



case study

# Product Development Rooted in Regeneration

During this second week of B Corp Month, we turn the spotlight to something tangible: our farm products. From orchard jams made with heritage varieties to nut oil and flour, and our Black Angus beef, these products are more than seasonal delicacies. They all express our values.

We sat down with Eve, Event & Product Manager at Domaine de Graux, to explore how product development becomes a lever for impact.

## Products with a Purpose

Our conservation orchard is home to local and old fruit varieties, some rare, some nearly forgotten. From these fruits, we craft jams that have already found their way into many homes and will soon take center stage in our farm-to-table restaurant at the domaine's event site.

Alongside the jams, we produce:

- Nut oil, nut flour and apple juice (ensuring full valorisation of the harvest),
- Black Angus beef, raised on our land,
- Organic vegetables in our market garden

This year, we produced our first batch of cider, ready to be tried and tested before launching.

Interestingly, many of these products were developed before we officially became a B Corp. And yet, as Eve smiles, "We were already applying the same principles: short supply chains, reusable packaging, local transformers. In this case B Corp simply formalized what we believed in."

For us, impact is not a box to tick at the end. It is embedded throughout the production process:

- **Concept phase:** *What story do we want to tell? What local value are we enhancing?*
- **Partner selection:** *Which providers align with our mission and vision?*
- **Packaging & labelling:** *What information do we share? How transparent are we?*
- **Market positioning:** *Which audience do we want to reach?*
- **Communication:** *How do we highlight not just the product, but the ecosystem behind it?*



## A Regenerative Orchard, Beyond Production

Our orchard is part of the **Belgian conservatory orchard network**, working with committed actors such as:

- [Reinette & Co](#)
- [Diversifruit](#)
- [Pom d'Happy](#)
- [Le Bois d'Ogy](#)

Beyond fruit production, the orchard serves a broader mission: preserving old, local varieties and keeping them alive and productive. We are also in the process of getting the "[Verger Vivant](#)" label - meaning our orchard is untreated and actively restores biodiversity, with criteria such as hedgerows and habitat preservation.

## Choosing Impact Over Convenience

Impact decisions are often subtle, but sometimes they are clear trade-offs. For example:

- For our **jams**, we chose a local transformer who is not organically certified, because proximity mattered more in reducing transport impact and supporting local craftsmanship.
- For the **walnut oil**, we work with the only Belgian processor capable of handling organic quantities - even if it is further away.
- We developed our **nut flour** specifically to valorize the by-product of oil production and reduce waste.
- Our **gift boxes** are packed in recyclable cardboard, avoiding plastic components.
- Product labels are printed locally in Tournai to limit transport.
- For **meat** processing, we work with Wapicowp, a local cooperative workshop, and prioritize the slaughterhouse in Ath for its stronger animal welfare approach - independently of cost considerations.

*"For the meat, we have no alternative to plastic packaging," Eve explains. "We explored options with sustainable packaging experts, but today there is no viable solution that guarantees food safety. Sometimes impact also means acknowledging constraints and working toward improvement."*

Moreover, energy use within our production process is minimal. Fruits are briefly stored in the already operational cold chamber of our market garden (resource sharing), transported locally for pressing, and for jams the producer collects the fruit directly and returns with finished jars.



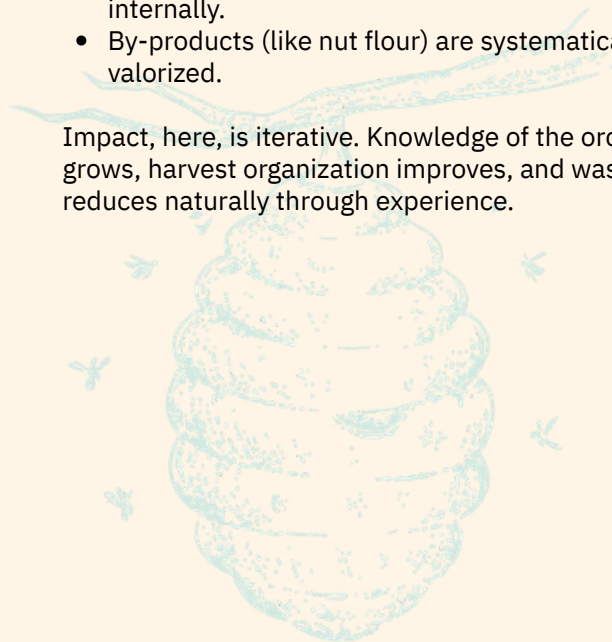
**"The orchard is a beautiful example of how one place can serve several purposes at once: fruit production, pasture, and refuge for bio-diversity. That multifunctionality reduces footprint while increasing ecological value."**

## Measurable Impact – and What We're Learning

Together with our Impact Coordinator Johanna, we are still building precise impact metrics. However:

- Year after year, orchard waste decreases as we better understand harvest timing.
- The majority of processing and transformation remains local.
- Resources such as storage infrastructure are shared internally.
- By-products (like nut flour) are systematically valorized.

Impact, here, is iterative. Knowledge of the orchard grows, harvest organization improves, and waste reduces naturally through experience.



## Challenges & Ambitions

Interestingly, aligning with B Corp standards did not require major structural changes. “We didn’t have to reinvent our process,” Eve notes. “But we do see areas to improve.”

Next steps could include:

- Sourcing **more local bottles** adapted to existing machinery.
- Introducing a **deposit system** for juice bottles (challenging but impactful).
- Exploring **organic certification for our jams** would require the producer to undergo the official certification process, which involves additional administrative steps and financial costs. For small-scale artisans, these certification fees can represent a significant burden and are not always economically feasible.
- **Improving packaging** beyond recyclability toward reuse.
- **Increasing internal restaurant use**, reducing transport and shifting to larger professional formats.

“Next-level impact,” Eve reflects, “would mean closing even more loops: reuse instead of recycle, internal valorisation, deeper transparency.”

Soon, our orchard jams, nut oils, vegetables and Black Angus beef will not only be available for purchase, they will shape the culinary identity of our farm-to-table restaurant. What was once a jar on a shelf becomes an ingredient in a shared experience.

**And that, perhaps, is the most concrete expression of our B Corp journey: creating products that nourish not only people, but place, partnerships, and possibility.**



Eve,  
Event & Product Manager  
at Domaine de Graux



discover our product  
range and more on  
[domainedegraux.com](https://domainedegraux.com)