear ciders around Europe and particularly in the regions participating to the project. The visits organised during the project have to lead to the identification of the best practices and to the elaboration of a monograph of European pear ciders. This monograph has to improve the marketing strategies, the production techniques, the distribution networks and the commercialization channels of the pear ciders of the regions participating to the project.

Context in which the project will take place

Part of the LAG territory is covered by the production area of the local product *Poiré AOP Domfront*. This pear cider is made from a particular type of pear trees that are typical of the area of the *Domfrontais*. These trees give the landscape a particular identity along with hedgerows and cows' pasturelands. These products are therefore important from the heritage and cultural points of view but also economically, as their production involves 380 fruit producers, 72 products' producers (*Poiré*, *Calvados* and other spirits) and 6 merchants. Pear being a fragile fruit, producers tend to diversify their activity with other fruits production or livestock farming. Supporting this local product through this project will therefore bolster a whole sector of activity and help maintaining traditional productions and landscapes.

The *Domfrontais* area, which covers part of the LAG territory, has also a high touristic potential (medieval ancient village of Domfront, a regional park and protected areas, rivers for leisure activities, hiking and bridle paths...) but this potential is not enough exploited: too far from major touristic destinations such as Paris, the Mont Saint Michel or World War II landing beaches and from highways, airports or railways' network. This project will therefore contribute to the attractiveness of the *Poiré* production territory and to enhance its standing at a European level.

Objectives (to be better defined)

- To have a global overview of pear ciders around Europe (production methods, commercialization network, consumption ways, volumes of production...) through the elaboration of a monograph of pear ciders.

- To foster the product's visibility (*Poiré AOP Domfront* and the other pear ciders).
- To valorize the territories linked to the production of the pear ciders participating to the project.
- To increase local selling and exportation of this product.
- To help developing touristic strategy related to local products and pear cider marketing strategies.

Activities (to be better defined)

- To organize the journeys in the different regions participating to the project as well as the conferences on the field experiences of the producers and the local different traditions. These conferences and the producers' feedback will contribute to define the content of the monograph.
- To identify a person in charge of elaborating the pear ciders' monograph.
- To publish a monograph on pear ciders in the regions participating to the project in different languages.
- To create videos and pictures to be used by each Tourism Offices or association of producers...

Target groups

Associations/organizations of producers (of pear and apple ciders or other fruit's liquors), single producers, public structures bolstering local products, organization of labels of quality for food and drinks, any other organization/association working for the enhancement of local products of their territory.

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