



The state of organic agriculture in France

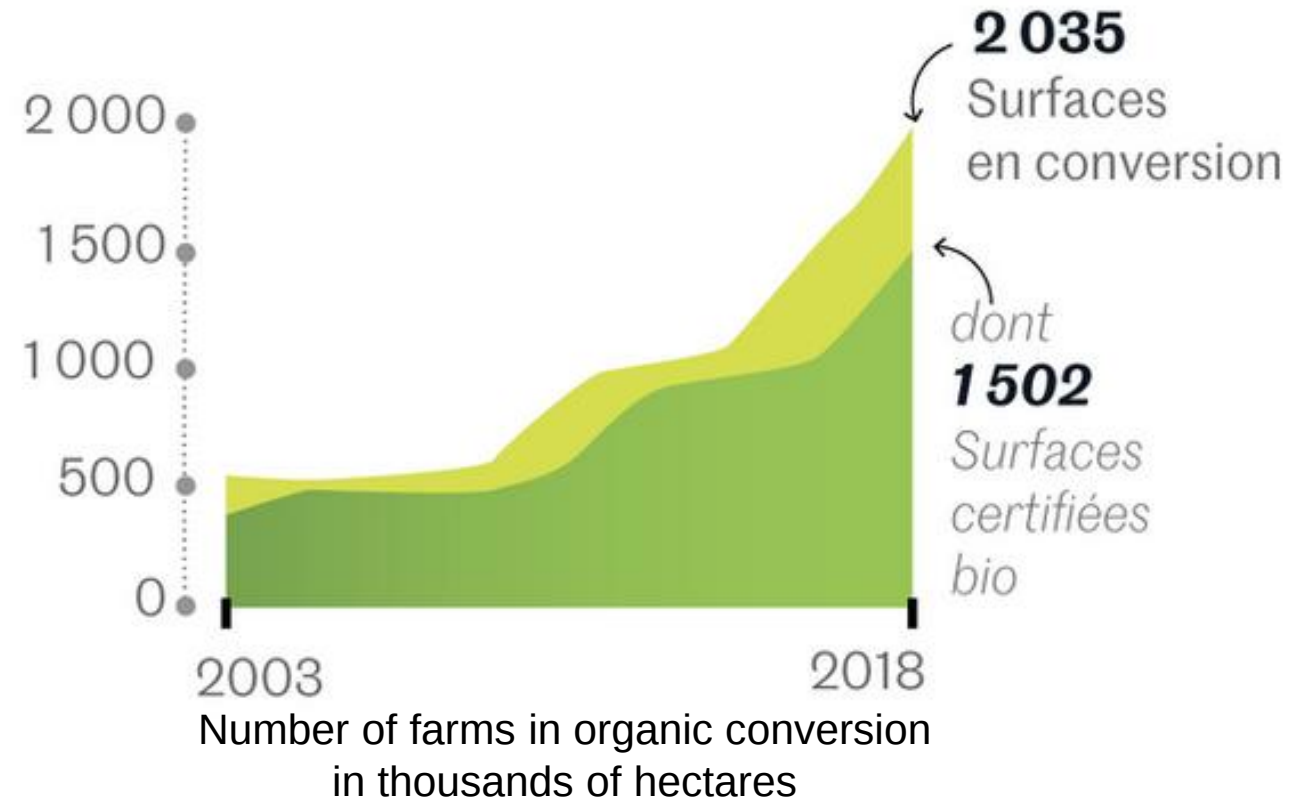
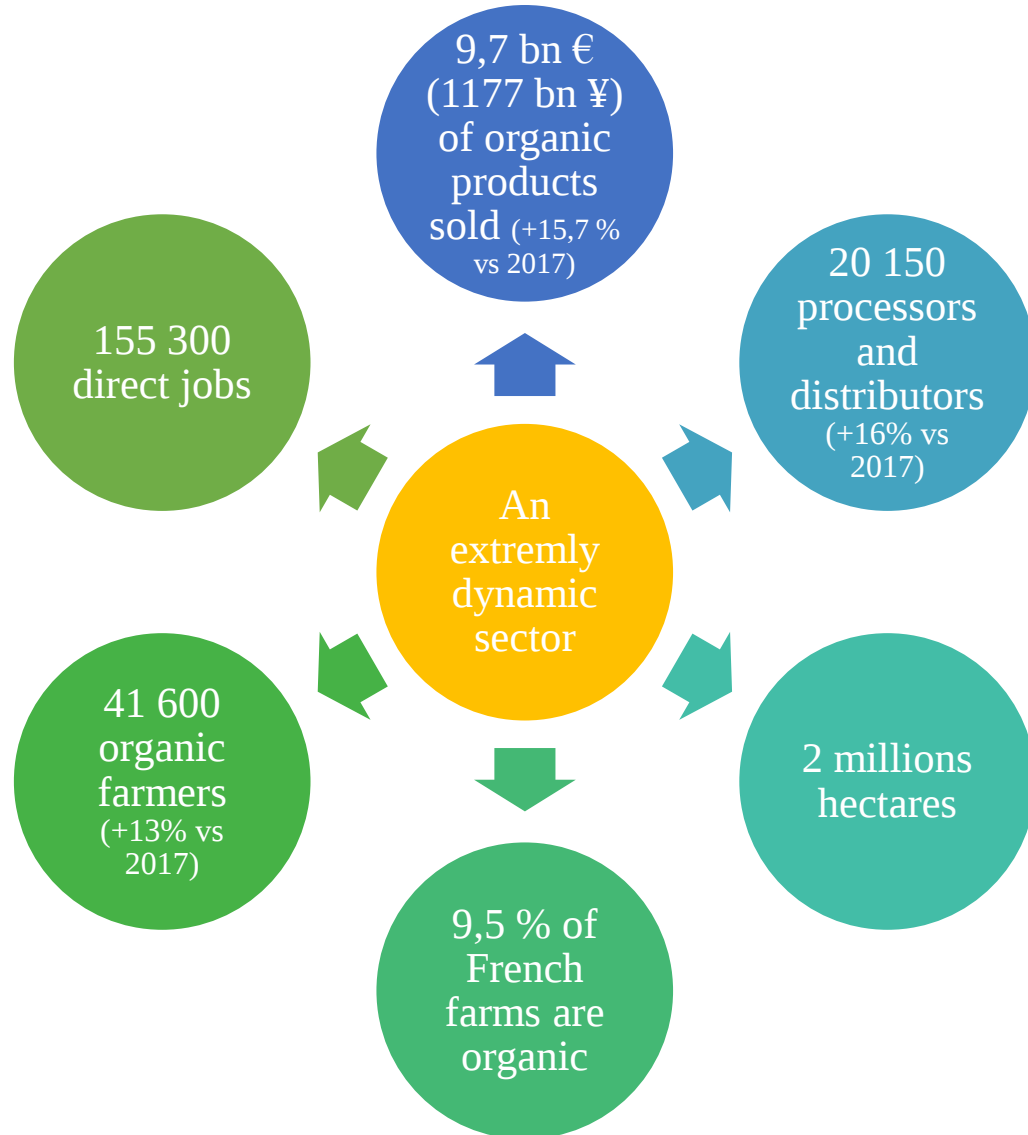


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MINISTÈRE
DE L'AGRICULTURE
ET DE
L'ALIMENTATION

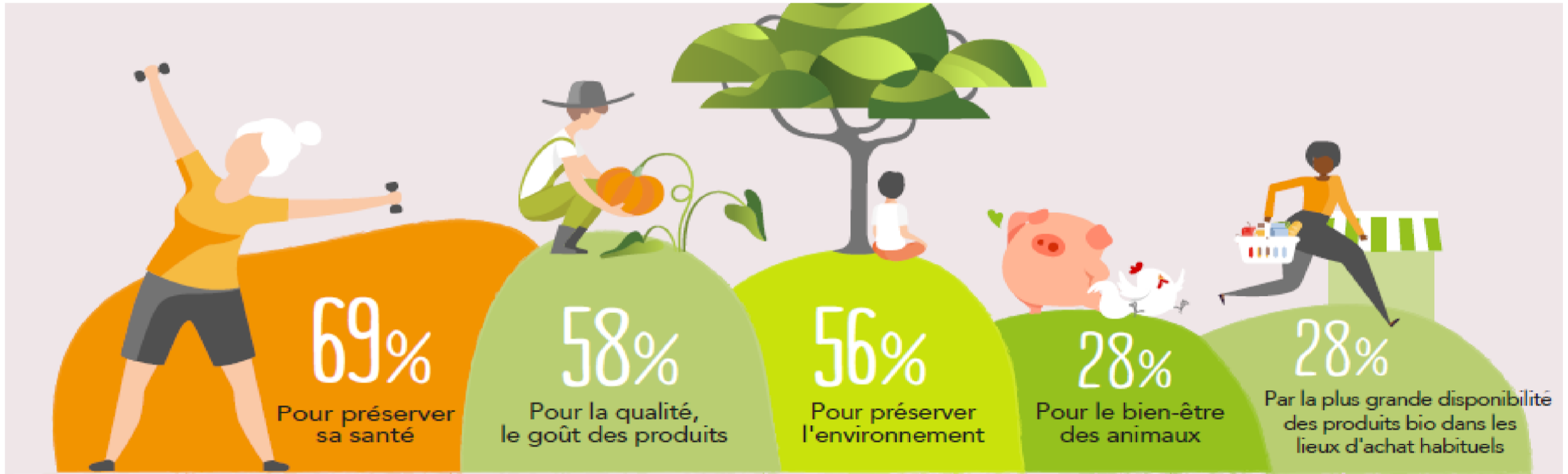


French organic farming production in 2018



Ambition Bio 2022 aims at supporting such a dynamic

Why French consumers eat organic ?



To preserve his health

For the quality and
taste of the products

To preserve the
environnement

For animal
welfare

By the great
availability of organic
products in the usual
places of purchase

French organic consumption

The main obstacles to the organic products consumption

- 84% : overpriced products
- 62% : doubt that the product is totally organic
- 37% : not the reflex to consume it
- 27% : offer that does not match the needs
- 23% : due to lack of information

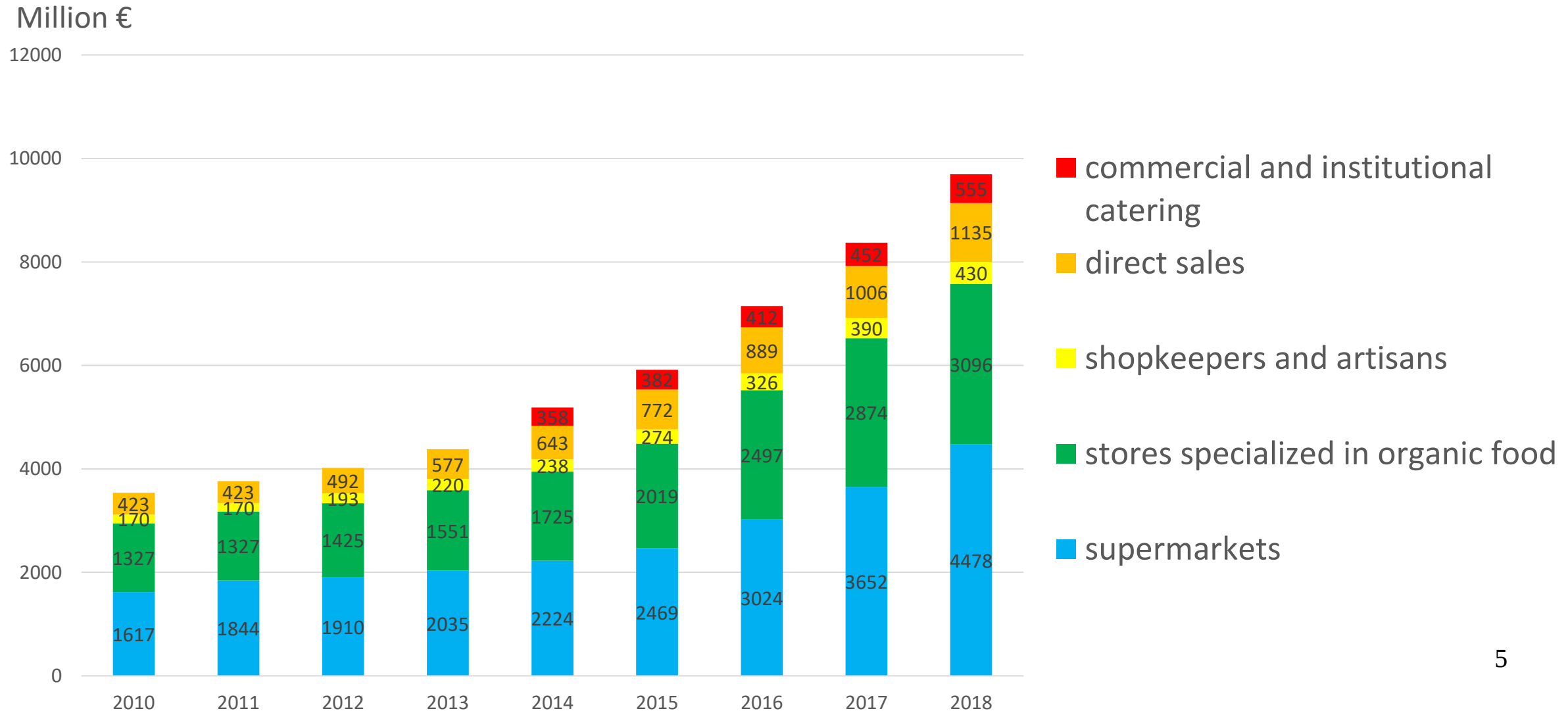
Criteria for choosing to purchase an organic product

- 95% : the taste
- 92% : the French origin
- 91% : the price
- 89% : the local origin
- 83% : the AB logo



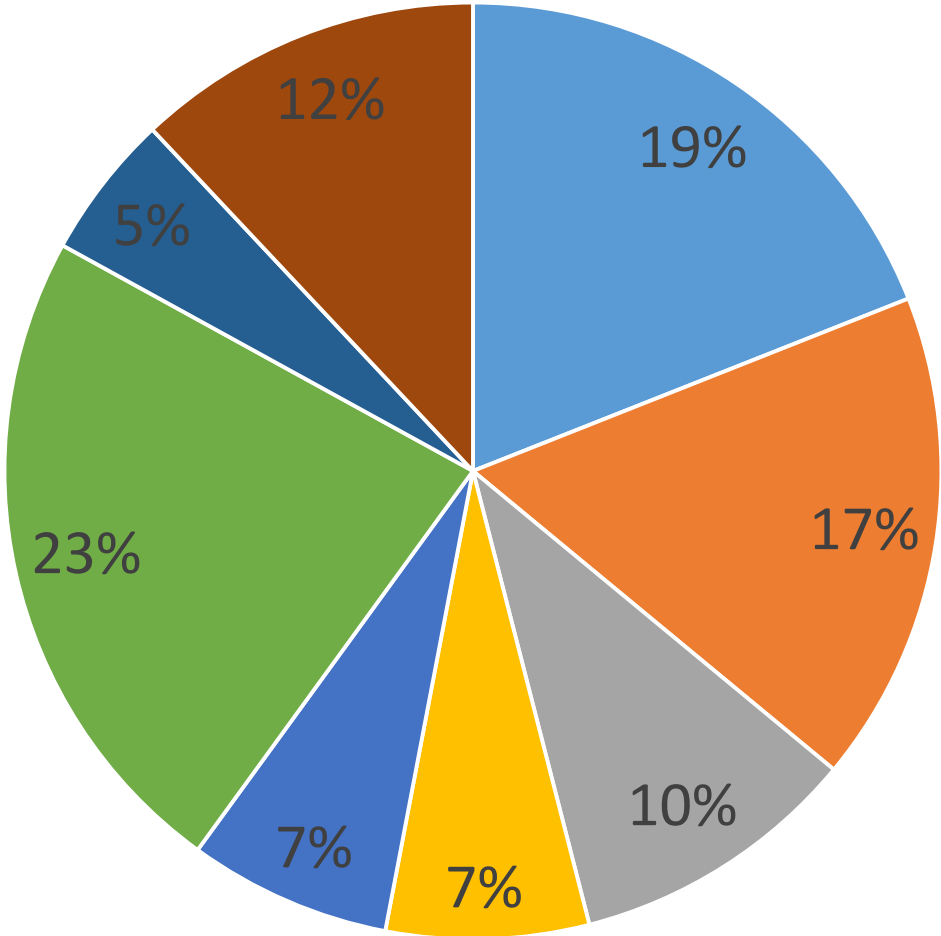
French organic market : 9,7 bn € (1 177 bn ¥)

- Purchases of catering and restaurants : 555 M € (67 341 M ¥)
- Household consumption of organic food : 9,1 bn € (1 104 bn ¥)



French organic market : household consumption

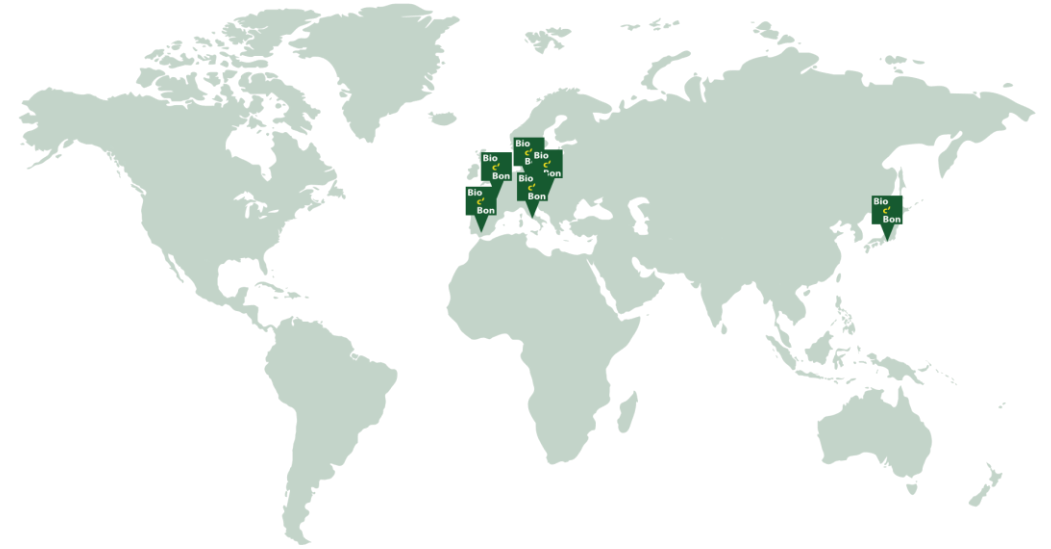
5% of food household consumption is organic



- Fruit and vegetables
- Dairy products
- Meat
- Seafood, frozen food, ready meals
- Bakery
- Grocery
- Non alcoholic beverages
- Alcoholic beverages

Retailing organic products : the example of Bio c' Bon

- 1st shop in 2008
- 127 shops in 2019 in France
- 2,5% of the organic products market
- Strategy : quality, freshness and proximity with the customers

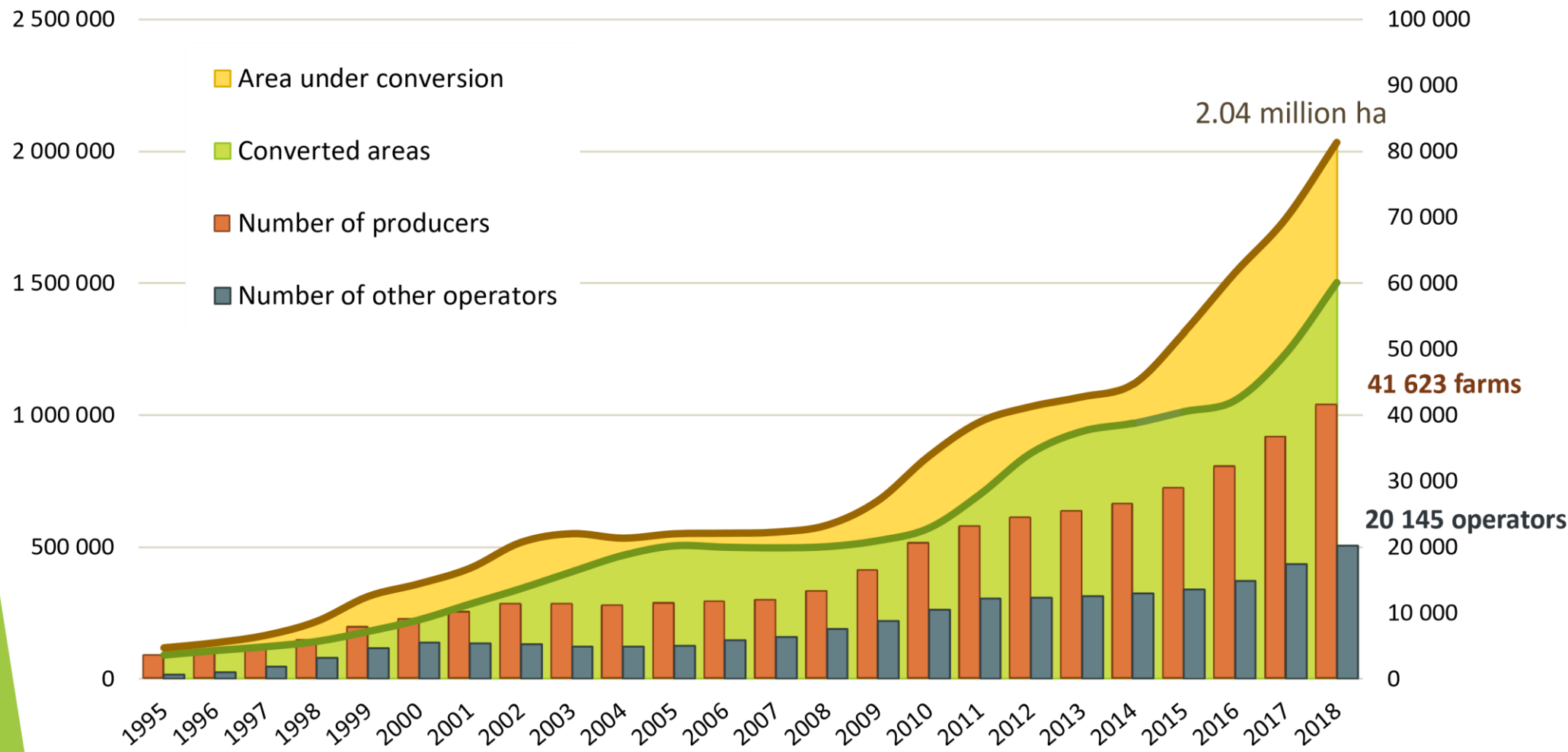


Present in 5 countries : Switzerland, Italy, Spain, Belgium and Japan

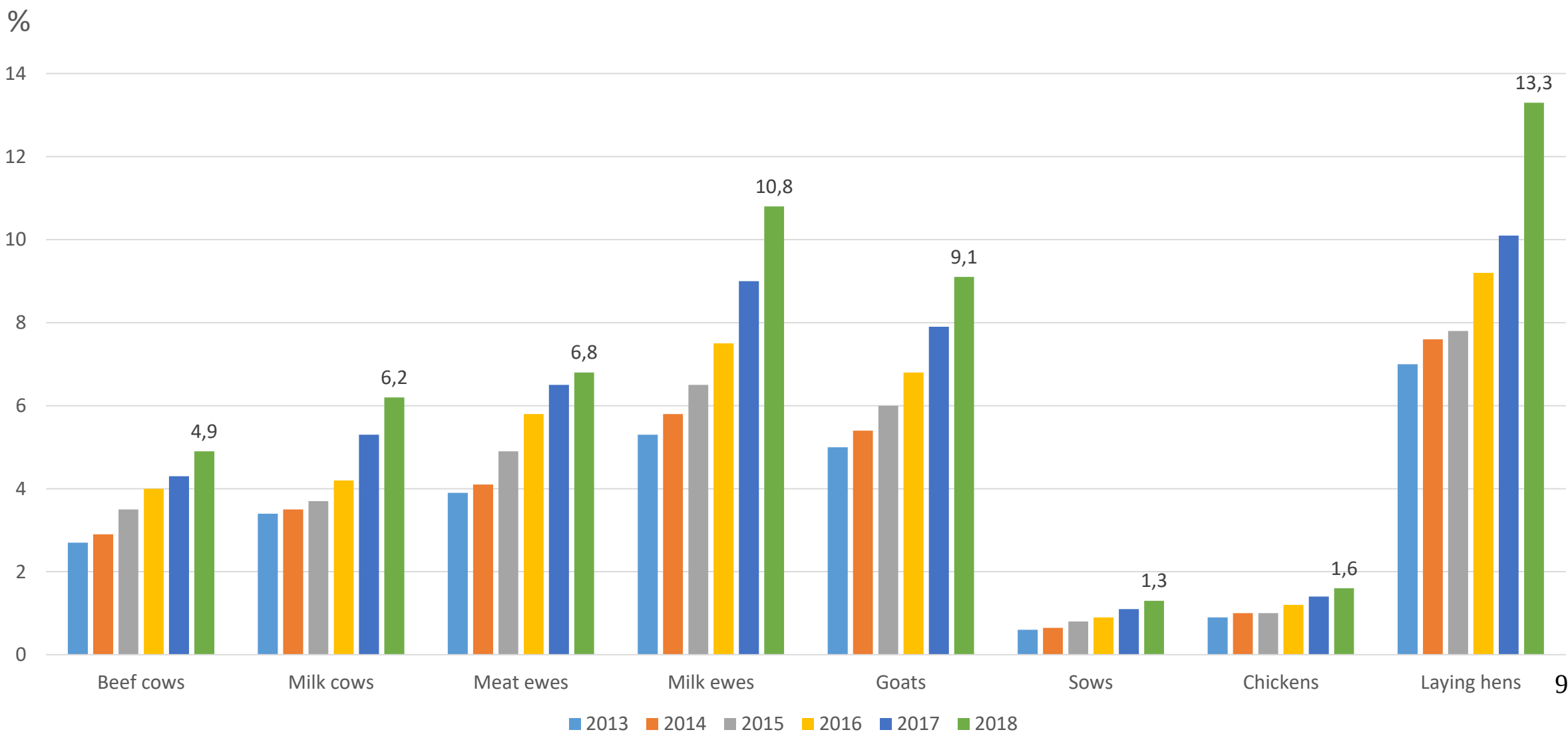


Evolution of the organic share of the UAA

Certified area (ha)



Evolution of the organic share of the livestock



Main objectives of the Program Ambition bio 2022

Former program *Ambition bio 2017* : a goal to reach 8 % of the agricultural area in organic farming

New program Ambition bio 2022 : French government goal to reach 15 % of the agricultural area in organic farming by 2022 and 20 % of organic products served in public catering

Wide consultation of professionals to elaborate a shared action plan

Interministerial governance, technical meetings with all stakeholders, possibility to point specific matters : structuration of the sector (inter-branch), research, training, regulation



More information : <https://www.agencebio.org/>



**Thank you
for your
attention !**

Vincent Van Gogh
Domaine de fleurs près d'Arles, 1888.