	Geographical Indication Product Database - Step 1- **Noix de Grenoble - France**	**SOURCE :** **Author : Maud Hirczak** **Institution : Institut de Géographie Alpine** **Date : 25/08/2006**

DESCRIPTION :

1. **NAME OF PRODUCT :** ***Noix de Grenoble***

2. **COUNTRY AND REGION IN THE COUNTRY:** FRANCE - Isère Valley (Rhone-Alpes region)

3. **TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**

Nut is a fruit which is present in several areas in France. It has a high food value and is consumed fresh (whose water content exceeds 20%, with tender flesh) or dried (from October to December), in starter, pastry making and pudding but also as oil.

4. **DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**

Grenoble nut is PDO since 1996 (first origin label in 1938) and so produced in a limited area along the river Isere, from the south of Savoie to the north of Drôme, with a higher density of walnuts in the south of Gresivaudan (Vinay, Tullins or Saint Marcellin districts). Only three varieties are retained ("mayette", "franquette" and "parisienne") and their grading must be equal to or higher than 28 millimetres. Besides, always in specifications links to PDO, each walnut must have at least 100 square metres, there must be 8 metres between each tree, cutting is obligatory and irrigation is regulated. Production is identified by a red seal affixed on packing.

5. **LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**

There is a long tradition of walnuts in this area but the production became more important since disease silkworm and phylloxera on vines at the end of the 19th century. Located in hill areas, walnuts are at an average altitude lower than 600 metres on slightly acid soil, gently sloping and rather deep with strong retention of water but sufficiently filter soils. The continental climate and range of temperature is much appropriated for this production.

6. **PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :**

There is about 2 000 producers using about 6 000 hectares of walnuts. Annual production is between 10 000 and 12 000 tons, and commercialisation is based on 15 firms. An interprofesionnal committee administrates the production and nut merchant have an important part in management. Grenoble nut is commercialised in Rhone-Alpes regions and whole France, and half of the production is exported in Europe (especially in Germany, Spain, Swiss and Italy).

7. **MARKET AND REPUTATION (size, price premium, attractiveness, growth) :**

Grenoble nut is an important production and represents half of the French nut production, which is in competition with American and Chinese intensive production. It's a production with well valorisation and it knows a small progression these last years in spite of difficulties related to the climatic risks (which is the main problem for fruit production). It has a strong reputation and today the Grenoble nut committee and INAO (the French national institute of PDO) works on the PDO in order to strengthen the link to local territory. A request for PDO was deposited for green walnuts and actually there is also a project of valorisation of oil.

8. **APPLICANT / HOLDER (IF ANY) :**

Interprofesionnal committee "Comité Interprofessionnel de la Noix de Grenoble" (Interprofesionnal Committee of Grenoble Nut). For more information: www.aoc-noixdegrenoble.com

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Grenoble nut is one of the first origin label in France. It shows that a GI product can represent a strong part on some markets, and can be valorised not only on local area but also in whole country and Europe. But there is not an

important valorisation on its own area of production. Consequently today all participants are conscious of this fact and work more on the link between nut and its territory: the production has also an impact on landscape, architecture (nut drier) and so, it's the whole territory and not only the production that the product wants to valorise.

CATEGORY :

☐ **Origin Product** ☐ **GI product** ☑ **Recognized GI**