

Strategic partnership between Bioline by InVivo & Pour une Agriculture Du Vivant

Bioline by InVivo and Pour une Agriculture Du Vivant (for a living agriculture) have entered into a strategic partnership to accelerate the large-scale deployment of the agroecological transition. Faced with the challenges of food security, climate change, soil erosion, the extinction of biodiversity, and the fair distribution of value in the food processing industry, the two partners share strong beliefs: this transition must be done with the commitment of all stakeholders, starting from the agronomic realities of farmers and the diversity of their situations, and must place the regeneration of agricultural soils at the heart of the action. Through this partnership, Bioline by InVivo and Pour une Agriculture Du Vivant wish to jointly guide and consolidate an agroecological transition, undertaken by all types of farming, each with their means, towards a common goal of achieving results.

Bioline, acting for sustainable farming and food

'This partnership is in line with Bioline's strategic project, the Third Way of Agriculture, namely to preserve a high level of productivity and support the diversity of farming methods in this transition to meet the environmental and social challenges we face. Both we and Pour une Agriculture Du Vivant believe that farming is a solution and, through this partnership, we wish to strengthen and promote the positive impact offers that we are developing for this purpose. For example, we have just finalised the integration of the [SMAG](#) and [Agroecologie.org](#) platforms for the calculation of the Regeneration Index¹, designed by Pour une Agriculture Du Vivant, with the aim of simplifying its calculation for farmers to help them manage their agroecological improvement process as fluidly as possible' shared Laurent Martel, Managing Director of Bioline.

Pour une Agriculture du Vivant, a collective movement serving the agroecological transition

For Anne Trombini, director of Pour une Agriculture Du Vivant, this partnership with Bioline by InVivo is fundamental: *'Pour Une Agriculture Du Vivant seeks to co-construct, with all stakeholders of the food processing system, the tools and services necessary for the agroecological transition. To be effective and relevant, these tools must start in the field, and working with upstream agricultural stakeholders like Bioline brings real value to the movement from this point of view. Pour une Agriculture Du Vivant also seeks to massively deploy solutions, proven in the field and in pilot projects: agricultural cooperatives are therefore essential strategic stakeholders for the success of our mission, and this makes Bioline, the InVivo cooperative group's farming business line, a key partner.'*

About Bioline by InVivo

Bioline Group (1,300 employees), which is strongly involved in the Third Way of Agriculture, is the InVivo group's farming business line. With businesses spanning the entire agricultural production chain, the company brings together a unique alliance of 360° expertise, organised into four business lines:

- **Bioline Seeds** (Aegilops, Agro-Sol, Novasem, Semences de France, and Tradisco);
- **Bioline Crop Care** (Bioline Agrosiences, Fertiline, Life Scientific, Phyteurop, CCAB in Brazil, and In-Ou in China);
- **Bioline Solutions** (Agrinovex, Agrosolutions, be Api, Bioline Insurance, Protelis, Fermes Leader, and Smag).
- **Union InVivo** (Referencing centres & logistics and storage)

Products and solutions are promoted to distributor partners by **Bioline France**.

About PADV

Pour une Agriculture du Vivant is a movement created in spring 2018 to develop tools, benchmarks, and projects to accelerate the agroecological transition by encouraging people to act and by mobilising all the stakeholders in the ecosystem in order to converge towards a new farming and food model. Among these tools, the Regeneration Index provides a definition and a clear measuring framework for the regeneration of soils and farming

1. [Regeneration index - Pour une Agriculture du Vivant](#)

ecosystems; facilitates dialogue within the sectors to secure, encourage, and promote farmers working to improve their processes; and it is already used as an impact measurement for green financing.

The movement, supported by an association under French law 1901, had 750 members in early 2022.

Press Contact Thomas BEGON, Communications Director tbegon@invivo-group.com