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Innovating with sorghum : building a market from (almost) scratch in France.

Climate is moving crops. We need new resilient cereals.

Facing new conditons

In France in 2050 :

- 2X more droughts
- Yields -15% to -40%



Why sorghum?

Resilient

Low input

Climat Smart



The french paradox

1st producer in Europe

**100k
hectars**

Unknown to consumers

<5% used for human consumption

1/3 is exported

Our mission with Vieille Graine

**Create new opportunities for
farmers and work for a more
diversed and resilient agriculture
in France & Europe.**



From fields to plates



Working closely with farmers

We build partnerships with various groups of farmers in Italy and France



R&D and processing

We invest in R&D and partner with food producers to make sorghum food real



Creating delicious products

We market delicious and attractive food products for consumers to enjoy

Challenge #1 : building the supply chain



Challenge #2 : consumer perception



Our first products

Good, clean, usefull to the fields

Grains
Flours
Pasta
Chips
...

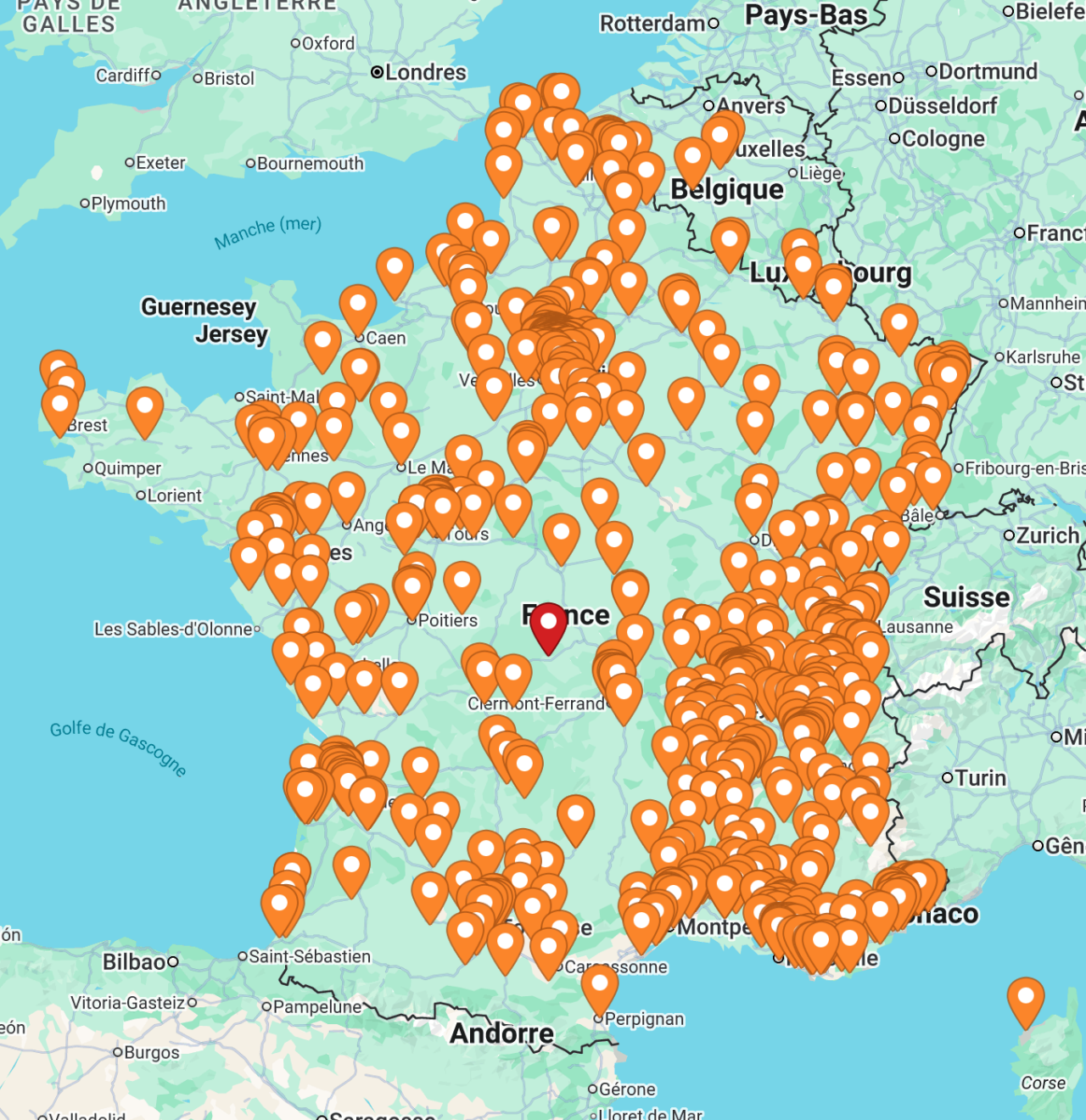


Market Traction

700 shops in 2 years

In **major organic chains** in France :

- Biocoop
- Naturala
- Sobio
- Bio c'Bon
- Botanic
- ...



Lessons learnt

- Build supply chain & demand together
- Consumers buy taste, not resilience
- Partnerships are key



Next steps

Scaling sorghum market in France and beyond

Expand product range → new sorghum-based foods (ready-to-cook, snacking, bakery).

Scale distribution → from 700 stores to **foodservice**.

Strengthen farmer partnerships → more hectares, resilient rotations, biodiversity impact.

Open to Europe → test markets beyond France, connect with European partners.



Sorghum can feed Europe's future — let's build it together.





www.vieillegraine.fr