



THE FRENCH MINISTRY'S FOOD QUALITY POLICY

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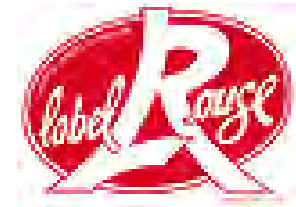
A food quality policy based on shared responsibility:

- **Economic operators** with regard to the market offering for food.
- **Consumers** with regard to their food-related choices.
- The **public authorities**, who are concerned with improvements in food quality and informing and educating the consumer, in addition to maintaining and developing rural areas.

The designations of origin and quality



- **quality resulting from the origine - GI:**
controlled or protected designation of origin (PDO) « terroir », protected geographical indication (PGI)
- **quality resulting from the traditional aspect of a good :** traditional speciality guaranteed
- **higher quality linked to the production and the process**
- **specific quality in favour of the environment :** organic products



GI : L'appellation d'origine contrôlée



A modern legal tool based on an old concept

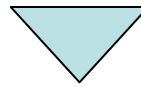
- 1935 : implementation of the system in France in the wine sector
- identifies a **good as originating** in a territory: a close link to the « *terroir* »,



« *TERROIR* »



Natural factors



Product



Human factors

- *The production, processing and preparation of the good take place in the defined geographical area*

EU level : 1991-1992 (PDO) (does not apply to wine, protection, applies also to products from foreign countries)



Some general figures by sector

- **Wines and spirits**
« AOC »

**394 AOC - 75 000
producers – 12 €B/
year**



- **Other « AOC » products**

**39 AOC – 12 000
producers – 0.20 €B/
year**



- **Dairy products**
« AOC »

**49 AOC - 28 000
producers - 2 €B/
year**



GI- Protected geographical indication (PGI)



- *Originating in a region, specific place;*
- *Which possesses a specific quality, reputation or other characteristics attributable to that geographical origin*
- *The production and/or processing and/or preparation of the good take place in the defined geographical area*
- *EU designation*
- *Protection - name of the product*



- **« IGP » products**
87 IGP - 25 000
producers -
1 € B/ year



examples : poultry from Loué, Alsace, clementine from Corsica,
emmental from Savoie, rice from Camargue, beans from Tarbes,
Plums from Lorraine, cream from Alsace

Label Rouge



- **Higher quality** “characteristics establishing a level of quality higher than that of a similar product of standard type”
- began 40 years ago : first labels in poultry in 1965-1966 (Landes, Loué)

During the 60s, a traditionally-raised poultry production started:

- - slow-growing poultry,
- - feed ration consists of at least 75% cereals
- - slaughter age : 81 days
- - free-range production practice



- Collective promotion tool for products «label rouge » in 1973



Le Label Rouge



49 597 producers
1,4 €B/ year



399 products : poultry, cooked pork meat, veal meat, eggs, coquille St Jacques, chocolate mousse, salmon (Scotland).....

Organic farming



- Quality linked to a production in favour of the environment
- First recognition / agreement in France 1980
 - Agreement by the government
 - Collective designation **AB**
- 1991 / june 2007 : EU regulation Protection of the word « *organic* »



13 298 producers
583 799 Ha (2,12% UAA)
5 326 companies
2,6 billion € out of 60 billion €
for the total agriculture
farming turnover

ORGANIC FARMING TO THE 2012 HORIZON



Increasing Organic products consumers in France. The supply is insufficient.

A plan announced by Michel Barnier / The “Grenelle” Environment

Objectives

- **to reach gradually by 2012 a target of 20% O products in mass catering, beginning with public-sector**
- **To reach 6% of UAA for organic farming by 2012 with a further target of 20% for 2020.**

A plan with five main planks

- 1. Research, development and training**
- 2. Support for the structuring of sector supply chains**
- 3. Mass catering**
- 4. Appropriate regulations**
- 5. Assistance for the conversion and long-term viability of holdings**

Traditional specialities guaranteed (TSG)



- **Quality linked to the traditional aspect (recep)** refers to the physical, chemical, microbiological or organoleptic features, or to the product's production method or to specific conditions that pertain during its production »
- EU designation
- Protection
- In France : mussel : moule de bouchot?



The designations of quality and origine : the principles



- **A voluntary initiative of a group of producers**, (individual initiative for organic farming)
- **Product specification validated by the Government**
- **Control of the respect of specifications by approved bodies / Government** (accreditation) :
Credibility of the system
- **A specific agency, INAO**

The INAO, a state agency



- Under the authority of the Ministry of Agriculture



- Civil servants



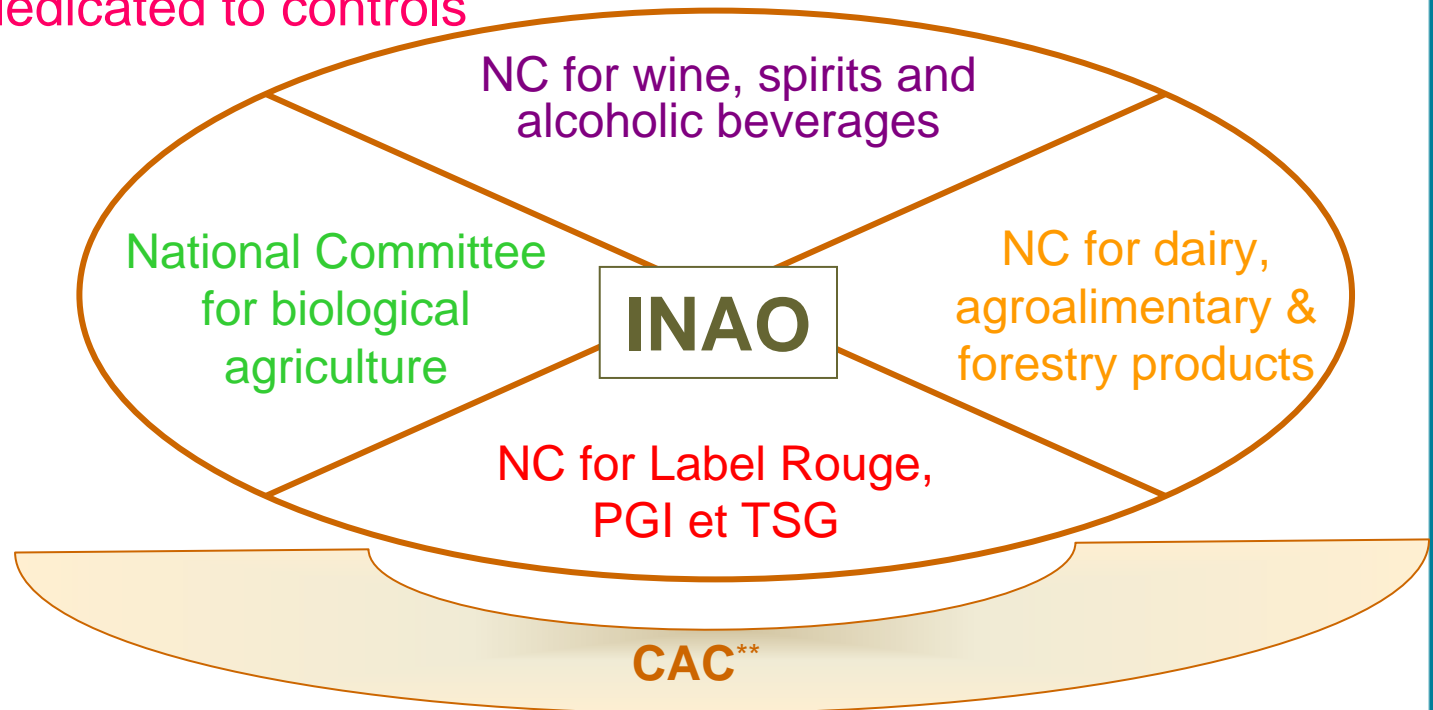
- a governmental agency
 - Head Office in Paris
 - 26 regional offices
 - 250 employees

- Budget 15 millions € (72% State, 28% professionals fees)

INAO, an organization associating professionals



- 4 National committees specialized in each Q designations, and a Standing committee , mainly composed of professionals (producers, traders,...) in association with State's representatives
- A council dedicated to controls



**Conseil Agrément et Contrôle

Missions of the INAO



1. Defining the official quality and origin signs such as appellations of origin and geographical indications, « label rouge » and organic products
2. Participating in the control and administration of designations of quality and origin
3. Contributing to their protection in France and abroad
4. Promoting the concept of Gis and LR

The impact of SIQO on the domestic market



The interest of Gis for the State : Rural development



- To encourage diverse agricultural production
- To maintain people in agricultural areas
- Employment and vitality of rural areas

The interest of SIQO for the consumers



- Original, traditional and quality product
- information on the origin, on the characteristics of the product

The interest of Gis for the producers

- Added value
- Association with trademarks
- Protection



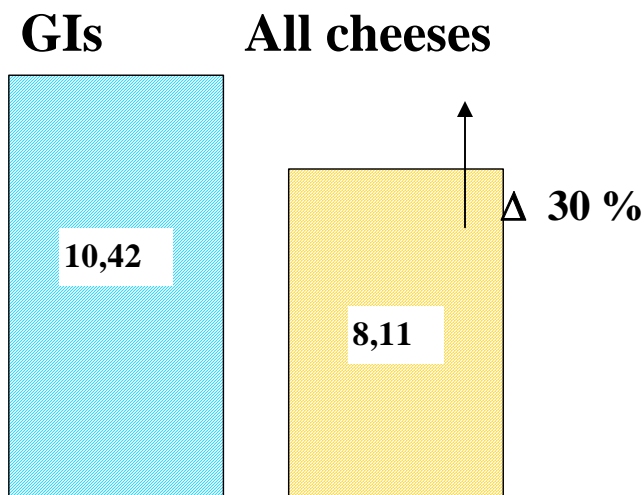
A higher added-value for the producers

(1) Based on retail benchmark SECODIP, 2002

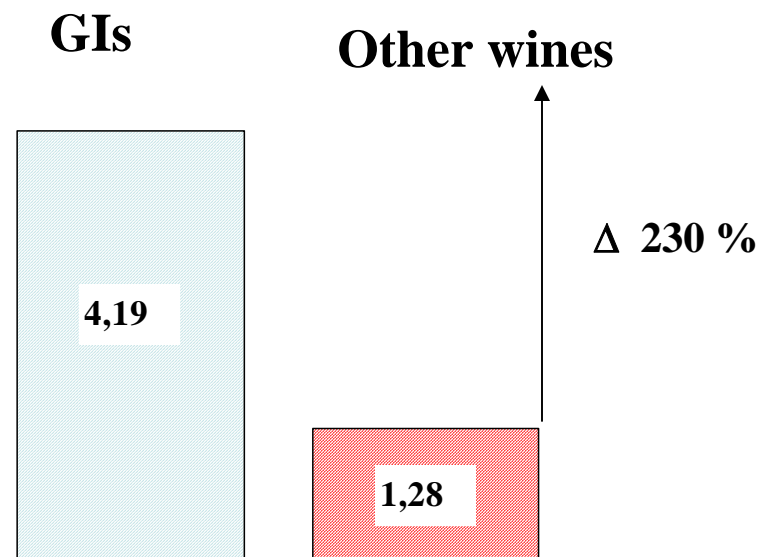
(2) Based on exports 99-2001

Source : MAAPAR, ONIVINS, CFCE, INAO

CHEESE PRICE (1) €/kg



WINE PRICE (2) €/l



- The retail price of GI products is **higher** than the price of similar products. This difference pays for the process & production commitments, and the quality signal to the consumer. The gap is on average **30% for cheese**.

- This gap can be considerably more important for a few specific products, such as wine.



Thank you for your attention