



JASMIN IN FAYENCE

At the invitation of Ecoprovence, around twenty people had the pleasure of meeting the new jasmine producers in Fayence, and of participating in a morning of harvest and information, ended with a shared meal. During the same period, our fellow citizen Mathilde Cocual, Doctor in History of perfumeries and perfume plants, gave a conference in Versailles on "La Parfumeuse" in the region of Fayence.

"What a wonderful scent," said Yvanna from Bagnol, a member of the DEMAÎN PAYS DE FAYENCE environmental group, when she holds a few dozen jasmine flowers in both of her hands. Around 20 visitors came on Sunday, October 17, 2021 to view a newly created jasmine field at Chemin du Lac in Tourrettes. Everyone was allowed to pick the jasmine flowers for the owners of the 8,500 jasmine plants (*Jasminum grandiflorum*) for a good half an hour. **Vanessa and Christophe Aubert** planted most of the young plants in May, which have developed splendidly over the summer.

To do this, they were provided with water for one hour a day with a drip irrigation. At the beginning of the picking action, the group, which came about at the invitation of Ecoprovence, was welcomed by the two operators with coffee and biscuits. It got down to detailed talks quickly and there was a lot of talk about perfume plants, their cultivation and their distribution. It became clear that many people are interested in the resettlement of perfume plants in the area around the perfume town of Grasse - as happened over 100 years ago.

Mathilde Cocual, a perfume specialist with a PhD in history, has specialized in precisely this. She gave a very interesting lecture on October 15th, 2021 in the Palace of Versailles. It was about the role of a woman who had already promoted the cultivation of perfume plants in the Fayence-Grasse region at the end of the nineteenth century. Jeanne de Villers-la-Faye built a small flower processing factory in Seillans, 5 km from Fayence. Now in Versailles, Cocual, who comes from Tourrettes, recently gave a lecture on this forgotten courageous entrepreneur. This is available online in English and French on the website of the Palace of Versailles.

<https://www.youtube.com/watch?v=gevLO4AdhyE>

Further information and lectures on the conference on perfume plants, which took place on October 14/15, 2021, can be found here :

<https://www.youtube.com/channel/UCUSIQTGGRogJlqFgvLQqlrA>

To improve the exchange of information, the agricultural producers who are based in the region around Grasse and Fayence have organized themselves into a

professional association. In 1953 there were still over 5,000 producers of perfume plants. Due to strong price pressure from abroad, the majority of producers had to stop production in the 1960s and 1970s. Now they have risen again and are regrouping. More information about the Perfume Plant Growers Association :

<https://www.youtube.com/watch?v=4IHidkWNzwA>

A cozy end to the visit to the jasmine field by Vanessa and Christophe Aubert took place on the terrace of Ecoprovence. Everyone had brought a dish so that a large buffet with coffee and cake could be set up. Many new acquaintances between the participants were made in the mild autumn sun. **Jean Rubin from Tanneron** provided the live music with his guitar. He also informed the participants about the possibility of working in his permaculture vegetable cultivation every Monday morning:

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Kai Kreuzer, Ecoprovence.





< Yvonna (L.) et Christine à (R.).

