

Symposium

BREWING BARLEY

Competitiveness of the french sector under pressure

THURSDAY APRIL 9th 2026
ARRAS (62)



Organised by :



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Avec la contribution financière du dispositif d'attractivité agricole et rural CASARIA
MINISTÈRE DE L'AGRICULTURE ET DE LA SOUVERAINETÉ ALIMENTAIRE

Program

Brewing Barley

The French brewing sector under pressure: competitiveness put to the test

THURSDAY 9TH, APRIL 2026

The Symposium will be led by Franck WIACEK,
Director of the Department Regional Action of ARVALIS

Morning

Opening of the symposium

Philippe DUBIEF – Président de la filière Orges Brassicoles pour ARVALIS – AGPB

Seed-to-storage competitiveness: challenges and levers

The varietal lever

Sébastien PAQUE & Thierry MOMONT, UFS - Anne-Marie BOCHARD, LIMAGRAIN

Implementation of the new CBMO charters

Marc SCHMITT, IFBM

R&D levers and field competitiveness

Geoffroy OUDOIRE & Mélanie FRANCHE, ARVALIS

Levers at the storage stage

Jean-Pierre COHAN, ARVALIS

The importance of collective action for brewers in Hauts-de-France

Pierre MARCHICA, Brasserie 3 Monts

Conclusion of the morning

Benoit PIETREMENT, Président d'INTERCEREALES

simultaneous
translation



Lunch break -
Aperitif offered by
Brasseurs de France

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Afternoon

Port infrastructure serving the sector's export competitiveness

Alain CHARVILLAT, SENALIA

The supply of malting barley at field level.

Thierry DENIS, ARVALIS

The malting barley and malt market at France / EU / global level

Christophe ALINDRE, VIVESCIA - David PORTE et Alexandre BENOIST, MALTEUROPE

The French brewing sector under pressure: 10-year outlook.

Round table discussion with :

Laurent VITTOZ, Valfrance

Jean-Philippe JELU, Malteurs de France

Magali FILHUE, Brasseurs de France

Philippe DUBIEF, Président de la filière orges brassicoles

Conclusion of the symposium

Eric THIROUIN, Président de l'AGPB

simultaneous
translation



Practical information

Registration here :
www.arvalis.fr



Schedule

- 08h45 Welcome
- 09h30 Opening of the Symposium
- 11h50 Apéritif offered by Brasseurs de France
- 13h50 Resumption of the Symposium
- 16h40 End of the Symposium



Address

**MERCURE ARRAS
CENTRE GARE**
58 boulevard Carnot
62000 ARRAS

GPS coordinates

50.287001,
2.778586

Contact

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Registration form

I would like to take part to :

Brewing Barley Symposium 2026

Registration fees including the lunch and the documents gave at the Symposium
Fees not refunded in the event of cancellation within 5 working days preceding the conference.

I'll be accompanied by :

	Until 20 th March	From 21 th March
Brewing Barley Symposium 2026	179.10 € Excl. VAT	194.55 € Excl. VAT
Number of people		
TOTAL €		

> **Online registration :** → www.arvalis.fr



> **Or registration form to be returned, with payment (check or bank transfer) to ARVALIS:**

ARVALIS

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