“Vraies Messicoles” : a label for rare arable plants produced from the wild for functional and ornamental purposes as a way to preserve biodiversity

CAMBECEDES et al.
In Europe, many weed species and even whole weed communities are on the brink of extinction

Annual plants
Highly susceptible to herbicides
Strongly related to farmlands and to extensive practices

102 plants on the national list

17th EWRS Symposium – Montpellier- 23-26 juin 2015
A national strategy for segetal species 2012-2017

1) to preserve still existing wild populations

2) to restore biodiversity by sowing seeds of local provenance

- Adapted management
- Social acceptance
- Functional role
Background

**Conservation & plant material**

**Sowing flower seeds in the wild: first way**

- **Exotic species**
- **Horticultural cultivars of arable plants**
- **Distant origin**

**Genetic introgression**

- **Reduced fitness in local weed populations**
- **Loss of biodiversity**

17th EWRS Symposium – Montpellier - 23-26 juin 2015
Background

**Conservation & plant material**

*Sowing flower seeds in the wild: second way*

Local provenance

Participate to biodiversity preservation

Ensure ecosystemic services (co-evolution)

17th EWRS Symposium – Montpellier- 23-26 juin 2015
Need for a trademark in order to secure local provenance for segetal species

The native wild common flora

Rare arable plants

Specific rules
Marker of a strong involvement in preserving biodiversity

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Governance

- Operating group
- Management Committee
- Leader
- Administrative tasks
- Project management
- Following Monitoring
- Evaluation of application files
- Audit
- Trademark committee

- gnis
- UNPG
- TIGF
- Plante&Cité
- AFAC agroforestries
- VEGA local
- VRAIES MESSICOLES
- Rte
- GRTgaz
- EDF
- Fondation L'OCCITANE
National trademark

1 map

Rules

Trademark regulations
Access requirements
Audit methods
Technical rules

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Seed transfer zones

11 zones

Areas within which plant materials can be transferred with reduced risk of damaging genetic heritage

Based on ecological criteria (vegetation, geological characteristics, climate...)

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Trademark rules

1. Collection

Where

Not sowed with horticultural mixture

Adequate supply

Pop ≥ 200 plants; 1 or more sites
Collection ≥ 50 ind.

Neighboring area if extinct in yours

How

Collection < 25% of the ressource

✓ Avoid horticultural selected plants
✓ Collect diversity
✓ Preserve ressources
Trademark rules

2. Multiplication

Where

In the same area

Limit selection

How

≤ 5 générations
Trademark rules

3. Traceability system

- labels
- Materials accounting
- Checkings and audits
2015 events

First applicants, First Audits
First trademark awarding

Communications, Conferences

Newsletter

Training sessions

Technical expertise