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CPPARM 

comité des plantes à parfum
aromatiques et médicinales



**RÉPUBLIQUE
FRANÇAISE**

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YELLOW GENTIAN SUPPLY CHAIN

A FRAGILE BALANCE BETWEEN PLANT, ANIMAL, AND HUMAN

THE PLANT :

- Large perennial with a lifespan of 50-60 years
- Indicator of biodiversity.
- Mountain plant commonly found on the uplands of French massifs in cattle grazing.
- Bitter plant with multiple aromatic and medicinal virtues.
- Known since ancient times, it has been commercially exploited since the early 18th century.

THE SUPPLY CHAIN:

- A plant ready for harvest is 20 to 30 years old
- The root is used in various fields : food (appetizers, digestives), pharmaceuticals, cosmetics, etc.
- National production is about 2,000 t/yr, mainly from wild plant exploitation.
- Employment in France : over 100 seasonal harvesters; 10-15 gentian specialized companies; over 60 industrial and artisanal liquor and distillery companies.

CONSTANT INCREASE OF HARVESTING / CHANGING PRACTICES / CLIMATE CHANGE → DECLINING RESOURCES

GENTIANA LUTEA, GENTIAN YELLOW INTERPROFESSION

Established in 2014 **to preserve the resource, develop the supply chain, enhance and promote gentian and its products**, the association comprises 45 members divided into 5 colleges that represent the entire supply chain:



- Owners, growers, land managers



- Harvesters and gentian cultivators
- Gentian specialized companies, collectors, wholesalers and traders



- Processors and market makers



- Technical and scientific experts

Together, we form a **network of identified and responsible actors** and work towards **the establishment of tools necessary for resource management** : we work on best production practices, characterize gentian based on its origin, carry out cultivation trials, observe the impact of practices and climate change on the natural resource, feed the supply chain observatory and disseminate knowledge to the largest number.

These works led to the new collective brand « **Gentiane durable** » i.e. « **Sustainable Gentian** »

CREATION OF A “SUBSTAINABLE GENTIAN” LABEL



The « **Gentiane – filière développement durable** » i.e. « **Gentian - Sustainable Development Supply Chain** » brand, created in 2021, is a voluntary and open sustainable development initiative for **all actors in this supply chain**.

It aims for **better resource management**, more **social equity** and **improved value** of gentian root.

WE ALL HAVE A SHARE OF RESPONSIBILITY. GET ENGAGED, JOIN US !

**USE OF THE LOGO IS SUBJECT TO COMPLIANCE WITH THE BRAND USE REGULATIONS.
FOR INFORMATION OR MEMBERSHIP REQUESTS, PLEASE CONTACT US.**