National report

France

Quick scan of the food supply chain dynamics, labelling and certification schemes and policies, rules and regulations in the selected EU country

(DG JRC/IPTS)

November 2005
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This document reports the results of a research about the general configuration of food supply chains in France, with special attention to the following ones: cereal products; fruit and vegetables; wine; milk and milk products; meat; fish. The research is focused on the aspects that are closely connected with quality assurance and labelling systems.

The structure of the French agricultural and food system is analysed in a simplified way by identifying some food supply chains on the basis of a horizontal segmentation of the system itself, which does not show any great breakdown. Therefore, the vertically linked subsectors forming the food supply chains in question are aggregate macro entities, which are not perfectly homogeneous from the economic and technical point of view.

Given this limit, the concentration data and the information about the situations of dominance described in this document are to be considered just as *useful indications* within the study to be carried out, which has no antitrust objectives. A scientifically rigorous analysis of the concentration and competition would require a very accurate horizontal segmentation of the agricultural and food system in order to identify the product and geographical markets. However, such an analysis would be incompatible with the conciseness required in this research.

Section 2.A.1: structure of food supply chain levels and of their components.

*Food consumption structure.*

In 2004, the total French population amounted to about 61.7 million people (table 1), 47.7% of which between 15 and 49 years old. People over 65 accounted for 16.4% of the total population.
Table 1: French population and its distribution by age classes (2004)

<table>
<thead>
<tr>
<th>Age Classes</th>
<th>% Share of total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proportion of population aged 0 - 14 years</td>
<td>18,6</td>
</tr>
<tr>
<td>Proportion of population aged 15 - 24 years</td>
<td>13,0</td>
</tr>
<tr>
<td>Proportion of population aged 25 - 49 years</td>
<td>34,7</td>
</tr>
<tr>
<td>Proportion of population aged 50 - 64 years</td>
<td>17,4</td>
</tr>
<tr>
<td>Proportion of population aged 65 - 79 years</td>
<td>12</td>
</tr>
<tr>
<td>Proportion of population aged 80 years and more</td>
<td>4,4</td>
</tr>
<tr>
<td><strong>Total population (thousands)</strong></td>
<td><strong>61,685</strong></td>
</tr>
</tbody>
</table>

Source: Eurostat/ U.S. Bureau of the Census

The estimated 2005 per capita GDP of France is significantly higher than the average value in the EU-25 (table 2).

Table 2: Gross Domestic Product (GDP*) per capita in Purchasing Power Standards (PPS**), (2005)

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP***</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU (25 countries)</td>
<td>100,0</td>
</tr>
<tr>
<td>EU (15 countries)</td>
<td>108,6</td>
</tr>
<tr>
<td>Euro-zone</td>
<td>105,9</td>
</tr>
<tr>
<td>Euro-zone (12 countries)</td>
<td>105,9</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td><strong>110,3</strong></td>
</tr>
</tbody>
</table>

Source: Eurostat

*GDP is the value of all goods and services produced less the value of any goods or services used in their creation

**The volume index of GDP in PPS is expressed in relation to the EU-25 average set to equal 100.

***Forecast

In 2003, food expenses (excluding those relating to spirits) accounted for 14.4% of the total household expenditure against an average of 13.1% in the EU-25 (table 3).
Table 3: Expenditure for food and non-alcoholic beverages (2003)

<table>
<thead>
<tr>
<th>Country</th>
<th>% Share of total household consumption expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU (25 countries)</td>
<td>13,1</td>
</tr>
<tr>
<td>EU (15 countries)</td>
<td>12,8</td>
</tr>
<tr>
<td>Euro-zone</td>
<td>13,7</td>
</tr>
<tr>
<td>Euro-zone (12 countries)</td>
<td>13,7</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td><strong>14,4</strong></td>
</tr>
</tbody>
</table>

Source: Eurostat

In 2001, 80% of the French population between 25 and 29 years of age had completed secondary education (compared to 75% in the EU-15). At the same time, 50% of the French population between 50 and 64 years of age had a secondary education level (table 4), in line with the average value in the EU-15 (52%).

Table 4: Percentage of total population that has completed secondary education, by age classes (2001)

<table>
<thead>
<tr>
<th>Country</th>
<th>% Share of population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aged 25-29</td>
</tr>
<tr>
<td>EU (15 countries)</td>
<td>75,0</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td><strong>80,0</strong></td>
</tr>
</tbody>
</table>

Source: Eurostat - European Union Labour Force Survey

Today the French food consumption shows, on the whole, many characteristics typical of the developed Western countries (high-calory diets with lots of processed food and food of animal origin); cereal products, fruit and vegetables also play an important role in the French diet (USEN, 2005).

**Food distribution structure**

France is considered as one of the traditional “homes” of large-scale retail and, in fact, it is one of the countries in which large-scale retail has developed most, particularly over the last thirty years. In 2001, large-scale retailers controlled over 66% of the sales of food products, while traditional retailers (specialised and not) accounted for less than 25% (ICE Paris, 2003).

---

1 The sources for the drawing up of this paragraph are Grievink (2003) and ICE Parigi (2003).
The French food distribution sector shows a great concentration level. According to Grievink (2003), in 2003 the French CR-3 index for food distribution was equal to 64% (table 5).

Table 5: Retail Top 3 position in France (2003)

<table>
<thead>
<tr>
<th>Country</th>
<th>Top Retailers</th>
<th>C3*</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>Carrefour Leclerc/ SYS U Intermarché</td>
<td>64.0</td>
</tr>
</tbody>
</table>


*C3 is the concentration ratio (relative to 100%), of the top 3 firms in the food distribution sector.

Among the top-3 large-scale retailers, the turnover of the leading group (Carrefour) is almost twice as much as that of its main competitor (table 6).

Table 6: Top 3 Retailers in France: Turnover (million €)

<table>
<thead>
<tr>
<th>Retailers</th>
<th>2001</th>
<th>2002*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrefour</td>
<td>69,480</td>
<td>68,400</td>
</tr>
<tr>
<td>Leclerc/SYS U</td>
<td>36,750</td>
<td>38,800</td>
</tr>
<tr>
<td>Intermarché</td>
<td>37,170</td>
<td>38,400</td>
</tr>
</tbody>
</table>

Source: Lineaires in ICE

*Forecast

In 2002, Leclerc had the leadership as to number of points of sale in the hypermarket channel (410 points of sale), followed by Carrefour (279) and Auchan (140). It is interesting to note that the rate of fresh food products sold in slices is higher in supermarkets than in hypermarkets. In 2002, Intermarché had the leadership as to number of points of sale in the supermarket channel (1,793 supermarkets), followed by Carrefour (1,539 supermarkets) and Systeme U (778 supermarkets). Finally, in the discount channel, in 2002 it was Lidl to have the leadership as to number of points of sale (980 points of sale), followed by Aldi (492) and ED (461).

A peculiar characteristic of the French distribution sector are the so-called “popular stores”, which are non-specialised outlets divided into departments with a very wide range of food products (between 1,500 and 4,000 products) and a more reduced range of non-food products. Goods are usually sold self-service. Most of these stores, which are not hard discounts but rather some sort of supermarkets, are located in the town centre. Food products account for, on average, 59% of the turnover, 36% of which is represented by fresh products. In 2002, Monoprix had the leadership as to number of points of sale in this channel (249 stores).
Food industry structure.

The following paragraphs illustrate the main structural characteristics of the food industry subsectors in question for each of the six supply chains under study.

Cereal products\(^2\).

In 2003, the value of the sales to the retail market and to the foodservice market (HoReCa sector) accounted for, respectively, 88.3% and 11.7% of the whole French market for all flour & bakery products (table 7).

| Table 7: Demand in the all flour and bakery products\(^*\) market (2003) |
|-----------------|-----------------|-----------------|-----------------|
| Volume          | Value           |
| .000 tons       | % Share         | Euro Millions   | % Share         |
| Retail Market** | 4.705,5         | 85,2            | 10.926,0        | 88,3            |
| Foodservice Market** | 820,0         | 14,8            | 1.446,2         | 11,7            |
| **Total Market** | 5.525,5         | **100,0**       | **12.372,2**    | **100,0**       |

Source: Food For Thought (FFT)

* All flour & bakery products: products in ready - to - eat form
** Data based on estimated percent split of total market

In 2005, artisanal production and manufacturers’ branded products (table 8) account for most of the sales of all flour & bakery products (nearly 79% in total, with a share of, respectively, 42.5% and 36.3%). Distributors’ own label products, too, hold an important share (21.1%).

<table>
<thead>
<tr>
<th>Table 8: Branded products Vs Own label (2005)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Share of total</td>
</tr>
<tr>
<td>Manufacturers' branded products</td>
</tr>
<tr>
<td>Unbranded goods</td>
</tr>
<tr>
<td>Distributors' own label(^*)</td>
</tr>
<tr>
<td>Artisanal production(^**)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* Retail distributor brands
** Artisanal: craft sales

\(^2\) The source for the drawing up of this paragraph is Food For Thought (2005a).
In 2005, the French market for all flour & bakery products (table 9) shows a rather limited concentration level with a CR-3 index equal to 21.5%. In addition to the top 9 leading companies, there are other 89 industrial enterprises and a great number of artisanal enterprises operating in this market, which hold a market share of, respectively, 23.7% and 42.5%.

Table 9: Concentration in the all flour and bakery products* market (2005)

<table>
<thead>
<tr>
<th>Holding</th>
<th>% Share</th>
<th>Cumulative % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danone</td>
<td>10,1</td>
<td></td>
</tr>
<tr>
<td>Barilla</td>
<td>7,4</td>
<td></td>
</tr>
<tr>
<td>Limagrain</td>
<td>4,0</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 3</strong></td>
<td></td>
<td>21,5</td>
</tr>
<tr>
<td>Ebro Puleva</td>
<td>2,7</td>
<td></td>
</tr>
<tr>
<td>Norac</td>
<td>2,2</td>
<td></td>
</tr>
<tr>
<td>Saveurs de France</td>
<td>2,2</td>
<td></td>
</tr>
<tr>
<td>Finalrealm</td>
<td>2,1</td>
<td></td>
</tr>
<tr>
<td>Brioche Pasquier</td>
<td>1,6</td>
<td></td>
</tr>
<tr>
<td>Axa</td>
<td>1,5</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 9</strong></td>
<td></td>
<td>33,8</td>
</tr>
<tr>
<td>89 Other companies</td>
<td>23,7</td>
<td></td>
</tr>
<tr>
<td>Artisanal**</td>
<td>42,5</td>
<td>100,0</td>
</tr>
</tbody>
</table>

*Source: Food For Thought (FFT)*
Multinational firms have great importance in this subsector, in which Danone is the market leader (10.1%) and Barilla is the co-leader (7.4%).

Fruit and vegetables.

In 2003, the value of the sales to the retail market and to the foodservice market (HoReCa sector) accounted for, respectively, 84.6% and 15.4% of the whole French market for all fruit & vegetable products (table 10).

Table 10: Demand in the all fruits and vegetables* market (2003)

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>000 tons</td>
<td>% Share</td>
</tr>
<tr>
<td>Retail Market**</td>
<td>6.093,8</td>
<td>82,2</td>
</tr>
<tr>
<td>Foodservice Market**</td>
<td>1321,7</td>
<td>17,8</td>
</tr>
<tr>
<td><strong>Total Market</strong></td>
<td>7.415,5</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

In 2005, unbranded goods (table 11) account for most of the sales of all fruit & vegetable products (49%). Manufacturers’ branded products account for 37.6%, while the share of distributors’ own label products is much smaller (13.3%).

Table 11: Branded products Vs Own label (2005)

<table>
<thead>
<tr>
<th></th>
<th>% Share of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers' branded products</td>
<td>37,6</td>
</tr>
<tr>
<td>Unbranded goods</td>
<td>49,0</td>
</tr>
<tr>
<td>Distributors' own label*</td>
<td>13,3</td>
</tr>
<tr>
<td>Artisanal production**</td>
<td>0,0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>99,9</td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

*Retail distributor brands
**Artisanal: craft sales

The source for the drawing up of this paragraph is Food For Thought (2005b).
In 2005, the French market for all fruit & vegetable products (table 12) shows a rather limited concentration level with a CR-3 index equal to 23%. In addition to the top 10 leading companies, there are other 57 industrial enterprises operating in this market, which hold, on the whole, a market share of 60.5%.

Table 12: Concentration in the all fruits and vegetables* market (2005)

<table>
<thead>
<tr>
<th>Holding</th>
<th>% Share</th>
<th>Cumulative % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pomona</td>
<td>11,4</td>
<td></td>
</tr>
<tr>
<td>Bonduelle</td>
<td>6,9</td>
<td></td>
</tr>
<tr>
<td>Coopagri Bretagne</td>
<td>4,7</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 3</strong></td>
<td><strong>23,0</strong></td>
<td></td>
</tr>
<tr>
<td>Dole</td>
<td>4,5</td>
<td></td>
</tr>
<tr>
<td>Fyffes</td>
<td>3,1</td>
<td></td>
</tr>
<tr>
<td>Cecab</td>
<td>2,4</td>
<td></td>
</tr>
<tr>
<td>Fresh Del Monte</td>
<td>1,9</td>
<td></td>
</tr>
<tr>
<td>Chiquita</td>
<td>1,8</td>
<td></td>
</tr>
<tr>
<td>Agro Marché Stratégies</td>
<td>1,5</td>
<td></td>
</tr>
<tr>
<td>Sicabam</td>
<td>1,3</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 10</strong></td>
<td><strong>39,5</strong></td>
<td></td>
</tr>
<tr>
<td>57 Other companies</td>
<td>60,5</td>
<td><strong>100,0</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* All fruits and vegetables: products in ready - to - eat form

There are some multinational corporations among the top 10 leading companies, with Bonduelle as co-leader (6.9%) and with Dole, Fyffes, Fresh Del Monte and Chiquita holding smaller market shares.
Wine\(^4\).

In 2003, the value of the sales to the retail market and to the foodservice market (HoReCa sector) accounted for, respectively, 76.8% and 23.2% of the whole French wine market (table and sparkling wines) (table 13).

Table 13: Demand in the wine* market (2005)

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.000 tons</td>
<td>% Share</td>
</tr>
<tr>
<td>Retail Market**</td>
<td>2.466,2</td>
<td>74,4</td>
</tr>
<tr>
<td>Foodservice Market**</td>
<td>846,9</td>
<td>25,6</td>
</tr>
<tr>
<td><strong>Total Market</strong></td>
<td>3.313,1</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

*Wine: Table and sparkling wines
**Data based on estimated percent split of total market

In 2005, manufacturers’ branded products (table 14) account for most of the sales of wine (75.2%). Distributors’ own label products account for 19.7%, while unbranded goods account for just 5.1%.

Table 14: Branded products Vs Ownlabel (2005)

<table>
<thead>
<tr>
<th></th>
<th>% Share of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers' branded products</td>
<td>75,2</td>
</tr>
<tr>
<td>Unbranded goods</td>
<td>5,1</td>
</tr>
<tr>
<td>Distributors' own label*</td>
<td>19,7</td>
</tr>
<tr>
<td>Artisanal production**</td>
<td>0,0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,0</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* Retail distributor brands
** Artisanal: craft sales

\(^4\) The source for the drawing up of this paragraph is Food For Thought (2005c).
In 2005, the French wine market shows a rather limited concentration level (table 15) with a CR-3 index equal to 22.4%. In addition to the top 10 leading companies, there are other 38 industrial enterprises operating in this market, which hold, on the whole, a market share of 54.1%.

**Table 15: Concentration in the wine* market**

<table>
<thead>
<tr>
<th>Holding</th>
<th>% Share</th>
<th>Cumulative % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Société des Investissements d'Aquitaine</td>
<td>9,2</td>
<td></td>
</tr>
<tr>
<td>Allied Domecq</td>
<td>7,6</td>
<td></td>
</tr>
<tr>
<td>Pitters</td>
<td>5,6</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 3</strong></td>
<td><strong>22,4</strong></td>
<td></td>
</tr>
<tr>
<td>Duke Street</td>
<td>4,5</td>
<td></td>
</tr>
<tr>
<td>La Languedocienne</td>
<td>4,3</td>
<td></td>
</tr>
<tr>
<td>Kriter Patriarche</td>
<td>3,4</td>
<td></td>
</tr>
<tr>
<td>Bacardi</td>
<td>3,2</td>
<td></td>
</tr>
<tr>
<td>Lanson International</td>
<td>3,0</td>
<td></td>
</tr>
<tr>
<td>Rémy Cointreau</td>
<td>2,6</td>
<td></td>
</tr>
<tr>
<td>Boisset</td>
<td>2,5</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 10</strong></td>
<td><strong>45,9</strong></td>
<td></td>
</tr>
<tr>
<td>38 Other companies</td>
<td>54,1</td>
<td>100,0</td>
</tr>
</tbody>
</table>

*Source: Food For Thought (FFT)*

*Wine: Table and sparkling wines*

There are some multinational corporations among the top 10 leading companies in this subsector (Allied Domecq, Bacardi, etc.).
Milk and milk products\(^5\).

In 2003, the value of the sales to the retail market and to the foodservice market (HoReCa sector) accounted for, respectively, 86.7% and 13.3% of the whole French market of all dairy products (table 16).

### Table 16: Demand in the all dairy products* market (2003)

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.000 tons</td>
<td>% Share</td>
</tr>
<tr>
<td>Retail Market**</td>
<td>6.323,5</td>
<td>84,5</td>
</tr>
<tr>
<td>Foodservice Market**</td>
<td>1160,2</td>
<td>15,5</td>
</tr>
<tr>
<td><strong>Total Market</strong></td>
<td>7.483,7</td>
<td>100,0</td>
</tr>
</tbody>
</table>

*All dairy products: products in ready-to-eat form
**Data based on estimated percent split of total market

Source: Food For Thought (FFT)

In 2005, manufacturers’ branded products (table 17) clearly account for most of the sales of all dairy products (77.8%), while distributors’ own label products account for 17.3%. Unbranded goods and artisanal production play a very limited role (3.2% and 1.7% of total sales, respectively).

### Table 17: Branded products Vs Own label (2005)

<table>
<thead>
<tr>
<th></th>
<th>% Share of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers' branded products</td>
<td>77,8</td>
</tr>
<tr>
<td>Unbranded goods</td>
<td>3,2</td>
</tr>
<tr>
<td>Distributors' own label*</td>
<td>17,3</td>
</tr>
<tr>
<td>Artisanal production**</td>
<td>1,7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,0</strong></td>
</tr>
</tbody>
</table>

*Retail distributor brands
**Artisanal: craft sales

---

\(^5\) The source for the drawing up of this paragraph is Food For Thought (2005d).
In 2005, the French market for all dairy products shows a rather high concentration level (table 18) with a CR-3 index equal to 40.2%. In addition to the top 10 leading companies, there are other 47 industrial enterprises operating in this market, which hold, on the whole, a market share of 30.5%.

Table 18: Concentration in the all dairy products* market (2003)

<table>
<thead>
<tr>
<th>Holding</th>
<th>% Share</th>
<th>Cumulative % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lactalis</td>
<td>16,0</td>
<td></td>
</tr>
<tr>
<td>Bongrain</td>
<td>13,4</td>
<td></td>
</tr>
<tr>
<td>Sodiaal</td>
<td>10,8</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 3</strong></td>
<td>40,2</td>
<td><strong>69,5</strong></td>
</tr>
<tr>
<td>Bel</td>
<td>8,7</td>
<td></td>
</tr>
<tr>
<td>Danone</td>
<td>5,9</td>
<td></td>
</tr>
<tr>
<td>Compagnie Nationale à Portefeuille</td>
<td>3,7</td>
<td></td>
</tr>
<tr>
<td>Nestlé</td>
<td>3,1</td>
<td></td>
</tr>
<tr>
<td>Cecab</td>
<td>2,8</td>
<td></td>
</tr>
<tr>
<td>Andros</td>
<td>2,6</td>
<td></td>
</tr>
<tr>
<td>Appro</td>
<td>2,5</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 10</strong></td>
<td>69,5</td>
<td><strong>100,0</strong></td>
</tr>
<tr>
<td>47 Other companies</td>
<td>30,5</td>
<td></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* All dairy products: products in ready - to - eat form
Multinational corporations have great importance in this subsector. In addition to the top leading company Lactalis, which holds a market share of 16%, among the other top 10 leading firms there are also Bongrain, Danone and Nestlé.

Meat⁶.

In 2003, the value of the sales to the retail market and to the foodservice market (HoReCa sector) accounted for, respectively, 85.7% and 14.3% of the whole French market for all fresh & processed meat (table 19).

Table 19: Demand in the all fresh and processed meat* market (2003)

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.000 tons</td>
<td>% Share</td>
</tr>
<tr>
<td>Retail Market**</td>
<td>4.581,7</td>
<td>83,3</td>
</tr>
<tr>
<td>Foodservice Market**</td>
<td>918,8</td>
<td>16,7</td>
</tr>
<tr>
<td>Total Market</td>
<td>5.500,5</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* All fresh and processed meats: products in ready-to-eat form
** Data based on estimated percent split of total market

In 2005, the share of the total sales of all fresh & processed meat held by unbranded goods (47.3%) is significantly higher (table 20) than that held by manufacturers’ branded products (33%). Distributors’ own label products hold a much smaller share (15.4%), while artisanal production accounts for just 4.4% of total sales.

Table 20: Branded products Vs Own label (2005)

<table>
<thead>
<tr>
<th></th>
<th>% Share of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers' branded products</td>
<td>33,0</td>
</tr>
<tr>
<td>Unbranded goods</td>
<td>47,3</td>
</tr>
<tr>
<td>Distributors' own label*</td>
<td>15,4</td>
</tr>
<tr>
<td>Artisanal production**</td>
<td>4,4</td>
</tr>
<tr>
<td>Total</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* Retail distributor brands
** Artisanal: craft sales

---

⁶ The source for the drawing up of this paragraph is Food For Thought (2005e).
In 2005, the French market for all fresh & processed meat shows a rather limited concentration level (table 21) with a CR-3 index equal to 20.8%. In addition to the top 9 leading companies, there are other 91 industrial enterprises operating in this market, which hold a total market share of 55.2%, as well as some artisanal enterprises holding a total market share of 4.4%.

**Table 21: Concentration in the all fresh and processed meat* market (2005)**

<table>
<thead>
<tr>
<th>Holding</th>
<th>% Share</th>
<th>Cumulative % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socopa</td>
<td>8,6</td>
<td></td>
</tr>
<tr>
<td>Alliance Bigard Charal</td>
<td>7,3</td>
<td></td>
</tr>
<tr>
<td>Doux</td>
<td>4,9</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 3</strong></td>
<td><strong>20,8</strong></td>
<td></td>
</tr>
<tr>
<td>Cana</td>
<td>4,1</td>
<td></td>
</tr>
<tr>
<td>Intermarché</td>
<td>3,4</td>
<td></td>
</tr>
<tr>
<td>Sara Lee</td>
<td>3,3</td>
<td></td>
</tr>
<tr>
<td>LDC</td>
<td>3,3</td>
<td></td>
</tr>
<tr>
<td>Nestlé</td>
<td>3,1</td>
<td></td>
</tr>
<tr>
<td>LM Salaisons</td>
<td>2,4</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 9</strong></td>
<td><strong>40,4</strong></td>
<td></td>
</tr>
<tr>
<td>91 Other companies</td>
<td>55,2</td>
<td></td>
</tr>
<tr>
<td>Artisanal**</td>
<td>4,4</td>
<td><strong>100,0</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* All fresh & processed meat: products in ready-to-eat form
** Artisanal: craft sales
There are some multinational corporations among the top 9 companies (Sara Lee and Nestlé), but they hold relatively small shares of the market.

Fish.

In 2003, the value of the sales to the retail market and to the foodservice market (HoReCa sector) accounted for, respectively, 63.7% and 36.3% of the whole French market for all fresh & processed fish (table 22).

<table>
<thead>
<tr>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>.000 tons</td>
<td>% Share</td>
</tr>
<tr>
<td>Retail Market**</td>
<td>573,1</td>
</tr>
<tr>
<td>Foodservice Market**</td>
<td>375,2</td>
</tr>
<tr>
<td><strong>Total Market</strong></td>
<td><strong>948,3</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* All fresh & processed fish: products in ready - to - eat form
** Data based on estimated percent split of total market

In 2005, unbranded goods (table 23) account for most of the sales of all fresh & processed fish (63.7%). Manufacturers’ branded products and distributors’ own label products hold a smaller share accounting for, respectively, 21.6% and 13.7%, while artisanal production accounts for just 0.9% of total sales.

<table>
<thead>
<tr>
<th>% Share of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers' branded products</td>
</tr>
<tr>
<td>Unbranded goods</td>
</tr>
<tr>
<td>Distributors' own label*</td>
</tr>
<tr>
<td>Artisanal production**</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* Retail distributor brands
** Artisanal: craft sales

The source for the drawing up of this paragraph is Food For Thought (2005f).
In 2005, the French market for all fresh & processed fish shows a very limited concentration level (table 24) with a CR-3 index equal to 13.9%. In addition to the top 10 leading companies, there are other 45 industrial enterprises operating in this market, which hold, on the whole, a market share of 65.2%.

Table 24: Concentration in the all fresh & processed fish* market (2003)

<table>
<thead>
<tr>
<th>Holding</th>
<th>% Share</th>
<th>Cumulative % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolton</td>
<td>5,1</td>
<td></td>
</tr>
<tr>
<td>Union of Icelandic Fish Producers</td>
<td>4,4</td>
<td></td>
</tr>
<tr>
<td>Primel</td>
<td>4,4</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 3</strong></td>
<td><strong>13,9</strong></td>
<td></td>
</tr>
<tr>
<td>Heinz</td>
<td>3,7</td>
<td></td>
</tr>
<tr>
<td>Pêche &amp; Froid</td>
<td>3,3</td>
<td></td>
</tr>
<tr>
<td>Nutrico</td>
<td>3,2</td>
<td></td>
</tr>
<tr>
<td>Intermarché</td>
<td>3,1</td>
<td></td>
</tr>
<tr>
<td>Nautilus Food</td>
<td>2,6</td>
<td></td>
</tr>
<tr>
<td>Saetremyr</td>
<td>2,5</td>
<td></td>
</tr>
<tr>
<td>Bongrain</td>
<td>2,5</td>
<td></td>
</tr>
<tr>
<td><strong>TOP 10</strong></td>
<td><strong>34,8</strong></td>
<td></td>
</tr>
<tr>
<td>45 Other companies</td>
<td>65,2</td>
<td><strong>100,0</strong></td>
</tr>
</tbody>
</table>

Source: Food For Thought (FFT)

* All fresh & processed fish: products in ready-to-eat form
There are some multinational corporations operating in this subsector (Heinz, Nutreco and Bongrain).

**Agricultural sector structure.**

According to a farm structure survey carried out in all EU Member States in 2003 (Eurostat, 2005), in France about 566,300 agricultural holdings had an economic size of at least 1 ESU (European Size Unit = 1,200 Euros). These holdings made use of 27.7 million ha of agricultural area, which is on average 48.9 hectare per holding.

The 77,200 holdings with an economic size higher than 100 ESU accounted for 12.6% of total holdings, and controlled an agricultural area of 9,627,000 ha, equal to 32.5% of the total (tables 25 and 26).

**Table 25: Agricultural sector structure: number of holdings ('000)**

<table>
<thead>
<tr>
<th>Economic size unit (ESU)*</th>
<th>&lt; 1</th>
<th>1 - 2</th>
<th>2 - 4</th>
<th>4 - 8</th>
<th>8 - 16</th>
<th>16 - 40</th>
<th>40 - 100</th>
<th>&gt;100</th>
<th>All the groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of holdings</td>
<td>47,7</td>
<td>44,7</td>
<td>50,4</td>
<td>50,5</td>
<td>58,8</td>
<td>122,1</td>
<td>162,6</td>
<td>77,2</td>
<td>614,0</td>
</tr>
<tr>
<td>(1000)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Share</td>
<td>7,8</td>
<td>7,3</td>
<td>8,2</td>
<td>8,2</td>
<td>9,6</td>
<td>19,9</td>
<td>26,5</td>
<td>12,6</td>
<td>100,0</td>
</tr>
</tbody>
</table>

*Source: Eurostat

*ESU: index that measures the economic size of the holdings*
Figure 7: Number of holdings by ESU groups

![Figure 7: Number of holdings by ESU groups]

Table 26: Agricultural sector structure: total area of agricultural holdings (2003)

<table>
<thead>
<tr>
<th>Economic size unit (ESU)*</th>
<th>&lt; 1</th>
<th>1 - 2</th>
<th>2 - 4</th>
<th>4 - 8</th>
<th>8 - 16</th>
<th>16 - 40</th>
<th>40 - 100</th>
<th>&gt; 100</th>
<th>All the groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total area (1000 ha)</td>
<td>160,3</td>
<td>254,8</td>
<td>394,4</td>
<td>621,2</td>
<td>1,290,0</td>
<td>5,177,2</td>
<td>12,065,0</td>
<td>9,627,2</td>
<td>29,590,2</td>
</tr>
<tr>
<td>% Share</td>
<td>0,5</td>
<td>0,9</td>
<td>1,3</td>
<td>2,1</td>
<td>4,4</td>
<td>17,5</td>
<td>40,8</td>
<td>32,5</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Source: Eurostat

*ESU: index that measures the economic size of the holdings
As to the structure of farms raising animals, those with an economic size higher than 100 ESU raised more than 8 million head of livestock, that is, 34.7% of the total (table 27). Out of these 8 million head of livestock, grazing livestock accounted for 44.1%, while in the farms with a lower economic size the share of grazing livestock was considerably higher (65-90%). In the farms with an economic size higher than 100 ESU, the average number of farmed livestock was equal to about 200 head (table 28).

Table 27: Agricultural sector structure: number of livestock (2003)

<table>
<thead>
<tr>
<th>Economic size unit (ESU)*</th>
<th>&lt; 1</th>
<th>1 :- 2</th>
<th>2 - 4</th>
<th>4 -8</th>
<th>8 -16</th>
<th>16 - 40</th>
<th>40 - 100</th>
<th>&gt;100</th>
<th>All the groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total livestock (1000)</td>
<td>52,6</td>
<td>98,8</td>
<td>171,1</td>
<td>313,4</td>
<td>705,1</td>
<td>3.741, 9</td>
<td>10.14</td>
<td>6,2</td>
<td>8.087, 1</td>
</tr>
<tr>
<td>% Share</td>
<td>0,2</td>
<td>0,4</td>
<td>0,7</td>
<td>1,3</td>
<td>3,0</td>
<td>16,0</td>
<td>43,5</td>
<td>34,7</td>
<td>100,0</td>
</tr>
<tr>
<td>Grazing livestock (%)</td>
<td>92,0</td>
<td>66,2</td>
<td>91,0</td>
<td>88,2</td>
<td>83,8</td>
<td>85,9</td>
<td>74,0</td>
<td>44,1</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Eurostat

* ESU: index that measures the economic size of the holdings
** LSU: Livestock unit
Table 28: Agricultural sector structure: total livestock per holding (2003)

<table>
<thead>
<tr>
<th>Economic size unit (ESU)*</th>
<th>&lt; 1</th>
<th>1 - 2</th>
<th>2 - 4</th>
<th>4 - 8</th>
<th>8 - 16</th>
<th>16 - 40</th>
<th>40 - 100</th>
<th>&gt;100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livestock (LSU**/holding)</td>
<td>1,6</td>
<td>3,1</td>
<td>5,2</td>
<td>9,9</td>
<td>19,0</td>
<td>43,5</td>
<td>88,9</td>
<td>203,0</td>
</tr>
<tr>
<td>Grazing livestock (LSU/holding)</td>
<td>1,7</td>
<td>3,7</td>
<td>6,2</td>
<td>11,6</td>
<td>20,1</td>
<td>44,8</td>
<td>87,9</td>
<td>168,0</td>
</tr>
</tbody>
</table>

Source: Eurostat

* ESU: index that measures the economic size of the holdings
**LSU: Livestock unit

In the farms with a greater economic size (higher than 16 ESU), more than 70% of the managers were under 55 years old (tables 29 and 30), while in the farms with a smaller economic size the share of managers over 55 increased as the economic size decreased (passing from 40% to 65-70%).

Table 29: Number of holders (2003)

<table>
<thead>
<tr>
<th>Economic size unit (ESU)*</th>
<th>&lt; 1</th>
<th>1 - 2</th>
<th>2 - 4</th>
<th>4 - 8</th>
<th>8 - 16</th>
<th>16 - 40</th>
<th>40 - 100</th>
<th>&gt;100</th>
<th>All the groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holders (1000)</td>
<td>47,2</td>
<td>44,3</td>
<td>49,7</td>
<td>49,5</td>
<td>56,5</td>
<td>114,4</td>
<td>122,4</td>
<td>42,7</td>
<td>526,7</td>
</tr>
<tr>
<td>% Share</td>
<td>9,0</td>
<td>8,4</td>
<td>9,4</td>
<td>9,4</td>
<td>10,7</td>
<td>21,7</td>
<td>23,2</td>
<td>8,1</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Source: Eurostat

* ESU: index that measures the economic size of the holdings

Table 30: Distribution of holders by age groups (2003)

<table>
<thead>
<tr>
<th>Economic size unit (ESU)*</th>
<th>&lt; 1</th>
<th>1 - 2</th>
<th>2 - 4</th>
<th>4 - 8</th>
<th>8 - 16</th>
<th>16 - 40</th>
<th>40 - 100</th>
<th>&gt;100</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 35 years</td>
<td>3,0</td>
<td>3,0</td>
<td>4,0</td>
<td>6,3</td>
<td>8,7</td>
<td>11,2</td>
<td>16,4</td>
<td>20,3</td>
</tr>
<tr>
<td>35 - 44 years</td>
<td>12,2</td>
<td>10,6</td>
<td>12,8</td>
<td>18,6</td>
<td>21,8</td>
<td>27,1</td>
<td>30,5</td>
<td>33,1</td>
</tr>
<tr>
<td>45 - 54 years</td>
<td>18,5</td>
<td>18,5</td>
<td>21,2</td>
<td>26,1</td>
<td>31,2</td>
<td>33,6</td>
<td>33,6</td>
<td>30,6</td>
</tr>
<tr>
<td>55 - 64 years</td>
<td>23,4</td>
<td>23,0</td>
<td>23,7</td>
<td>26,4</td>
<td>27,1</td>
<td>23,6</td>
<td>17,4</td>
<td>14,4</td>
</tr>
<tr>
<td>&gt; 65 years</td>
<td>42,8</td>
<td>44,9</td>
<td>38,4</td>
<td>22,6</td>
<td>11,2</td>
<td>4,5</td>
<td>2,0</td>
<td>1,6</td>
</tr>
</tbody>
</table>
On the whole, the French agricultural sector shows the typical characteristics of the agricultural sectors of advanced countries, where farms with a greater economic size represent the most important and vital part of the sector. In the French agricultural sector these farms represent a significant share of the total number of farms.

The main structural characteristics of the fish and aquaculture subsectors are shown in the tables 31a, 31b, 32a and 32b. The contribution of the aquaculture subsector to the total French fresh fish production is significantly higher than the average in the EU-15.

**Table 31a: Fishery in France: features of the fishing fleet (2002)**

<table>
<thead>
<tr>
<th>Features</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of vessels</td>
<td>8.088</td>
</tr>
<tr>
<td>Total tonnage (tons)</td>
<td>229.749</td>
</tr>
<tr>
<td>Average tonnage per vessel (tons)</td>
<td>28</td>
</tr>
<tr>
<td>Total power (KW)</td>
<td>1.111.330</td>
</tr>
<tr>
<td>Average power per vessel (KW)</td>
<td>137</td>
</tr>
</tbody>
</table>

*Source: Eurostat, “Fisheries, Yearbook 2003”.

**Table 31b: Fishery in France: total catches in all regions (2003)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Catches ( tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU (15 countries)</td>
<td>5.291.255</td>
</tr>
<tr>
<td>EU (25 countries)</td>
<td>5.839.858</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>632.149</td>
</tr>
</tbody>
</table>

*Source: Eurostat*

**Table 32a: Total aquaculture production (2003)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Production (tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU (15 countries)</td>
<td>1.300.604</td>
</tr>
<tr>
<td>EU (25 countries)</td>
<td>1.374.971</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td><strong>245.809</strong></td>
</tr>
</tbody>
</table>

*Source: Eurostat*
Table 32b: Aquaculture vs total fisheries production: economic importance (2001)

<table>
<thead>
<tr>
<th>Country</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU (15 countries)</td>
<td>33,1</td>
</tr>
<tr>
<td>France</td>
<td>41,3</td>
</tr>
</tbody>
</table>

Source: Eurostat
Section 2.A.2: horizontal and vertical relations and adjustment mechanisms within the food supply chains.

**Horizontal relations.**

This paragraph illustrates some qualitative indications:
- on the type of relations between firms within the same food supply chain level (i.e. competition / cooperation among firms);
- on the presence / absence of firms (or groups of firms) in a dominating position within a particular sector or subsector.

**Horizontal relations within the food distribution sector.**

In France, large-scale retail shows a great concentration level. Moreover, the leading group (Carrefour) not only has a turnover almost twice as much as that of its main competitor, but it also has a strong multinational connotation (in 2002 the Carrefour group achieved almost 50% of its turnover abroad) and is greatly oriented to the hyper-and supermarket channels (even though it is also present in the discount channel). For the above reasons, even though the leading group does not hold such a market share to have a clear dominating position within the distribution sector, it certainly has the power to significantly influence its dynamics.

**Horizontal relations within the main food industry subsectors.**

According to the concentration data illustrated in the above section 2.A.1, there is no subsector in which the leading company holds a substantial market share that is much bigger than that of its competitors.

**Horizontal relations within the main agricultural subsectors.**

The horizontal coordination between agricultural producers has a long tradition in France. There are many producer groups, which represent the fundamentals of the marketing system for agricultural products in all the agricultural subsectors under consideration, as well as in the fish and aquaculture subsectors. In the food supply chains of interest, the different forms of horizontal coordination often integrate with those of vertical coordination, as shown in the following paragraph.

---

8 The source for the drawing up of this paragraph is ICE Parigi (2003).
Vertical relations and adjustment mechanisms.

This paragraph illustrates some qualitative indications:

- on the type of relations between firms of different food supply chain levels (i.e. competition / cooperation among firms);
- on the presence / absence of vertical dominance phenomena within the food supply chains (i.e. firms - or groups of firms - that are in a dominating position over firms - or groups of firms - operating in the upper or lower level of the supply chain);
- on the inter-industry agreements within the food supply chains and on the related institutions.
- on the supply contracts within the food supply chains.

In general, in the food supply chains in question, large-scale retailers have a great market power over the operators of the upstream sectors as today large-scale retail is the most important commercial channel for food products in France. In none of the food supply chains considered for the study the leading company at the food processing level holds a really substantial market share. The forms of horizontal coordination present at the agricultural level may partly counterbalance the market power of downstream operators in certain markets.

Within the food supply chain of interest, there are many widespread forms of vertical coordination.

An inter-industry organisation called Intercéréales, which includes 14 organisations representing the interests of agricultural producers, marketing intermediaries and cereal processing industry, has been operating in the cereal products supply chain since 2001 (Céréaliers de France, 2002). The creation of Intercéréales was supported by the Céréaliers de France inter-industry group, which includes the following 5 organisations:

- AGBP, association of cereal producers, which was the founder of the Céréaliers de France inter-industry group;
- ITCF, organisation for applied research;
- Unigrains, financial holding of the group;
- France Export Céréales, organisation for the promotion of French cereals in foreign markets;
- Univers Céréales, organisation aiming at correctly informing the public opinion about cereal products.

In the fruit and vegetables supply chain there is an inter-industry organisation called INTERFEL (Association Interprofessionnelle des Fruit et Légumes Frais), which groups together the organisations representing the interests of agricultural producers, marketing intermediaries (including the central purchasing organizations of large-scale retailers) and retailers (traditional, specialized and large-scale). INTERFEL aims at:
• promoting the dialogue between the operators of the different supply chain levels;
• promoting the growth and profitability of the firms operating within the supply chain;
• developing the market of fresh fruit and vegetables both through an appropriate promotion and information campaign addressed to public opinion and through the implementation of quality assurance systems.

In the wine supply chain (Crasbercu, Lagalaye, Rouanet and Veyrat, 2004), the main forms of vertical coordination are:
• co-operative wineries;
• consortia of co-operative wineries (groupements de coopératives);
• supply contracts between independent wine-growers or wine-makers, on the one hand, and marketing firms, on the other;
• retail outlets directly managed by wine-makers.

In the milk and milk products supply chain (COPERCI, 2004) there are several co-operative milk processing firms, many of which, however, have an economic size that is today insufficient to compete effectively in the current market. In 2003, about 35% of the milk to be processed in France was managed by co-operative firms. The milk inter-industry agreement represents another mechanism of vertical coordination within the supply chain.

In the meat supply chain (Sénat de la République, 2002), the forms of horizontal coordination in farming and, above all, the forms of vertical coordination within the food supply chain are not very widespread. In the supply chain, however, there is an inter-industry organization called INTERBEV (Interprofession Bétail et Viande).

In the fish supply chain (Ministère de l’agriculture, 2003), the forms of vertical coordination are represented by the Office National Interprofessionnel des Produits de la Mer et de l’Aquaculture (OFIMER) and by the Comité Interprofessionnel des Produits de l’Aquaculture (CIPA), which includes organisations representing the interests of producers, fish processing industry and feed industry.

**Bibliographic references.**

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Food For Thought (2005d), *All Dairy Products Market Profile - France*, Food For Thought (FFT) Strategic Information Services (www.fft.com).

Food For Thought (2005e), *All Fresh & Processed Meat Market Profile - France*, Food For Thought (FFT) Strategic Information Services (www.fft.com).

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Task 2.B

This document will report the results of a research about regulatory and policy environment and institutional setting. The research will be focused on the aspects that are in close connection with quality assurance and labelling systems.
SECTION 2.B.1.

PRIVATE AGREEMENTS WITHIN THE SELECTED FOOD CHAINS: REGULATORY AND POLICY ENVIRONMENT AND INSTITUTIONAL SETTINGS
In France, private agreements between companies in the agro food sector concern first of all the producers’ organizations (Cooperatives, GAEC, etc…) which use in the same way as the individual producers the quality schemes put at their disposal, but do not have a real specificity in comparison with the other countries members of the EU.

French originality certainly lies in the setting up, in certain sectors, of mechanisms between the producers’ organizations with regard to quality schemes (syndicats d’appellations for the AOC, groupements de qualités for the labels,…). Even if there is a strong disparity of organization systems within an agro food chain, it is interesting to notice the possibilities offered by the French legislation about vertical coordination of companies.

The case of the wine sector is on this point quite emblematic and that is the reason why we start our presentation with the case of the Inter professional Council of the Champagne’s Wines (CIVC) which is an inter professional association unanimously recognized for its organization’s effectiveness by the economists of this sector. For fifty years, this organization has learnt how to adapt itself to the changes of the economic environment in the wine world (redefinition of standard contracts between the wine producer and the merchant, setting up of a qualitative reserve,…); it has remarkably valorised the collective scheme constituted by the quality scheme “AOC Champagne”. The other French wine inter professions are not much close to this model of organization. This example shows (in comparison with other fields of European wine productions) how the economic management of a quality scheme by coordination between companies is indispensable for the collective scheme’s durability. This way, each agro food chain has a fabric of relations between companies at the same time at the horizontal level (relations between companies situated at the same level in the chain of production) and at the vertical level in relation with the intermediary markets. This way, those relations have a crucial role of organization and of incitation for the setting up of the quality schemes.

The French large stores (particularly concentrated with only five big companies or organizations of companies) are almost always absent from the inter professional organizations. This way, the quality schemes which are imputed to them have a purely private nature. We present the different “quality supply chains” set up by the distributors who can lean on quality schemes which already exist (for example: a quality supply chain Carrefour built in the framework of an AOC), and which lead to the reinforcement of the constraints for the producers, in accordance with the specifications of the quality schemes. They can also result from the construction of a private standard certified by a certification body. We must notice on this point that even if this type of process is not a French specificity anymore (the French distributors have developed this process in other European countries and other European distributors also know this type of organization), it constitutes an alternative (even if this dichotomy is not clearly established) to the association of distributors on reference standards (Eurepgap can be presented as a coordination between distributors on quality referentials, and the quality supply chains are closer to the vertical integration).
Finally, we finish this presentation with the private systems of certification set up in France in accordance with the sanitary legislation and the certification of agro businesses.
1. Organizations of chains

In France, the Loi du 10 juillet 1975 updated by the Loi d'Orientation Agricole du 9 juillet 1999, and transcribed in the New Rural Code (article 1632 and followings), constitutes the reference text on the inter professions. We can find inter professional organizations in most of the agro food sectors. These inter professions have a private character when it is about regional inter professions, unlike the Offices who have a national competence.

1.1 Wine

It is in the wine sector that the regional inter professional organization is most developed. Most of inter professions use the possibilities of setting up “qualitative reserves” offered by the wine OMC (each inter profession can force the wine growers and merchants of a label of origin to stock all the crop or part of it). But the legal possibilities for each one of them are different. This way, the CIVC for Champagne can operate on the output marketed annually by the wine growers unlike the other inter professions (this prerogative is the only intervention for the syndicats d’appellations). The CIVC model is the most emblematic inter profession of the sector. The four main wines inter professions are the followings:

The inter professional Committee of the Champagne’s wine / Le Comité Interprofessionnel du vin de Champagne (CIVC)

The wine growers and Houses of Champagne orchestrate their synergy within the Inter professional Committee of Champagne’s Wine.

This inter profession is responsible for the definition of the policy wished by the wine growers and by the merchants, in particular about these concerns:

- Organization and transparency of the relations.
- Constant search for quality.
- Valorisation and protection of the Champagne label.

The Permanent Commission is composed of the two co-Chairmen of the CIVC:

- The Chairman of the Wine Growers, Patrick Le Brun.
- The Chairman of the Houses, Yves Bénard.

The Consultative Commission is equal with 6 representatives of each profession. The Government’s Commissioner, nominated by the Minister of Agriculture, represents
the public powers within the CIVC. *Special Commissions* are composed of professionals of both of the professional families:

- The Technical Commission about Wine and oenology.
- The Commission about Communication and Champagne Label.
- The Commission about vineyard’s fittings.
- The Commission about Champagne, Health and Society.
- The Commission about post monitoring of quality.

The operational structure is composed of about a hundred permanent employees who deal with the carrying out and the monitoring of the decisions within the CIVC.

*The economic missions* are carried out by:

- The Wine, trade and regulations Department.
- The Exportation Department.
- The Trade Department.
- The Economic Observer.

They carry out the inter professional decisions, they ensure the transparency of the production and of the market, they register the wines kept in reserve to improve the quality, they help the exporter, they follow the regulations, they make statistics.

*The technical Missions.* The technical departments develop researches and experimentations in viniculture and oenology. They provide a permanent technical assistance to the professional from the Champagne region.

*The communication Missions.* They can be divided in two tasks: the valorisation and the protection of the *Label of guaranteed origin* Champagne, that are under the authority of the Commission about Communication and Champagne Label.

- The Communication Department has the duty of: the valorisation of Champagne, in France and in the first 10 countries that import Champagne, by the spreading of information about the Champagne’s wines, the elaboration and the carrying out of communication programmes, press relations and public relations.
- The legal protection of the label: in connection with the National Institutes of Labels of Origin (INAO), the action is developed at two levels: the establishment or the broadening of laws and rules that organize the protection of the registered designations of origin in each country; action against any kind of abuses, detected by a systematic supervision of the big markets.
The Inter professional Committee of the Bordeaux’s Wines / Le Comité Interprofessionnel des Vins de Bordeaux (CIVB)

It is the duty of the CIVB to follow the commercialisation of wines and to improve continuously the quality and the typicity of wines sparing more than 1.5 millions euros to the research area. It also ensures the promotion of wines worldwide. It is managed equally by the producers and the merchants with the help of private funds.

THE CIVB makes a qualitative reserve on all the labels of the field of production, but unlike the CIVC, cannot operate on the quantity produced every year and on the plantations’ rights.

The Inter professional Office of the Burgundy’s Wines / Le Bureau Interprofessionnel des Vins de Bourgogne (BIVB)

The B.I.V.B. is an inter professional organization (association according to the law of 1901) that assembles all wine producers, cooperators and merchants-producers of Burgundy. It is an inter profession recognized by inter ministerial order (law of July 10th 1975), that is under the State’s economic and financial supervision.

It is intentionally set up on the basis of principles like equality, unanimity and representativeness.

InterRhônes

Inter Rhône represents the whole wine growing and wine trade of the Côtes du Rhône and the Vallée du Rhône and federates all the promotional, economic and technical initiatives about the wines of registered designations of origin.

The technical department of Inter Rhône is in the service of the companies of the Vallée du Rhônes to guarantee quality, safety and authenticity of the Vallée du Rhône’s wines.

Laboratory accredited since 1993 in accordance with ISO 17025 by the COFRAC - programme 78. Certification ISO 9001/2000 in 2004 for the whole service

1.2 Fruits and vegetables
At the beginning of the chain

**National Federation of Fruits Producers / Fédération Nationale des Producteurs de Fruits (FNPF)**

Created in 1946 on the fruits producers’ initiative, the FNPF’s purpose is to unit them, represent them and back their activities and also the activities of the whole chain. Specialized association of the FNSEA, the FNPF assembles the fruits producers through 54 branches at the département level and 5 associations specialized by product (cherry varieties used in food manufacturing, strawberry, kiwi, nut, Plum from graft, dessert grape).

Moreover, its Board of Directors includes two representatives of the CNJA and four of the Economic Organization.

Privileged contact of the Public powers for all the projects that commit the fruit sector’s future, the Federation exercises its responsibilities in trade-unions, economic and insurance fields, operating for the protection of the fruits producers’ interests.

The Federation takes part in many organizations on projects about the orientation of fresh fruits and processed fruits. In the same way, its managers are taken on in the institutions for the economic organization (Field Committee and National Sections), technical centres or training organizations.

For the trade-union and insurance aspects, the FNPF’s adhesion to the important trade-union movement around the big trade-union families FNSEA, CNJA, APCA, CNMCCA, is a guarantee for the reinforcement of the fruits producers’ weight in comparison with their contacts.

The managers of the FNPF have a lot of responsibilities in the trade-unions and insurance organizations, at the national, regional and département level, trying to give to the fruits sector its just place in the agricultural world.

**National Federation of Vegetables Producers / Fédération Nationale des Producteurs de Légumes (FNPL)**

The vegetables producers created in 1946 the National Federation of Vegetables Producers (FNPL) for the protection and the promotion of their profession. It federates the vegetables producers through market gardening trade-unions at the département or the local level and groups specialized in vegetables that are marketed on the fresh market; it assembles all the producers of vegetables that are marketed on the fresh market.
The producers are greenhousers, “open field” producers, chicory producers, and market gardeners and concern all types of launching on the market (direct selling, selling through marketing structure, dispatching…). The FNPL represents 53 trade-unions among 47 départements. Privileged contact of the Public powers, the FNPL works permanently with the different protagonists of the chain for the future of the fresh vegetables sector.

The FNPL works for the protection of the vegetables producers’ interests and for the improvement of their companies’ profitability and competitiveness operating in matters that involve them, in particular:

- The reduction of the business expenses (workforce, energy…).
- The human resources within the company and men’s training.
- The economic organization of the producers and of the chains (the OCM, the organizations of producers, the field committees and the national branches for products, the inter profession,…)
- The organization and the management of the markets (the OCM, relations with the distribution, the WTO,…).
- The valorisation of the products (publi-promotion, strategic segmentation, inter professional agreements, information for the consumers, quality process…).
- The support for the projects (RELIE network, « green belt » process, constitution of producers’ organizations).

The Federation takes an active part in the different organizations’ work about the management and the orientation of vegetables’ producers: the Direction Council of the fruits and vegetables Office (ONIFLHOR), inter profession for fruits and vegetables (INTERFEL), technical inter professional Centre for fruits and vegetables (CTIFL) Insurance Fund for agricultural training (FAFSEA and FAFEA), National Technical Commission (agreement of the producers’ organizations), National Commission for Operational Funds,…

For the trade-union and insurance aspects, the FNPL’s adhesion to the important trade-union movement around the big trade-union families FNSEA, JA, APCA, CNMCCA, is a guarantee for the reinforcement of the fruits producers’ weight faced with their contacts.

The FNPL also takes part in the COPA- COGECA in Brussels within the workshop “fruits and vegetables”
The fields of production’s organizations

Each field of production has an economic committee who consent to organize the regional productive potential. We give below two emblematic examples of this type of organization:

Economic Committee Rhône Méditerranée

Set up on March 9th 1998, the Economic Agricultural Committee of the Rhône Méditerranée Basin (BRM) brings together the four administrative regions Auvergne, Languedoc-Roussillon, Provence-Alpes-Côte d’Azur and Rhône-Alpes. This is the reason why this organization considers that it represents the first European field of production.

The Board of Directors is composed of fruits and vegetables producers, representatives elected by organizations of producers and by members of the representative trade-union. This is the institution where all the strategic decisions are taken. It defines the general policy, looks after the coherence of the actions carried out, is the guarantor for the implementation of the organization rules and of the disciplines that have been defined. Its executive body, the Board of Managers, is composed of a Chairman, two Vice-Chairmen, a secretary and a treasurer. Its professional or inter professional commissions have for purpose to think, to prepare proposals of actions that will be submitted to the Board of Directors’ approval.

The BRM is composed of 23 branches of products. Under the aegis of the board of directors, their main role is to suggest, to draw up or to define the strategy for the product, in technical, administrative, financial and economic fields, to improve the conditions for the launching on the market, to valorise the income for the producers concerned and to promote the adaptation of the product to the consumer’s expectations. The board of the branch is composed of 6 to 16 members.

Its missions are about quality, vertical coordination; it also consists in recommending techniques of production that preserve the environment and in general promoting the adaptation of the fruits and vegetables’ offer to the consumer’s expectations. The method: being full of ideas, instigator, coordinator of the policies and the actions in synergy with the partners (experimental stations, chamber of agriculture…) The BRM is a privileged contact for the public powers, the professional and inter professional organizations.

Economic Committee of the Val de Loire

Regional federation of the producers’ organizations, the economic Committee has received the mission, by delegation of the French and European Public powers, to contribute to the development of the regional economic organization and to the management of the markets. Its priority purpose is the protection and the improvement of the producers’ income. This organization also carries out the supervision and the
control about the quality rules and it principally makes efforts to put a pressure for the incentive to the adhesion to official schemes of quality.

To illustrate this point, we give below all the schemes of quality that concern this organization:

<table>
<thead>
<tr>
<th>Produces</th>
<th>Quality Scheme</th>
<th>Organization that make the request</th>
<th>Certification body</th>
<th>Progress of the procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Betterave Rouge du Loiret</td>
<td>LABEL ROUGE</td>
<td>CAVML La Ruche du Val de Loire</td>
<td>CERTIPAQ</td>
<td>Arrêté n° 06/85 (certificat n° 10)</td>
</tr>
<tr>
<td>Pomme de terre à chair ferme &quot;Belle de Fontenay&quot;</td>
<td>LABEL ROUGE</td>
<td>CAVML La Ruche du Val de Loire</td>
<td>CERTIPAQ</td>
<td>Arrêté n° 05/67 (certificat n° 1)</td>
</tr>
<tr>
<td>Lentille verte du Berry</td>
<td>LABEL ROUGE</td>
<td>Association des lentilles vertes du Berry</td>
<td>QUALICERT</td>
<td>Homologation under probatory period by arrêté du 2/12/97</td>
</tr>
<tr>
<td>Pomme de terre de l’Ile de Ré</td>
<td>A.O.C.</td>
<td>Syndicat de défense de la pomme de terre de l’Ile de Ré</td>
<td>INA O</td>
<td>Décret du 5/02/98 au J.O.R.F. du 8/02/98</td>
</tr>
<tr>
<td>Echalote longue d’Anjou</td>
<td>Certification de conformité</td>
<td>SCA FLEURON D’ANJOU</td>
<td>AFAQ ASCERT International</td>
<td>Certificat n° P-1241 émis le 1/09/1997</td>
</tr>
<tr>
<td>Melon SOLDIVE &quot;Miel et Soleil&quot;</td>
<td>LABEL ROUGE</td>
<td>SOLDIVE</td>
<td>CERTIPAQ</td>
<td>n° d’homologation 05/91 - J.O.R.F. du 10/07/91</td>
</tr>
<tr>
<td>Pomme de terre de Noirmoutier</td>
<td>A.O.C.</td>
<td>Syndicat de défense de la pomme de terre de Noirmoutier</td>
<td>INA O</td>
<td>Under investigations</td>
</tr>
<tr>
<td>Mâche nantaise</td>
<td>Certification de conformité et I.G.P.</td>
<td>Association QUALIFRAIS</td>
<td>CERTIPAQ</td>
<td>Homologation under probatory period by arrêté du 29/4/98. Request for the registration at the PGI register published in the OJEC</td>
</tr>
<tr>
<td>Asperge du Saumurois &quot;La Pointe du Jour&quot;</td>
<td>Certification de conformité</td>
<td>Association des Asparagiculteurs du Saumurois réunis</td>
<td>CERTIPAQ</td>
<td>Possibility to consult the specifications in the J.O.R.F. since 29/05/97 Under investigations</td>
</tr>
<tr>
<td>Melon de Vendée &quot;Sourires de Vendée&quot;</td>
<td>Certification de conformité et I.G.P.</td>
<td>Groupement de développement maraîcher de Vendée</td>
<td>ACLAVE</td>
<td>Under investigations</td>
</tr>
<tr>
<td>Plants</td>
<td>LABEL</td>
<td>CAVML La Ruche</td>
<td>Possibility to consult the</td>
<td></td>
</tr>
</tbody>
</table>

39
The second sector that has, through its OCM, an inter professional system developed is the fruits and vegetables sector. We should remember the following main organizations:

*Inter profession for the fresh fruits and vegetables chain / Interprofession de la filière des Fruits et Légumes Frais (INTERFEL)*

Private association recognized by the *loi du 10 juillet 1975* and the *loi d'orientation agricole du 9 juillet 1999*, INTERFEL assembles and represents equally the boards of the professional organizations for the Production and the Distribution of fresh fruits and vegetables. It is recognized as the only National Inter profession for fresh fruits and vegetables by the Public powers who have delegated to it the power to draw up inter professional agreements that have force of law. INTERFEL has been recognized by the European Union since November 21st 1996.

INTERFEL draws up the inter professional agreements that are voted unanimously by the presidents of the professional families and then made obligatory by the public powers.

The main lines of INTERFEL’s work are:

- The knowledge of the market (with a structural and economic point of view),
- The regulations (inter professional agreements, homologation, Organic food regulations, OCM),
- The quality of the products and the notion of obligation of results (thought about the possibilities to pass from an obligation of means to an obligation of results for organic fruits et vegetables, in order to orient the specifications towards the consumers’ expectations),
- The valorisation of the products (integration in the Strategic Segmentation project, programme of Promotion - Communication as well as the campaign Fresh Fruits and Vegetables).

For each of these matters, INTERFEL privileges a running in partnership with the organizations of the fruits and vegetables chain and of the organic food chain.

We can underline some inter professional agreements recently approved: Renewal of the inter professional agreements Peer *Comice* and *Passe-Crassane* (Grade – packaging), Peach (grade C and D, Sugar content), Chicory (Packaging), Grape (Taux Sugar content); Suspension of the ban on the grade C for the peach and the nectarine because of the particular climatic conditions; Special dispensation for the agreement for the packaging of the chicory in order to promote the innovation of the chain; 15 167
packs controlled by the supervisors Interfel and Comités de bassin 466 reports for the findings of breach of the inter professional agreements.

Another example: the professional families members of INTERFEL have just signed a new inter professional agreement about chicory. The objective of this agreement is to give a largest liberty of innovation to the operators of the chain, to broaden and diversify their supply, to renew the chicory’s image bringing out a best valorisation. This agreement defines 3 segments that can be distinguished according to the category of quality, the homogeneousness of grade in the packaging, and if possible the nature of the package: i) an economic segment, “selection Price ii) a segment Heart of the market “selection Pleasure”, iii) a segment Upmarket “selection My Favourite”.

Finally, two years after the broadening of the project about the segmentation of the fresh fruits and vegetables market, 2003 was the occasion for INTERFEL to finish the products’ tests started in 2002 and to start working on the specifications. In total, 10 products were tested in stores: the apple, the strawberry, the peach-nectarine, the cauliflower, the chicory, the leek, the tomato, the apricot, the melon and the plum. After this test period, the workshops set going. Now, the specifications of the chicory, the cauliflower, the strawberry, the tomato, the leek, the apricot, the melon, the apple and the plum are under way. Tests in real conditions will be carried out from spring 2004 on the strawberry and then on the apricot.

**INTERFEL-organic food**

The Commission for organic food of INTERFEL was created in 2001, on the initiative of the INTERFEL’s Board of Directors. This Commission is composed of representatives appointed by the different professional families members of INTERFEL (from production to distribution), and organizations like the ONIFLHOR, the CTIIFL and the Ministry of Agriculture. This organization gives a view of the specificities of the Organic Agriculture sector, and the professionals’ expectations in the whole activity of INTERFEL.

**Technical Inter professional Centre for Fruits and Vegetables / Centre Technique Interprofessionnel des Fruits et Légumes (CTIFL)**

The CTIFL offers programmes and technical activities for experimentation, studies, training and spreading to improve the performance of the companies within the fruits and vegetables chain, in a technical field or in an economic field.
National Inter professional Association for processed fruits and vegetables / Association Nationale Interprofessionnelle des fruits et des légumes transformés (ANIFELT)

For processed fruits and vegetables, the ANIFELT has been “recognized” as a representative inter profession on September the 30th 1976. In Europe, the Regulations 2200/96 and 2201/96, about the Common Organization of the Market in the Fruits and Vegetables sector, admits the validity of the chain Organization and the ANIFELT has been “recognized” by the EC’s Authorities since October the 15th 1997 (OJEC № C313/12).

The sector of processed fruits and vegetables has chosen a sole representation, ANIFELT, for all the chains that are, at the moment, organized in inter profession of branch: vegetables, mushroom, prune, tomato and bigarreau cherry.

The processing industry needs products that correspond to precise specifications. The producers work in close collaboration with the process-makers in order to give fruits and vegetables adapted to the industrial processes.

1.3 Cereals

General Association of Producers of Wheat and other cereals / Association Générale des Producteurs de Blé et autres céréales (AGPB)

The AGPB represents the interests of the French producers of hay cereals (common wheat, durum wheat, barley, sorghum, oat, rye,...). The AGPG carries out two main functions for cereals producers: it expresses their needs and protects their positions at the French and European public powers’ level; it makes a continuous dialogue between sectors that have different activities like businesses’ supplying (“agro-supplying”), trade, transport and processing of the crops.

The AGPB pays also attention to the multiple possibilities offered by modern technologies for the processing of the agricultural products. It always looks for new orientation for the cereals sector (in stationery, in chemistry, in medicines; in biofuel, in cosmetics, in biodegradable materials…).

The Association also wants to meet the new expectations of our society with regard to agriculture. It is sensitive to the consumers’ wish that is more and more marked: the consumers would like to get quality food, produced in an attractive rural environment and according to environment-friendly methods. It takes part in labelling activities for quality wheat and it supports the development of the organic wheat’s production.
General Association of Maize Producers / Association Générale des Producteurs de Maïs (AGPM)

The AGPM was created on May the 13th 1934 and restructured in 2001 in order to create, with the National Federation of maize and sorghum’s seeds production, the MAIZ'EUROP’ group. Each profession is supported by different structures.

Nevertheless, the AGPM is still the base of the new maize group. It represents and protects maize and maize producers at the French and Community authorities’ level, and also at the deciders’ level and in the human society.

Within the framework of this organization, the F.N.P.S.M.S. (National Federation of Maize and Sorghum’s Seeds) is an inter professional organization whose missions consist in organizing and developing the French production of maize and sorghum’s seeds in economic, technical, and legal terms, and also carrying out its promotion within the European Union or even in some third countries.

The general means are assembled within the AGPM-GIE. APM-SERVICES is a commercial company whose missions are the commercial development of services for tests, studies, analysis and any other service with regard to knowledge, production or processing of maize.

The ADÆSO (Association for the Agro Environmental Development of the South West and of the Vallée de l’Adour) is a tool for regional development based in Montardon. Its mission consists in the establishing a research network about all the matters with regard to the connections between agriculture and environment.

Finally, the technical activities of research and development carried out at the beginning by the technical AGPM were brought together, at the end of 2002, with the activities of the ITCF in order to create a new common technical institute: ARVALIS institute for vegetables.

Moreover, the rules about the mode of enforcement of the CAP’s reform establish common rules for the systems of direct support within the framework of the common agricultural policy. The French application and choices that comes under the subsidiarity offered by the compromise of September the 29th 2003 were eagerly awaited. The clarification about the CAP’s enforcement at the French level happened on May the 18th 2004.

The French application was particularly awaited for the conditionality of the aids for which discussions were difficult because of the important pressures from the environmentalist movements (associations and politics). Given that some elements
about good agricultural and environmental conditions have not been laid down yet, the AGPM is still vigilant in order to avoid any stigmatisation of maize’s monoculture and irrigation.

The conditionality applies to 3 types of measures:

- Enforcement of the environmental directives
- Good agricultural and environmental conditions (BCAE)
- Keeping the permanent pastures

For each of these areas (but more specifically for the two firsts), the main work with the French administration consisted in the definition of the checking points. For the big cultures’ sector, the conditionality related to the directives concerned, must be enforced from January the 1st 2005. Other elements will be added from January 2006, in particular with the European directive about the marketing of the plant-care products and more particularly their use by farmers.

The AFPP (French Agency for plants’ protection / Agence française de protection des plantes)

Platform for exchanges and reception structure, the AFPP assembles all the protagonists involved in the plants’ protection sector, lato sensu. It includes all the strategies and all the means for the protection of grown plants against their enemies, and for the upkeep of the non cultivated areas in accordance with food safety, applicators and environment.

Its scope of activities concerns all the techniques of production: traditional or organic agriculture, chemical struggle, integrated protection, Genetically Modified Organisms…. 

With the variety of the members who compose this association (education/research, technical organizations, industries and distribution), the AFPP has a central and federative position that promotes the exchanges, the confrontation of points of view, for an information that is independent from any ‘lobbying’. This information, first of all available for its members, will be also used to inform all the other sectors interested in it.

In this framework, the AFPP’s purposes are of several orders:

- To assemble new members, from families that are already present within the association, or from other sectors (distribution, seeders, environmentalists), to make a name for themselves by the institutes’ decision-makers, the companies and the Administration, to promote contacts and exchanges.
- To help their members, improving in particular their knowledge and their training level.
- To answer to the demand for information and for its large spreading in the industrial and agricultural sectors, in the press and in the education, in the general public.
The AFPP is managed by a Board of Managers and a Board of Directors. The AFPP functions through different commissions organised to treat specific topics. Those commissions are led by contributors from the chains concerned. Those commissions can suggest the creation or the cancellation of specific workshops according to the chain’s needs. The commissions or the workshops are responsible for the ideas and the setting up of the AFPP’s actions. We can sum up them into three categories:

The information activities are:
- International conferences
- National or international meetings on specific topics
- Information conferences on the evolutions of the regulations about plants’ protection
- Edition of notices, publication of the meetings and conferences’ minutes
- Information letter *Les Nouvelles de l’AFPP* : commissions’ activities, meetings, actions in course, agenda, publications

The training activities are:
- Stages at the CEB (Commission for Biological Tests) on the methodology of experimentation
- Stages on expertise for disputes about plants’ protection
- Stages FORMAP: treating in agricultural areas
- Stages FORMAP Garden (amateur gardening)
- Stages organized on demand

The representation activities are:
- Participation in workshops outside the AFPP
- Patronage of meetings, participation in leading manifestations with other organizations.

### 1.4 Meat

The *Livres Généalogiques*, associations of stockbreeders, were founded about one century ago in order to register the genealogy of the breeders animals and to help the stockbreeders for their work of selection. In the 1970, as provided for in the Décret 69-667 associated to the *Loi sur l'Elevage*, these associations were transformed into UPRA, National Units for the Selection and the Promotion of Breed, parliaments for breed, who assemble three boards:

- The creation board assembles all the stockbreeders selectors and the centres for semen production that are responsible for testing bulls;
- The spreading board represents the insemination cooperatives that are responsible for the setting up and groups of breeders producers or stockbreeders associations that carry out the marketing of breeders;
- The utilisation board assembles all the partners at the end of the chain, which are interesting in the breed concerned.
The complexity of the livestock chains, with as many strategies as protagonists at each link of the chain, makes it difficult to carry out a selection programme within a breed. More often, the operators concerned are competing in those operations. That is the reason why the French State, with the *Loi sur l'Elevage*, had decided to create for each breed an UPRA as a coordination structure (we could even speak of confrontation for the breed’s interest to be of prime importance), where all the protagonists would meet to:

- on one side, exchange about their objectives, decide on the objectives to follow together, define the methods and set up as complement the tools that are necessary to reach a maximum of coherence and effectiveness,
- on the other side, decide about the way each one, being a stockbreeder, a selection organization, or a company of the chain, shall contribute, technically or financially,
- and finally, when the genetic objectives are achieved, with each one in his place, make use of the collective tools for the promotion of the breed and its products.

The UPRA is, per definition and according to the regulation, a national organization for the dialogue between partners who carry out an action or are concerned by the genetic improvement of each breed. Its missions, recorded by an order of the Ministry of Agriculture, Fishery and Food of March 22nd 1996 are the followings:
- the definition of the breed’s characteristics and the certification of the animal belonging or not to this breed;
- the definition of the breed’s orientation and of the objectives of the selection;
- the definition of the programme for the genetic improvement of the breed;
- being responsible for the keeping of the racial computerized file;
- the qualification of the stockbreeders;
- the keeping of the Genealogic Book and the issue of the official documents to the stockbreeders;
- the promotion of the breed, its selection programme and its whole genetic material.

The UPRA can also, after agreement and proxy of its members:
- collect zoo technical information useful for the selection
- manage a station for the assessment of the young producers
- carry out, for the sheep, a registered programme of testing and selection

The achievement of those missions, under the Ministry of Agriculture’s supervision, ensures to the partners concerned with the breed an orientation that corresponds to the needs of production, processing and products’ using chains, to the national genetic inheritance and moreover, to the agricultural policy.

To sum up, the UPRA is not exclusively a service, not exclusively a chain and not exclusively a coordinator. The UPRA is a whole, at the same time directing,
coordinating and promoting the breed; it is involved in all the chains up to the consumer. It also has an effective service for genetic support to the stockbreeders.

The financing of the UPRAs’ activities is based principally on the subscriptions of the members, the stockbreeders and the associated organizations of the chain, and on public aids which represent a significant part of the budget, justified by the fact that the coordination carried out within the UPRA is a guarantee of the programmes’ coherence and so it is a guarantee of the taking into consideration the community’s interests (economic management of the breeds, adaptation and food safety of products) and the chains’ partners.

We name below some UPRAs most famous and who has an explicit role for the qualitative orientation of the livestock and of the economic activities:

**PRIM’HOLSTEIN FRANCE**

It is the National Unity of selection for the Breed’s Promotion (UPRA) Prim’Holstein born with the *Loi sur l’Élevage* of 1966.

In fact, considering the complexity about the existence of different protagonists for the same breed, the French State had decided to create for each breed an UPRA as a coordination structure where all the protagonists concerned would meet to:

- on one side, exchange about their objectives, decide on the objectives to follow together, define the methods and set up as complement the tools that are necessary to reach a maximum of coherence and efficiency,
- on the other side, decide about the way each one, being a stockbreeder, a selection organization, or a company of the chain, shall contribute, technically or financially,
- and finally with each one in his place, make use of the collective tools for the promotion of the breed and its products.

**Upra Normande**

The *UPRA Normande* was created in order to ensure the breed’s management, a selection programme that is associated to it, and to promote the breed and its products in France and abroad.

**Federation of Organizations**, the *UPRA Normande* (National Unit for the Selection and the Promotion of the Norman Bovine Breed) is the crossroads of stockbreeders and users of the Norman breed. It collects, analyses and spreads the whole information that is necessary for the Norman breed’s evolution. Thanks to its experience and its know-how, it offers to its members a range of services that help them to manage better and to improve the quality of their livestock.
**Upra Montbéliarde**

The *UPRa Montbéliarde* is the National Unit for the Selection and the Promotion of the Montbéliarde Breed. This association, which assembles all the protagonists of the breed at the national level, is directed by a Board of Directors composed of 26 Directors, in which 25 stockbreeders and one livestock merchant.

The Upra, with the proxy of its members, and in accordance with the national protocols, can make different tasks.

There are other UPRAs: *Upra Parthenaise, Maine-Anjou, Aubrac*, etc.

1.5 *Milk and dairy products*

For milk, the organizations of producers are the UPRA, in the same way as for meat. For the dairy products, and in particular cheese, the organization system is the same as *syndicats d’appellations* of the *AOC* wine sector.

1.6 *Fish*

The “aquaculture” includes on one side, the shell-farming (oyster-farming and mussel-farming), and on the other side, continental and marine fish-breeding.

There were 4,150 aquacultural businesses in 2002 in France (as opposed to overseas territories) (except for fish-breeding in pond) in which 3,720 specialized in shell-farming. Together, they made, for the sales at the consumption’s level, a turnover of about 533 millions euros. The turnover of shell-farming is estimated at 371 millions euros in 2002.

The Poitou-Charentes region, with the 44% of the final sales and the 33% of the oyster production is still at the first rank before Bretagne and Normandy. First oyster producer in the European Union, France is the third largest trout producer in the world, after Chile and Norway. It is at the second rank in EU for the whole aquaculture after Spain and before Italy.

*Inter professional Committee for the Aquaculture products / Comité Interprofessionnel des Produits de l'Aquaculture (CIPA)*

The profession is organized within the CIPA, recognized by the public powers since July 1998. It assembles the professional organizations that represent the fish-breeding
chain and is composed of 3 boards: producers, process-makers and food manufacturers. The CIPA takes part in the improvement of products’ quality and carries out the promotion of aquaculture products on the internal and external markets. It gives to the protagonists of the chain the tools for the analysis of the market through an economic research institute.

A red label has been issued to the bar (in the Mediterranean Sea) and the breeding turbot.

The professional of the chain have also drawn up specifications that led to the setting up of a quality process “Quality-Aquaculture of France”, for the identification and the valorisation of the marine aquaculture products.

**Quality-Aquaculture of France / Qualité-Aquaculture de France**

This charter called “Quality-Aquaculture of France” centres on 4 key-points, corresponding in particular to the information needs of the consumers. These 4 points are the traceability of the fishes’ packs and feeding, the freshness guaranteed with a delivery time of maximum 72 hours, the supervision of breeding through the individual selection of fishes, their grade and the control of the appearance conformity.

**National Union of trade-unions and associations of aqua farmers in ponds and basins / Union nationale des syndicats et associations des aquaculteurs en étangs et bassins (UNSAAEB)**

The UNSAAEB assembles 21 regional or of département level trade-unions and 5 regional associations (ponds’ owners), the AFPPE (association of the professionals of fish-breeding in ponds) assembles the professional merchants of the ponds chain. Those 2 structures are members of the French federation of aquaculture (F.F.A).
2. Quality Supply Chains of the French large stores

The development of Distributors’ Brands in the fresh products sector (meat, fruits and vegetables, fish) is a recent phenomenon, whose emergence is in close connection with the food and sanitary crisis in the last years. This way, while the public powers created new sanitary supervision mechanisms, made stricter the rules about production or carried out the evolution of the regulation about official quality schemes, new strategies for the offer’s segmentation were carried by some distributors, on the basis of a largest implication at the beginning of the agricultural chain. At first in the meat sector, directly affected by the “mad cow” crisis, these processes also developed in other sectors like sea products, fruits and vegetables and on a lot of processed products (cheese, wine, etc.).

Basically, these processes reflect the distributors’ wish to give to consumers guarantees about safety and organoleptic quality (taste and preserving capacity) of products, that is to say for attributes that cannot be immediately detected by the consumer and that could be verified, in the best cases, at the moment of the consumption. These processes are carried out in a double wave of intense homogenisation (weak dispersion of the average quality) and of vertical differentiation of the product (average quality over the standard). They are very different from the traditional processes of Distributors’ Brands developed in sectors of industrial products since the 70’s. They have important consequences on the relations with the suppliers and on the organization of the supplying chains.

We will explain here the quality supply chains set up by the French large stores: Carrefour, Leclerc, Auchan and Cora.

Carrefour

a) Quality supply chain / Filière Qualité Carrefour (since 1991)

The process of the quality supply chain Carrefour set up since 1991 is based on assessments and on lasting commitments of the brand towards its customers and partners, whose main lines are:

- Taste and authenticity of the products in order to promote the regional agricultural inheritance by a selection of breeds, species and seeds.

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- A lasting partnership with all the protagonists of the chain (farmers, stockbreeders, process-makers and Carrefour) in order to keep the local activity, to institute lasting and faithful relationships and to make quality attainable for everybody.
- A fair price for everybody, set in order to guarantee to the producers a fair retribution of their quality process.
- A constant quality from the field to the plate, thanks to specifications signed by all the partners. At different stages of the chain, there are controls made by independent organizations selected for their competence by all the partners.
- An environment preserved thanks to the control of impacts on the environment (fertilization, rotation of cultures, animals’ well-being, extensive production and preservation of natural resources)

The Quality supply chains / Filière Qualité Carrefour represent now:

- In France : about 250 chains in partnership with more than 35000 producers and concern 57 products (47 developed in France) (traditional cheeses, meats, wines, fruits and vegetables, organic fruits et vegetables, fishes, oysters).
- In the world: more than 350 chains and about 150 under way.

**Quality supply chain / Filière Qualité Carrefour for meat**

The Quality supply chain Carrefour guarantees meat from livestock born, bred and slaughtered in France. The stockbreeders are partners of the quality process. At different stages of the chain, there are regular controls made by independent organizations.

The livestock selected come from breeds for meat or from mixed breeds known for their butchering qualities: charolaise, limousine, blonde d'Aquitaine, montbéliarde... The Norman breed in particular distinguishes itself for the great quality of its meat and of its milk. Carrefour leans on a fabric of local producers. The farmers who are Carrefour’s partners breed their animals according to traditional practices, preserving the animal and its environment.

According to the precautionary principle, Carrefour has prohibited the use of animal flours, anticipating this way the legislation, since 1995. The control of impacts on the environment and the reasonable use of fertilizing and treating, the crop rotation, the animals’ well-being, a controlled alimentation without animal flours (according to the regulation in forcer), the preservation of natural resources are the constant concerns in order to guarantee safe products and a preserved environment.

**Quality supply chain / Filière Qualité Carrefour for fruits and vegetables**

The Quality supply chain / Filière Qualité Carrefour produces fruits and vegetables cultivated with care, according to rigorous specifications and working methods that preserve the environment. Regular controls are made at the different stages of the production, from the parcel to the department. Fruits and vegetables are preserved.
without any chemical treating after their harvesting. Stores are supplied every day in order to guarantee the freshness of the vegetables and the ripeness of the fruits.

**Quality supply chain / Filière Qualité Carrefour for cheese**

Carrefour has selected some original production areas: Haute-Savoie and Savoie for the *Reblochon*, Sancerrois for the *Chavignol*…

With its cheese producers and its experts (*affineurs*), Carrefour guarantees the ideal time for the seasoning to offer you the best tastes.

Carrefour, its producers and its experts (*affineurs*), work day-to-day to improve regularly the quality.

b) **Reflets de France** (which concerns principally the products processed)

Broadened since 1996, *Reflets de France* is the brand that guarantees the French gastronomic inheritance. A team composed of product managers, quality engineers, and Joël Robuchon (French Chef of international fame), chose the products and have them tested by consumers.

*Olives noires picholines, fleur de sel de Guérande, broyé du Poitou, cidre AOC de Cornouaille or brioche tressée vendéenne*… They are some of the 300 products rigorously selected to represent the French regions.

Four years of rigorous work to select the Small and Medium Businesses partners in the whole French territory. Regional sample groups composed of consumers from the region invited to test the recipes. But above all our customers’ faithfulness delighted to discover an authentic regional quality.

For example, to recall the success of this brand, we can take the “top 10” of the products selected by Joël Robuchon:

- **Broyé du Poitou**: for its beautiful appearance, its beautiful colour and its characteristic taste. We can find the grain of salt.
- **moutarde fine au vin blanc**: a very good product. “No product of superior quality on the market”
- **poulet basquaise**: beautiful appearance, good meat to can, very good taste.
- **pâté de campagne breton** in the fresh department: it is moist, tasty, beautiful appearance.
- **l’andouille de Guéméné**: beautiful appearance, tender, spicy.
- **confiture de myrtille**: it contains a lot of fruits and it is not much sweetened.
- **filet de thon blanc**: good texture, good oil, tasty.
- **soupe de poisson**: good consistency, good taste of fish, beautiful colour.
Reflets de France would be the brand that guarantees the gastronomic inheritance of French regions. All the products are prepared in their original region, with the local ingredients, and according to the traditional recipes and know-how of local producers rigorously selected. These producers commit themselves to respecting precise specifications, particularly on two requirements: quality and authenticity.

The products of the Reflets de France range are prepared in their original region, according to the traditional recipes and know-how of local producers. Reflets de France uses the original recipe again, and all the ingredients are produced nearby. The frozen scallops for example, are prepared only four hours after the end of the fishing. Cooked in the Breton way, they are prepared with a smooth sauce made of butter, milk and a subtle mixture of onions, shallots and white wine.

All the products have been selected all over the country. The priority was given to the variety of tastes and origins: jambon de Vendée, moutarde fine aux graines et au vin blanc AOC de Bourgogne, camembert de Normandie, original knacks d’Alsace, magret de canard fumé du Sud-Ouest, sel marin de Guérande, biscuits roses de Reims, quatre-quart breton, broyé du poitou... Each product illustrates the specific know-how of a region.

The Reflets de France products are made according to very rigorous specifications that make them combine quality and authenticity. The requirements are very strict about food hygiene. The recipes are made according to the tradition. Beyond a brand, the Reflets de France products protect the best of the French gastronomic inheritance.

Leclerc

Leclerc owns three types of distribution brands with a growing concern for quality:

a) Marque Repère

Each “Marque Repère” product is tested many times by consumers, and controlled rigorously by independent laboratories. Its quality must be recognized as at least equivalent, even superior, to the quality of competing products. From its mode of production to its final packaging, a Marque Repère product is made according to the strictest rules about environment conservation for each category of products concerned. The Marque Repère commits itself to favouring for each product its practical packaging and its easy using. The Marque Repère commits also itself to giving a clear and precise labelling of its products for them to be easily understood by the consumers.

- jambonneau: beautiful presentation, good taste, a bit dry.
- jambon de vendée: good taste, beautiful colour, not too much salted.
b) *Nos Régions ont du talent* (for processed products)
These products have been selected in their region of original production. Each one is the fruit of a partnership with a local business in the heart of the region; it has an authentic taste and it is made according to a traditional know-how. In many cases, (in particular for wines and cheeses), this brand is related to the *AOC*, but they also make private tests of organoleptic quality.

c) *Les Chemins de la qualité* (principally for fresh products)
Last brand set up for fruits and vegetables, meat, cooked pork meats, fishes and seafood. Label of origin, protection of environment, safety and flavour.

*Auchan*

*Auchan* owns quality supply chains that have no specific brand. We must underline that *Auchan* is the one who has invested most on the organic products’ marketing.

**Example of an Auchan’s Quality supply chain:** “Trout and Salmon of the Atlantic Ocean Auchan” chain

After the broadening of the chain in Norway, the wish to meet the expectations of consumers about the Atlantic salmon has led Auchan to develop this chain in Scotland in 2002 and then in Ireland in 2003. The objective of tonnes of salmon for 2004 is 10 000 tonnes, in which 9 000 in Norway, 600 in Scotland and 400 in Ireland and 3 000 tonnes for trout.

On May the 5 of 2005, on the occasion of the Seafood exhibition in Brussels, the official recognition was issued by the Veritas Office for the “trout and salmon of the Atlantic Ocean Auchan” chain. Fruit of three years of work between Auchan and its producers/partners, this recognition rewards a chain with guarantees of freshness, quality, traceability, safety and preserving the environment.

For three years, the Veritas Office has carried out a controlling plan at each stage of the Auchan chain (in Norway, Scotland, Ireland and France)–from hatching (laying of fishes) to stores and sale in department. This supervision was made at the same time on breeding conditions and alimentation, processing and marketing. This plan guarantees to the customers products that have a constant taste quality (freshness, fat) and whose production respects the environment.

The whole regulation that guarantees freshness, quality, food safety, animals’ well-being and protection of environment is described in the specifications Auchan Chain. They recall in particular the European rules that lay down the authorized levels of chemical residue like dioxin or PCB.
In concrete, these measures involve:

- Audits, made twice a year by Veritas on the breeding and production sites, the slaughter centres, the processing factories, food-manufacturing factories and central departments. As well as the tests made by Veritas, the producers make their own controls.
- Microbiological analysis on products, like for the listeria and the 5 bacteria.
- Physical and chemical analysis on products and food (heavy metals, dioxin, fat...)
- Blind tests about traceability are made via stores’ labels.
- A watchful committee at Auchan follows the whole new regulation.

**CORA**

CORA markets different types of Distributors’ Brands:
- The unbranded products CORA
- The CORA’s products with an identification name (*Sirène*, *Petits roux*, etc.)
- The Brands: *Charles d’Harleville* (Champagne), *Auteuil* (Chocolate)
- The EDO Chains “*Engagements Dès l’Origine*”

The EDO Chains concern fruits and vegetables, fish and meat. Their purposes are to give fresh quality products to the consumers and to build up customers’ loyalty with those products. They are products for which CORA wants to offer sanitary guarantees and standard quality for every store.

We can consider these EDO Chains as Distributor’s Brands. Nevertheless, for the classical Distributor’s Brands, the price is the most important requirement in the negotiations with the suppliers. In the EDO Chains, it is the contrary, and the products that are referenced are situated in the heart of the market and in the upmarket. These qualitative objectives need more intense partnerships structured by specifications that define the expectations and the quality requirements to satisfy. Another important difference between the two processes: the Distributor’s Brands products can be delivered directly to the stores; on the contrary, the delivery of the EDO products is centralized in the Reims-Nord platform. The departmental managers of CORA’s stores must offer references of the EDO chains in their store.

The example of the Perlim-Cora chain: the **producers group Perlim**\(^{10}\)

Created at the end of the 60’s, the *Groupe d’Intérêt Economique* (GIE) Perlim deals with the marketing of apples (and walnuts) produced by nearly 270 producers on

\(^{10}\) From Hassan, Monier-Dilhan, Réquillart (2002), Les politiques de la grande distribution, filière fruits et légumes, INRA-Toulouse, Rapport pour le ministère de l’agriculture.
2000 hectares, assembled within a cooperative (Cooplim: 230 producers) and within a SICA (SICA of Roseix: 20 producers). The entire production (50,000 tonnes) is delivered to the GIE who stocks it, packages it and markets it.

This GIE represents more than 60% of the Limousin’s production and 5% of the national production of Golden. The remaining 40% of the Limousin’s production is divided among the groups Limdor, Vergers d’Excideuil, Eslim, and Meyim. The exportation is a very important way of selling fruits for the group Perlim, it represents the 50% of the production, and the majority goes to the English largest stores and also to Europe, and recently to the Eastern countries (Russia). The production sold in France id distributed for 70% via the large stores, and the remaining tonnes go to the wholesalers.

This GIE distinguishes itself for two criteria:
- A privileged geographic position, within a typical region
- A production with official quality scheme and a request for recognition AOC of the Golden apple with rose face
- An industrial tool of high-technology, that is to say a grade machine that sorts automatically the apples. The apples stocked into cold rooms arrive on the platform, and are automatically shared out among the different customers according to their characteristics (analysed by a scanner).

Even though the specifications of the agreement were decided in common by the producer and the distributor (18 months to reach the agreement, with tests in stores), the specifications are very similar to the Perlim’s specifications about certification of product’s conformity (CCP: certifies the cultural practices in PFI and minimal values for the taste parameters).

The main measures are the followings:
- The reference only for the producers that respect the PFI’s principles (for fertilization, irrigation, measures, thinning out, weeding, phytosanitary protection);
- The reference only for the parcels situated at high altitude;
- Triggering off the crop at the optimal ripeness;
- The stations take delivery of the apples and sort them according to their preserving potential;
- Absence of any treating after harvesting;
- Setting up optimal preserving conditions (ULO system);
- Selective packaging of the apples that have been certified in order to guarantee their grade, their appearance and the objective taste parameters;
- Setting up a traceability system from the orchard to the consumer.

The GIE also deals with the supervision, that are made at the same time inside and outside by a certification body. Cora refers to the results given by this third
organization, and only makes a confirmative control within platforms and stores. Those controls within station are about:

- standardization for each pack (fruits’ appearance);
- taste quality of each pack: 8 000 analysis a year, on the measures of the sweetened level, the acidity and the firmness;
- residual level of phytosanitary products of each production: 450 analysis a year.

Those quality controls are made by quality engineers of Perlim and three technicians. The GIE has one laboratory of analysis and research on each site. For the research on varieties, diseases or anything else, the group has set up an experimental orchard of 12 hectares.

No pre sorting on grade: the supplier sorts and packages the same quantity everyday. This is possible only because Perlim has got specific equipment: an electronic machine that sorts the apples. This way Perlim has nearly 150 references only for the Golden of high attitude variety.

In the agreement between Perlim-Cora, Cora did not mention any set price for buying. However, Cora stabilizes the price on two, even three periods of the campaign, in order to remunerate the supplier in the best way and to establish faithful relationships between them. Cora removes the platform’s costs and the advertising budget in order to build up suppliers’ loyalty. This practice makes Cora different from the others, inasmuch as the other distributors lay on their suppliers at least for the advertising expenses.

The volumes of trade of the GIE Perlim with Cora represent 1500 tonnes, that is to say about 3% of its production and 6% of the volumes of trade in France. Unlike the others that are irregular for their orders, Cora tries to be regular with its supplier: this way, GIE Perlim can manage better the packs and their quality.
3. Private certification of quality assurance

Quality assurance can be defined as the whole pre established and systematic activity carried out in order to give the buyers the appropriate faith (assurance) considering that a company that supply products or services has the capacity to satisfy regularly to the expectations that should correspond to the express (satisfaction, services) and implicit (safety) needs of consumers.

In France, the certification of the quality assurance systems is issued by private organizations registered by the COFRAC according to the requirements of the EN 45011 regulation. Today, several certification bodies are authorized to issue the assurance quality certificate to the businesses or industrial or small-scale sites which operate in the food sector, in the foodstuffs, the animal food, the non food and non processed agricultural products. Quality assurance aims to improve businesses’ organization and to increase the faith of buyers and principals. It does not aim to testify that the products made by those businesses are in accordance with any regulation or specifications.

This way, the assurance quality certification is completely different from products certification:
- it is the result of a process that is totally private,
- it concerns the buyer or the principle (distributor) and rarely the final consumer,
- it concerns the business and its environment, and not the product.
- it aims on the reduction of the non-quality costs and on the supervision of the sanitary and hygienic risks but not on the product’s quality.

Even though there completely different, the two systems are complementary. Because a business that sets up a quality assurance system, thinks naturally about the product’s quality. In the same time, a business that improves the quality of its product thanks to the issue of a identification scheme of quality or origin should perfect its organization without ending up to an homogeneity and a rationalization that are incompatible with the product’s specificities.

Certification of businesses

Today, we talk more and more about certification of businesses. In the meat sector, this qualification is a notion that appeared with the thoughts about the controls on big bovines that have a label or a certificate of conformity. The setting up of the farm’s qualification is based on two observations:
- more and more farmers will deliver products that have schemes of quality and origin from different specifications (crossbred bovines and little bulls with certification de conformité, free-range bullock of this region or pedigree bullock with Label Rouge…).
- It should be avoided the several controls on the same breeding in order to reduce supervision’s costs and to harmonize procedures and supervision’s instructions.

The qualification must be based on a basic referential. It is issued by a person authorized by a certification body registered according to the EN 45011 regulation and controlled for this activity by this certification body. This person must be from the groupement de qualité that provides for the specifications of the label or the certification de conformité, or from a shift-structure which could be a stockbreeders’ organization, a chamber of agriculture, etc.

The farms’ qualification is a tool of traceability; it does not prove any quality level of a product.

The certification has two important characteristics, and it is defined at an international level:
- It is issued by a certification body registered and in accordance with the EN 45011 regulation (independence, impartiality and competence)
- It leans on a referential and guarantees that it is respected.

The certification of businesses leans on a referential which is an international regulation: the ISO regulation. There are 4 types of ISO according to the complexity of the business’s activity with two concerns:
- To reduce the non-quality costs,
- To limit the risks (trying to reach zero) about safety.

That is the reason why it is often called certification of quality assurance. It is principally a tool for the economic operators to establish faithful relationships and to make the negotiations easier. It is not or less aimed at the final consumer, contrary to the certification of products.

A company can communicate about the certification of quality assurance only if the information is exact and do not make any confusion for the buyer relating to a certification of products. The advertisement must use a mention of this type: product made by (name of the company), on a site whose system has been certified by (name of the certification body), on the ISO 9000 model, certificate n°...in force until...

The certification of businesses is very developed in France because it becomes, for the agro food companies, a necessity to remain major players on the market.

On the other hand, today, the certification of farms in its literal sense does not exist, except for the Agri-Confi ance programme. It is not possible to transpose the international referential about the certification of businesses for the certification of farms and the Agri-Confi ance programme is, at the moment, accessible only for the members of cooperatives, it does not concern the whole farms’ activity and does not integrate the environmental concerns yet.
The Agri-Confiance programme

Broadened by the CFCA in 1992, the Agri-Confiance programme’s purpose is to set up and to develop a system of quality assurance focussed on the beginning of the agricultural chain and specific for the agricultural cooperatives. It fully provides for the cooperatives’ customers to be faithful about the regularity, the conformity and the safety of the agricultural productions and the services offered by the cooperative in return. Agri-Confiance certifies the quality of the flows of products or of the services exchanged within the interface members/cooperative.

This programme is an evolution and an improvement of the relationships between the farmers and their cooperatives, to organize together the services and the professions in a perfect control of the production processes: for the farmers and for the cooperative’s departments, it consists in establishing written procedures that require a important work for their support during the starting phase.

The preliminary work of the thinking group Agri-Confiance has led to the elaboration of a whole base document:
- A referential on the basis of the ISO 9002 referential adapted to the beginning of the agricultural production.
- A teaching guide for the global sensitivity to quality entitled “Quality, certification and agricultural cooperatives”.

The programme’s broadening phase led to the constitution of a reference network, to the validation of the Agri-Confiance referential and to a system of recognition with a SGS ICS certification body.

The developing phase had the reference network extended to the animal, vegetal and industrial productions, the establishment within the SGS-ICS of a certification committee composed of three boards: producers, customers, and professional federations, and the achievement of projects between the Agri-Confiance cooperatives and the Carrefour stores, for the drafting of specifications about quality that would guarantee at the same time the technical parameters of traceability and the purely commercial aspects of the contracts.

The definitive referential has been validated. It is accompanied with an intersectional guide and 7 sectional application guides.

After its developing phase in 1996, the area of application of the Agri-Confiance programme opened up to the environmental concerns. Its next environmental section will lean on preserving the environment during the phase of production: supplying, production, collection and storage. For the extension of the Agri-Confiance referential, the CFCA has been supported by the ADEME.
Since the end of 1997, the SGS-ICS Agri-Confiance certification Committee has begun to work on the standardization of the Agri-Confiance referential. A document entitled “Pre regulation for a management system for quality assurance of the agricultural production”, presented to the AFNOR, is the basis for the first step of the standardization.

Today, 2 certification bodies, SGS-ICS and AFAQ, are authorized to issue an Agri-Confiance certification.

The evolution of the Agri-Confiance process is significant these three last years:
- 10 sites are certified and represent about 4,000 producers,
- 66 sites (pilot sites and new sites) started and represent about 8,500 producers.
- 67 canvassed sites are in a starting phase.

This Agri-Confiance process concerns today more than 150 cooperatives, 35,000 producers which represent nearly 3% of the French agricultural population.

For the chains, we can notice a remarkable advance of the fresh fruits and vegetables sectors (7%). Processed fruits and vegetables and foie gras (29%) take the first place before meat (14%) and cereals (13%). Milk is in marked progression and represents today the 11%. The progression can be also observed for poultry/rabbit (8%). Even though meats and cereals chains progress a little bit, the wine chain remains at its beginning level (4%), like the sugar chain (3%) and the forest chain (8%), as well as the chain of the aromatic plants.
SECTION 2.B.2.

QUALITY ASSURANCE AND LABELLING SYSTEMS: POLICY ENVIRONMENT
1. National and public surveys about food safety, traceability and quality

1.1 The consumers’ sampling at the national level

The consumers’ safety is one of the public powers’ constant concerns and the essential mission of the DGCCRF which often acts in this field in partnership with other State’s departments and organizations.

The creation of important specific agencies like the French Agency for sanitary safety of food / Agence française de sécurité sanitaire des aliments (AFSSA) and the French Agency for sanitary safety of health products / Agence française de sécurité sanitaire des produits de santé (AFSSAPS) improved noticeably the assessment of risks. The DGCCRF acts, about safety, with the regulation and the supervision for their enforcement. At the same time, it leads a prevention policy, with a permanent dialogue with the professional and with many awareness and information campaigns for consumers. In case of risk or accident, reactivity is necessary. The GCCRF has established an alert unit within the central administration which ensures the exchanges of information, in particular with the European rapid alert RAPEX.

The Centre of Research for the Study and the observation of life conditions/ Le Centre de Recherche pour l’Etude et l’observation des Conditions de Vie (CREDOC) is an organization for studies and research for the protagonists of the economic and social world. It is part of the research organizations associated to the Commissariat Général au Plan, and it is under its protection. Since its creation in 1953, the CREDOC has analysed and anticipated the individuals’ behaviour in their whole dimension: consumers, business agents, protagonists of social life.

It created in 1978 a permanent system of surveys on French people ways of life, opinions and desires and took part in the creation in 1991 of the Observatory of food consumptions / l'Observatoire des Consommations Alimentaires (OCA), inter ministerial programme for the assessment of food and nutritional risks. The OCA is dependent on three ministries: Agriculture, Economy and Finances, and Health.

The CREDOC carries out studies about consumption of food, nutriments, food ingredients or contaminants for the toxicology and nutrition experts to enlighten the regulation authorities at the European and French level. For example, a survey of 2001, about quality schemes, showed how 70 % of consumers are faithful about them. The Label Rouge was named by 43 % of consumers and the Agriculture Biologique label by 18%. The Label Rouge is perceived as a guarantee of origin and the Agriculture biologique label as the absence of chemical products. Moreover, always according to the same survey, the consumers declared that, at equal price, they choose products that have a quality scheme instead of a product of a famous brand.
1.2 The studies of the Ministry of Agriculture and fishery

The Ministry of agriculture and fishery regularly finances surveys and research programmes to evaluate the effectiveness of quality schemes from the producers’ membership and the consumers’ reaction. We give some recent examples of these studies:

- « Impact des marques de distributeurs sur la structure de l'exploitation des entreprises agricoles et alimentaires – Synthèse »
  Direction des Politiques Economique et Internationale - DPEI - Interactis Consultant - B. DANGLAS ; D. MUNOZ - décembre 2003

  This study identifies the role of the distributors’ brands on the activity, the management and the evolution of the agro food industries. In particular on the accounts results of businesses in five sectors: poultry, cooked pork meat, fruits and vegetables, dairy products and biscuits. The professional marketing, the flexibility of the production chains and the logistic make these businesses a success.

- « Conséquences économiques de la réglementation du nouveau mode de production biologique : conséquences économiques de l'application de la nouvelle réglementation française en matière de certification du mode de production biologique (productions animales) - Rapport final »
  Direction des Politiques Economique et Internationale - DPEI - And International; C.RENAULT ; D.AVIAT; - février 2003

  The quantitative evolution of the organic production of pork, poultry and eggs, since the coming in force of the European Regulation about production in organic agriculture, has shown a negative result, except for the pork for which there is a stabilisation. This study analyses the reasons of these results, compares the way that the European Regulation has been interpreted by the European countries and proposes recommendations to reach the relaxing of the regulation.

- « Les démarches de certification dans les entreprises agro-alimentaires »
  Direction des Politiques Economique et Internationale - DPEI - A. ALLARY (Dir.) - 1er décembre 2002

  The main concerns of the agro food industries are, at the present time, quality and food safety. They are also subject, like any other business, to binding obligations about environment. This study draws up a review of the processes for environmental certification according to the ISO 14001 regulation among the agro food industries, and
compares it to the situation in other countries (Great Britain and Italy). This process, not much developed in France for now, is considered by the companies as a big investment and the environmental regulation is complicated. One of the triggering factors could be a close collaboration with the large stores, in order to guarantee a best consideration for the environment, all along the chain of production. (appendixes available only in paper version).

- « L'application du principe de précaution à la résolution des différends commerciaux liés à la sécurité sanitaire des aliments »
  Direction des Politiques Economique et Internationale - DPEI - 30 novembre 2001

  This study evaluates the possibilities to resort to the precautionary principle, to avoid the importation of agricultural products which would present risks for health and for environment, within the framework of the present agreements on the international trade rules. The authors analyse first the communication of the European Commission on the precautionary principle, then the place of the precautionary principle in the European directive of March 12th 2001 on the voluntary dissemination of genetically modified organisms, and finally the place of the assessment of risks in the final report of the consultative forum United States/ European Union on biotechnology. There are some proposals for the reference to the precautionary principle to be more integrated into the definition and the application of the international trade rules.

- « Aide à la définition d'un référentiel national de l'agriculture raisonnée et étude comparée des politiques et des pratiques des États membres de l'Union européenne relatives à l'agriculture raisonnée. »
  Direction des Politiques Economique et Internationale - DPEI - N. BEIGBEDER;J.M. MEYNARD - 30 juin 2001

  This study is from the framework of the thoughts from the Paillotin’s report led for the Ministry of Agriculture, about a strategy for the development of agricultural methods more respectful for the environment, also called “reasoned agriculture”. It analyses the regulations of the countries members of the European Union and of Switzerland which have a process that is close to the notion of reasoned agriculture, in particular for the supervision, for the businesses’ qualification and for the certification of products from these businesses. There are some proposals in the second part for the setting up of a developing system for reasoned agriculture in France, made like a national guide.
2. National regulation and regulation institutions about food safety, quality and traceability

2.1 Policies about food safety, quality and traceability

Steps:

1905: law against Fraud / loi sur la répression des fraudes

1965: creation of veterinary services (aim: being at European partners’ level)

1979: After the Sentence Cassis de Dijon, development of the HACCP system (from the public control to the self-control)

Since 1985: development of the quality assurance procedures: valorisation of food products’ quality (also sanitary quality)

1994: creation of the OMC and SPS (Sanitary and Phyto-Sanitary) agreement: animal health, vegetable’s protection and human health

1998: creation of the AFSSA, French Agency for Food’s Sanitary Safety/ Agence Française de Sécurité Sanitaire des Aliments of the InVS, Institute for Sanitary Supervision (objective: restoring faith in the system of management of risks after the mad cow crisis, and also to adapting to the international rules)

1999: creation of the stockbreeding register: sanitary safety concerns from now on, the whole chain

The seminal texts:

The Consumption Code/Le Code de la Consommation:
According to the law of 1905 as modified, it aims at the repression of the falsifications in particular when they are harmful to human health.
It defines:
- The characteristics of a product that is unfit for human consumption (corrupt product, toxic product, or any product that is unfit for human consumption)
- The maximal residue contents
- The list of the additives that are authorized (positive list)
- The lawful treating
- The self-control principle
Among other things, the economic operators have 3 general obligations:
- obligation of information: the consumer must be able to know the main characteristics of the product
- obligation of conformity: the products must be made in accordance with the prescriptions in force about people’s safety, commercial transactions’ loyalty, and consumers’ protection (corollary: obligation of self-control)
- obligation of safety: the products must not damage human health (notion of acceptable hazard)

**The Rural Code /Le Code Rural:**
According to the law of July 8th of 1965, it is about healthiness of animals and animals’ foodstuffs and foodstuffs of animal origin.
Its application decrees organize the sanitary inspection

**The Public Health Code/Le Code de la Santé Publique**
According to the law of January the 16th of 1986, it is about the sanitary regulation at the département’s level, the right for a daily hygiene (everything that is not taken into consideration by the two other codes).

### 2.2 Regulations about food safety, quality and traceability

**Food safety**

The **Consumption Code/Code de la Consommation**, 2nd Book, about “Conformity and safety of products and services”, defines:
- the conditions for a product’s marketing at the **Article L212-1**
  
  
  - and in the **Article L221-1**

The **Consumption Code/Code de la Consommation**, in its 5th Book about “the Institutions” defines:
- the CAN’s role about food safety in the **Article D541-2**

The **Rural Code/Code Rural**, in the 2nd Book about “Public veterinary safety and vegetable’s protection” defines:
- the conditions for the sanitary and qualitative inspections of animals in the **Article L231-1**
  
  (Décret n° 89-804 du 27 octobre 1989 art. 3 Journal Officiel du 4 novembre 1989 ;
  
  (Ordonnance n° 2000-914 du 18 septembre 2000 art. 5 I Journal Officiel du 21 septembre 2000)
The Public Health Code/Code de la Santé Publique, in its first part about the General protection of health defines:
- the Afssa as the relevant authority for food safety in the Article L1123-12
- its missions and powers, its organization and running in the Articles L-1323-1 to L. 1323-11

**Traceability**

For traceability, France only transposes at the national level the European directives.

The Consumption Code/Code de la Consommation, 2nd Book, about “Conformity and safety of products and services”, defines:
- the rules about product and foodstuffs’ traceability in the Article L214-1-1
  (Décret nº 89-804 du 27 octobre 1989 art. 3 Journal Officiel du 4 novembre 1989)
  article L232-1 du Code Rural (inserted by the Loi nº 99-574 du 9 juillet 1999 art. 100 I Journal Officiel du 10 juillet 1999)

**Quality**

The Rural Code/Code Rural, in the 6th Book, about Production and markets, defines:
- global policy to lead for quality in the Article L640-1
  (inserted by Loi nº 99-574 du 9 juillet 1999 art. 75 Journal Officiel du 10 juillet 1999)
- identification schemes in the Article L640-2
  (Loi nº 99-574 du 9 juillet 1999 art. 76 Journal Officiel du 10 juillet 1999)
  (Loi nº 2001-602 du 9 juillet 2001 art. 2 Journal Officiel du 11 juillet 2001)

The Consumption Code/Code de la Consommation, in the 1st Book, about “Consumers’ information and contracts’ elaboration”, defines:
- the labels of origin in the Article L115-1
article L641-1 of the rural code
- the conditions for their issue in the Article L115-5
  (Loi n° 2001-602 du 7 juillet 2001 art. 2 Journal Officiel du 11 juillet 2001)
article L. 641-2 of the rural code

For the appellations d’origine contrôlée (registered designation of origin) and the procedures for their recognition (except for wines, eaux-de-vie and cider products):
- Rural Code, art. L. 640-2, L. 641-2 and following(s) and D. 641-1 and following(s)
- Consumption Code, art. L. 112-1 and following(s) and L. 115-16

The Rural Code/Code Rural defines:
- The conditions for the homologation, the issue and the use of agricultural labels and registration procedures for the certification bodies in the Articles L. 640-2
  (Loi n° 99-574 du 9 juillet 1999 art. 76 Journal Officiel du 10 juillet 1999)
  (Loi n° 2001-602 du 9 juillet 2001 art. 2 Journal Officiel du 11 juillet 2001)
- L. 643-1 and following(s) et R. 643-1 and following(s)

The Consumption Code/Code de la Consommation defines:
- The certification of industrial products and services (definition of certification and registration procedures for the certification bodies) in the Articles L. 115-27 and following(s)
  (Loi n° 94-2 du 3 janvier 1994 art. 3 Journal Officiel du 4 janvier 1994)
  (Loi n° 94-442 du 3 juin 1994 art. 1 Journal Officiel du 4 juin 1994)
  (Loi n° 2001-1276 du 28 décembre 2001 art. 6 VI finances rectificative pour 2001 Journal Officiel du 29 décembre 2001)
- and R. 115-1 and following(s)

The Rural Code/Code Rural defines:
- the agricultural products from the organic mode of production in the Articles L. 645-1
  (Loi n° 2001-6 du 4 janvier 2001 art. 24 Journal Officiel du 5 janvier 2001)
- and R. 645-1 and following(s)

The Rural Code/Code Rural defines:
- the use of the term “Montagne” in the Articles L. 640-2
  (Loi n° 99-574 du 9 juillet 1999 art. 76 Journal Officiel du 10 juillet 1999)
  (Loi n° 2001-602 du 9 juillet 2001 art. 2 Journal Officiel du 11 juillet 2001)
- in the Articles L. 644-1 and following(s),
- and in the Articles R. 644-1 and following(s) and R. 671-3

**Labelling**

The Consumption Code/Code de la Consommation, in the 1st Book, about “Consumers’ information and contracts’ elaboration”, defines:
- the labelling procedure in the Article R112-7

2.3 The Institutions and the national organizations in charge of food safety, quality and traceability

The Ministry of Agriculture and Fishery

The ministry of Agriculture and Fishery carries out many missions that involve at the same time men, territories and products. Those missions do not concern only all the protagonists of the rural world, they also concern the 62 millions of consumers and users of the rural space. They are characterized by a great variety that calls for many competences:

- supervision of food quality, food safety and food sanitary safety
- preservation of environment and natural space
- responsibility of the Agricultural Education
- economic development of agricultural and agro industrial sectors in France, within the European Union and Internationally
- development of employment in rural environment

The 30 000 agents of the ministry are mostly working on the French territory. Half the agents work in the agricultural education and training sector. The central administration, principally based in Paris, has 2 000 agents.

*The General Department for Food/Direction Générale de l’Alimentation (DGAL)*

The DGAL is department of the Ministry of Agriculture. Its sphere of competences is focussed on:
- food hygiene
- animal and vegetal health
the supervision of quality systems
- and more generally the safety of the agro food chain

With 190 agents within the central Administration, the DGAL leans on 4400 agents in delegated services, divided among the 100 departments at the département’s level for veterinary services (DDSV) and 22 regional departments for the vegetable’s protection within the regional departments for agriculture and forest:

- The departments at the département’s level for veterinary services are in charge of the application of the regulation and carry out the controls about animal health, environment, and foodstuffs’ safety.
- The regional departments for the vegetable’s protection/Les Services régionaux de la protection des végétaux (SRPV) are in charge of the fight against parasites of vegetal species, the consumers’ protection and the natural environment for a sustainable agriculture that preserves environment.

For the activities that exceed the territory limits of a département, the DGAL leans on the national squad for veterinary and sanitary investigations.

The exercise of those missions aims at several objectives:

- To act on the whole food chain:

At the beginning of the food chain, the DGAL operates in different fields like vegetal quality and health, animal protection and health.

This way, the DGAL elaborates the policy for the sanitary protection and the vegetal protection, supervises its application, in particular for the regulated organisms harmful to plants; it is in charge of the biovigilance for the experimentation and the spreading of Genetically Modified Organisms (GMO). It intervenes for the authorizations for the marketing of phytopharmaceutic products, fertilizing material, stands for cultures, container of ensiling and disinfectants for agro food use.

It also prepares the regulation about animal health and in particular about epidemic supervision, about the fight against livestock’s diseases. It elaborates and carries out the regulation about veterinary pharmacy, about the use of substances administered to animals, about the sanitary conditions of the production of food for animals and their quality. It carries out the regulation about the identification and the supervision of the animals’ movements, and about the protection of the livestock.

At every step of the food chain, the DGAL devises, carries out and evaluates the regulation about hygiene. It concerns the primary production, the sanitary accreditation of establishments that process foodstuffs for human consumption, the transport and the distribution of these foodstuffs, and the collective catering.
The DGAL takes part in the elaboration of the regulation about the definition of food products and ingredients; it elaborates and looks after the enforcement of the regulation about products’ traceability.

It defines the microbiological criteria, elaborates and deals with the plan for the supervision and the control of the biological and phyto-chemical contaminants, the environment’s contaminants and the mycotoxins, the residues of veterinary medicines and the forbidden substances that can be found into the food.

Finally, it deals with the sanitary alerts and takes part in the handling of the collective food toxic infections (TIAC).

- **To make the professional and institutional protagonists closer; coordinate the interventions of the different partners on the topics:**
  - food quality and food safety.

For their objective, the DGAL mobilizes the scientific expertise, takes part in the definition of the research policy in its sphere of competences, ensures the supervision of the AFSSA, and leads the network of the public or private laboratories that operate in the food and veterinary fields. It coordinates the national policy for the sanitary certification for exchanges and exportations.

It ensures the secretarial work of several commissions or committees: in the vegetal field, the commission for toxics, the committees for homologation, and the committee for biovigilance. It is also in charge of the secretarial work of the National Council for Food, the Commission for the biomolecular engineering and leads the section of the National Commission for the labels and the certification de conformité (CNLC) in charge of the accreditation of the certification bodies.

It validates the guides of good hygienic practice proposed by the professionals. It coordinates the referential for the inspections, develops and validates the processes for the quality assurance of the supervision services. The DGAL looks after the coherence and the planning of the supervision and control plans carried out by the veterinary services at the département’s level, and valorises their results.

It encourages standardization and accreditation in the food field.

- **To take part in the international recognition of the food and sanitary French model**

The DGAL follows the work of all the international organizations in its fields of competence: OCDE, Codex alimentarius, OEPP, CIPV, and OIE.

Within the European Union, it sits at the permanent veterinary Committee, follows through the sanitary and phytosanitary agreement (SPS) and the notifications of the
technical rules and regulation, and takes part in the negotiations of the European Commission with the third countries in the sanitary and phytosanitary fields.

It initiates the promotion of the French system of public veterinary health to remove the sanitary barriers for exportation, negotiates the sanitary conditions for the importation and the exportation of animals and animal products.

Finally, it coordinates the actions of the border inspection posts, handles the alerts of the Community networks for the importations, and coordinates the actions with the other administrations competent for the importations.

Moreover, the **national directive for the orientation of the sanitary and phytosanitary policies “from the field to the plate”**, passed at the end of 2002, defines five main directions for the services’ action:

1. to detect the sanitary and phytosanitary risks
2. to supervise the conditions of production, processing and distribution of the food and agricultural products
3. to promote modes of food and agricultural production in accordance with the expectations of the society
4. to intensify the information for the public and the France’s partners
5. to increase the effectiveness of the action of the State services.

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**General Department for Competition, Consumption and Fraud Repression/ Direction générale de la Concurrence, de la Consommation et de la Répression des Fraudes (DGCCRF)**

The DGCCRF has, within the Ministry of Economy, Finance and Industry, an essential mission of regulation of all the economic protagonists, companies, consumers and local councillors. As such, it looks after the loyal and secure running of the markets, which implies the elaboration of rules, controls and, if need be, the sanctions passed by tribunals.

It has a unique role within the French administrations, being at the same time an administration of creation and of practical action. It grasps the economic life under all its aspects because of its horizontal competence, and a network of relations with many other ministerial departments.

To ensure its mission, the DGCCRF works in order to:
- Ensure the respect of competition,
- Guarantee the quality of products and services and the loyalty of transactions
- Protect the consumers.

It is about guaranteeing the quality that the consumer is entitled to expect from a product or a service, without any announced superior quality. For this objective, the DGCCRF elaborates rules for the labelling, the composition and the designation of any good; it verifies the conformity of the product to its labelling and supervises falsification and deceptions. This mission is more and more part of a European (European directives) or world framework.

It is also about promoting the development of mechanisms for the valorisation of quality with the other administrations concerned and after a dialogue with the professionals: rules, labels, organic products, contracts “approved” or AOC. With those controls, the DGCCRF is the guarantor for this announced superior quality.

For the consumers’ protection, the DGCCRF protects day-to-day the consumers against dangerous products and services and against improper economic practices.

For the protection for health and safety of consumers, the consumers must find on the market products and services that are secure and safety, without any danger for their health and safety. The DGCCRF works for this, with the elaboration of rules, often in partnership with other administrations concerned (health, agriculture). For the most complicated files, it leans on the advice of scientific or expertise authorities like the French Agency for sanitary safety of food / Agence française de sécurité sanitaire des aliments (AFSSA), created in 1998 after the multiplication of food crisis.

Controls are made at every level (production, importation and distribution) and in every sector of activity. They are particularly rigorous for food and in the high-risk fields like sports and hobbies.
In case of crisis or serious danger, the DGCCRF has different means to forbid the marketing of dangerous products, to ensure their withdrawal or to lay down changes to the professionals for the manufacture.

The national Council for consumption / Le Conseil national de la consommation (CNC)

Equal authority composed of representatives of companies and consumers, the CNC is a privileged partner of the public powers for all the questions about consumption. The DGCCRF ensures the secretarial work.

The French Agency for sanitary safety of food / Agence française de sécurité sanitaire des aliments (AFSSA)
The Afssa has an original position in the system for the sanitary supervision. It is, in this field, the only establishment whose main purpose is the assessment of risk. Under the triple supervision of the ministries of health, agriculture and consumption, it evaluates the sanitary and nutritional risks of the food for human and for animals in France. Public Administrative Establishment (EPA), the Afssa has integrated several structures, resources for scientific support, like the laboratories of the CNEVA or the expertise authorities directly joined to the administrations before the creation of the agency. The articles R-1323-1 to R-1323-29 of the public health code declare its status of Public Administrative Establishment (EPA), and determine the principles for its organization.

The agency’s missions are defined by the loi du 1er juillet 1998 (codified, for the Afssa, at the articles L-1323-1 and followings of public health code). Three main missions can be brought out:

- a mission of assessment of the nutritional and sanitary risks, that concerns all the categories of food for human or animals. It concerns the whole food chain and each step of it, from the production to the consumption
- a mission of research and scientific support in particular for animal health and diseases of animal origins
- specific responsibilities about veterinary medicines, in particular the power to issue, to suspend or to withdraw the authorizations for the marketing of veterinary medicines.

We must notice that the department for the assessment of nutritional and sanitary (DERNS) has a double mission of assessment and anticipation of risks. The activity of the DERNS mainly consists in answering to questions asked by the administrations of supervision or by consumers’ associations. It can also start scientific thoughts and anticipate situations of risk.

Public Establishment with sanitary competence, the Afssa has a role of supervision and warning without any powers of direct supervision or sanitary police, which come under the authority of the ministries concerned except for the veterinary medicine. The agency gives notices, recommendations, makes researches, gives expertise for the scientific and technical support, and carries out informative or training actions. It can have access to all the information necessary to exercise its missions. For everything about sanitary safety of food, it is consulted systematically for all the regulation projects in its sphere of competences. It has the faculty to have a case referred by itself or by a ministry or by the registered consumers’ associations.

The article L. 1323-2 of the public health code determines the prerogatives and general obligations of Agency. This article defines, through the description of its role, the nature of the functional relations between the Agency and the State services or the public establishments who operate in the field for which it has assessment competences. This article defines:
what does the Agency have to do: there is in particular the duty of warning, the duty of transparency, the duty of information
- the information that must be transmitted to it: they are not listed in a limitative way by the legislator who used general terms several times in this article
- the actions that it can ask: the Agency can on one side, “recommend” to the authority who is competent to take sanitary police measures or to make supervision or investigations, and on the other side, it can provide or make someone provide for “expertises, analysis or any studies that is necessary”.

Assessing authority, the Agency can or must be consulted in different cases provided for in law or in the articles R-1323-1 to R-1323-29 of the public health code. These texts provide for:

- the procedures for which the consultation of the Agency is compulsory, for any:
  o preliminary projects of legislative decisions
  o projects of regulation decisions
  o individual decisions about an authorization

- a possibility to refer a case to the Agency:
  o by the ministers
  o by the consumers’ associations;

For some of the consultations that are compulsory, there can be:
- a substitution of the Agency to another consultation provided by the texts
- a consultation of the Agency that is added to another consultation, maintained by the texts of a consultation of the Agency for the fields in which any other consultation had been provided before.
3. National Offices in charge of the financing for the qualitative orientation of each chain

The contrat de plan 2000-2006 defines the regulation framework for the qualitative valorisation of the agro food chains, concerning the interventions of the regions.

It aims at:
- the intensification of chains’ competitiveness
- the adaptation of the production to the markets’ needs
- the taking into consideration the social expectations about food safety, preserving the environment and animal well-being

The actions to achieve this purpose are carried out in partnership with the Offices concerned by the organized production. Those Offices are the keystone of the financing for the qualitative orientation of agriculture in France. We would present each one of those offices for each chain, their missions, their activities and research programmes about quality’s valorisation.

3.1. Fruits and vegetables, fresh and processed


Public Industrial and Commercial Establishment (EPIC), the National Inter Professional Office for Fruits, Vegetables and Horticulture (ONIFLHOR) has the duty of carrying out the whole Community action, and the national actions for the intensification of the economic effectiveness of chains and for the improvement of the markets for the sectors for which it is competent: fruits and vegetables, potatoes, mushrooms, tobacco, hop, beekeeping, truffle growing, horticulture, some seedlings and seeds.

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Moreover, the ONIFLHOR is also qualified for the products of flower and ornamental horticulture and tree nurseries. It also takes part in the actions for seeds and seedlings of the different products.
**Its missions**

It aims at enforcing the Community regulation and managing the European Union funds.

The ONIFLHOR’s sectors of competence are managed by five collective organizations of markets (OCM): fruits and vegetables fresh and processed, hop, potato flour, horticulture; through them, the Office manages nearly twenty different systems of aids.

In 1999, the payments for those different interventions have reached 1,579 Milliard Francs.

The ONIFLHOR has also the duty of carrying out the national measures, some of them within the framework of the *contrats de plan*, for the intensification of the economic effectiveness of chains and for the improvement of the markets for the sectors for which it is competent.

We can notice some of these actions:
- Support for applied research and experimentation in the regional stations and in the national technical centres,
- Improvement of the means of production: variety adaptation of the orchard, modernization of the market gardening greenhouses and the horticultural greenhouses, ...
- Carrying out specific programmes on targeted objectives: diversification of fruits and vegetables productions, improvement of the conditions for the competitiveness of certain chains, reorientation of certain productions, improvement of product’ quality,
- Intensification of chains, economic organization and inter professions’ organization,
- Setting up and support for the actions of promotion and general communication for the productions,
- Knowledge, economic supervision, prospects for the French and foreign markets with economic studies, sample groups, …
- Carrying out the actions that have been decided by the Government at the time of serious events like the inundations of November 1999 in the South of France, the tempests of the same year.

**Its running**

**Its status**

The Office is a Public Industrial and Commercial Establishment (EPIC); it is a legal entity and it has a financial autonomy.
According to the loi d'octobre 1982 relative aux Offices d'intervention agricole, the ONIFLHOR was created by a decree of March 1983 as modified. It is under the supervision of the Ministers in charge of Agriculture, Economy, Finances and Budget.

Its organization

Both for the Community and the national regulation, the funds for the different actions above-mentioned require, from the Office, precise preparation and supervision at the administrative level and also rigorous controls in situ. All these tasks are carried out by the ONIFLHOR’s services that have, at the moment, more than a hundred permanent agents in Paris and twenty inspectors or controllers near the place of production.

The running of the Office is the duty of a Manager appointed by a President’s decree. As well as the daily management of the Establishment, the Manager must prepare the budget, the economic interventions, the financial decisions and the Councils’ meetings during which these projects must be discussed.

The agent comptable / person who collects the tax of the ONIFLHOR is subject to the rules of Public Accountancy. The first rule organises a system of personal and financial responsibility of the Agent comptable in the exercise of his duties. In this framework, he is the only one who has the duty of the collection, the payment of the spending, the keeping of the funds, the movements of accounts available, the keeping of written proofs of the operations and the accounts documents of the accounts service managed. It also has the duty of the supervisions about receipts, spending and inheritance.

The second rule provides for the separation of functions between the ordonnateur / person who decides about the tax (the Manager), and the Agent comptable. The general regulation about Public Accountancy and the texts instituting the ONIFLHOR give the details about the missions and the competences of each other.

Its authorities

The ONIFLHOR has the particularity to have two Boards of Management, one for the sectors of fruits, vegetables, tobacco and hop, and the other one for the horticulture sector. Moreover, five specialized boards deal with questions more specific for the sectors of tobacco, hop, processed fruits and vegetables, potatoes and landscape. The firsts are joined to the Board of Management for the sectors of fruits, vegetables. The last one is joined to the Board of Management for the horticulture sector.

The members of these authorities are representatives of the agricultural production, the processing, the marketing and the distribution. They also include employees of the chain, consumers and representatives of the public powers.

The chairmen of the Boards of Management are appointed, after consulting the Board concerned, by decrees of the President. The chairmen of the specialized boards,
after consulting the Board concerned, are appointed by ministerial or inter ministerial order.

*The Boards of Management* decide on the Office’s budget, give their advice on projects of financial decisions before their ministerial signature. They follow the markets’ evolution, take part in their orientation policy, and are informed about the European Union’s work…

*The Boards of Management and the specialized boards* have the duty of, for the questions of its competence, giving advices on technical points, and on different interventions projected, and also making proposals for strategic orientation. This way, through its two Boards of Management and its specialized boards, the ONIFLHOR is a place for exchanges and dialogue between the representatives of the inter professions, the employees of the chain, the consumers and the administrations concerned.

Basically, the ONIFLHOR prepares and carries out in partnership with the professional and inter professional organizations, the national measures for the intensification of the economic effectiveness of chains in the sectors of production for which it is competent.

In the fruits and vegetables sector, the main interventions of the Office aim at the intensification of the competitiveness of the chains, adapting the productions to the different market, consolidating the offer at the stage of the first marketing and promoting the structuring of the marketing, dispatching and wholesale operators.

For the horticultural chain, the action aims at the intensification of its competitiveness and its productivity by increasing the volume of production and the companies’ turnover, by the reduction of the production costs and by resorting to technology in order to market products of best quality.

Other interventions concern also other sectors of the Office’s competence, like tobacco, hop, honey and truffle.

*Actions for quality within the framework of the Contrat Etat- Régions (CER)*

The C.E.R. is a contract of objectives signed between the State representative (Prefect of Region) and the President of the Regional Council for a given period. These contracts, signed with the 22 regions of FRANCE for the years 2000 to 2006 (France and overseas territories/ DOM) define the aims and the means put at their disposal by the financial partners.

The ONIFLHOR takes part in this framework contributing up to 100.43 M€. The annual theoretical contribution of the ONIFLHOR is foreseen up to 14,38 Millions euros for a seven years period.
The ONIFLHOR wishes to support the regional projects which aim, in particular, at the improvement of products’ quality, at the contribution to the commercial organization and the development of a structure for the chains, and at the development of products better adapted to the evolutions of the market. The contractualization concerns fruits and vegetables and horticultural chains, and also the chains of tobacco, honey, hop and truffle.

In particular, among the ONIFLHOR’s actions that promote the improvement of quality, there are:

- At the business level: aids for storage buildings in certain regions, within the framework of the *contrats de plan Etat- Région*, in order to promote the improvement of quality and the regularity of selling.

- At the chains’ organization level: in order to develop the strategies of adaptation and of marketing, the ONIFLHOR encourages the intensification of the contractual relations between the businesses of production, marketing and processing. The Office support the efforts of the businesses, too much scattered, to consolidate the offer, face the international competition, develop the specialization, the access to official schemes of quality, the certification, etc.... Moreover, it contributes to the improvement of the conditions of competitiveness for the development of certain chains very specific like the *bigarreau* cherry, the industrial tomato, the garlic, the raspberry, etc.

- At the promotion level: the multiple promotional actions supported by the Office privilege the collective or generic campaigns. Their main objective is the promotion of national products in the opinion of the distribution, the opinion prescription-makers, and the final consumer. In the fresh fruits and vegetables sector, the priority is given to the collective actions multi-products carried out on the national and European markets and also in the third countries. The sector of fruits and vegetables processed has also the Office’s support for the promotional campaigns elaborated in collaboration with the inter professions. In horticulture, the actions carried out at the national level in connection with the professionals, aim at the promotion of the quality of the French production.

### 3.2. Wines

**National Inter Professional Office for Wines/ Office National Interprofessionnel des VINS (ONIVINS)**

The ONIVINS was created by the *décret du 18 mars 1983* in application of the *loi du 6 octobre 1982 instituant des offices d'intervention dans le secteur agricole*. This decree has been integrated into the rural code. Public Industrial and Commercial
Establishment (EPIC), the Office is a legal entity and it has a financial autonomy. It is under the supervision of the Ministries in charge of Agriculture and Budget.

The Office’s sphere of competences concerns wines and the produce of vineyards, the orchard for cider and its produce. The ONIVINS is in particular competent for vine wood and vineyards and the management of the plants. The ONIVINS operates respecting the competences of other organizations that work in the sector of wines with label of origin: inter professional organizations or National Institute / Institut national des appellations d'origine (INAO).

The ONIVINS is a public inter professional organization which takes part in the elaboration of the wine regulation, carries out the national and Community supports for the French wine chain and analyses the evolution of the markets. This office operates at every stage of the chain: from the vineyards to the adaptation of the production structures, to the marketing and the distribution.

Privileged place for the dialogue between the professional and the public powers, the ONIVINS assembles within its board of management representatives of the administration and different families of the chain: private and cooperative sectors of the wine produce, merchants, brokers, nurserymen, employees of the chain. The Board is assisted by four specialized boards (vins de pays, vineyards, cider economy, wine-based alcohols).

In this framework, the ONIVINS is in charge of the elaboration, the analysis and the spreading of the economic data of the sector to the operators and to the professionals. Service for the evolution of the whole wines market, the Office also leads studies on the evolutions of the wine chain.

The ONIVINS has 350 agents, in which 260 in its eight regional delegations, the national delegation of the alcohols of Libourne and its alcohols’ warehouses, through the contact and the permanent listening of the professionals.

The ONIVINS plays an essential role of proposal, orientation and dialogue, and that is the reason why it is the Office of the whole chain and of all types of wines.

**Its missions**

The National Inter Professional Office for Wines exercises important missions for the whole wine chain and the whole French cider chain.

- Management of the vineyard’s potential
- To guarantee the market’s balance and to adapt the offer to the demand, the ONIVINS carries out a series of measures: regulation of the Vineyards, Subsidy of definitive abandon for some areas, support for the reconversion and Restructuring the vineyard.
- Regulation of the markets
The ONIVINS carries out different measures that aim at the regulation of the offer, the promotion for the use of grape and wine alcohols, and the support for exportations: Elaboration of grape juices, Enrichment, Storage, Restitutions and exportation certificates, Distillations, Selling wine alcohols.

- Investments and promotion
  - The ONIVINS gives support to the Investments in the businesses and supports actions for the Promotion of French wines abroad.

- Actions in the technical field, for the environment and the supervision of quality
  - The ONIVINS is the organization in charge of the supervision of the vine wood and the vineyards, and of the authorization of the Vins de pays. It also operates for the coordination and the financing of actions for Research/experimentation and development.

- Improvement of the knowledge about the markets and the economy of the wine chain
  - Service for the evolution of the whole wines market, the ONIVINS makes Statistics, follows the evolution of the Facts and numbers of the wine chain, and takes stock of these important economic evolutions.

- Cider activities
  - Ensuring the economic supervision of the cider chain, the Office gives support to the development of the cider chain with many actions at the national level and also within the framework of the Contrats de Plan État-Régions.

- Communication, documentation and selling publications
  - To inform the public and professionals, the ONIVINS carries out actions of Communication, put at their disposal a Documentation service, and distributes many Publications.

**Actions for quality within the framework of the national research programmes and the Contrats Etats – Régions**

The ONIVINS finances at the same time researches at the national level and in the Contrats de Plan Etat Régions (CPER) framework with different partners.

**National research programme**

The national actions are part of the horizontal or fundamental researches (the partners are the INRA, the universities and their laboratories among others). These researches deal with the concerns at the beginning in order to understand the problems at their root.
(researches in toxicology, in pure oenology, in biochemistry and chemistry for example).

The main topics at the moment are:

- Research of residues (pesticides, ochratoxin)
- Research on the qualitative development and the variety of the rosé wines
- Research on the characterization of the oenological tannins
- Analysis
- Technical supply on organic wine-growing
- Produce of vineyards

We must add to those activities the financial aid for the manifestations and the documents that contribute to the distribution of the results.

For wine-growing: the phytosanitary fight; the reasoned and integrated production; the agricultural mechanization; the biological fight (this list, like the others, is not exhaustive)…

In oenology: the oenological practices; the reduction of the agricultural inputs; the work about specifications for the “organic” vinification …

For the environment: the wastes policy; the improvement of the techniques for wastes’ processing…

The **Contrat de Plan Etat-Région**

The CPER (**Contrat de Plan Etat-Région**) focuses on applied researches and development. They are carried out in partnership with the ITV stations, the agricultural chambers, and the regional structures.

We are under the 12th **Contrat de plan 2000-2006**; the topics of these actions supported by the ONIVINS have been approved by the board of management.

The applied research is closer to the practitioner; it tries to deal with the problems directly linked to the production of grape and wine, and must meet the needs identified by the professionals.

The topics of the researches are evaluated by the CST (Scientific and Technical Committee/ **Comité Scientifique et Technique**) and are determined according to the main lines of the regional wine-growing or oenological problems, and so they can be different from a region to another.

The distribution of the funds is set at the inter ministerial level and the manager of the Office is appointed to negotiate, in partnership with the regions, the general conventions
for the execution which constitute the framework for the interventions. The global aid rate can vary, but it is often between 30 and 50% of the total cost before tax. The support for the applied research programmes concerns, first of all, practices that preserve the environment, food safety, traceability, quality control and sanitary matters. Those programmes will be evaluated and coordinated by a regional scientific committee, which includes national experts.

3.3 Cereals

The National Inter Professional Office for Cereals/ Office National Interprofessionnel des Céréales (ONIC)

Created in 1936, the National Inter Professional Office for Cereals is the oldest French agricultural office. Federating organization, the ONIC has contributed for sixty years to the construction of a strong cereal chain, placing France at the first rank for the production and the first rank for the exportation, in Europe.

Inter professional Organism, the ONIC is a place for the exchanges for the protagonists of the chain; it ensures the connection between the professional and the public powers. The running of the ONIC is guaranteed by a State subvention and a fiscal tax allocated. This tax, collected on the cereals delivered by the producers to the registered collectors, is set at 0,36 €/t (loi de finances rectificative pour 2003).

The Central Board of the ONIC brings together three times a year all the partners of the cereal chain: producers, organizations of storage, cooperatives and merchants, process-makers, exporters and consumers, with the participation of the two Ministries for the Establishment’s supervision. Together, they lay down the orientation for the development of the cereal sector. A Permanent Committee, instituted by the Central Board, meets every month to follow the markets’ evolution and to prepare the decisions to be taken.

Thanks to its 17 regional departments, the ONIC is in direct and permanent contact with the concerns of the local protagonists. This presence in situ implies an efficient carrying out of the national and European policies. It:

- Federates the whole cereal chain (production, storage, processing, marketing...).
- Ensures in France the carrying out of the Common Organization of the European Market of cereals: public storage, restitutions on the exportation, payment of the compensatory aids to the producers.
- Carries out the national policy of the sector: issue of the guarantee to the registered collectors, the food aid, the supervision of the market and the forecast.
- Contributes to the economic development of the chain and to the promotion of the French cereals’ quality abroad.
The National Inter Professional Office for Oileaginous, Proteinagous and Textile Cultivation/ Office National Interprofessionnel des Oléagineux, Protéagineux et Cultures Textiles (ONIOL) has joined the ONIC in April 1999, and the Fund for the Intervention and the Regulation of the Sugar market/ Fonds d'Intervention et de Régularisation du marché du Sucre (FIRS) in June 2004. The three Establishments, which now constitute the area big cultivations of the agricultural Offices, divide the same offices. It constitutes now a common Management and organization chart.

**Its missions**

Public Industrial and Commercial Establishment (EPIC) under the supervision of the Ministries of Agriculture and Finances, The National Inter Professional Office for Cereals has many missions beneficial for the general. Organization for intervention, the ONIC plays a linchpin role in the markets’ management and the prices’ support. Carrying out the Common Organization of the Market of cereals in France, the ONIC actively contributes to the exportations on the world markets.

- To promote quality

For its inter professional mission, the ONIC has set up a classification scale for the French wheat to meet the needs of the European and world markets which are more and more segmented (miller, biscuit, starch, animal food) and valorise the farmers’ efforts about quality. This scale, broadened in 1999, includes four classes according to three criteria of valorisation.

- To support the production

The ONIC gives its financial support to the evolution of production, storage, processing and marketing. From the industrial non food uses to the production of cereals from the organic agriculture, the ONIC contributes also to the diversification of the production to meet all the segments of the market.

- To meet the society’s expectations

Area in which jobs are being created, the cereal chain contributes to the maintenance of an activity harmoniously shared out on the whole territory and to the valorisation of our regions.

Improving traceability, preserving the environment, developing the organic chain… The ONIC support the actions undertaken to make a lasing agriculture and to meet the expectations of the society about environment, quality and food safety. The analysis
laboratory of the ONIC has the authorization of the French Committee for Accreditation/ Comité Français d’Accréditation (COFRAC), which guarantees the rigor and the reliability of its analysis.

The ONIC has a Central Board of 51 members, appointed for three years, which represents the whole cereal chain: producers, organizations of storage, cooperatives and merchants, process-maker, exporters and consumers.

The ONIC’s Central Board meets as a rule three times a year in the presence of the two Ministries for the Establishment’s supervision (Agriculture and Finance). Its role is mainly consultative and concerns the Office’s management and the orientation of its actions. The Central Board’s chairman, chosen among the representatives of the producers, is elected every year in July.

Instituted by the ONIC’s Central Board, the Permanent Committee meets every month with a reduced formation (21 members) to follow the market’s evolutions and to prepare the decisions to be taken.

### 3.4. Milk and dairy products

**National Inter Professional Office for Milk and dairy products/ Office National Interprofessionnel du LAIT et des produits laitiers (ONILAIT)**

The National Inter Professional Office for Milk and dairy products is a Public Industrial and Commercial Establishment (EPIC) created by décret du 18 mars 1983. Under the double supervision of the Ministry in charge of Agriculture and the Ministry in charge of Budget, the ONILAIT is managed by a manager appointed by decree of the Ministers’ Council. With its personnel under a public law status, the ONILAIT carries out the Community regulation and the actions for dialogue and national orientation.

**Its missions**

The ONILAIT carries out the Community measures defined within the framework of the Common Organization of the Market of milk and dairy products:
- Supervision of the production with dairy quotas,
- Aids for the public storage of butter and skimmed milk powder,
- Aids for the private storage of butter and cheeses,
- Certificates for exportation and importation,
- Aids for exportation out of the European Union by restitutions,
- Aids for the development for the use of dairy products on the internal market.
Food supply chains dynamics and quality certification
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- Aid for butter and cream for the confectionery and the ice-cream making,
- Aid for the casein making,
- Aid for skimmed milk powder for animals feeding,
- Aid for butter for the non-profit-making groups,
- Aids for the distribution of milk and dairy products in schools,
- Aids for the very poor.

The ONILAIT organizes, within the Board of Management, a dialogue between the public powers and the professionals about the policies to be carried out at the national and the Community levels.

The ONILAIT takes part in the knowledge of the markets and in the economic analysis of the dairy chain (economic supervision, analysis of the impacts on farms and businesses, consequences of the reforms of the dairy policy…). It puts at all the partners’ disposal reports of studies and research made by itself or by someone else.

The ONILAIT supports the setting up of orientation actions at the national or regional level (Contrats de Plan État Régions, conventions de massifs…). Those actions aim at the adaptation of the dairy production to the markets’ evolution and to the expectations of the society, in particular about food safety and food quality and the protection of environment:
- qualification of the dairy farms (Chart of Good Practices for Stockbreeding …),
- processes for the segmentation of the offer, in particular by developing the quality schemes,
- programmes for the improvement of the sanitary quality,
- support for the dairy production in mountains areas,
- promotion of the dairy products,
- support for research programmes,
- technical and economic studies (practices for stockbreeding, work organization …).

Its organization

The ONILAIT leans on a staff of 320 people: 243 agents work at the Paris head office and 77 work in a region within the 8 inter regional sectors of the Control service. 88 % of the Office’s agents have the duty of the management or the supervision of the Community measures, 8 % the dialogue and the economic analysis and 4 % the management of the national orientation measures.

Its means

In 2003, the ONILAIT carries out a global budget of nearly 817 millions euros:
- 726 millions euros for the payment of Community aids,
- 68 millions euros for the orientation actions and the national aids,
- 23 millions euros for the Establishment’s running.

**Actions for quality**

The ONILAIT financially supports orientation actions in the dairy chains aiming principally at the quality of milk and dairy products. Quality can be estimated according to different criteria, so it must be noticed that the quality searched within the actions supported by the ONILAIT is, first of all, the quality that contributes to the adaptation of the productions to the markets’ expectations, in particular at the sanitary level, and that intensifies the valorisation of the dairy products.

For the achievement of those objectives, it must be considered that there are, within the “dairy world”, several chains. Besides the fact that the dairy production is obtained thanks to three animal species (bovine, goat and sheep), the existence and the complementarity of different productions, which have specific characteristics (staples, farm productions, organic agriculture, products with quality schemes etc.), need particular interventions.

According to the matters, the Office’s partners are regional or national project managers. In any case, the actions are carried out in a conventional framework; in particular, the conventions convey the State’s commitment within the framework of the **contrats de plan État/régions** for the dairy productions and the dairy chains.

Moreover, national processes about the chains on their whole can be supported in the field of **applied research** and, with the financial aid of the European Union, in the field of the products’ promotion.

In the same way, some productions and some products have a support targeted and adapted to their situation. This is the case of the dairy goat production, the improvement of cheeses’ quality and the biological dairy production.

**3.5. Meat**

**National Inter Professional Office for meat, stockbreeding and poultry farming/ Office National Interprofessionnel des Viandes, de l'élevage et de l'aviculture (OFIVAL)**

The OFIVAL is a public establishment for the stockbreeders and the businesses of the animal chains. This is the reason why the office has a **Board of Management** who follows the evolution of the markets’ situation and takes part in the policy for the productions’ orientation and for the chain’ organization. It is composed of representatives of the different professions (agricultural producers, industrials, distributors), of employees, consumers and administration (Ministry of Agriculture and Fishery, Ministry of Economy, Finance and Industry).
This Board of Management is assisted by six Specialized Boards in which they analyse specific measures for each sector (bovine, pig, sheep, equine, winged creatures and “cinquième quartier”), and also by a Combined Board veal and a Commission palmiped for foies gras.

The OFIVAL ensures the carrying out of the Community measures provided by the common organizations of markets in the meat sector. It is about operations of collection, storage, management of the exchanges with Third Countries, operations that aim at the restoration of the quantitative balance of the markets. Financed by the European Union, this mission, up to now, has consisted in dealing with the production surplus. With the reform of the Common Agricultural Policy (CAP) in 1992, the compensatory allowances paid to the stockbreeders have been considerably increased. They have enriched the system of actions carried out for the markets’ management and the regulation of the producers’ revenues.

The Contrats Etat – Régions (CER)

Within the framework of the contrats État-Région and the national programmes, the OFIVAL carries out a policy for the support of the stockbreeders, assembled in producers’ organizations. This policy aims at three objectives:
- to adapt better the productions to the markets’ needs,
- to maintain the competitiveness of the farms,
- to consider the expectations of the society about food safety, animal well-being and protection of environment.

The programmes that are carried out are mainly about:
- the aid for the technical supply for the stockbreeders,
- the aid for the investments: buildings, equipments…,
- the genetic progress’s spreading

The research programmes within the framework of the technical supply of the CER

For bovines and goats, the technical supply is the priority of the contrats de plan État Région. There are two sub-categories of actions:

- the technical supply “adaptation to the market – valorisation of the production”. It is a technical collective survey for the improvement of the economic organization of the producers and the valorisation of their products, through chains’ project. These projects are mainly about official quality schemes (AOC, CCP, label rouge, agriculture biologique)
the technical survey project of stockbreeders which aims at the temporary aid to stockbreeders during the phases of development or reorientation of their farm.

For the pig, rabbit and palmiped productions, the aid programmes for technical surveys are about the supervision of the technical economic management for the stockbreeders which are members of an organization of producers.

We give below some of the research programmes supported and financed by the OFIVAL and its partners (INTERBEV, ADIV) within the framework of the Aid for the technical Development and the Innovation and the Conventions for the Partnerships between the Centres and the Technical Institutes of the Meat chains:

1) **Protein autonomy of the bovine farms**

The Italian market is the first outlet inside the Community for the cropping animals and young bovines from the French bovines suckling. But some important Italian distributors have adopted a trade policy against GMOs. The risk for the use of GMOs strictly depends on the purchases and so on the level of fodder and protein autonomy of the farms concerned. This action, started in 2002 and still in progress, aims at:

- Characterizing the level of protein autonomy for the bovine farms, i.e. the level of dependence to the proteins outside from the farm;
- Identifying the technical possibilities for the improvement of the protein autonomy techniques at the farm’s level (the alternatives to the graded levels, in particular of soya), and assessing their economic impact;
- Identifying the questions to be answered for the setting up of a beef chain non GMO.

So, the objectives are to:

- Qualify the food and protein autonomy of the bovine farms on the basis of the farms of stockbreeding networks (data analysis),
- Identify the most autonomous systems, describe them and analyse their technique system (survey),
- Formalize the technical solutions for the improvement of the food and protein autonomy and estimate its feasibility (mobilisation of the technical expertise)
- Assess the economic impacts of the changes carried out to improve the food and protein autonomy (simulation).

2) **Quantification of the problem of the dairy cows slaughtered non milked**
More than one million dairy cows are slaughtered every year in France; that represents nearly a quarter of the volume of meat produced. Many abattoirs complain about the state of the cows when they arrive at the abattoir (certain are not finished, others non milked with frequent situations of milk flowing out …). Besides the fact that this situation gives a negative image of the stockbreeding, there is the problem of the animal well-being. The obligation to milk the cows could be more and more present in the specifications for meat in order to avoid these problems and to preserve the animal well-being.

The objective of this study is to quantify the phenomenon, estimating the proportion of cows leaving non milked from the abattoir and the proportion of cows that pose problems.

The work concern the 3 main dairy breeds: Holstein, Normande and Montbéliarde (and their field of production) and is composed of:

- the elaboration of an estimation scale for the cows non milked and the cows that pose problems –in the cattle farm and in the chain - (on the basis of surveys done in particular in a few abattoirs), to identify the phenomenon;
- on the basis of this estimation scale, observations and quantifications of the number of cows that pose problems in these abattoirs which deal with cows of these 3 breeds. The information available on those animals at the abattoir will be noted down (information of the DAB, characteristics of the carcasses, date of removal,…). For a part of the cows that pose problems, phone surveys will be done in order to get some information about the reform conditions of the animal;
- the recovery of data for the stockbreeding in the 3 breed fields of production (on the basis of data already existing, or falling that, on the basis of surveys in farms), in order to quantify the proportion of reformed cows non milked and to identify the main factors that could make these proportions varying.

By cross-checking these different sources of information, for the 3 dairy breeds, we could:

- quantify the proportion of cows leaving the farm without being milked,
- quantify the proportion of cows that pose problems at the abattoir,
- characterize those cows.

In particular, this data will enable us to measure, on certain volumes, the impact of the taking into consideration of this criterion within specifications.

c) "CHALLENGE-TEST" in Listeria on meat products
Within the framework of the revising of the hygienic regulation in progress, the DGAL, after a decision of the AFSSA, will take into consideration from now on, 2 criteria for the Listeria monocytogenes: its presence, and also, it is new for the meat, its capacity to develop.

In order to avoid that every professional has to demonstrate that the Listeria Mono does not develop (or a little) on meat products, a collective demonstration is wished. CERTIVIANDE gave the INSTITUT DE L'ELEVAGE the responsibility of collecting this data. After a dialogue with the ADIV and after the rulings of the Inter Professional Technical Commission, this study must me done by the INSTITUT DE L'ELEVAGE, considering that the ADIV is doing a specific research on small-scale minced meat that also includes a part of Challenge-Test.

The assessment of the capacity to develop a pathogen on a matrix is done by Challenge-test when this pathogen is present in a very little quantity in (or on) this matrix. A challenge test consists in adding on (or in) the matrix the bacterium in big dose, and then, following its evolution during the time, in given preserving conditions. The experimentation will focus on 4 products: industrial minced meat, meat-based preparation and two cuts of meat. For each one, the experiment consists in challenges tests in conditions strictly analogous to the ones required by the regulation (cf. projet d'arrêté ministériel Listeria and avis de l'AFSSA of 21/10/01): tests of type P1 then P2, insemination of the products with 2 strains of Listeria, one being the reference strain of the serovar 4b, CIP 78.38. Moreover, a test tube with the non inseminated product will be observed.

d) Measurement of the tenderness by fluorescence spectroscopy - calibration of the portable apparatus.

The meat’s tenderness is one of the main criteria of quality for the consumer. It is a factor of buying again the product and it builds up customer loyalty. But, at the moment, there is no objective method to measure the tenderness that could be used routinely in the industry.

In laboratory, there are several systems for the assessment of the physical characteristics of meat’s tenderness (texturometric measurement and measurement of the sarcomeres’ length); they can assess the different components of the tenderness (collagènic and myofibrillar). These measurement methods cannot be used routinely in the meat industry.

A feasibility study (cf. fiche résumé OFIVAL n° 373) was led by the ADIV and the ENITA of CLERMONT-FERRAND on the measurement of tenderness by frontal fluorescence spectroscopy, with the financial aid of the OFIVAL and the INTERBEV on the period September 1999-June 2000. This study has:
defined the conditions of acquisition and the modus operandi to apply the method on the beef,

shown that the technique can discriminate the muscles according to their toughness but also according to the maturing period with a success rate from 82 to 85% according to the type of muscle

The programme “study for the validation of the determination of the beef’s tenderness by a quick and non destroying method: the frontal fluorescence spectroscopy” is situated in the repercussion of the last programme (cf. fiche résumé OFIVAL n° 602). This study has:

- Adapted the measurement apparatus (in particular the captor) and the measurement method for them to be used on a site without invading (without the need of taking a tester) quickly,
- Promoted a campaign of validation of the method in situ in businesses on many samples and muscles,
- Assess the method according to the result of sensitive analysis made by a group of experienced experts.

The results obtained with this method are great and could be used to foresee the sensitive results. For the measurements in situ, the ADIV had made a modular spectrometer who gave results less correct (R=0.769) than the ones given by the laboratory apparatus. But it could be improved by the construction of a specific piece of apparatus by a constructor of equipment specialized in the field of spectroscopy.

The present programme aims at:

- the calibration of the portable apparatus in order to make it operational routinely and usable by the professionals,
- the definition of the using conditions in order to obtain reliable results that can be reproduced in industrial conditions.

e) Validation of models in borderline conditions for the of Listeria monocytogenes growth/(de)growth in the raw pork under salting like bacon: Influence or organic acids and phenols of the smoke for the meat’s smoking

In the agro food industries, safety and quality are the main concerns. The control of the (de)growth of pathogenic bacteria or altering bacteria can be done using physical or chemical factors such as the temperature, the pH or the water activity. However, the consumers’ demand for products more natural leads to stop using a factor applied to an important level, and to use a combination of factors each one applied to a moderate level.
It is within this general framework that the project tries to study the influence of organic acid salts or phenols, isolated or combined, on the evolution of the population of Listeria monocytogenes artificially present on the bacon.

Three organic acid salts were studied: sodium acetate, sodium lactate and potassium sorbate and also a cocktail of four important phenols of the smoke for the meat’s smoking: eugenol, vanillin, syringol and guaiacol.

Three situations should be potentially observed: growth, survival and (de)growth of the population of L. monocytogenes according the concentration of the component studied, the pH and the aw of bacon.

For each component studied, a study in two parts was done:

- determination, for each organic acid salt or the cocktail of phenols, of the MIC (Minimal Inhibitor Concentration): the Minimal Inhibitor Concentration of the component studied, stops the microorganism’s growth when the other factors are at a level that favours its growth
- determination, at a temperature given, in a large field of pH and aw of the (de)growth areas according to the concentrations in organic acid salt or in phenol

The whole experimentation was made on minced pork ionized in order to take into account the influence of the nature of the substrate on the kinetic bacteria. The study was led in collaboration with the INRA of THEIX (Laboratoire de Génie des Procédés devenu Couplage Transferts et transformations) and the National Veterinary School of Alfort.

f) Qualvigène. Detection and validation of the genes involved in the beef’s quality for the three main meat breeds in France.

The aim of the Qualvigene programme, at the moment being set up, is the research of predictors of the muscle characteristics and the meat’s qualities for the bovine suckling breeds Blonde d’Aquitaine, Charolaise and Limousine, from a DNA sampling.

3.6 Fishery
National Inter Professional Office for sea products and aquaculture/ Office national interprofessionnel des produits de la mer et de l'aquaculture (OFIMER)

The OFIMER is the office for the intervention in the sector of sea products and aquaculture. Its main missions are the regulation of the markets, the structuring of the chain and the promotion of the products.

The loi d'orientation sur la pêche maritime et les cultures marines has created the OFIMER, office for the intervention in the sector of sea products and aquaculture who substituted the FIOM from January the 1st of 1999. Public Industrial and Commercial Establishment, it is under the supervision of the minister in charge of fishery and the minister in charge of budget.

The OFIMER has a board of management composed of 42 members. It assembles with the administration the partners of the chain in equal measure between production and distribution. Every professional group of the fishery chain, the aquaculture and the shell-farming are represented.

The chairman of the board of management is appointed by a decree of the minister in charge of fishery on the proposal of the Board and after the advice of the conseil supérieur d'orientation des politiques halieutique, aquacole et halio-alimentaire.

Tool for the dialogue, authority for the strategic orientation, the Board of management gives advices about the projects proposed by the office’s manager. This one is appointed by a decree of the Council of Ministers on the proposal of the minister in charge of fishery, the minister in charge of economy, and the minister in charge of budget. Within the framework of the public policies defined at the Community and national level, it has the duty of carrying out intervention programmes and programmes for the orientation of the market of sea products and aquaculture and developing a chain spirit.

The OFIMER operates on the markets at the marketing level (for sea products and aquaculture) in order to guarantee the markets’ free flow, an optimal valorisation and the prices’ regulation. The OFIMER, paying organization registered by the European Commission, carries out the funds of the European Fund for Agricultural Guarantee and Orientation (FEGOA) for the interventions on the markets. Those interventions are made within the framework of the Common Organization of the market (OCM) for the sector of sea products and aquaculture, tool of the Common Policy for Fisheries (PCP) of the blue Europe.

For the Guyane and La Réunion départements, the OFIMER operates within the framework of the Poséïdom programme for the compensation of the over costs because of the French overseas départements being so far.
The Office deals with the files for financial compensation and ensures the payment of the corresponding aids. It controls the enforcement of the regulations and the good use of the financial aids.

The OFIMER organizes the dialogue with the Organizations of producers in order to harmonise those intervention policies. The Office contributes, in contact with the public powers and the profession, to the elaboration and the evolution of this Community system.

To contribute to the improvement of the economic effectiveness of the chain, the OFIMER takes part in the carrying out of actions for the orientation of the production and the markets. Thanks to those actions, this system mobilizes public funds of the State, the local authorities and the European Union for projects that are included into the national and Community orientation. They can be part of the contrats Etat-régions and can be eligible for a Community financing within the framework of the financial instrument for the orientation of fisheries (IFOP).

The improvement of the conditions for the fish’s arrival and for its first selling is a permanent objective of the chain. The Office takes part in the financing, with the local authorities and the port managers, in the collective investments for the achievement of this objective.

The modernization of the fishing workshops also contributes to a best valorisation of fresh fishing. The OFIMER can support financially the businesses of fishing which invest to renew their workshops, can develop within processing and introduce the innovation needed to correspond to the demand of a market that is more and more competitive.

The qualitative expectations of consumers about freshness and traceability of sea products and aquaculture lay down a very important commitment of all the protagonists of the chain. To improve and to valorise a quality which is identified and recognized is for the OFIMER a guiding line to support the Organizations of producers and the professional structures for their processes of identification of products and improvement of quality. The creation, the elaboration and the carrying out of specifications on the ships, in the sea covered markets, in the aquacultural businesses, are big operations for which public aids are necessary.

The innovation is the driving force behind the economic effectiveness. The OFIMER, through technical or research institutes, intervenes financially to support the projects of research-development quickly operational. It concerns the conditions of production or marketing, the improvement of quality and the development of new products.

3.7 Future of the national Offices

The Ministry of Agriculture has presented the projet de loi d'orientation agricole on May the 18th 2005 at the council of ministers. This project was brought in the French
National Assembly and must be discussed in June 2005. It should outline the evolution of agriculture in the next decades.

It strives towards 4 main objectives:

- **Support the farms promoting their evolution towards a business process.**
  Among the 10 articles which compose this title, we can underline for example:
  
  o The creation of the agricultural fund to give a legal existence to the business and to promote its economic assessment.
  
  o The possibility to have the lease sold in order to make the transfer easier in particular when it is made outside from the family framework.
  
  o The relaxing of the structures’ control exonerating certain categories of operations and increasing the thresholds for their being subject to those controls. For example, the diminution of the number of farmers associated within the agricultural businesses will not be subject to authorization anymore. In the same way, the prefect and by delegation the DDAF could decide alone (without the CDOA’s advice) about the requests for the authorization to run.
  
  o The creation of a plan “transfer credit”: it is a tax break for the vendor who transfers its business to a young person agreeing to receive a deferred payment for part of the price.

- **Support and provide the agricultural revenue, promote employment.**

- **Meet the new expectations of the society** about food safety, products’ quality, preservation of environment and national and regional development. We can notice for example, the promotion of the organic agriculture for a long term, by a tax break with tax credit for the farmers who achieved their conversion.

- **Start a new step for the administrative simplification.** The article 29 sets the principle of the creation of an “Agency for a unique payment” for the aids of the 1st pillar. This agency will substitute the present different offices: the ONIC, the ONIOL, the OFIVAL... however, the government’s intentions are, first of all, to keep the orientation councils of each of those six agricultural offices, and then to assemble those six offices within three different structures, one dedicated to big crops, another dedicated to stockbreeding and the last one dedicated to the specialized crops.
SECTION 2.B.3.

PUBLIC INSTITUTIONS PRESIDING OVER QUALITY ASSURANCE AND LABELLING SYSTEMS
1. The standardization

What is a standard?

The standardization is a complementary of quality and origin schemes because it is an essential tool of the markets’ transparency and of the codification of the products’ elaboration.

"The standardization consists in giving reference documents which contain solutions to technical and commercial problems concerning products, goods and services, that arise repeatedly in the relationships between the economic, scientific, technical and social partners" (extract of the Décret n°84-74 du 26 janvier 1984).

These reference documents are the standards.

A standard is a "document established with consensus, that provides, for common and repeated uses, the rules, the orientation lines or the characteristics, for some activities or their results, guaranteeing an optimal level of order in a given context" (extract of the Guide ISO/CEI 2).

The consensus can be defined as a general agreement characterized by the absence of a firm opposition against the main part of the subject from an important part of the interests at stake and by a process for the taking into consideration of all the views of all the parties concerned, and so, it does not necessarily imply the unanimity.

The standard offers solutions to technical and commercial problems about products, equipment goods and services. It makes a compromise between the state of the technology and the economic constraints at a given moment. The standard represents a know-how and a technology.

The standardization answers three objectives:

- To develop the partnership between producers, distributors and consumers with the elaboration and the application of collective rules and with the removal of the obstacles to the exchanges
- To make and to differentiate the quality of products, goods and services
- To ensure the protection of consumers.

Three principles of the standardization must be underlined:

- The standard is accessible to the public. It is efficient because a lot of people use it. That is why the standard is made public, being published and sold. It is used as the indisputable reference which simplifies and clarifies the contractual relations between the partners of the economic life.
- In general, the standard is of voluntary application, unlike the regulation. In certain cases (in particular in the fields linked to the safety and the conditions linked to the public markets), it can be enforced by the public powers.
- It is evolving and so it can be revised according to the technical progress, the evolution of the regulation and the changes of the markets.

There are seven main phases for the elaboration of a standard:
- Identification of the partners’ needs: analysis of the opportunity and the technical and economic feasibility of a standardisation on the basis of two determining questions: will the standard give a technical an economic “plus” to the sector? Do we have the sufficient knowledge to elaborate the standard?
- Collective programming: think about the needs that have been identified, the means available and the priorities, then decide to put in the programme of standardization concerned.
- Elaboration by the interested parties, represented by experts assembled in commissions for the standardization (producers, distributors, users, consumers, administrations, laboratories...)
- Consensus of the experts on the project of standardization.
- Validation: large consulting, with a preliminary survey, of all the economic partners to be sure that the project of standard is in accordance with the general interest and that there is no major objection. Results of the preliminary survey, examination of the observations mad. Finalization of the definitive text of the project of standard.
- Approval of the text by the standardization organization in order to be published as a national standard.
- Supervision: the application of any standard must be regularly assessed for its pertinence by the standardization organization, in order to detect the moment when it should be adapted to the new needs.

It is within this framework that the AFNOR (French Committee for the Standardization/Association Française de Normalisation) started to develop the standardization in the agro food sector and created the NF Agroalimentaire scheme which can be used within the framework of a process for the certification de conformité on the basis of standards in order to:
- Guarantee the conformity of food products to characteristics set up by a common agreement between the AFNOR, the producers, the manufacturers, the distributors, the associations of consumers and the public powers.
- Attest that the product meet the quality requirements regularly controlled by laboratories and auditors that are independent and specialized, under the responsibility of the AFNOR.
- Convey the commitment of the producers, the manufacturers and their distributors within a quality process real and complete.
- Give to the consumer the opportunity to choose faithfully a level of guaranteed quality.
- Valorise the know-how of the producers and manufacturers for the modes of production, stockbreeding and processing

**The French Committee for the Standardization/ Association Française de Normalisation (AFNOR)**

The AFNOR is the committee on top of the AFNOR Group. Created in 1926, it is state-approved and under the supervision of the ministry in charge of Industry. It has about 3000 businesses members. Within the framework of the décret du 26 janvier 1984, AFNOR leads the central system of standardization composed of 31 sectional offices of standardization, the public powers and 20 000 experts. AFNOR is the French member of the CEN and the ISO and assumes the responsibilities attributed to France as such.

AFNOR elaborates the referential requested by the economic protagonists to make their strategic and economic development easier. The European and international standardization representing more than 80% of its work, AFNOR is influential within these authorities to represent the French interests.

AFNOR helps the protagonists to read the referential offering the standards and the information of reference worldwide and helping the companies to make documentary bases adapted to their needs.

List of the members of the Executive Committee of the AFNOR Group is composed of:
- Olivier Peyrat, General Manager
- Alain Durand, General Secretary
- Jacques Beslin, Assistant General Manager - AFAQ AFNOR Certification
- Vincent Gillet, Assistant General Secretary AFAQ AFNOR
- Gérard Mantel, Manager AFNOR Standardization
- Claude Merle, Manager AFNOR Information
- Florence Nicolas, General Manager AFAQ AFNOR International
- Pascal Prévost, Associate General Manager CAP AFNOR
- Jean-François Sorro, General Manager AFAQ AFNOR Certification
- Jean-Philippe Suzanna, Manager finance
2. The certification of products

2.1. Presentation of the institution in charge of the recognition of the official quality schemes

There are three organizations in charge of the quality policy:
- The National Institute for the labels of origin
- The National Commission for the labels and the certifications of agro food products
- The Joint Commission.

However, we must notice that a projet de loi d’orientation agricole, brought in the Council of Ministers on May the 18th 2005, aims at the creation of a national institute of quality: this organization founded on the basis of the a base the INAO, should substitute the INAO and the CNLC for a common management of the official schemes of quality and origin. This project will be presented at the French National Assembly in the next September for it to be voted.

The national Institute for the labels of origin/ Institut national des appellations d’origine (INAO)

The INAO is a public Establishment instituted by the décret de loi du 30 juillet 1935, modified by the loi du 2 juillet 1990. This law gave to the INAO a global competence for the recognition of the AOC (registered designation of origin) adding to its traditional sector of intervention, wines and eaux-de-vie, the sector of dairy products and also the agro food products. The loi du 3 janvier 1994 also gave to the INAO the Protection of the Designations of Origin for agricultural products (PDO) and the Protection of Geographical Indications (PGI) instituted by the European Union.

According to the law, the INAO has the duty of:
- the determination of the general policy for the AOC
- the recognition of the AOC with the delimitation of the geographic areas of production and registration
- the advice about the national regulation for the labelling and the presentation of the products that have an AOC
- the advice about any question related to the AOC
- the promotion and protection, in France and abroad, of the AOC and also the protection of the PDO and the PGI
The INAO is a Public Administrative Establishment (EPA) placed under the supervision of the Ministry in charge of Agriculture and Fishery, and the Ministry in charge of, Consumption.

It is composed of four authorities:

- three national committees composed of professional representatives, representatives of the administrations, and important people qualified who can represent in particular the consumers:
  - the National Committee for wines, eaux-de-vie, ciders, peers, cider-based aperitifs, peer-based aperitifs, and wine-based aperitifs
  - the National Committee for dairy products
  - the National Committee for the other agro food products

- the Permanent Board is composed of members from the same categories as the ones provided for the national committees and chosen by these committees; it determines the budget and the general policy for the AOC.

### PERMANENT BOARD

24 members appointed for 2 years

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<th>NATIONAL COMMITTEE 1</th>
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<td>Wines and eaux-de-vie</td>
<td>Dairy products</td>
<td>Agro food products</td>
<td>PGI</td>
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<td>83 members</td>
<td>45 members</td>
<td>30 members</td>
<td>39 members</td>
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<td>Appointed for 6 years</td>
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The INAO has very extensive powers since the ministries of supervision can agree or disagree to the projects of decree transmitted by the INAO but under no circumstances they can modify them. Moreover, the INAO is the guarantee of the AOC notion.

The INAO also has regional Committees constituted in the same way as the national Committees and 26 regional executive bodies. The INAO ensures the supervision and the control of the conditions of productions, supports and advises day-to-day the professional and contributes to the protection of the AOC fighting against frauds, usurpations and imitations present on the market.

Contact INAO:
Institut National des Appellations d’Origine
51 rue d’Anjou
75 008 Paris
info@inao.gouv.fr

The National Commission for the labels and the certifications of agro food products/ Commission nationale des labels et des certifications de produits agricoles et alimentaires (CNLC)

The National Commission for the labels and the certifications of agro food products, created by décret du 13 juin 1994 and set up at the beginning of 1995, has running modes radically different from the past, marked by the transition from a management by quality schemes to a management by function:
- Examination of the specifications and the labelling
- Registration for the certification bodies

The CNLC is composed of three sections:
- The section “examination of the referential”, competent to give advice on all the specifications and labelling, labels, certification de conformité, protection of geographic indications and certificate of specificity
- The section “organic agriculture”, competent to give advice on the specifications about the organic mode of production of animal products and products of animal origin, and on the projects of regulation about organic agriculture
The section “registration for the certification bodies”, competent to give advice on the requests for registration of the certification bodies who issue the label, the certificate of conformity or the organic mode of production

Every section is composed of boards which ensure the representation of all the protagonists implied within the certification: producers, agricultural inputs and food suppliers, process-makers, distributors, manufacturers, consumers, administrations…

It also includes a permanent Commission composed of the Chairman of the CNLC, the Chairmen of the sections, and the representatives of the supervision administrations, and has the duty of looking after the coherence of the pieces of advice given by the sections, providing for the arbitrations necessary and ensuring day-to-day the representation of the CNLC.

Finally, the role of the CNLC is no limited to give advice on the specifications and the certification bodies, it has also the duty of proposing to the Minister of Agriculture and to the Minister of Consumption all the measures that could improve the granting procedures and the development of the labels, the certificates of conformity and the organic mode of production, and adapting them to the technical, scientific and regulation evolutions.

The composition and the running of the CNLC were set by arrêté du 24 octobre 1994 followed by the order for the appointment of its members of December 6th 1994 renewed on November the 17th 1997 and December the 29th 1997 for the Chairman of the Commission.

The Commission and its sections are composed, in well-balanced proportion, of representatives of the administration, of producers, of process-makers, of manufacturers, of distributors, of certification bodies, of consumers, and of important people qualified without any predominance of any interest in accordance with the international rules in force.

The secretarial work of the CNLC is fulfilled:
- by the Department for the Economic and International Policies of the Ministry of Agriculture, office for quality schemes and organic agriculture for the sections “examination of the referential” and “organic agriculture”,
- by the General Department for Food of the Ministry of Agriculture (DGAL), office for quality and coordination of supervision for the section “registration for the certification bodies” assisted by the D.G.C.C.R.F

Its composition and its modes of running are provided by the articles R 646-1 to R 646-3 of the rural code.
The Joint Commission/ Commission mixte

The décret du 13 juin 1994 also created a Joint Commission equally composed of:
- five representatives appointed intuitu personae by the Chairman of the CNLC
- five representatives appointed by the Chairman of the INAO
- four representatives of the public powers: General Department for Food/Direction générale de l'Alimentation (DGAL), Department for production and exchanges/Direction de la production et des échanges (DPE), General Department for competition, consumption and repression of frauds/Direction générale de la concurrence, de la consommation et de la répression des fraudes (DGCCRF) and Department for manufacture/Direction de l'artisanat

Its Chairman is appointed by order of the ministers in charge of Agriculture and Consumption.
The Joint Commission is in charge of the examination of the elements of the specifications appended to the requests for the registration of the protection of geographic indications concerning:
- the name of the product
- the link between the product and its geographic origin

The piece of advice given about those two points by the Joint Commission is binding for the CNLC.
The secretarial work of the Joint Commission is fulfilled by the DGAL assisted by the INAO.
2.2. Mechanisms between the different institutions:

INAO

Joint Commission

CNLC

HOMOLOGATION AND VALIDATION of specifications and modes of production

Section “Recognition”

Section “Registration for the certification bodies”

COFRAC

Section “Certification of businesses, personnel, and environment”

REGISTRATION AND ACCREDITATION of the certification bodies
2.3. Procedure for the intervention of the institutions

Homologation and validation of the specifications and conditions of production

For a label or a certification de conformité, the specifications of the product is submitted to the expertise of specialists, and then examined by the section “Examination of the Referential” of the National Commission for the labels and the certifications of agro food products (CNLC). This section is competent to give advice on all the specifications and labelling, label, certification de conformité, protection of geographic indications and certificate of specificity.

For the organic mode of production, the specifications of the product is submitted to the expertise of specialists, and then examined by the section “Organic Agriculture” of the National Commission for the labels and the certifications of agro food products (CNLC). This section is competent to give advice on the specifications about the organic mode of production of animal products and products of animal origin, and on the projects of regulation about organic agriculture.

For the registered designation of origin (AOC), the INAO is competent for the recognition of the AOC with the delimitation of the geographic areas of production and registration.

Certification of products and processes

For the official schemes of quality and origin, the application of the specifications is attributed to a third party, that is to say a certification body registered by the public powers on the basis of independence, impartiality, effectiveness and competence and accredited by an organization recognized at the international level.

The product certified has on its label the name of the certification body and the characteristics certified.

There are several certification bodies who exercise the activity of supervision and certification. However, some of them concentrate their activity on a particular sector: the labels, the certifications of conformity…

Who are the certification bodies?

- for the Label Rouge:

ACLAVE
Boulevard Réaumur
cedex
Food supply chains dynamics and quality certification
Task 2 – National Report – France
Section 2.B

Version n. 2

85013 LA ROCHE-SUR-YON

ADF - CERTIFICATION –
8 B, rue de l'abattoir
08000 CHARLEVILLE-MEZIERES

AFAQ-ASCERT INTERNATIONAL
116, avenue ariste Briant
92225 BAGNEUX

AFNOR CERTIFICATION
Tour Europe
92049 PARIS LA DÉFENSE CEDEX7

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47200 MARMANDE

AUCERT
10, avenue Marx Dormoy
BP 455
63012 CLERMONT-FERRAND CEDEX 1

AVICERT –
2 Le Mail
76190 YVETOT
Tél : 02.35.95.16.82

BVQI FRANCE
Immeuble le Guillaumet
92046 PARIS LA DEFENSE

CERTICENTRE
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41160 LA COLOMBE
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87065 LIMOGES CEDEX

CERTIPAQ
9, avenue George V
75008 PARIS
CERTIQUAL
centre Européen des entreprises
67309 SCHILTIGHEIM CEDEX

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CERTISUD
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QUALI OUEST
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QUALINORM
Péricentre 2
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QUALITE FRANCE
18, rue Volney
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QUALITE NORD PAS DE CALAIS
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- for the Certification de conformité Produits:

AFAQ- ASCERT International
SGS-IGS QUALICERT
Qualité France sa
ECOCERT sas
CERTIS
CERTIPAQ
CERTIQUAL
Ulase sas
ACLEAVE
AVICERT
QUALISUD
AFNOR CERTIFICATION
QUALINORPA
FRANCERT
OCACIA
CERTISUD
CERTILIM
QUALI OUEST

- for the organic mode of production:

ECDOCERT sas
ULASE
AGROCERT
ACLAVE
QUALITE France sa

- for the Appellations d’origine contrôlée / registered designation of origin (AOC):

INAO

The registration of the certification bodies

What is the registration?

The registration is based on the examination of the certification body’s structure and its mode of running, and also of the certification committee’s composition. The certification body must prove its competence and its effectiveness.

Who are the organizations in charge of the registration?

The organization in charge of the registration takes part in the registration of the structures and the referential as an official decision-maker or consultant: there are 2 authorities in charge of the issue of identification schemes of quality and origin of agro food products.

The improvement of the system for the recognition of the quality and the origin of the agro food products and its carrying out with the Community protections of the vocabulary, done by the loi « qualité » du 3 janvier 1994 but already started with the loi du 2 juillet 1990 relative aux appellations d'origine contrôlées has led to an important reorganization of the authorities who are in charge of this.

From now on, the whole system of official guarantees of quality and origin of products is placed under the supervision of two authorities stances : The National Institute for the labels of origin (INAO), in charge of the recognition, the supervision and the protection of the AOC, and the National Commission for the labels and the certifications of Agro
food Products (CNLC) who gives advice on the requests of certifications (label, certification de conformité, agriculture biologique) and on the transmission by the French Government to the European Commission of the requests of IGP after the Joint Commission’s advice, interface between the INAO and the CNLC and having the right of veto, and also on the requests of certificates of specificity.

The accreditation of certification bodies

What is the accreditation?

The accreditation guarantees the independence and the impartiality of the certification body and gives recognition at the international level.

The French Committee for the accreditation/ Le Comité français d'accréditation (COFRAC)

The section “registration of the certification bodies” is particular because of it comes under two different authorities and, as such, to have two designations:
- the section “registration of the certification bodies” is joined to the CNLC. It gives a piece of advice to the ministers in charge of Agriculture and Consumption about the registration, its extension, its suspension or its withdrawal for a product given and for a certification in particular on the basis of its effectiveness and the competences of the certification body in the eyes of the product concerned.
- It becomes the section “certifications of businesses, personnel and environment” of the French Committee for the accreditation (COFRAC). It decides on the accreditation, its extension, its maintenance, its suspension or its withdrawal, for each sphere of activity (agro food products)-on the basis of the structure of the certification body, its independence and its impartiality.

The COFRAC, association under private law, is composed of active members – legal entities directly or indirectly involved within the accreditation – and associated members - legal entities or natural persons who support the COFRAC – divided in four boards:
- board of organizations, laboratories or accredited people or their group,
- board of professional groups of businesses or people who can resort to the services of accredited organizations,
- board of organizations of consumers, users or buyers.
- board of public powers.

The COFRAC is composed of the Board of Directors of the members, the accreditation sections in which there is the section certification of the agro food with a large
autonomy of decision, the Commission for the external relations and the Committee of experts who verifies that the composition of the accreditation sections and their mode of running are conform to the international regulation about accreditation.

The COFRAC, who has a sphere of activity very extensive since it concerns the accreditation of the organizations, the laboratories and the people who operate in the sectors of industrial products, agro food products, services, health and environment, was created by the public powers for two objectives:

- to ensure the coherence and the credibility of the accreditation in France
- to establish the mutual recognition of the accreditation organizations and so of the organizations accredited at the Community and international level.
SECTION 2.B.4.

NATIONAL AND REGIONAL REGULATIONS ON QUALITY ASSURANCE AND LABELLING SYSTEMS
1. The official schemes for the identification of the quality and the origin

In France, the Ministry of Agriculture and Fishery has led for more than thirty years a policy of promotion and recognition of quality for the foodstuffs obtained thanks to a food know-how definitely part of the cultural inheritance and that should be identified and valorised.

For this, the Ministry of Agriculture and Fishery has set up a system of official guarantees of quality (Label Rouge, Agriculture Biologique, Certification de conformité) issued after the advice of the National Commission for the labels and the certifications of agro food products (CNLC), for which it ensures the secretarial work. Moreover, the Ministry of Agriculture and Fishery takes also part in the policy for the protection of the registered designation of origin / Appellations d'Origine Contrôlées (AOC), the National Institute for the labels of origin (INAO) being in charge of its recognition.

This way, as well as the brand, a product can also have a scheme of quality or origin, which testifies:
- a superior quality, in accordance with the specifications validated by the administration, for the labels,
- specific and constant characteristics, in accordance with the specifications validated by the administration, for the certificates of conformity,
- a mode of production that preserves the environment for the organic agriculture,
- the typicity related to the region and to the human factors for the labels of origin.

Moreover, the Ministry of Agriculture and Fishery has greatly contributed to the emergence of a Community system for the protection of the quality products that was materialized by the setting up of the Protection of the Designations of Origin for agricultural products (PDO), the Protection of Geographical Indications (PGI) and the Guarantee for the Traditional Specialities (GTS), and also by the establishment of a European regulation about the organic mode of production.

Since the loi du 3 janvier 1994 sur la reconnaissance de qualité des produits agricoles et alimentaires, there are in France four identification schemes of quality and origin:
- the Appellations d'Origine Contrôlées / registered designation of origin (AOC), born in 1919 in the wines sector, broadened to the dairy products and, in 1990 to all the agro food products,
- the agricultural label created in 1960 with its two components: the national label called “Label Rouge” from the name of the logo created in 1973 and under the ownership of the Ministry of Agriculture and Fishery, and the regional labels.
- the mention “Agriculture Biologique” officially recognized in 1980
- the certification de conformité, set up in 1990
These four identification schemes of quality and origin are concerned with the same sphere of application:
- foodstuffs
- non food and non processed agricultural products (wheat, flowers, grass,…)

They are appended on products directly offered to the consumers, or on products given to intermediary users (flour delivered to the bakers, young bovines given to the fatteners, fishes sold to the wholesalers, food for the animals’ suckling…)

Apart from the AOC, those guarantees of quality and origin are systems for the certification of products, since:
- the process is voluntary and necessarily collective for the label,
- the product distinguishes itself from the common product by a quality or some characteristics written in public specifications and going over the enforcement of the regulation or compulsory rules, and validated by the public powers.
- the product is submitted to a supervision by a third party done by certification bodies registered by inter ministerial order and accredited by an organization ad hoc on the basis of the application of the measures of a European regulation, the regulation EN 45011, about the independence, the impartiality, the effectiveness and the competence.
- this scheme of quality or origin is evidenced, for the consumer, by the apposition, on the product’s labelling, of a vocabulary reserved or certified mentions.
- the use of this scheme of quality or origin requires a prior authorization of the public powers: registration of the certification bodies, homologation or verification of the specifications, validation of the labelling.

The AOC is close to a certification of products inasmuch as the process is also voluntary and necessarily collective, as the decree of recognition includes elements of specifications and of supervision plan, and as the INAO, public establishment, ensures the supervision and looks after the protection of the geographic names reserved to the AOC products.

**Fundamental Principles of the official schemes of quality**

The policy of quality and origin is mainly and basically a voluntary process. It does not oblige the professionals to commit themselves in such a process, but if they made this choice, they agree to take part in a system that is strictly controlled with the legislation and the regulation at the national level for the guarantees of quality and origin. This strict supervision is made in order to guarantee the quality or the specificity of the products and the respect, thanks to the supervision by a third party, of the characteristics of the products.
But this supervision upon the policy of quality or origin has also a string value, and this is the commitment of the State for it since the State homologates or validates the specifications and the labelling, registers the certification bodies, but can also suspend or withdraw the homologation, the validation or the registration. The State ensures, through the authorities in charge of the policy of quality (The National Institute for the labels of origin, the National Commission for the labels and the certifications of agro food products, and the Joint Commission), an effective partnership between all the protagonists of the agro food chain: producers, manufacturers, small or medium-sized businesses, agro food industries, retailers, distributors, restaurant owners, consumers, certification bodies and administrations.

The regulation system of the policy of quality and origin gives, this way, four guarantees:

- participation of all the protagonists of the agro food chain
- guarantee of quality, of the specificity of the mode of production and elaboration, of the product’s origin
- application of the specifications thanks to the supervision by private organizations that are independent, impartial, efficient and competent
- identification clear, objective and informative

The objective is to make the policy of quality and origin known and recognized and to make the buyers and consumers faithful.

1.1. The agricultural labels

The agricultural labels testify that a foodstuff or a non food and non processed agricultural product has a whole combination of qualities and specific characteristics set in specifications, establishing a level of quality that is superior in comparison with the common product. The product with a label distinguishes itself first of all by the particular conditions of production and manufacture and also a qualitative and taste difference immediately perceptible by the consumer: it is a superior quality that can be recognized.

The products *Label Rouge* are submitted to tasting sessions, and sensitive analyses, and their mode of production is related to this taste demand.

The maintenance of this significant qualitative difference supposes the periodic updating of the labels’ criteria to consider on one side, the technical and scientific evolutions, and on the other side, the improvement of the quality level of the common products.

This place in the upmarket of the *Label Rouge* leads to an objective approach of quality. To estimate this notion of superior quality, a particular attention is attached to
the setting up of sensitive profiles, and also organoleptic tests, carried out by panels of consumers, and also by boards of specialists of products.

The Label Rouge is the only official scheme which testifies that a foodstuff or an agricultural product has a whole combination of specific characteristics set first and establishing a superior level of quality.

The agricultural labels are:
- the national label called “Label Rouge” from the name of the collective scheme that illustrates it, which is under the ownership of the Ministry of Agriculture and Fishery

- the regional label in certain cases: for some products of the Ardennes, of Franche-Comté, of Lorraine, of Nord Pas-de-Calais, of Midi-Pyrénées and of Savoie, the logo Label Rouge is substituted or completed by the logo of the regional label. The logo of the regional label is given to products which have the same quality level as the Label Rouge but which also have typical, traditional or regional characteristics, products protected by a PGI.

Process to obtain a label

The registration of a label is a voluntary and collective process. First of all the professionals must create an inter professional structure called “groupement de qualité”. The group elaborates some specifications and chooses a certification body. The specifications must demonstrate the superior level of quality of the product and is appended by the results of the taste sessions.
The specifications of a product with a label is submitted to the expertise of specialists, and then examined by the section “Examination of the Referential” of the National Commission for the labels and the certifications of agro food products (CNLC). It is composed of representatives of the producers, the process-makers, the distributors, the consumers and the administrations and important people qualified. After the positive advice of the Commission, the specifications are submitted to the homologation by order of the Minister of Agriculture and Fishery and the Minister in charge of Consumption.

This homologation is never definitive, it can always be questioned. Moreover, every modification of the specifications will be submitted to verification by the National Commission.

For PGI, the group elaborates two types of specifications, the ones to demonstrate the quality level of the product (superior quality for the label, specific characteristics for the certification de conformité) and the others to demonstrate the link to the geographic origin.

- The specifications “quality” are examined by the section “Examination of the Referential” of the Commission while the certification body ask for its registrations for the product in question, on the basis of its supervision plan, to the section “Registration of the certification bodies” of the Commission. The certification body must be accredited first. The specifications are homologated by the Minister of Agriculture and the Minister in charge of Consumption, and the certification body is registered also by the Minister of Agriculture and the Minister in charge of Consumption.

- The specifications “origin” are examined by the Committee in charge of the PGI of the National Institute for the labels of origin. After the positive advice of the Commission and of the INAO, the specifications are homologated by the Minister of Agriculture and Fishery and the Minister in charge of Consumption. The certification body is registered and signed a convention with the INAO.

Then, the request of PGI is transferred to the Commission of the European Union who examines it and publishes it in all the State-Members of the Union. In case of agreement, the request is accepted and the product is protected. In case of disagreement, between States-Members, the request is submitted to the vote of the Council of the European Union. If the vote is positive, the product is protected, if the vote is negative, the geographic name cannot be used on a labelled or certified product anymore.

Example of application form to fill in for a request to obtain a label: 
http://www.ulase.fr/docs/dem-EPC/102_renseignement_LR_CC.DOC
Labelling and promotion

The labelling of a product with a label (and/or IGP) consists in three main elements:

- a logo: Label Rouge or regional labels (appended or not with the logo PGI)
- an informative space: in the informative space, there are the main characteristics of the product in order to understand how different it is in comparison with the common product. It can be the mode of stockbreeding (bred in open-air), the diet, the sugar content, the quality of the raw material (raw milk, free-range pork, …), the mode of elaboration (pâté à l’ancienne) or the geographic origin for the PGI.
- valorising mentions: In France, the law lays down that only the AOC products can obtain the Protection of the Designations of Origin for agricultural products (PDO), and only the products with label or certificate of conformity can obtain an protection of geographic indications.

1.2. Certification de conformité Produits (CCP)

It is similar to the label, but the label is a scheme of superior quality, on the contrary, the certification de conformité only guarantees particular and objective characteristics which can be identified, and measured or the application of rules of production, processing and packaging (even the geographic origin when it is registered as a PGI).

Unlike the label, the CCP aims at a product, and not at its elaboration process. It is the guarantee for a regular quality different from the common product.

Even though the CCP was created to be euro-compatible, its fame and its use are low in Europe, in particular because of the optional nature of the logo (in comparison with the compulsory nature of the Label Rouge for example).
Process to obtain a CCP

The CCP is a voluntary process that can be individual (company, producer…) or collective (groupement de qualité, group of producers…). The specifications are submitted to a public consulting, and then they are examined by the Section “Examination of the Referential” of the National Commission for Labels and Certifications (CNLC), who validates them, if need be. Unlike the agricultural label (Label Rouge), the specifications of the CCP are not homologated, but validated by the CNLC. There is no publication of an Order of homologation in the Journal Officiel. The specifications evolve with the evolution of the common products’ quality.

Labelling

The labelling contains necessarily:

- the mention “product certified by…” or “product certified conform by…”, with the characteristics certified.
  for example: Bœuf de Tradition Bouchère (BTB):
  o Cattle of breed for meat born, bred and slaughtered in France
  o Cattle bred 4 months minimum by the mother’s udder and then fed with grass and vegetal products
  o Meat from cattle bred traditionally and prepared in accordance with good butcher practices
  o Seasoning period of minimum 7 days for a best tenderness of the pieces to grill or to roast
- The name of the certification body and eventually the collective scheme of certification
- For a certification on the basis of rules, there is also the mention “certified by the AFNOR and the name of the organization delegated”, and the scheme NF Agroalimentaire

The labelling can also contain:

- the logo of the certification de conformité “Critère Qualité Certifié” or another logo of the group
- a geographic name if it is registered as a PGI (and the logo PGI)
- a valorising mention registered or not as a Certificate of Specificity
1. 3. The mention Agriculture Biologique

The Agence Bio:

The loi d'orientation agricole de 1999 makes a provision for the creation of a Groupement d'Intérêt Public (GIP). Thus, the French Agency for the development and the promotion of the organic agriculture/ Agence française pour le développement et la promotion de l'agriculture biologique (Agence Bio) was created in November 2001. The GIP assembles representatives of the State and of the professional organizations. Its members are:

- the ministry in charge of agriculture,
- the ministry in charge of environment,
- the permanent Assembly of the agriculture chambers (APCA),
- the national Federation of organic agriculture of the French regions (FNAB),
- the national Trade union of the process-makers and distributors of natural products and products from organic agriculture (SYNABIO),
- Coop de France.

Its missions are the followings:

- communication and promotion of the organic agriculture for the general public, the professional of agriculture and the whole agro food chain,
- development of the national observatory of the organic agriculture,
- analysis of the chains, the markets and the inter professional dynamics in order to provide for a best structure of the sector,
- improvement of the knowledge on the topic environment and territories.

Contact:

Agence Bio - 12, bis rue des Colonnes du Trône - 75012 Paris
Tél : 01.53.17.38.38 - Fax : 01.53.17.38.39
email : contact@agencebio.org

The aids

Until 1999, the aids for the conversion were part of the agro-environmental measures (MAE). Since 2003, the aids for the conversion are part of the contrats d’agriculture durable (CAD) which substituted the CTE. Moreover, the inter professional offices have developed a real dynamic within the organization of the chains, the regional leading and the regional experimentation.
The training

At the national level, the training is coordinated by FORMABIO, network set up by the Ministry of agriculture in order to federate the whole training given in France about organic agriculture. The training about organic agriculture is given in the establishments registered by the Ministry of agriculture.

The education is provided within the agricultural education schools: several schools offer modules in organic agriculture (in B.E.P.A, in B.T.S.A and in several engineer schools). The vocational baccalauréat C.G.E.A (leading and management of a farm) provides basic information about organic agriculture and some schools offer a vocational baccalauréat CGEA with the specialization in organic agriculture with a specific education.

The vocational training can take three aspects:
- it can be vocational training certificate to be in charge of a farm dealing mainly with organic agriculture, given by the centres for vocational training and agricultural promotion (CFPPA).
- it can be capitalizing units of regional adaptation integrated to a conventional training given by a CFPPA.
- It can also be two certificates of specialization: “leading of the production in organic agriculture and marketing” and “Technician consultant for organic agriculture” also given by the centres for vocational training and agricultural promotion authorized to issue those qualifications.

The AB scheme

Ownership of the Ministry of agriculture, the AB scheme gives the opportunity to the professionals who wish it, to make the organic mode of production and processing known, and helps the consumers to identify better the organic products.

It guarantees:
- the enforcement of the Regulation (EEC) n°2092/91 for the organic production of agricultural products processed and composed mainly of ingredients of vegetal origin;
- the enforcement of the Regulation (EEC) n°2092/91 and the French specifications for the animal productions and the products of animal origin;
- that the food is made of at least 95% of ingredients from the organic mode of production (if need be, the ingredients of the remaining percentage satisfies other specific requirements);
- that the product has been controlled by a certification body registered by the French public powers.

**A European plan and a Community logo**

Since April 2000, the European logo can be appended on the products and ingredients made of at least 95% of ingredients from the organic mode of production obtained in accordance with the European regulation. A European plan about organic food and agriculture was passed by the Council on October the 18th 2004.

**Labelling**

For the vegetal products and vegetal products processed, the label contains:
- for the non processed vegetal products and the processed vegetal products having 95% of ingredients from organic agriculture, the mention “from organic agriculture”
- for the processed products having more than 70% of ingredients from organic agriculture, the mention organic agriculture is not authorized in the sale designation but in the same field of vision of the sale designation, we can find the indication “x% of ingredients of agricultural origin were obtained according to the rules of organic production”
- for the vegetal products non processed and the organic products from 95%, the mention “organic agriculture-system of control EEC”
- the logo “organic agriculture”, optionally
- the name of the certification body and, eventually of its collective scheme of certification.

The label of the animal products contains:
- the mention “from organic agriculture”
- the logo “organic agriculture”, optionally
1.4. L’Appellation d’Origine Contrôlée (AOC)

The mention A.O.C. identifies an agricultural product, raw or processed, which takes its authenticity and typicity from its geographic origin.

This mention guarantees a close link between the product and the region/terroir, that is to say a geographic area with its geologic, agronomic, climatic,… characteristics, and particular disciplines that human people forced on themselves in order to get the best of it. This notion of terroir includes the natural and human factors and means that the product made from these factors cannot be reproduced outside this territory. The mention AOC aims at the protection of a fame duly based.

The conditions of production of the product are also due to a culture and a story: they take into account the local, loyal and constant customs and are written within a decree.

Finally, the products demanding an AOC must be submitted to a registration organized under the responsibility of the INAO, in particular an analytic examination and an organoleptic examination.

The European recognition of the AOC

The definition of the Appellation d’Origine / designation of origin is given by the loi du 6 mai 1919 as modified by the loi du 6 juillet 1966: “An Appellation d’Origine is the designation of a country, a region or a locality, to designate a product that originates in this place, and whose qualities or characteristics are due to the geographic area, taking into consideration the natural factors and the human factors”. It becomes with the décret loi du 30 juillet 1935 the Appellation d’Origine Contrôlée / registered designation of origin.

The loi du 2 juillet 1990 extends the concept of AOC to all the agro food products, raw or processed, which are conform to the above-mentioned rules. These products can have the A.O.C only if they “have a fame duly based and are submitted to a registration procedure”.

Each AOC is defined by decree, after the proposal of the INAO. The decree delimits the production area, determines the product’s conditions of production and registration.

This mention and the process that it recognizes are from then on recognized and protected at the European level (Regulation n°2081/92 PDO/PGI for the products that
are not wines and spirit drinks, Regulation 1493/1999 for the Quality Wines Produced in a Determined Region) and 1576/89 for the spirit drinks. Wines have a specific regulation (VQPRD) Regulation 1493/1999.

The Regulation n°1493/99 about the common organization of the market provided for the publication by each State member of the lists of the geographic names recognized to designate a VQPRD (AOC and AOVDQS in France). These names are per definition protected at the Community level and cannot be used for the designation and the presentation of products that are not a wine, except for few exceptions (recognition of a different product considered as compatible with the Community law and excluding any risk of confusion).

The Regulation n°2081/92 on the protection of geographical indications (PGI) and designations of origin for agricultural products and foodstuffs (PDO) gives the definition of the P.D.O.: “the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff:

- originating in that region, specific place or country, and

- the quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and the production, processing and preparation of which take place in the defined geographical area”;

It creates a protection for those geographic designations, protection acquired after a registration procedure involving the State members.

**Process to obtain the AOC**

For the AOC, only the professionals organized within a syndicat de défense of a product can start a process of recognition for the demand of the AOC to the National Institute for the labels of origin (INAO). Since an AOC product takes its specificity from the binding conditions of production, these conditions must be perfectly agreed by the producers.

The first step for the recognition of the AOC is the request of the group of producers concerned, registered at the local service of the INAO. To support their request, they present an application form including the whole technical, economic, historical and legal documentation in order to demonstrate the link between the product and its terroir,
The constant customs about it, its originality and its fame. The request is examined by
the INAO’s services which begin a first thinking phase with the professionals, on the
content and the form of the request.

The first collaboration between the INAO’s services and the professionals
begins with the request’s content. When it satisfies a priori the minimal requirements
above-mentioned, the request is presented to the relevant Regional Committee, when it
exists. Appended if need be, with the piece of advice of the Regional Committee, the
request is then transmitted to the relevant National Committee.

For the examination of the request, this one appoints a Commission of Inquiry
composed of professional members chosen within it. This commission must examine
thoroughly the request and must give a report to the national Committee for it to take a
decision. The Commission of Inquiry goes out into the field, studies the product, its
geographic area and its chain, its conditions of production, with regard to the economic
legal, sociologic and technical environment. It can also, within the framework of its
studies, call on external scientific expertises.

After a thorough study, the Commission of Inquiry submit to the National
Committee its findings about the initial request and the conditions of production.
The National Committee, with regard to the findings of the Commission of Inquiry, can
consider that the product corresponds to the definition of the AOC, or decide the
continuation of the studies of Commission of Inquiry, or reject the request.

If the National Committee agrees, the area of production is delimited. After this,
the National Committee passes the decree for the recognition of the AOC, which
includes the delimitation and the conditions of production; the decree is transmitted to
the Ministries of supervision for the signature and the publication at the Journal
Officiel.

Labelling

The label necessarily contains:
- the name of the label of origin
- the mention “appellation d’origine contrôlée” or AOC

The label can also contain:
- valorising mentions
- a brand of a company or of a distributor
- the name of the syndicat de défense
- when the product is also protected with a PDO, the logo PDO (AOP)
2. The valorisation schemes

In France there are 2 types of schemes for the valorisation of quality: the Montagne designation on one side, in reference to the origin, the techniques, and the place of manufacture of the products, and the label écologique on the other side, about the protection of the environment.

We only mention the label écologique inasmuch as it is not directly related to the quality.

2.1. The Montagne designation

It guarantees that the product is from a geographic area situated in the mountain and that its production is in accordance with specific techniques of the mountain areas. The montagne designation was protected by the article 34 of the loi du 9 janvier 1985 relative au développement et à la protection de la montagne that defined the conditions and the procedures according to which the term montagne and the specific geographic references of the mountain areas could be used.

In particular, it was provided that an order of the Council of State taken after the advice of the representative professional organizations for the certification of quality, would have set the manufacturing techniques, the place of manufacture, and the origin of the raw material, for the use of the geographic references protected by the “montagne” designation. According to the article 35 of the above-mentioned law, this designation could not invade the protection of the labels of origin: it could not be appended on the labelling of products that had the AOC.

The French system for the protection of the “montagne” designation from the loi du 9 janvier 1985 relative au développement et à la protection de la montagne was the subject of a sentence of the European Court of Justice of May the 7th 1997. Within the framework of a process, the Court of Cassation asked a prejudicial question to the European Court of Justice about the compatibility of the French regulation with the article 30 of the Treaty of Rome. In its sentence of May the 7th 1997, the Court of Luxembourg considered that the system of the la loi du 9 janvier 1985 was not in
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conformity with the Community law: it considered that the “montagne” designation could not be reserved only for the products made on the national territory and elaborated from national raw material.”

In order to conform to this decision, the article 87 of the loi d’orientation agricole du 9 juillet 1999 provides that the term “montagne” designation cannot be used, for the foodstuffs (wines excluded) and the agricultural products from France, only if there has been a prior administrative authorization; in this case, these products must be made in the mountain areas such as defined by the Community regulation.

The procedures and the conditions for the issue of this authorization are regulated by the décret du 15 décembre 2000.

The specifications define the techniques and the place of manufacture, and also the origin of the raw material for the use of the term “montagne”.

Thus, the origin of the raw material used for the composition of the products cannot be limited to the French mountain areas. The special dispensations are limited and must be justified by technical or natural conditions. They can be determined by national technical regulations and concern:

- raw materials (spices, citrus fruits...) that, for natural reasons, are not produced in mountain area
- cereals and oleoproteaginous for animal food, when they cannot be produced in sufficient quantity in mountain areas
- the place of animals’ slaughter
- the place of products’ packaging

Process to obtain it

The mention “montagne” can be used only after an express administrative authorization. The authorization for the use of the term “montagne” is issued to a natural person or a legal entity or a groupement by order of the Prefect of Region after the advice of the regional Commission for quality food products (CORPAQ), and, if need be, of the prefect coordinator of the Massif. The request can be submitted to the advice of the National Commission for the labels and the certifications of agro food products (CNLC).

The person who makes the request must present its specifications and explain its methods and means of supervision carried out to guarantee that the product is from the mountain area and that it is in accordance with the conditions of production and elaboration.

For the products certified, that is to say having a label or a certification de conformité, the person who makes the request must give its specifications homologated or validated and also the name of the certification body. After consulting the CORPAQ
and the Prefect coordinator of the Massif, the authorization for the use of the term “montagne” is given by prefectorial order.

Finally, the loi d'orientation agricole provides that, when the term “montagne” appears in the designation registered as AOC/PDO, PGI or certificate of specificity, the rules of the mountain law as modified do not apply. It means that for the AOC/PDO, for the labels, the certifications de conformity with PGI or certificate of specificity, the use of the term “montagne” is possible, but it is obtained within the framework of the procedures for the recognition of the AOC and the homologation of labels and the certifications of conformity with PGI or certificate of specificity.

For the supervision rules, the system consists in the self-control or the internal control, but it does not provide for the supervision by a third organization.

### 2.2 The ecologic labels

The “ecolabels” are issued for the products that are, because of their characteristics, most respectful for the environment all along their cycle of life, from the extraction from the raw material to their discharge as wastes.

There is a national ecolabel; it is a collective scheme of certification. For the agro food products, it is called NF Agroalimentaire.

There is also a European ecolabel; its criteria are defined by the Regulation EC n°1980/2000 and are the subject of decisions of the European Commission for each category of products and services (dish-washers, refrigerators, detergents, bulbs, tourist accommodations...).
This document reports the results of a research about food supply chain dynamics and related drivers of change in France. The research is focused on the aspects strictly connected with quality assurance and labelling systems. The aspects of the food supply chain dynamics under consideration are those previously studied within the task 2.A. As to the study of the related drivers of change, the effects of the following drivers of change will be briefly described:

1) Social and cultural drivers of change.
2) Technical and economic drivers of change.
3) Political drivers of change.
4) Other drivers of change - i.e. different from the ones under the above points 1), 2) and 3) (if any).

Section 2.C.1: food supply chain dynamics.

Structure of food supply chain levels and of their components.

Food consumption structure.

According to USEN (2005) the recent development of the food consumption structure in France has been characterised by:
- a reduction in the consumption of milk products, meat and wine;
- a stability in the consumption of cereal products, fruit and vegetables and fish;
It is reasonable to expect that the above-mentioned trends will continue in the short and medium term, together with a further reduction of the food purchase relevance on total household expenses. (ICE Parigi - Italian Institute for Foreign Trade, Paris office, 2003).

Food distribution structure\textsuperscript{11}.

The recent evolution of the food distribution sector in France has been characterized by a further reduction of the importance of traditional retail (specialized or not) and by a further increase of the importance of large-scale retail. As for the different market channels, the recent evolution and the short and medium term forecasts are the

\textsuperscript{11} The source for the drawing up of this paragraph is ICE Parigi (2003).
following. The number of hypermarkets is decreasing while the overall surface is increasing. New openings are less frequent, since the groups operating in the channel are trying to reorganize themselves and to consolidate in their homeland while entering foreign markets. The number of supermarkets is decreasing too, while hard discounts are increasing. Finally, the number of “popular stores”, under the large-scale retailers pressure since many years now, is increasingly diminishing, while franchising developing remarkably.

**Food industry structure**\(^{12}\).

During the last years, in some of the food industry subsectors taken into account, the concentration has considerably increased, due to numerous mergers and acquisition (some of which of outstanding importance). However, the concentration process in the French food industry seems to be still incomplete, and the same goes for the subsectors considered in this research, as they generally show a low or moderate level of concentration (the only exception being the milk and milk products subsector).

**Agricultural sector structure**\(^{13}\).

The recent structural evolution of the French agricultural sector has been characterised by the following main dynamic trends:
- a significant reduction in the number of farms, and of small farms in particular;
- an increase in the average size of farms.
It is highly likely that these trends will continue in the short and medium term. Also the fishery and aquaculture sectors are experiencing a very similar evolution.

**Horizontal and vertical relations and adjustment mechanisms within the food supply chains**\(^{14}\).

**Horizontal relations.**

Cooperative-type horizontal relations are on continuous increase in the upstream sectors of the food supply chains, in particular in the agricultural sector, since they are the most

\(^{12}\) The sources for the drawing up of this paragraph are COPERCI (2004), Crasbercu, Lagalaye, Rouanet and Veyrat (2004) and Sénat de la République (2002).

\(^{13}\) The sources for the drawing up of this paragraph are Eurostat (2005) and Ministère de l’agriculture (2003).

\(^{14}\) The sources for the drawing up of this paragraph are Céréaliers de France (2002), COPERCI (2004), Crasbercu, Lagalaye, Rouanet and Veyrat (2004), INTERFEL (no date), Ministère de l’agriculture (2003) and Sénat de la République (2002).
effective tool to counterbalance the high market power of large-scale retailers. It is highly likely that this trend will continue in the short and medium term, in connection with the concentration processes occurring in both the food processing sector and the distribution sector.

Vertical relations and adjustment mechanisms.

If, on the one hand, the increased concentration in the distribution sector, and therefore the increased market power of large-scale retailers could give rise to further conflicts in vertical relations within the food chains, on the other hand a further diffusion and consolidation of the many vertical co-ordination forms (agro-food inter-industry organizations and agreements; supply contracts) that already exist in France is highly likely, and could reduce the conflicts between the operators at the different levels of the supply chain, especially if the co-ordination forms are characterised by a more active participation by the operators from the distribution sector.

Section 2.C.2: drivers of change in food supply chain dynamics.

Social and cultural drivers of change.

It is logical to expect that the action of the social and cultural drivers of change, which is mainly linked to the achievement of an even higher education level by the French population, will mostly affect both the food demand and the agricultural sector, thus helping the introduction of innovations, among which the organisational ones are particularly important. As to the food demand, however, it is frankly difficult to estimate whether the food model prevailing in the future in France will be characterised by a greater attention to food quality and safety or not.

Technical and economic drivers of change.

As to the effects of the action of the technical and economic drivers of change (i.e. technological and organisational innovation; market dynamics for agricultural and food products; market dynamics for agricultural and food industry inputs) on the general configuration of the French agricultural and food system and on the structure of its components, it is not very plausible to expect that they will be considerably different from the ones occurred in the other Western countries. It is thus highly likely that the future evolution of the French agricultural and food system will be characterised by a greater concentration in the different sectors and subsectors of the agricultural and food system and by a higher implementation of forms of horizontal and vertical coordination between companies.
Political drivers of change.

As to the effects of the action of the political drivers of change (i.e. the setting of new political priorities in the fields of agribusiness, health protection, consumer protection, environmental protection, animal welfare), since France is a founding member of the EU, in many sectors the possibility to draw up national policies with original contents is significantly reduced, being those fields quite pervasively regulated by the EU. A sector where the French government has been able to achieve notable results by means of national policies with original contents is certainly the field of horizontal and vertical co-ordination within the food supply chains.

Bibliographic references.


INTERFEL (no date), *CAS INTERFEL*


TASK 2.D.

FRENCH QUALITY SCHEMES
FOREWORD

In these index cards, we will explain in detail the different types of French quality schemes, publics and private. We can classify them in 4 main families:

1. **The official quality schemes**
   We will explain here in detail these 4 identification schemes of origin and quality:
   - Label Rouge and regional labels
   - CCP
   - Agriculture Biologique
   - AOC (we also chose to explain in detail this scheme which remains a French specificity not always comparable to the labels of origin that exist in Europe, like the Italian or Spanish DOC\(^\text{15}\))

2. **The valorisation schemes**
   We will explain in detail the Montagne designation. We will not mention the ecolabel and the NF Agroalimentaire. These mentions are a little on the fringe of the quality system inasmuch as they concern respectively the notion of environment and the certification of product on the basis of the regulation.

3. **The private quality supply chains**
   They are the chains’ schemes of the French large stores: each large store has at least one collective quality scheme, and most often two or three. Inasmuch as the information is less easily accessible than for the official quality schemes and as the specifications of these chains are confidential, we could find the information about 2 referentials of distributors:
   - the scheme Filière Qualité Carrefour (FQC), the most representative and the most famous private scheme about quality (the only one that truly has specific specifications)
   - the scheme Filière Auchan, less precise and less acknowledged

4. **The private certification quality assurance**
   This section concerns 2 types of private processes:
   - Agri-Confiance, collective process for the management of the agricultural quality
   - Qualification Agriculture Raisonnée, individual process for the management of an agricultural business

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\(^{15}\) For example, the labelling of the variety of grape, whose mention is compulsory in the specifications, is rarely authorized for the AOC. This way, the European labels of origin have different rules about the bottling in the region of production and the economic management of the AOC is very different from a country to another.
1. AGRICULTURAL LABELS
1.1 LABEL ROUGE

Created by the loi d'orientation agricole de 1960, the label is a certification which testifies that an agricultural product or foodstuff has some characteristics set up first which establish a level of superior quality. This product distinguishes itself from the products of the same category usually marketed, in particular because of its conditions of production or manufacturing. The qualitative difference in comparison with the similar common products must be directly perceptible by the final consumer, at the same time at the taste level and for the image that it conveys.

The national Label is named “label rouge”, from the name of the collective mark that necessarily illustrates it and that is under the ownership of the ministry of agriculture and fishery.

Every label is owned by a collective structure, which assembles in general all the operators of the chain concerned, commonly called “quality group”.

Lors de la demande de label, the product must prove its superior quality, in particular with sensitive analysis and hedonic tests. The specifications are submitted to a public consulting, an expertise done by important people qualified from research institutes and professional technical institutes. The Section “Examination of the referential” of the National Commission for the labels and the certifications of agro food products / Commission nationale des labels et des certifications (CNLC) gives a piece of advice about these specifications. After a positive piece of advice, they are homologated by inter ministerial order.

The application of the specifications by the operators is controlled by the certification bodies accredited by the COFRAC (according to the EN/45011 regulation) and registered by the public powers, after the advice of the section “Registration of the certification bodies” of the CNLC, with regard to their independence, their impartiality, their competence and the effectiveness of their controls.

The place in the upmarket of the Label makes the periodic updating of the labelling criteria necessary to consider the technical evolutions and the improvement of the common products, in order to maintain a significant qualitative difference with those products. This is in particular the scope of the national technical guides that define for a given category of production, the minimum criteria to be included in the specifications of labels.
These technical guides, also homologated by an inter ministerial order, were established for the productions of chicken, guinea-fowl, turkey, capon, duck, goose, foie gras, beef, veal, pork, cooked pork meats...

It is possible to certify the geographic origin of a product within the framework of the Label: in this case, the legislation lays down that the geographic designation must be registered as Protection of Geographic Indication (PGI) according to the Regulation (EEC) n° 2081/92.

This implies that a given quality, a reputation or any other characteristic of the product can be attributed to this geographic origin, and that its production, and/or its processing take pace in the geographic area delimited.
Index card

a) Name (Label):
Label Rouge

b) Issued in (year):
Loi 60-808 du 5 août 1960

c) Name of the subject responsible for the drafting of the standard:
Ministère de l’Agriculture et de la Pêche

d) Reference rule(s) for the standard and year of publication:

e) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Quality group/ Groupement de qualité: it is a collective structure which generally assembles all the operators of the chain concerned

f) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
All the levels

g) National/international level of the acknowledgement of the scheme:
National acknowledgement.

h) Reference country / countries (country or area where compliance to the scheme is required):
France

i) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
To specific production lines

j) Scope:
Every foodstuff
Every non processed agricultural product
k) Certification / inspection body typology:
The application of the specifications by the operators is controlled by the certification bodies registered by the public powers (the Minister of Agriculture and Fishery and the Minister in charge of Consumption) by the public powers, after the advice of the section “Registration of the certification bodies” of the CNLC, with regard to their independence, their impartiality, their competence and the effectiveness of their controls.

l) Accreditation of certification / inspection bodies:
These certification bodies are accredited by the French Committee for Accreditation / COnité FRançais d’Accréditation (COFRAC), according to the EN/45011 regulation. The COFRAC guarantees the independence and the impartiality of the certification body and ensures its acknowledgement at the international level.

m) Diffusion of the scheme in the various countries:
The Label Rouge is used only in France, but not only on french products (cf Salmon from Scotland Label Rouge). It is an original certification that we cannot find in the other countries of the European Union.

n) Relevant requirement typologies:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant-related requirements</td>
<td>YES</td>
</tr>
<tr>
<td>HACCP plan</td>
<td>de type HACCP</td>
</tr>
<tr>
<td>Quality management system</td>
<td>YES</td>
</tr>
<tr>
<td>Environmental management system</td>
<td>YES</td>
</tr>
<tr>
<td>Traceability system</td>
<td>YES</td>
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<tr>
<td>Environmental impact control</td>
<td>NO</td>
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<tr>
<td>Recommendations on good practices</td>
<td>YES</td>
</tr>
<tr>
<td>(GMP, GLP, GAP, BAT)</td>
<td></td>
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<tr>
<td>Occupational Health and Safety Management System</td>
<td>NO</td>
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<tr>
<td>Product control</td>
<td>YES</td>
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<tr>
<td>Process control</td>
<td>YES</td>
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<tr>
<td>Personnel</td>
<td>NO</td>
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<tr>
<td>Continual improvement</td>
<td>YES</td>
</tr>
<tr>
<td>Management motivation</td>
<td>NO</td>
</tr>
<tr>
<td>Product characteristics</td>
<td>YES</td>
</tr>
</tbody>
</table>

o) Target:
Consumers
1.2 Labels régionaux

In certain cases, for some products of the Ardennes, of Franche-Comté, of Lorraine, of Nord Pas-de-Calais, of Midi-Pyrénées and of Savoie, the logo *Label Rouge* is substituted or completed by the logo of the regional label. Their creation is prior to 1994.

The logo of the regional label is given to products which have the same level of quality as the *Label Rouge* but which also have characteristics typical, traditional or representative for a region, products protected with the PGI.

*Diffusion today...*

The statistic data for this chain take into consideration the label rouge and the regional labels:
- More than 450 labels has been homologated to date
- the products most represented are the poultry products (40% of the labels), the meat products (20%) and the cooked pork meats
2. CERTIFICATION DE CONFORMITÉ PRODUITS (CCP)
Created by the loi du 30 décembre 1988 and set up with the décret du 25 septembre 1990, the certification de conformité testifies that a foodstuff or an agricultural non food and non processed product is conform to specific characteristics or to rules set up first about, according to the cases, production, packaging or (since 1994) origin.

The specific characteristics of the product leans on objectives criteria, which can be measured, controlled and which are significant for the consumer, written in specifications, elaborated by a collective structure or by an individual operator.

The characteristics certified are about the composition of the product, its organoleptic, physical or chemical characteristics, or about certain rules of manufacturing.

The specifications are submitted to a public consulting, and then they are examined by the Section “Examination of the Referential” of the National Commission for Labels and Certifications (CNLC), who validates them, if need be.

The certification de conformité is issued by certification bodies accredited by the COFRAC (according to the EN 45011 regulation) and registered by the public powers, after the advice of the section “Registration of the certification bodies” of the CNLC, with regard to their independence, their impartiality, their competence and the effectiveness of their controls.

The product certified has on its labelling the name of the certification body and also the characteristics certified, and eventually the logo “Critères Qualité Certifiés”.

Since 1994, it is possible to certify the geographic origin of a product within the framework of the certification de conformité: in this case, the legislation lays down that the geographic designation must be registered as Protection of Geographic Indication (PGI) according to the Regulation (EEC) n° 2081/92.

This implies that a given quality, a reputation or any other characteristic of the product can be attributed to this geographic origin, and that its production, and/or its processing take pace in the geographic area delimited.
**Diffusion today:**

To date, 340 CCP have been approved, 140 are under investigation. The last survey on the official quality schemes made by the SCEES and published in *Agreste Primeur n°128 de mai 2003*, counts 8 200 cattle stockbreeders, 2 700 pork producers and 200 poultry producers. The production with CCP represents 21% of the pork activity, 13% of the poultry activity and 11% of the fruits production.
Index card

a) Name (Label):
Certification de Conformité Produit (CCP)

b) Issued in (year):
Création par la loi du 30 décembre 1988,
mise en application par le décret du 25 septembre 1990

c) Name of the subject responsible for the drafting of the standard:
Ministère de l’agriculture et de la pêche

d) Reference rule(s) for the standard and year of publication:
Articles L 115-21 et L 115-26 du Code de la Consommation
Articles L 643-1 à L 643-8 du Code Rural,
Décrets n°96-193 du 12/03/96 et n° 2001-513 du 13/06/01.

e) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Collective structure or individual operator.

f) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
All the levels

g) National/international level of the acknowledgement of the scheme:
Created to be euro-compatible, its fame and its use are low in Europe, in particular because of the optional nature of the logo

h) Reference country / countries (country or area where compliance to the scheme is required):
France

i) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
Specific production lines

j) Scope:
Every foodstuff
Every non processed agricultural product

k) Certification / inspection body typology:
The logo Critères Qualité Certifiés is issued by the certification bodies assembled within a professional structure: CEPRAL, association of the certification bodies for the promotion of systems of certification for the agro food products.
These certification bodies are registered by the public powers, after the advice of the section “Registration of the certification bodies” of the CNLC, with regard to their independence, their impartiality, their competence and the effectiveness of their controls.

1) **Accreditation of certification / inspection bodies:**
These certification bodies are accredited by the COFRAC, according to the EN/45011 regulation.

m) **Diffusion of the scheme in the various countries:**
The CCP is used only in France

n) **Relevant requirement typologies:**
- Plant-related requirements  YES
- HACCP plan  de type HACCP
- Quality management system  YES
- Environmental management system  NO
- Traceability system  YES
- Environmental impact control  NO
- Recommendations on good practices  YES
- (GMP, GLP, GAP, BAT)  YES
- Occupational Health and Safety Management System  NO
- Product control  YES
- Process control  YES
- Personnel  NO
- Continual improvement  YES
- Management motivation  NO
- Product characteristics  YES

o) **Target:**
Consumers
3. ORGANIC MODE OF PRODUCTION (AB)
The organic agriculture is an original mode of production because of the cultivation and stockbreeding practices that preserve the natural balances. This way it excludes the use of chemical products of synthesis, GMO and limits the use of agricultural inputs.

The advantages that the society can draw from the organic agriculture are multiple, in particular about creating new activities and new jobs, preserving soils’ quality, biodiversity, air and water. This mode of production gives the opportunity to experiment in situ innovative practices that preserve the environment and that could be developed more largely in agriculture. Its mode of processing privileges the valorisation of the natural characteristics of the products.

As provided by the REPAB, France has elaborated specifications that complete this regulation: the CC REPAB F (brought up to date: 26/10/04) provides for rules stricter than the Community Regulation;

A reading guide “vegetal Productions” (brought up to date: 23/11/04) for the application of the European Regulation EEC n°2092/91 about the organic mode of production (except for animal productions) was written for the certification bodies and for all the operators of the organic agriculture. Moreover, in order to unify the interpretations of the CC REPAB F, A reading guide “animal Productions” (brought up to date: 26/10/04) for the application of the specifications REPAB F was written: it is aimed at the certification bodies and to all the operators of the organic agriculture.

**Diffusion today…**

In France, only 2% of the agricultural useful surfaces are devote to the organic agriculture, against 3,8% on average in Europe.
In 2004, for the first time in ten years, the French organic agriculture registered a little withdrawal. At the end of the year, France counted nearly 540000 hectares of lands cultivated with the organic mode of production against 550000 in 2003, and 11025 businesses certified *bio* against 11359. That is to say, in both cases, 3% down.

**But quite positive results:**

For each chain:
- the cereal organic surfaces still increase (+7%)
- the cattle and sheep livestock is subject to a substantial increase (+6% for the dairy cows, +15% for the suckling cows, and +11% for the ewes).

About the demand:
Even if 84% of French people have a positive image of organic food, the consumption does not follow.
Index card

a) Name (Label): Agriculture Biologique (AB)

b) Issued in (year):
Official recognition by the loi d'orientation agricole (LOA) de 1980 (even if the principles of the organic agriculture brought in, in France, after the Second World War)
The term “organic agriculture” appears in 1991 in a European Regulation which officially recognizes this mode of production (Regulation EEC of the Council n°2092/91 of June the 24th 1991 for the vegetal productions).

c) Name of the subject responsible for the drafting of the standard:
Ministère de l'agriculture et de la pêche

d) Reference rule(s) for the standard and year of publication:
Règlement CEE du Conseil n°2092/91 du 24 juin 1991 pour les productions végétales


e) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Groupement d'Intérêt Public (GIP)
The GIP assembles representatives of the State and of the professional organizations. Its members are:
- the ministry in charge of agriculture,
- the ministry in charge of environment,
- the permanent Assembly of the agriculture chambers (APCA),
- the national Federation of organic agriculture of the French regions (FNAB),
- the national Trade union of the process-makers and distributors of natural products and products from organic agriculture (SYNABIO),
- Coop de France.

f) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
Agriculture

g) National/international level of the acknowledgement of the scheme:
National level, but there is also a european logo corresponding.
h) Reference country / countries (country or area where compliance to the scheme is required):
France

i) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
The farmer must convert all or part of his lands: the application can be done at the level of specific lines of production only.

j) Scope:
Every non processed agricultural product
Every foodstuff for human food

k) Certification / inspection body typology:
The application of the specifications by the operators is controlled by the certification bodies registered by the public powers, after the advice of the section “Registration of the certification bodies” of the CNLC, with regard to their independence, their impartiality, their competence and the effectiveness of their controls.

l) Accreditation of certification / inspection bodies:
These certification bodies are accredited by the COFRAC (according to the EN/45011 regulation).

m) Diffusion of the scheme in the various countries:
The mention Agriculture Biologique is used only in France but since April 2000, the European logo can be appended to the products and the ingredients composed of at least 95 % ingredients from the organic mode of production, made in accordance with the European regulation.

n) Relevant requirement typologies:

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<tr>
<td>Product characteristics</td>
<td>YES</td>
</tr>
</tbody>
</table>

o) Target:
Consumers
4. APPELLATION D’ORIGINE CONTROLEE
The AOC identifies a product from a region or a given place, whose characteristics are exclusively due to this geographic area. The national Institute for the labels of origin/Institut national des appellations d'origine (INAO), public administrative establishment, proposes the recognition of the AOC and ensures the control and the registration of the AOC products. To date, more than 467 AOC in the sector of wines and eaux de vie, 47 AOC for cheese or dairy products, and 25 AOC for the other agro food products have been recognized. All these products represent more than 17 milliards euros.

The national Institute for the labels of origin (INAO) is one of the pillars of our quality and origin policy for the acknowledgement of the specificity of our agro food products.

At the national level, this fundamental role is expressed through the missions given by the legislator, first of all about the propositions of recognition of the appellations d'origine contrôlées (AOC) and of the products that can get the Protection of Geographic Indication (PGI). This activity is the first step for the acknowledgement and the protection of our quality products at the Community level.

At the international level, its missions are not less important. With its action for the protection of geographic indications, it takes part in the legitimate upholding of the rights acquired by generations of producers of a region and in the efforts of our country to obtain a real protection worldwide for all the labels of origin and the geographic indications.

The INAO deals with the process of recognition for the demand of all the new AOCs. Three sectional committees composed of professionals, important people qualified and representatives of public powers validate each step of the procedure. These committees are:
- The national Committee for wines and eaux de vie
- The national Committee for dairy products
- The national Committee for agro food products

The recognition of the products that can get a protection of geographic indication (PGI) is the duty of the national committee for the PGI.

The control of the AOC or PGI products is the duty of the INAO. This establishment has regional departments in order to be closer to the producers.
Index card

a) **Name (Label):**
Appellation d’Origine Contrôlée (AOC)

b) **Issued in (year):**
Décret loi du 30 juillet 1935 pour les vins et spiritueux, puis élargissement aux produits laitiers
Elargissement aux autres produits agricoles ou alimentaires avec la loi du 2 juillet 1990

c) **Name of the subject responsible for the drafting of the standard:**
Ministère de l’agriculture et de la pêche

d) **Reference rule(s) for the standard and year of publication:**
Article L. 112-1 et suivants, et L. 115-16 du Code de la Consommation
Article L. 640-2, L. 641-2 et suivant(s) et D. 641-1 et suivant(s) du Code Rural

e) **Proposer typology (large-scale retailer, consortium, organisation for standardization, others):**
*Syndicat d’appellation*

f) **Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):**
Agriculture

g) **National/international level of the acknowledgement of the scheme:**
National acknowledgement

h) **Reference country / countries (country or area where compliance to the scheme is required):**
France

i) **Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):**
Specific production lines

j) **Scope:**
Every foodstuff
Every non processed agricultural product

k) **Certification / inspection body typology:**
The AOC’s specifications are validated by the INAO.

l) **Accreditation of certification / inspection bodies:**
The INAO is under the supervision of the Ministry of Agriculture and Fishery.
m) Diffusion of the scheme in the various countries:
The AOC is used only in France. The AOC are within the framework of the European VQPRD but have a specific regulation and are often different from the Italian and Spanish DOCs.

n) Relevant requirement typologies:
- Plant-related requirements YES
- HACCP plan NO
- Quality management system YES
- Environmental management system NO
- Traceability system NO
- Environmental impact control NO
- Recommendations on good practices YES
- (GMP, GLP, GAP, BAT) YES
- Occupational Health and Safety Management System NO
- Product control YES
- Process control YES
- Personnel NO
- Continual improvement NO
- Management motivation NO
- Product characteristics YES

o) Target:
Consumers
5. MONTAGNE DESIGNATION
The “montagne” designation defined by the articles R* 644-1 to R* 644-13 aims first of all at ensuring that every step from the elaboration of the product to the packaging, including the raw materials used and the livestock’s food, are situated in mountain areas. Everything must be defined within the specifications. The authorization to use it is issued by Prefect of Region after the advice of a regional Commission.

This new system, set up after consulting the professionals, and also the European Commission, privileged effectiveness and simplicity.

This way, in 2004 three national technical regulations were validated by the public powers about the following products: milk and dairy products, pork and pork-based products, beef and beef-based products. A national technical regulation montagne for honey is at the moment under elaboration.

The term montagne can be used only under the following conditions:
- The geographic area of production, stockbreeding, fattening, slaughter, preparation, and manufacturing of the foodstuffs is situated in mountain areas
- the obligation of origin from the mountain areas does not apply to raw materials that, for natural reasons, are not produced in these areas.
- when technical and economic conditions justify it, special dispensations are possible for the place of animals’ slaughter for meat products processed or fresh meat, and for the place of products’ packaging
Index card

a) Name (Label): Montagne Designation

b) Issued in (year): 1985

c) Name of the subject responsible for the drafting of the standard: Ministry of agriculture and fishery

d) Reference rule(s) for the standard and year of publication: Loi "Montagne" du 9 janvier 1985, modified by the loi d'orientation agricole du 9 juillet 1999 in which the designation is included within the system for the identification of quality an origin of products.

décret published in the Journal Officiel du 17 décembre 2000 give the conditions for the use of the term “montagne”

e) Proposer typology (large-scale retailer, consortium, organisation for standardization, others): Natural person or legal entity, or groupement

f) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels): All the levels

g) National/international level of the acknowledgement of the scheme: National

h) Reference country / countries (country or area where compliance to the scheme is required): France

i) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP): Specific production lines

j) Scope: Beef and beef-based products
Pork and pork-based products
Milk and dairy products

A national technical regulation montagne for honey is at the moment under elaboration.

k) Certification / inspection body typology:
The administrative authorization for the use of the term “montagne” is issued to a natural person or a legal entity or a groupement by order of the Prefect of Region after the advice of the regional Commission for quality food products (CORPAQ), and, if it exists, of the Prefect coordinator of the Massif.

1) Accreditation of certification / inspection bodies:
For the supervision rules, the system consists in the self-control or the internal control, but it does not provide for the supervision by a third organization.

m) Diffusion of the scheme in the various countries:
The Montagne designation cannot be reserved to French products, for it to be in accordance with the Community principles.

n) Relevant requirement typologies:

<table>
<thead>
<tr>
<th>Requirement Typology</th>
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<tr>
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<tr>
<td>Product characteristics</td>
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</table>

o) Target:
Consumers
6. Filière Qualité Carrefour / Carrefour’s Quality Supply Chain
The process of the Quality supply chain Carrefour set up since 1991 is based on assessments and on lasting commitments of the brand towards its customers and partners, whose main lines are:

- Taste and authenticity of the products in order to promote the regional agricultural inheritance by a selection of breeds, species and seeds.
- A lasting partnership with all the protagonists of the chain (farmers, stockbreeders, process-makers and Carrefour) in order to keep the local activity, to institute lasting and faithful relationships and to make quality attainable for everybody.
- A fair price for everybody, set in order to guarantee to the producers a fair retribution of their quality process.
- A constant quality from the field to the plate, thanks to specifications signed by all the partners. At different stages of the chain, there are controls made by independent organizations selected for their competence by all the partners.
- An environment preserved thanks to the control of impacts on the environment (fertilization, rotation of cultures, animals’ well-being, extensive production and preservation of natural resources)

**Diffusion today…**

The Quality supply chains Carrefour represent today:

- In France: nearly 250 chains in partnership with more than 35000 producers and concerning 57 products (47 chains developed in France) in the following sectors: cheese, meat, wines, traditional fruits and vegetables, organic fruits and vegetables, fish, oysters.
- Worldwide : more than 350 chains and nearly 150 under elaboration

The products of the Quality supply chain Carrefour are often certified with an official quality scheme (wine chains are often AOC chains, meat chains are often under CCP…).
Index card

a) Name (Label):
Filière Qualité Carrefour

b) Issued in (year):
1991

c) Name of the subject responsible for the drafting of the standard:
Partnership Carrefour, group of producers and intermediaries

d) Reference rule(s) for the standard and year of publication:
There are specifications for each chain, and so as many referentials: Carrefour counts in France nearly 250 chains in partnership with more than 35000 producers: it concerns 57 products.

e) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Large scale retailers

f) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
All the levels

g) National/international level of the acknowledgement of the scheme:
International

h) Reference country / countries (country or area where compliance to the scheme is required):
Most of the countries where Carrefour is present: for example, France, Spain, Italy, Portugal, Argentine…

i) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
Specific production lines

j) Scope:
Beef
Pork
Cheeses
Fruits and vegetables
Sea products
Poultry
Wines
k) **Certification / inspection body typology:**
The application of the specifications by the operators is controlled by a third certification body registered by the public powers.

l) **Accreditation of certification / inspection bodies:**
This certification body is accredited by the COFRAC (according to the EN/45011 regulation).

m) **Diffusion of the scheme in the various countries:**
Most of the countries where Carrefour is present: for example, France, Spain, Italy, Portugal, Argentine…

n) **Relevant requirement typologies:**

<table>
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<th>Requirement Type</th>
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<td>de type HACCP</td>
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<tr>
<td>HACCP plan</td>
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o) **Target:**
Consumers
7. FILIERE AUCHAN / AUCHAN’S CHAIN
Auchan has committed itself, for many years, for and in partnership with the producers, in order to guarantee the products, “from the field to the plate”. The development of chains between stockbreeders, producers, process-makers and Auchan ensures traceability guarantees to the consumers a quality offer.

Auchan does not own real quality criteria, but invests rather into the French quality official schemes developing partnerships with the producers to make this type of marketing easier.

For example, since the end of 1995, Auchan works in partnership with 500 stockbreeders of calves from Aveyron and Séga la. These calves which have the Label Rouge are suckled by their mother and fed in complement with cereals. Controls are done by an organization independent from all the links of the chain. It is the same for the partnership between Auchan and the AOC Maine-Anjou for the beef (agreement signed in 2005).

Auchan is moreover the first one, in France, who became member of the Forum of the Reasoned Agriculture Respectful for Environment / Forum de l’Agriculture Raisonnée Respectueuse de l’Environnement (FARRE). Auchan played a fundamental role for the promotion and the development of this mode of production, being concerned about controlling the effects of the agricultural activity on the environment and preserving the animal well-being.

Moreover, the company wants to be a major protagonist of the Organic agriculture, in close dialogue with the producers. The organic agriculture consists in cultivating and stockbreeding naturally plants and animals, preserving the environment and the production cycles. The agricultural products are cultivated without any weed-killers, nor fertilizer, nor chemical product of synthesis. The livestock is fed with 90 % minimum of organic products obtained with a limited use of veterinary products. In France, 400 organic stockbreeders work with Auchan and Auchan distributes 70 % of the organic beef’s production. In total, more than 700 organic products are referenced.

Diffusion today…

Today, in France, nearly 200 products with the logo “Filière Auchan” are referenced.
In France, Auchan has adopted a global traceability system, Trace One, for its own-branded products.

Over the controls made by the official services, Auchan takes the initiative in having supplementary controls done by external laboratories, like in France, the Institut Pasteur, Véritas and Ecocert. These controls are made at three levels:

- **At the suppliers’**: to work with Auchan, the supplier must obtain a quality visa, in particular after an audit on the sanitary conditions of manufacturing and on the quality of the production. The supplier must also sign an agreement for food safety, which provides for commitments about traceability of products, labelling, quick communication in case of crisis...

- **On the delivery platforms**: Precise points are supervised: temperature, ripeness of fruits and vegetables, time for bullock’s maturation...

- **In the stores**: In France, 130 sites are controlled each month in all the stores (temperature, cleaning and disinfection of the workshops, the stockrooms…). Moreover, each year more than 20 000 bacteriologic analysis on products are made. Auchan is the first distributor who committed itself in a process for the certification of the services provided by the fresh products departments, validated by the certification committee Qualicert. A referential enumerates the consumers’ expectations and the means to meet them, with expectations that are higher than the regulation’s ones.

The products, either food products or non food products, are controlled and tested permanently. Auchan has undertaken a fundamental process, which aims at intensifying the controls all along the supplying chain. The quality departments make systematically tests and analysis, at the moment of the product’s referencing, then for its embarking and its receipt, for importation products. The process for the elaboration of the Auchan’s products integrates the same expectations for quality. Appropriate trainings are regularly given to the different protagonists of the supplying chain, from the buyer, at the maintenance department, to the departmental manager, in the store.
Index card

a) Name (Label):
Filière Auchan

b) Issued in (year):
1995

c) Name of the subject responsible for the drafting of the standard:
Partnership Auchan and each group of producers associated to an official quality scheme

d) Reference rule(s) for the standard and year of publication:
Agreement of economic contractualization (on the basis of specifications of official quality schemes)

e) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Large-scale retailers

f) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
All the levels

g) National/international level of the acknowledgement of the scheme:
National

h) Reference country / countries (country or area where compliance to the scheme is required):
France

i) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
Specific production lines

j) Scope:
Beef
Pork
Fruits and vegetables
Sea products
Poultry
Milk and dairy products

k) Certification / inspection body typology:
The application of the specifications by the operators is ensured by controls of official services and supplementary controls by laboratories (Institut Pasteur, Véritas and Ecocert).
These controls are made at 3 levels: at the suppliers’, on the delivery platforms, and in the stores.

   l) **Accreditation of certification / inspection bodies:**
The certification bodies accredited by the COFRAC (according to the EN/45011 regulation) and registered by the public powers.

   m) **Diffusion of the scheme in the various countries:**
Auchan generalizes these processes in other stores owned in Europe, in particular in Spain and Portugal.

   n) **Relevant requirement typologies:**

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   o) **Target:**
Food chain operators and consumers
8. AGRI-CONFIANCE
Agri Confiance® gives an answer to the major concerns of the society in the fields of food safety, traceability, transparency and control of the environmental impacts.

This certification at the beginning of the agricultural chain, which is in continuity with the international regulation ISO 9001, organizes and contractualizes the relationships between member-agricultural producer and his collecting company, in order to give the consumers guarantees of safety, health, satisfaction and traceability in accordance with their expectations. It certifies the quality and the safety of the products’ flows, the information or services exchanged within the interface members-producers / cooperatives, and this way, it makes the cooperatives’ customers faithful about regularity, conformity and security of agricultural productions, preserving at the same time the environment. This ambitious programme is a cultural evolution and an improvement of the relationships between the farmers and their cooperatives to organize all the services and professions for a perfect control of the productions’ procedures.

Since the end of 2001, the elaboration a common referential quality-environment has opened the process to the environmental concerns.

Agri Confiance® is a registered trademark of the French Confederation of the Agricultural Cooperatives / Confédération Française des Coopératives Agricoles (CFCA).
The reference document defines the conditions that the cooperative and the producers must fulfil to be certified, conditions that can be summed up in three main lines:

1. **Contrat commercial** with each customer, in order to precise their implicit and explicit expectations, and to verify that the SOPA certified and its members can meet these expectations.
2. **Contrat “produits-services”**: it is the heart of the referential; this mutual agreement is concluded between each producer and his SOPA. It defines their reciprocal commitments. This way, the producers ensure the whole supervision of the cultures concerned and register all the interventions in order to control the traceability of the products collected. In return, the technicians give adapted and personalized advice (technical advice, management, training, supplying, veterinary services...) in accordance with the expectations of the contract.
3. **Système Qualité**: it leans on clear and fixed contractual relationships between producers and SOPA, with the elaboration of procedures and surveys in order to put in writings the know-how of each other about members’ training, control of agricultural inputs, cultural practices and collecting practices... The right application of the quality system and of its effectiveness will be checked by internal audits leading to the writing of a report and to the setting up of corrective or preventive actions.

**Diffusion today…**

The evolution of the Agri-Confiance process is significant today:

- 124 sites are certified and represent about 4 000 producers,
- 130 sites (pilot sites and new sites) are involved and represent about 36 000 producers
- 186 prospective sites in broadening phase

This Agri-Confiance process concerns today more than 247 cooperatives, more than 64 000 producers involved by their cooperative.
Index card

a) Name (Label):
Agri Confiance®

b) Issued in (year):
1997 for the referential Qualité (standardization in 2000)
2001 for the referential Qualité-Environnement (standardization in 2004)

c) Name of the subject responsible for the drafting of the standard:
Structure Organisée de Production Agricole Agri Confiance® (SOPA) = group of producers legally organized and responsible for the quality of the agricultural, aquacultural or forestry production and for the carrying out of services necessary for the control of the system qualité - environnement of this production (definition from the NF V 01 005 regulation)

Reference rule(s) for the standard and year of publication:
Agri Confiance® Qualité : norme AFNOR NF V 01-005, du 20 juillet 2000 (révisée en 2004 pour prendre en compte la nouvelle version de l'ISO 9001)
Agri Confiance® Qualité-Environnement : norme NF V01-007 (publication le 15 décembre 2004).

d) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Proposers: Confédération Française des Coopératives Agricoles (CFCA), Fédération Régionale des Coopératives Agricoles (FRCA), Fédérations Nationales Spécialisées (FNS), cooperatives, SGS-ICS (certification body)

e) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
The beginning of the agricultural chain

f) National/international level of the acknowledgement of the scheme:
National

g) Reference country / countries (country or area where compliance to the scheme is required):
France

h) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
According to the definition given by the company: parcel’s approach, farm’s approach or region’s approach

i) Scope:
Customers, productions and protagonists concerned, interested parties
Every types of agricultural, aquacultural and forestry production
a. Bovines
b. Cereals - Oleo-Proteaginous - Seeds
c. Fruits & Vegetables (fresh and processed)
d. Milk
e. Pork
f. Wine
g. Poultry - Rabbit - Ducks - Fat Palmiped
h. Other chains (forestry - flax - fishery - tobacco)

j) Certification / inspection body typology:
The application of the specifications by the operators is controlled by a third certification body registered by the public powers.

k) Accreditation of certification / inspection bodies:
This certification body is accredited by the COFRAC (according to the EN 45012 regulation).

l) Diffusion of the scheme in the various countries:
France

m) Relevant requirement typologies:

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</table>

n) Target:
Every SOPA: mainly cooperatives
Farmers members of the cooperatives
(+ communication soon to the consumers thanks to the logo on the products)
9. THE AGRICULTURE RAISONNEE QUALIFICATION
According to the Conseil Supérieur d’Orientation et de coordination de l’économie àgricole et alimentaire (CSO): “The Agriculture Raisonnée correspond to global and horizontal processes for the management of the agricultural business, aiming, over the enforcement of the regulation, at the intensification of the agriculture’s positive impacts on environment and the reduction of the negative effects, without questioning the economic profitability of the businesses (…)”.

According to the décret N°2002-631 du 25 avril 2002 (appendix F 1.a)
a. “The reasoned modes of production consist in carrying out, with the farmer on his whole business in its global approach, technical means and agricultural practices in accordance with the Agriculture Raisonnée referential. The referential is about preserving the environment, controlling the sanitary risks, health and safety at work and animals’ well-being (…)”.
b. “The qualification is procedure that testifies that a business corresponds to the criteria of the Agriculture Raisonnée referential”.

The process’s objectives that come first are to:
a. Improve the environment’s state with a mass process.
b. Create a common base for all the other processes that exist or that are under project.
c. For certain persons, become the standard of the French Agriculture, maybe the European Agriculture.
d. Inform citizens, consumers and customers clarifying the communication about the Agriculture Raisonnée. Revalorizing this way the farmer’s job.
e. Assess and modify the agricultural practices.
f. Make the farmers sensitive to the environmental regulation and make their businesses conform to the regulation.
g. Keep their customers and capture new markets.

Process and control:
**Diffusion today...**

According to the data of the certification bodies, and collected by the *Direction Générale de l’Alimentation*, we count, at the end of March 2005, 663 businesses qualified. However, this data is not complete inasmuch as 2 certification bodies did not give their data about their qualifications.

**h. Division of the businesses qualified per region:**
The Languedoc-Roussillon, with 40.4% of the businesses qualified, is the first region. Then the region Centre (81) that concentrates more than 12% of the businesses qualified and the Aquitaine (78) with 11.8%. The regions which have less qualifications are Corsica (0.2%), Basse Normandie (0.2%), and Alsace (0%).

**i. Division of the farms qualified per chain:**
Specialized cultures (wine growing, market gardening, horticulture and tree growing) are present in nearly 74% of the businesses qualified. The wine culture is the most represented, with 372 businesses qualified.
Index card

a) Name (Label):
Qualification Agriculture Raisonnée

b) Issued in (year):
2002

c) Name of the subject responsible for the drafting of the standard:
Groupe « Agriculture Raisonnée » du Conseil Supérieur d’Orientation et de coordination de l’économie agricole et alimentaire (CSO)

Reference rule(s) for the standard and year of publication:
Décret n° 2002-631 du 25 avril 2002, published at the JO n°100 du 28 avril, about the system for the qualification of the farms with the agriculture raisonnée

4 arrêtés d’application du 30 avril 2002, published at the JO N° 104 du 4 mai 2002, about:
   j. The referential Agriculture Raisonnée,
   k. The two sections of the National Commission
   l. the Regional Commissions

d) Proposer typology (large-scale retailer, consortium, organisation for standardization, others):
Proposers: consensus between public powers, consumers, professional organizations, distributors…

e) Food supply chain level to which the scheme can be applied (e.g. agriculture / food industry / all the levels):
Only for agriculture

f) National/international level of the acknowledgement of the scheme:
National

g) Reference country / countries (country or area where compliance to the scheme is required):
France

h) Applicability to the firm as a whole / to specific production lines (es. ISO – EUREP GAP):
Firm as a whole

i) Scope:
Customer, productions and protagonists concerned, interested parties
Every type of agricultural, aquacultural and forestry production

j) Certification / inspection body typology:
The application of the specifications by the operators is controlled by a third certification body registered by the public powers (Qualification given for 5 years then renewed after the farmer’s request and a new audit)

**k) Accreditation of certification / inspection bodies:**
This certification body is accredited by the COFRAC (according to the EN 45011 regulation).

**l) Diffusion of the scheme in the various countries:**
France

**m) Relevant requirement typologies:**

<table>
<thead>
<tr>
<th>Requirement Type</th>
<th>Requirement Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant-related requirements</td>
<td>YES</td>
</tr>
<tr>
<td>HACCP plan</td>
<td>de type HACCP</td>
</tr>
<tr>
<td>Quality management system</td>
<td>YES</td>
</tr>
<tr>
<td>Environmental management system</td>
<td>YES</td>
</tr>
<tr>
<td>Traceability system</td>
<td>YES</td>
</tr>
<tr>
<td>Environmental impact control</td>
<td>NO</td>
</tr>
<tr>
<td>Recommendations on good practices (GMP, GLP, GAP, BAT)</td>
<td>YES</td>
</tr>
<tr>
<td>Occupational Health and Safety Management System</td>
<td>YES</td>
</tr>
<tr>
<td>Product control</td>
<td>NO</td>
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<tr>
<td>Process control</td>
<td>YES</td>
</tr>
<tr>
<td>Personnel</td>
<td>NO</td>
</tr>
<tr>
<td>Continual improvement</td>
<td>YES</td>
</tr>
<tr>
<td>Management motivation</td>
<td>NO</td>
</tr>
<tr>
<td>Product characteristics</td>
<td>NO</td>
</tr>
</tbody>
</table>

**n) Target:**
Food Chain operators
(± communication soon to the consumers thanks to the logo on the products)