

# PRESS RELEASE

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## INAUGURATION OF THE VAR STAND MONDAY, FEBRUARY 24 AT 4 P.M.

by

**Jean-Louis MASSON**, President of the Var Departmental Council

**Guillaume DECARD**, Vice President of the Var Departmental Council, President of Var Tourisme

In the presence of

**Christian SIMON**, Departmental Councillor, in charge of Agriculture

**Louis REYNIER**, Vice President of the Var Departmental Council, President of the Commission for the Preservation of Forest and Agricultural Areas and Health Risks

**Sylvain AUDEMARD**, President of the Var Chamber of Agriculture

**Var departmental councillors**

with the exceptional participation of,

**Gabrielle PRIOLIO, from the Var, elected Miss France agricole 2025**

WELCOME TO THE VAR, THE VAR WITH YOU, CLOSE TO YOU, EVERY DAY -1-

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## THE VAR DEPARTMENT AT THE PARIS INTERNATIONAL AGRICULTURAL SHOW

After highlighting the benefits of eating and living well in the Var, this year the Var territory will be in the spotlight.

The Var Department, France's most beautiful area, will be in Paris for this year's Paris International Agricultural Show, from February 22 to March 2, 2025. In so doing, it is affirming its support for the Var terroir and its producers, and putting agriculture at the heart of the landscape.

As Jean-Louis Masson, President of the Var Departmental Council, points out: *"... agriculture in the Var, with its specific features and diversity, plays a vital role in our economy, the quality of our environment and the diversity of our landscapes".*

Promoting the Var Department through its local produce and enhancing the value of areas where agriculture plays a major role in the economy, heritage and tourism is a key aspect of the department's policy.

In the heart of a "cabanon"-style hamlet, with its natural stone facades, vineyards, pétanque court and mimosa trees, visitors are invited to meet with local farmers and producers, discover the attractions and richness of a multi-faceted region, and taste products typical of the Var terroir.

## EXPLORING THE VAR DEPARTMENT

### ON THE PROGRAM: TASTINGS, EVENTS, ROUND TABLES

*\*All tastings and events are free of charge*

#### **Tastings and events\***

Every day from 10 a.m. to 6 p.m., tastings of 100% local recipes, prepared on site, will be offered by Anne, head chef of the departmental kitchen, and her team.

The **Bar à Cade** (a fine galette made from chickpea flour and olive oil) will be set up in Paris. Four different varieties will be prepared and baked on site: savoury, with olives, anchovies and a sweet version to delight gourmet palates.

#### **Tasting opportunities:**

La cade, biscuits and/or crackers with rosé wine and olive oil, duck parmentier, fig/honey shortbread will be offered to visitors.

All products are supplied by local producers of the Var stand.

#### **Saturday, February 22 to Sunday, March 2**



#### **Immersive 3D experiences**

Throughout the day, visitors are invited to take part in an immersive 3D experience. Thanks to virtual reality helmets and never-before-seen 360° images, take part in an experience in the heart of the Var to discover enchanting landscapes and remarkable sites...

Visit the famous Place des Lices in Saint-Tropez, the Espace Nature Départemental du Plan in La Garde, Mont Faron in Toulon, the truffle market in Aups, the fishermen in the port of Sanary-sur-mer, or the mussel and oyster farms in the Bay of Tamaris in La Seyne-sur-mer...



### **Pétanque in Provence, an “art de vivre” !**

If you'd like to try Provencal sport called pétanque, a pétanque court is set up on the stand.

Two champions from the Var will be on hand : **Henri Lacroix**, **14-times world pétanque champion**, member of the **French national team** and world title holder and **Laurent Matraglia**, one of the most complete player on the circuit.

## **NEW - THEMED ROUND TABLES**

(subject to change)

The Var Department is hosting 3 round-table discussions exploring current and futur challenges for agriculture. On the key issues. Var's agriculture of today, tomorrow and its necessary changes.

**1 - TUESDAY, FEBRUARY 25, 2025 - 9:15 / 10:30 a.m.**

### **A robust agricultural sector for the Var**

Moderated by **Ilian Moundib**, climate resilience engineer and consultant with contributions from:

**Louis Reynier**, Vice president of the Var Departmental Council and in charge of the Preservation of forest and agricultural areas and health risks

**Christian Simon**, departmental councillor in charge of the Agriculture mission

**Sébastien Perrin**, General Secretary of the Var Chamber of Agriculture, arborist, winegrower and market gardener in Roquebrune-sur-Argens.

**Eric Pastorino**, President of the CIVP (Conseil Interprofessionnel des Vins de Provence)

**Jean-Claude Félix**, Mayor of Rocbaron

**Gabrielle Priolio**, market gardener from the Var, elected Miss France Agricole 2025.

Agriculture in the Var region is marked by a diversity of products and marketing methods, from winegrowing with a strong export focus, to floriculture for the national market, and market garden products for local and regional markets. Whether in short, local or international circuits, farmers in the Var are adapting their production methods, innovating and adjusting their marketing methods to preserve their outlets and maintain their competitiveness. In this backdrop, what are the opportunities and possible strategies for farmers in the Var region to enhance the value of their products? What solutions can be found to ensure that agriculture in the Var remains robust and sustainable in the years to come?

The aim of this round-table discussion is to provide some answers, based on two approaches: a local one based on the development of short, local circuits, and an international one based on the example of the adaptation of the Var wine industry.

Speakers from the world of climate research, professionals and farmers, and local public decision-makers will provide an opportunity to cross viewpoints and approaches.

## **2 - TUESDAY, FEBRUARY 25, 2025 - 3:30 pm / 4:45 pm**

### **Focus on agritourism**

Moderated by **Martine Félio**, Managing Director of Var Tourisme, with speeches by: **Jean-Louis Masson**, President of the Var Departmental Council  
**Guillaume Decard**, Vice-President of the Var Department Council and President of Var Tourisme

**Aurélie Bertin**, Vice-President of CIVP and owner of Châteaux Sainte-Roseline and Château des Demoiselles

**Laurent Boulet**, Director of DDTM (Direction départementale des Territoires et de la Mer), Préfecture du Var

**Antonella Donadio**, Secretary General of the Italian Chamber of Commerce for France (Marseille).

The Var is an agricultural land, renowned for its quality products and exceptional wine-growing heritage. Our winegrowers, olive oil producers, beekeepers and many others contribute to make our department a unique place, combining tradition and innovation. The Var possesses genuine agricultural wealth and local know-how that deserve to be showcased in a comprehensive offering.

The Department, already attractive for its unspoilt environment, naturally benefits from real potential in terms of rural and sustainable tourism. Farmers play an important economic role in the Department, shaping part of the Var landscape.

The aim of this round table is to find out more about the new agritourism industry agritourism and identify the opportunities for developing this new offering the attractiveness of the destination and promote the farmers and agriculture that shape our region.

### **3 - WEDNESDAY, FEBRUARY 26, 2025 - 9:15 / 10:30 a.m.**

#### **Encouraging vocations to agricultural jobs ?**

Moderated by **Ingrid Mansouri**, Secretary General of the President's Cabinet, with contributions from:

**Yannick Simon**, Mayor of Cabasse, President of EPCI Coeur du Var

**Sylvain Audemard**, President of the Var Chamber of Agriculture

**Nicolas Bourgeois**, Director of Agricampus (Agricultural High School located in Hyères)

**André Lanza**, President of FDSEA 83,

**Max Bauer**, President of the "Confédération rurale du Var et PACA"

**Adrien Blua**, dairy farmer from Le Luc-en-Provence.

Agriculture is at the heart of the Var economy, but suffers from a definite lack of manpower due to the seasonal nature of production. The skills required to be a farmer are diversifying, the technical nature of jobs is increasing and new jobs are emerging.

The aim of this round-table discussion is to identify the training offer in the Var and how it matches up with the job market.

Discussions will help identify the initiatives that need to be developed to encourage vocations. Speakers from the agricultural trade unions, agricultural education and the professionals will provide an opportunity to exchange views and approaches.



## LOCAL PRODUCTS FROM THE VAR TO DISCOVER ON THE STAND

### **Tamaris oyster: a speciality within the Var**

Produced in La Seyne-sur-Mer, the Tamaris oyster (less salty than its Mediterranean neighbors) has fine, melting flesh with hints of hazelnut.

The oysters are farmed in the Var oyster beds using a system of vertical suspension ropes and permanent immersion.

### **Honey: the Var is one of France's leading beekeeping departments.**

Honey has a special place in the history and gastronomy of Provence, as well as the world over.

The Var is renowned for the quality of its pollen (particularly from the Maures and Estérel hills), considered one of the best thanks to the wide variety of southern flowers found here.

In particular, it's the great diversity of aromatic plants (over 200 species), particularly well adapted to the hard, arid soils of Provence, that explains this aromatic typicity, unique in the world.

### **Olive oil: the Var, a land of olive trees**

The department is home to almost 32 varieties of olive trees. It is the 3<sup>rd</sup> French department in terms of the number of olive trees. It represents 143 of France's 153 olive-growing towns, and produces the PDO "Huile de Provence" olive oil. 92% of the land is devoted to olive growing.

20% of France's olive oil production comes from the 42 communal, private or cooperative mills still in operation.

This exceptional heritage helps to keep Var's olive-growing tradition alive.



### **Fig de Solliès AOP Figs**

*"Figue de Solliès"* is the appellation of origin for production in the Solliès basin, a town to the east of Toulon. The black Bourjassotte or violet fig variety violet fig, is produced almost exclusively in this area.

It is protected by the Appellation d'Origine Contrôlée AOP label and accounts for 75% of French agricultural production.

The Figue de Solliès appellation is currently harvested in **15 Var towns: Belgentier, Carqueiranne, Cuers, La Crau, La Farlède, La Garde, Hyères, La Londe-les-Maures, Le Pradet, Solliès-Pont, Solliès-Toucas, Solliès-Ville, La Valette-du-Var, Pierrefeu-du-Var and Puget-Ville.**

**On the territory:** 27 hectares in production (30,000 fig trees). 105 producers. 2 marketing channels:

- a Var-based cooperative COPSOLFRUIT
- independent structures : producers-packers-shippers.

A total of 1,200 tons of figs are harvested each year, including 800 tons in the Appellation : 400 tons of fresh figs and 400 tons of fruit for processing, including jam.



### **Sainte-Baume ducks**

A rare breeder of fattened ducks in Provence, this family-run and free-range farm is located on the agricultural plain of Signes, a town in the heart of the Sainte-Baume hills. It stands out for its traditional, artisanal preparations with distinctive regional flavors: herbes de Provence, juniper berry and Marc de Provence brandy.

Animal welfare is respected throughout the farming process, thanks in particular to:

- open-air runs
- a sophisticated cooling system
- ventilation of fattening rooms

### **Rosé wine: a world class industry**

Winegrowing has a long history in the Var and is one of the jewels in the region's crown. The Var is the world's leading producer of AOP rosé wine and the 5<sup>th</sup> largest wine producer in France.

It is the leading source of agricultural wealth, with over 30,000 hectares of cultivated vines. This activity generates almost 40 million bottles, which are exported worldwide. The Department boasts 4 AOP protected designations of origin.





## NOTE

The Var was a pioneer when it came to wine cooperatives. In 1914, there were already 40 wineries in the department, the largest concentration at the time. The commitment of the winegrowers, however, remains the same : to pool their talents to produce a wine of international renown.

To improve the quality of the Var cru, the Centre de recherche et d'expérimentation du rosé, a unique facility in the world, has been conducting research for over 20 years in the commune of Vidauban. Construction of a new building to house the rosé wine research and experimentation center is scheduled for 2028. For the first time, two Var cooperative wineries will be making the trip to Paris :

### - Cave coopérative Terres Ailées de Gonfaron

The 600 hectares of vines cultivated by the winery allow for ambitious cuvées, skilful blends that take full advantage of the diversity of the soils. A wide range of wines for this winery: 6 cuvées with pronounced characters.

### - Cave coopérative Le Cellier de La Crau

(current production approx. 17,000 hls of wine)

La Crau is a vast vine-growing and market-gardening plain surrounded by the primary Hyères heights to the south, Mont Fenouillet and the limestone heights of the secondary, and Mont Coudon to the north. This rich, fertile valley, 70% planted with vines, is also home to market gardening, horticulture and reed farming. 300 hectares of vineyards, including 180 hectares classified as AOP Côtes de Provence and 120 hectares as IGP vin de pays du var.

**The Var Chamber of Agriculture and the Var Chamber of Trades and Crafts, key partners, will also be present on the Var stand.**

# THE VAR DEPARTMENT, LAND OF TOURISM, LAND OF EXCEPTION

The Var experience will continue with Var Tourisme present alongside the Var Department in Paris, promoting the destination as France's favourite tourist destination, accompanied by producers from the Destination Le Var network of committed tourism professionals. To be a leading department that innovates and experiments with new tourism models, to be a department that shows the way to sustainable and "balanced" tourism - these are the ambitions of tomorrow's tourism in the Var.

The Var is France's 1<sup>st</sup> preferred destination, attracting over 10 million visitors every year. Its attractive lifestyle, unspoilt environment, magnificent coastline, authentic villages, quality events, local products, expertise, cultural and historical heritage... All these assets combined to consolidate the Var's position as France's leading tourist destination. The Var is France's leading department in terms of tourist overnight stays (83 million in 2024 and total tourism-related spin-offs of €5 billion in 2024).

Aware of this potential and the development potential of its territories, the Var departmental council is pursuing a tourism policy based on the quality, diversity and complementarity of its offerings.



## VAR TOURISME : THE DEPARTMENT OF VAR'S TOURISM DEVELOPMENT AGENCY

The Agence de Développement Touristique (ADT) Var Tourisme is the institutional body responsible for implementing the Var department's tourism policy and promoting the Var destination on French and international markets. A departmental tourism development tool at the service of the territories and their

tourism professionals, Var Tourisme deploys an ambitious tourism strategy and is structured into 2 operational departments: a Development Department (Structuring the Offer, Sectors and Labels, Observatory & Tourism Engineering, Administrative & Accounting Management, Information Systems & Logistics) and a Marketing Department (Content Production, Digital Marketing, Promotion and Destination Le Var Network). The Var Tourisme Tourist Development Agency, the arm of the Var Departmental Council, is pursuing its dynamic transformation and development. Following the launch in 2022 of the Destination Le Var Network, the very first network of tourism professionals in the Var region, which now boasts over 500 members, the agency has launched a major reflection process with the entire tourism ecosystem in the region, with a view to co-constructing the tourism strategy of tomorrow in the Var. Since May 2023, the agency has also been the founder and custodian of a brand new signature for its destination : **Le Var, L'Unique**.

The Var Tourisme stand will host a number of events:







*Invitation*

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de Saint-Tropez  
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ET LES SAVOIRS - FRAIS REGIONAUX

en présence de chefs et producteurs

➤ **Mercredi 26 février à 11h30** ◀

Stand Le Var R032, Hall 7.1  
1 Place de la Porte de Versailles, 75015 Paris

Merci de confirmer votre présence ainsi que le nombre de personnes avant le 5 février au mail suivant : [organisation@leschefsasainttropez.fr](mailto:organisation@leschefsasainttropez.fr)

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### **WEDNESDAY, FEBRUARY 26, 2025 AT 11:30 A.M. - DURATION 1 H**

Press conference to present the event

#### **“Chefs in Saint-Tropez celebrate producers” event**

to be held on Saint-Tropez's famous Place des Lices on May 3, 4 and 5, 2025.

Leading chefs from near and far will join forces to celebrate the richness of local produce from the Gulf of Saint-Tropez, and by extension the region's terroir. A celebration of the quality of the work of local artisans and their philosophy of life based on **excellence and respect for the environment**. A weekend of sharing and passing on knowledge.

*“Les Chefs à Saint-Tropez fêtent les Producteurs”* has become one of the destination's major events; an unrivalled and successful marriage between chefs and producers, attended by almost 100 chefs and 130 producers, all brought together for the occasion.

### **THURSDAY, FEBRUARY 27, 2025 AT 11:00 AM - DURATION 1 H**

Press presentation

#### **“Agriculture and Gastronomy: a 4-season union for a unique art of living in Le Var.”**

Launch of the new MasterChef Magazine dedicated to the Var.

Black Truffles from Aups, Oysters from Tamaris Bay, Figs from Solliès, Chestnuts from Collobrières, Wines from Bandol, Honeys, Olive Oils and Rosés from Provence... Join us to discover how the Var region inspires exceptional cuisine, in harmony with each of the 4 seasons. On this occasion, we will unveil the new **MasterChef Magazine dedicated to the Var**, an ode to local know-how and culinary talent.

In the presence of **Guillaume Decard**, President of Var Tourisme and Vice-President of the Var Departmental Council, and **Philippe Heullant**, MasterChef Publishing Director.

