

Lin'Ovation, the first field exhibition organized by ARVALIS dedicated to fiber flax.

Over 3 000 flax growers are expected at Crosville-La-Vieille, on Wednesday 15 and Thursday 16 June 2022, from 9am to 6pm. This small town in the Eure region, in the heart of the world's historic production basin, will be hosting Lin'Ovation, the first full-field technical exhibition organized by ARVALIS and dedicated to fiber flax. Visitors will discover a 7-hectare demonstration platform featuring 120 plots, equipment plots, equipment, a variety collection, discussion forums with more than 50 experts, a Village with 98 professional exhibitors, a "Coeur de filière" area, a zone dedicated to French and Belgian dyers and interprofessions, and a TV set... opportunity for farmers who are thinking of starting their own business, to test the idea of a potential diversification. The area under fiber flax has more than doubled in France over the last 10 years.

ARVALIS is used to organizing technical shows such as the Culturales® and is making its expertise available to the fiber flax sector, one of the species whose applied research has been entrusted to it by professionals (farmers and dyers), united within its interprofession CIPALIN.

The first demonstration plots were sown in mid-April, and others will be planted later so that visitors can fully appreciate the impact of the technical institute's recommendations.

A total of 117 demonstration plots and one plot-scale trial (0.4 ha) will be set up to cover the various themes covered by the 4 technical areas. The structure of this technical area, with 20 workshops spread across these 4 poles, reflects the diversity of the issues and research entrusted to ARVALIS, at the service of all fiber flax players.

"The system was designed to multiply the forms and venues of exchange: in the plots, in front of the posters, at conferences, in the workshops. Yann Flodrops, flax sector coordinator at ARVALIS, sums up. "Each visitor will be able to see in concrete terms the action measures, the solutions and the innovations for each of the major challenges of adapting to climate change, soil fertility, integrated crop protection and downstream fiber quality ".

Forced by the pandemic to postpone Lin'Ovation from 2020 to 2022, the organizers took the opportunity to make it bigger and longer! The scale of this first event is therefore due to:

- its duration: two days, Wednesday June 15, and Thursday June 16, 2022, when the flax fields are in full bloom.
- its surface area: 7 hectares of demonstration platforms and stands.
- a wide range of technical subjects illustrated in concrete terms: 120 demonstration plots, including a 300-m-long strip trial.
- the number of experts involved: over 50 specialists from ARVALIS and its partners.
- the exhibitors' village: 98 stands.
- the 375 m² of the "Coeur de filière" space - bringing together the French and Belgian flax organizations: AGPL (General association of flax producers), FESTAL (Union federation of agricultural flax scutching), USRTL (French union of flax retting mills), ABV and CELC (European Hemp and Flax Confederation) - will highlight an exhibition from field to finished product, showcasing all the sector's know-how and applications: from textiles (fashion and lifestyle), which account for 90% of its outlets, to the fast-expanding technical and composite applications.
- the presence of all the links in this sector, which is small but rich in diverse players, historic and innovative, rooted in the local area (80% of global production is located between Caen

and Amsterdam), both local (since it cannot be relocated) and international (because of its outlets).

- its European dimension, with Belgian and Dutch players present at the event.

The technical platform is organized into 4 poles, structured into 20 workshops to respond to the main concerns of flax growers.

I adapt my technical itinerary to optimize my yields.

- Successful sowing of fiber flax.
- Choosing the right varieties for my production context.
- Genetic progress to adapt to climate change.
- Producing quality seed.
- Optimizing my fertilization.

I improve soil fertility.

- Using measures to store carbon in my soils.
- Assessing and improving soil fertility.
- Optimizing my cover crop management.

I combine measures to protect my crop with fewer synthetic phytosanitary products.

- Using agronomic measures to fight against bio-aggressors.
- Diagnosis of flax diseases.
- Managing verticillium wilt in flax.
- Protecting against flea beetles.
- Protecting my crop against weeds.
- Seed protection.
- Protecting against diseases and lodging.
- Combining levers for multi-performance production.

I harvest quality fiber flax.

- Harvesting at the optimum dates.
- Digital tools to assess harvest quality.
- Managing weeds during retting.
- Optimizing harvesting machine settings for quality bales.