

# Fruit - full

*The magazine  
(for all you need to know)  
about Fruitology®*

**Special report**

*Discovering  
agroecology with our  
b Fruit Collective  
ambassadors*



n° 3

LES VERGERS  
boiron®

EXCESSIVE ALCOHOL CONSUMPTION IS DANGEROUS FOR YOUR HEALTH, DRINK IN MODERATION

*Raspberry, a marriage of precision and emotion.*

With its subtle, elegant flavor, the raspberry has become a staple ingredient in contemporary cuisine. Its delicate flavor and perfect balance of tartness and sweetness have inspired chefs and fruit artisans alike in their quest for precision and emotion.

With its fragile texture and remarkable intensity, this delicate fruit is perfect in a variety of applications. In raw form, infused, reduced, or paired with unexpected flavors, raspberries unveil their full potential in keeping with current trends that favor a more natural, sophisticated, and sustainable approach.

In this issue, we celebrate this exceptional fruit.

From its origins to its most innovative uses, including testimonials from passionate professionals, the raspberry proves to be a constant source of inspiration in present-day and future gastronomy.

*Have a pleasant read, and enjoy discovering the wonders of fruit.*

# Édito



# Summary

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# Learnings

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# Once upon a time *there was raspberry*



## *Main qualities*

Raspberries are known for their tart flavor and bright red color. These small red fruits thrive in mountainous terrain and cool soil.



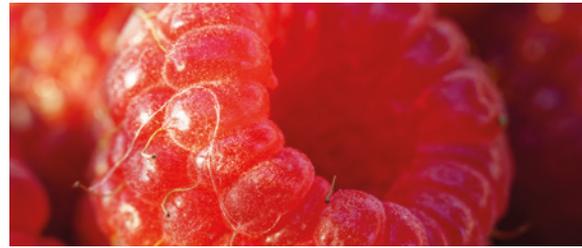
## *Harvest time*

Raspberries are harvested at just the right moment to ensure a balance between sweetness and acidity. The harvest season extends from June to August.



## *Origin*

The raspberry bush is a wild shrub native to the mountain regions of Western Europe, but also grows in temperate zones in Asia. Its culture began during the Renaissance and was developed commercially in the 20th century.



## *Growing methods*

Raspberry bushes are grown in rows planted 2 to 3 meters apart, with trellises made of wire or stakes to support the canes. The ground is slightly sloped to prevent stagnant moisture (raspberries dislike excess water). There are also wild raspberry bushes, but they yield less fruit and are scattered throughout the forests.



## *Use*

A small, tart fruit with a velvety texture, raspberries can be enjoyed fresh. But just like their cousins in the red fruit family, they can also be used in jams, jellies, vinegars, or even cocktails and mocktails.

# Raspberries in Serbia: tradition, challenges, and innovations for an exceptional fruit

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**We meet Petar at his family farm, established by his grandfather. Four decades later, Petar and his son keep the traditional cultivation of raspberries alive.**

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## **The perfect soil to grow «raspberries»**

The cultivation of raspberries was widely introduced in Yugoslavia, particularly in rural areas. In the 1980s, raspberries became a cash crop (a crop grown to generate income) that was easy for small farmers to grow. Serbia benefits from a geographical area that is particularly suited to growing raspberry, locally known as “roseberry.” This berry, a favorite

among consumers and food professionals alike, thrives at altitudes between 400 and 1,000 meters, where the climate, soil type, and exposure offer optimal conditions. The ideal soil is loose, slightly acidic (pH between 5.5 and 6.5), rich in humus and minerals, with a good water absorption capacity and low water retention. Following the war and the economic collapse of the 1990s, raspberries became a stable source of income for rural areas.

## **A fast- growing and demanding crop**

Raspberries grow very quickly and the first harvest can take place as early as the second year after planting.

This exceptionally fast growth is one of the reasons why many farmers like Petar have adopted this crop. However, harvesting is labor-intensive, particularly in the fall and spring.

Since the fruit is very fragile, it must be picked by hand. Being highly perishable, raspberries are sorted immediately and placed in cold storage before being frozen.

## **Yields, economics, and climate constraints**

Under favorable conditions, production can reach nearly 10 tons per hectare, however, the 2024 season was particularly difficult: drought and extreme temperatures drastically reduced yields by nearly 50%. Nonetheless, overall quality remains very good.

The cost of harvesting fluctuates between €4,000 and €5,000 per hectare, a significant investment that makes profitability very sensitive to market fluctuations and unpredictable weather conditions. The virtual lack of irrigation in Serbia exacerbates this vulnerability. In response to these

## The grower's voice



challenges, we partnered with Agropartner to deploy a drip irrigation system, a major project intended to safeguard production in a context of water scarcity.

### Agricultural methods and innovations

The respect for traditional practices, enhanced by the technical support of expert agronomists, remains the cornerstone of local farming. Petar and his colleagues work closely with specialists to optimize treatments aimed at reducing the use of synthetic pesticides in favor of biopesticides, biostimulants, and microbiological fertilizers. The use of *Bacillus* bacteria to promote phosphorus solubility and of *Trichoderma* fungi to protect roots is a good example of this move

towards more sustainable and resilient agriculture, improving soil health and plant tolerance to pathogens

### Sustainable plant management and continuous production

Typically, plantations are harvested for 15 to 20 years. Each spring, new plant shoots are rigorously selected from approximately 5 to 10 stems per meter, retaining only the best ones to ensure high-quality production for the following year. Healthy plants come from closely monitored “mother” orchards, guaranteeing the absence of pests and diseases. This strict supervision is essential to preserve the quality of the plants and the sustainability of the farms.

### An uncertain future in the face of climate change

Climate remains the main challenge, often bringing unpredictable events such as late frosts in April or prolonged heat waves. Rainfall, a crucial factor during flowering, is occasionally absent, directly impacting the size, ripening, and quantity of the fruit. The market remains unstable, with fluctuating prices potentially discouraging producers. And yet, the passion and commitment of our raspberry growers to environmentally responsible farming methods gives us hope for a sustainable future.



## The grower's voice

### Conclusion

The Serbian raspberry, or roseberry, is much more than just a fruit - it is a true expression of its terroir, family history, and expertise passed down from generation to generation. Balancing tradition and innovation, producers face major challenges, particularly in terms of climate and economics, but their commitment and technical support open up exciting

prospects to uphold the quality and reputation of this exceptional fruit.

Serbian roseberries have become a valuable resource for food professionals, combining aromatic finesse, authenticity, and sustainable production. In a global context where taste and quality are more crucial than ever, they are worth discovering and supporting.



# Agroecology

**The Agroecology project is a joint venture between Les vergers Boiron and Agropartner, a family business that has collaborated with us for over 30 years in the fields of producer monitoring, harvesting, selection, and deep-freezing of raspberries. Let's find out more about the Agroecology project with Vladimir.**

## Can you introduce yourself?

My name is Vladimir, and I have a degree in agronomy. I have worked at Agropartner as an agricultural manager for five years, mainly collaborating directly with raspberry and blackberry producers.

## How would you define the concept of agroecology?

Agroecology is a set of agricultural practices that contribute to the resilience and stability of ecosystems through soil regeneration and the protection and enhancement of biodiversity, generating multiple benefits for human society. This system is intended to empower farmers and promote the sustainability of farms as multifunctional units.

All plants and animals have their own specific role, and their ability to fulfill these roles is essential for ecosystem balance. The interaction between all living organisms enables them to survive and thrive. For instance, bees collect nectar for food, and in return, they pollinate plants, thus contributing to the survival of certain species.

## Could you explain how our partnership works to promote the implementation of regenerative agricultural practices?

The “Regenerative Raspberry Production” project was launched in 2024 as a result of the close collaboration between Agropartner and Les vergers Boiron.

The aim was to address the challenge of agroecological transition together with raspberry growers by implementing key measures aligned with the principles of regenerative agriculture:

- reduced soil tillage and increased annual plant coverage with naturally occurring plants (wild vegetation) and sown perennial legumes,
- improvement of biodiversity and protection of beneficial insects,



- farmer training provided by Agropartner, dissemination of project-related knowledge, networking among producers to exchange lessons learned in regenerative practices.

### What are the main challenges facing the raspberry industry in Serbia?

Unfavorable climate conditions - lack of moisture, very high temperatures with no rain at harvest time, and frost in April - pose the greatest challenge to raspberry production in Serbia.

We also face other broader challenges:

- aging plantations / farmers,
- small size of raspberry farms widely prevalent in Serbia / very high number of producers,
- market conditions – potentially low prices for fresh raspberries, leading to widespread dissatisfaction among producers.

### What are the main challenges of the “regenerative raspberry production” project?

As well as the overall challenges discussed above, some of the main difficulties facing the project are:

- High overhead costs for producers: organic fertilizers, labor (associated with specific soil tillage methods), soil analyses, pesticide residues, etc.
- low-yield seasons and declining profits for producers,
- the long “transition” phase between conventional and regenerative agriculture, with no immediate or tangible results. According to a number of agricultural experiments conducted in Vojvodina (a region of Serbia), a sustainable fertility system can take between five and seven years to establish.

### What actions have been implemented so far? Do you have any initial results to share?

It should be noted that Agropartner is still in the trial phase of the project, and it is therefore too early to offer specific results.

#### Key actions implemented:

- shift from mineral-based to organic fertilizers,
- reduced pesticide use,
- monitoring of pathogens (diseases and pests).

#### Results:

- A comparative microbiological analysis of soil activity found substantial differences (with activity three times higher) between sites applying regenerative practices (Jelova Gora) and conventional sites (Kotraža).
- Depending on the site, the transition period revealed a slight decrease in yield, while others reported similar or higher yields from regenerative farming compared to conventional farming.

### How would you describe the role of Les vergers Boiron in this initiative?

Les vergers Boiron played a key role in launching the project. Agropartner started this initiative at the request of Les vergers Boiron, and there are no similar projects with other clients at this time.





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20 One raspberry, some raspberries

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21 Baking recipe

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# Creations



Cocktail recipe  
by Jennifer Le Néchet

# Cosmopolitan Spritz

*Glass:* coupette  
*Garnish:* raspberries at  
the top of the glass

## Recipe

- 4 cl Vodka
- 2 cl cointreau
- 1 cl lime juice
- 2 cl raspberry puree
- 32 cl cranberry juice

## Method

Pour all ingredients into a shaker filled with ice cubes, shake, then pour into the glass, filtering through a strainer and a fine strainer.

## Did you know?

Born in the heart of Venice, the Spritz is a symbol of conviviality and freshness. Traditionally made with sparkling wine, soda water, and a bitter liqueur, this classic cocktail lends itself to creative reinterpretations where raspberries come into play.



### Raspberry, a touch of sweet and tart flavor

Raspberry enhances this reinterpretation with an intensity of flavor, combining sweetness, tartness, and freshness. Its natural sweetness blends seamlessly with the vodka base and cranberry juice, adding a hint of tartness that elevates the structure of the cocktail. It highlights the red notes while balancing the bitterness of the citrus fruit (lime) and the complexity of the Cointreau.

### A captivating texture

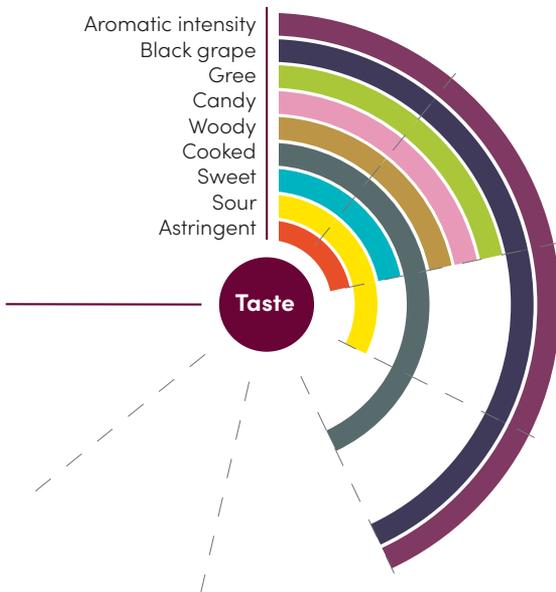
Unlike traditional juice, our raspberry purée has a rich, velvety texture that gently envelops the palate. This smoothness elevates the tasting experience to a more immersive sensory journey, giving the cocktail a sophisticated yet generous mouthfeel.

### A practical advantage

When you choose our fruit purees, you're also choosing consistency and convenience. Our purees have no added sugar and are certified organic, delivering an authentic raspberry flavor that comes as close as possible to fresh fruit.

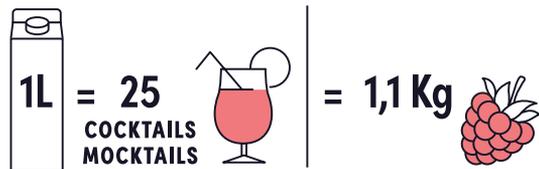
### Cocktail aesthetics

In terms of appearance, raspberries give the Cosmopolitan Spritz a deep, vibrant red color that immediately catches the eye. Thanks to its visual appeal, this cocktail stands out from other spritzes, adding an attractive novelty factor.



### TEXTURE

LIQUID  THICK



### VISUAL ASPECT

Red color   
 Viscosity 

### TEXTURE IN MOUTH

Mouth coating 



Special report

*b Fruit Collective*  
in Serbia

# An encounter in Serbia : enjoying nature and sharing experiences

**Our b Fruit Collective ambassadors gathered in Serbia to share their experience and make new discoveries. It was a chance to explore the raspberry fields, meet our growers, and discuss agroecology. An unforgettable occasion filled with delicious treats, excitement, and raspberries!**



# Our chefs' take on raspberries

## Cross-inspired creations from our Pastry Chefs

For pastry chefs, raspberries are much more than just a fruit - they are a symbol of summer, a tart little gem, a delightful culinary muse. They provide an endless source of inspiration, childhood memories, and sensory experimentation. At a seminar organized by b Fruit Collective in Serbia, some of the biggest names in contemporary pastry shared their creations, favorite combinations, and Proustian madeleines associated with this iconic red fruit.

### A fruit of memory and emotion

Above all, raspberries represent cherished memories. For **Julien Perrinet**, they evoke the family raspberry bush that he would raid immediately after meals. For **Michael Laiskonis**, they're reminiscent of his childhood days picking berries on farms with his family—between two handfuls of raspberries eaten on the spot. As for **Corentin Magnin**, he fondly recalls his mother's jam. **Sebastian Kraus** remembers his grandmother's "Rote Grütze," a German summer dessert made with slightly jellied red berries.

Rather than just an ingredient, raspberries embody emotional ties, almost like family. They evoke the joyful simplicity of childhood, the rediscovery of sweetness, or a taste passed down through generations.

### Revisited classics and contemporary boldness

From **Julien Perrinet's** charlotte to **Graham Mairs'** Bakewell tart, not to mention **Corentin Magnin's** favorite pavlova, raspberries are firmly rooted in pastry-making tradition. But they're also brilliantly suited to modern cuisine. **Alessandro Tiscione** creates monochrome desserts featuring raspberries in all their textures: vegan mousse, Genoa cake, confit, crisp, jelly... In fact, he even plans to revisit his "Violetta" dessert, originally made with blueberries, in a 100% plant-based raspberry version.

**François Josse**, for his part, combines tradition and innovation in a raspberry and pistachio éclair featuring an attractive appearance and contemporary textures, but in a format rooted in collective memory.





As for **Michael Laiskonis**, he accurately evokes a poudifour with a raspberry filling or a vacherin where the meringue, cream, and raspberry sorbet create a perfect balance of freshness, crunchiness, and sweetness

### Pairing flavors for timeless classics and bold combinations

Raspberries can be used to create contrasting flavors. Their vibrant acidity cuts through sweet creams, adds structure to creamy desserts, and brings freshness and depth. While the classics like pistachio, dark chocolate, white chocolate, and vanilla will always be popular, some chefs like pushing the envelope.

**Julien Perrinet** combines raspberry with matcha for an original, fresh, plant-based pairing. **François Josse** proposes a dessert featuring tarragon and olive oil, while **Sebastian Kraus** praises the combination of raspberry and rhubarb, which he considers “perfect, with exceptional fruitiness.” **Graham Mairs**

explores botanical pairings : hibiscus, nettle, rose, in response to the current demand for desserts that are less sweet and more plant-based. All these testimonials highlight raspberries as a highly versatile fruit capable of infusing childhood desserts with nostalgic sweetness or elevating contemporary desserts to new heights of creativity.

### Raspberry, a fruit with a strong identity

For many, the raspberry has even become a distinctive feature, a veritable trademark. **Alessandro Tiscione** has created a cake

which he calls “Chérie,” combining raspberry, pistachio, white chocolate, and tonka bean. **François Josse** also names some of his desserts after his loved ones—such as “Alexia,” a compelling combination of raspberry and intense chocolate inspired by a challenge he was given by his daughter’s godmother. Thanks to these anecdotes, we have the opportunity to discover a personal attachment, a nearly intimate sensitivity. In this way, raspberries are no longer just an ingredient, but an embodiment of the chef’s identity.



# One raspberry, some raspberries

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## The raspberry family comprises many varieties. Here are four unusual ones...

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Within the raspberry family, there are two different types: everbearing and non-everbearing. The former produce fruit twice a year, with a first harvest in early summer and a second in September. The latter only bear fruit once, during the summer. Among the everbearing varieties, some have

very specific characteristics that make them unique. Sumo, as its name suggests, stands out for the impressive size of its fruit. Fallgold raspberries, meanwhile, surprise with their golden yellow color, whereas Autumn Surprise raspberries are even paler in hue. Both offer a sweet, mild flavor. Finally, another variety worth mentioning is Purple Royalty. It stands out not only for its unique color, somewhere between red and deep purple, but also for its particularly juicy flesh, which makes it a delicious fruit.

### *Sumo raspberry*

This variety lives up to its name: its fruits are large, juicy, and very fragrant, perfect for pies, coulis, or just eaten plain.



### *Autumn Surprise raspberry*

With its very pale color and delicate flavor, this variety is surprising both for its looks and its smoothness on the palate.



### *Fallgold raspberry*

With its distinctive golden yellow color, this everbearing raspberry offers a sweet and tender flesh, ideal for eating fresh or in desserts.

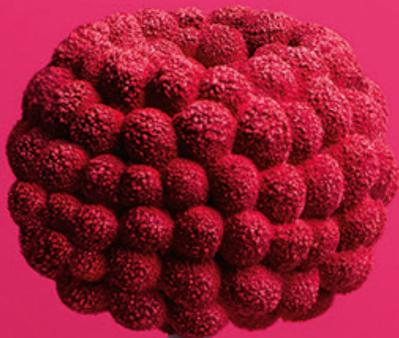


### *Purple royalty raspberry*

With its deep red-purple color, this raspberry boasts a juicy texture and rich aroma, excellent for jam or eating fresh.



**Recipe**  
*by Thibault Marchand*



## Like a raspberry



*Go to the  
recipe*





24 Exquizzzz

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# Livings



# Exquizzzzz



Living

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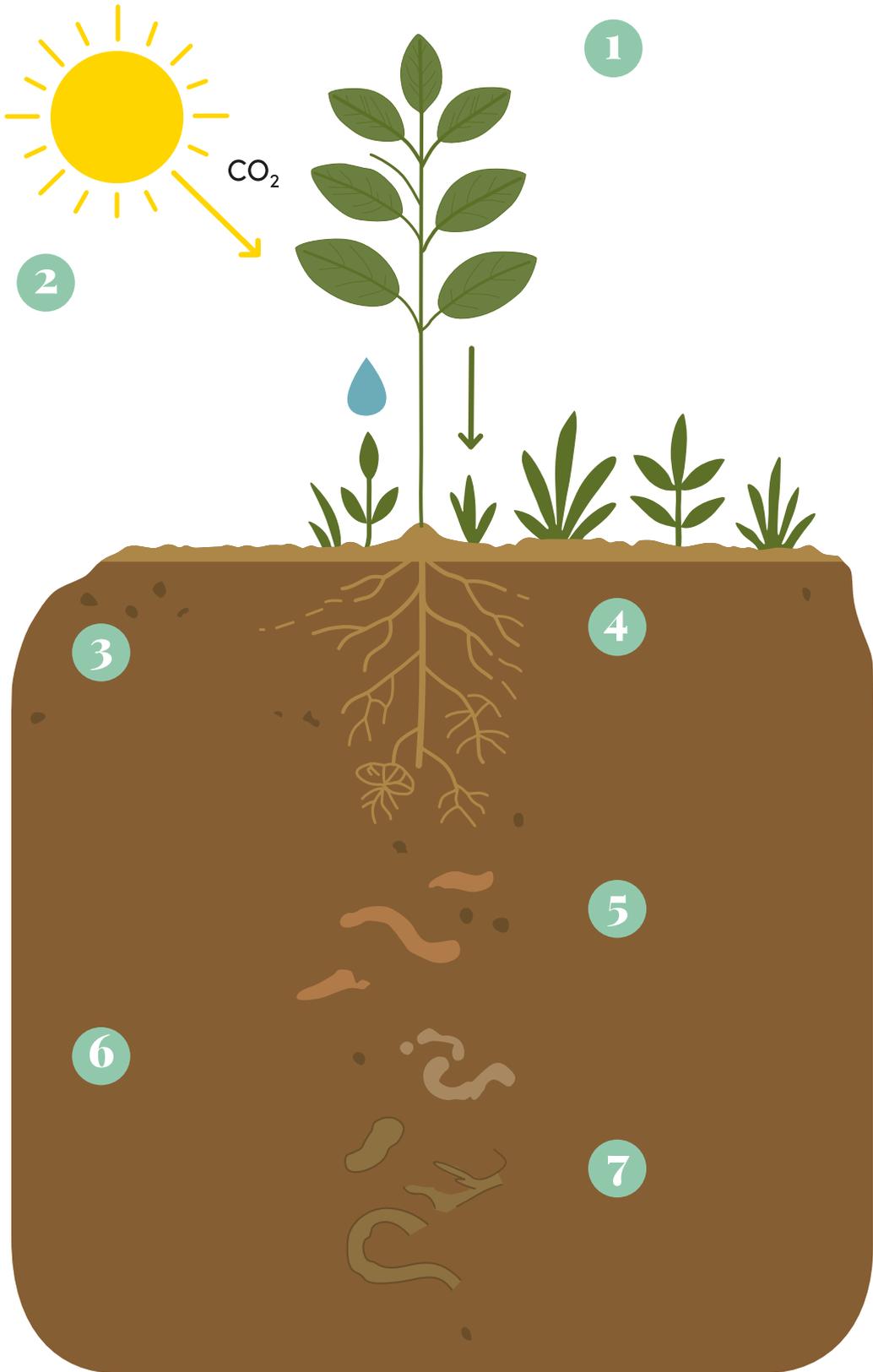
**As you have read in the previous pages, regenerative agriculture focuses on the soil. Test your knowledge by identifying each important step in regenerative agriculture.**

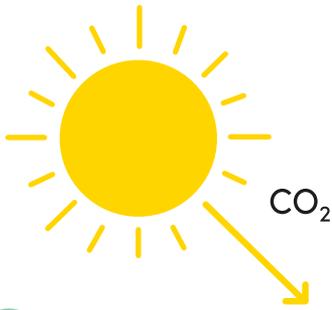
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Place the terms below on the diagram on the next page

- Fungi
- Covered soil
- Macrofauna
- Limit mechanical disturbance
- Photosynthesis
- Bacteria
- Moisture and erosion prevention

Answer on page 26



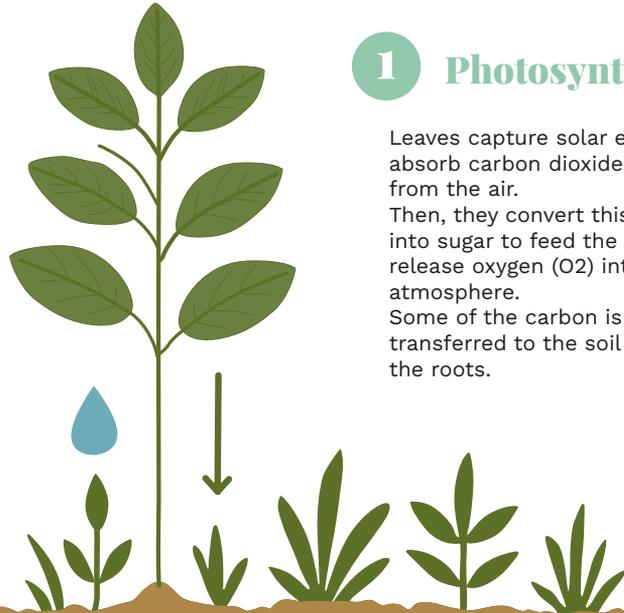


## 1 Photosynthesis

Leaves capture solar energy and absorb carbon dioxide (CO<sub>2</sub>) from the air. Then, they convert this CO<sub>2</sub> into sugar to feed the plant and release oxygen (O<sub>2</sub>) into the atmosphere. Some of the carbon is transferred to the soil through the roots.

## 2 Covered soil

A soil that is always covered by plants or plant residues limits evaporation, maintains moisture, prevents erosion, and provides organic matter as it decomposes.



## 3 Moisture and erosion prevention

A vegetation cover retains water, promotes infiltration, reduces runoff and preserves essential nutrients (nitrogen, phosphorus, potassium) for plants.

## 4 Bacteria

Bacteria break down organic matter and release nutrients that can be used by plants, improving soil fertility and health.

## 5 Fungi

Mycorrhizal fungi live in symbiosis with roots. They increase the absorption surface and supply plants with water and minerals in exchange for sugar.

## 6 Macrofauna

Earthworms and other burrowing organisms aerate the soil, facilitate the circulation of water and roots, and mix organic matter with minerals.

## 7 Limit mechanical disturbance

Reducing the use of heavy agricultural machinery that disturbs the soil, compacts the surface layers and thus limits porosity and water/air exchange between the soil and the atmosphere.

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