The French market of organic products

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Agence Bio - France
What is Agence Bio?

- 6 members:

  - Ministry of Agriculture, Food and Forestry
  - National Federation of Organic Farming
  - Permanent Assembly of French Chambers of Agriculture
  - Ministry of Ecology, Sustainable Development and Energy
  - French Organic Trade Association
  - Federation of agricultural Co-operatives
Organisation

Agence Bio works closely with partners who contribute to develop organic farming: public, professional and inter-professional organisations, research bodies, organic sales departments, environmental organisations and consumers associations and a special group for public catering.

**NATIONAL ORGANIC OBSERVATORY**

**COMMUNICATION**

**ORGANIC NETWORK & MARKETS**

**LAND & ENVIRONMENT**

4 interdependant working groups at Agence Bio
**Missions**

- To develop the organic network
- To develop organic data collection (French national observatory of organic farming and markets) in order to provide key data and information for stakeholders
- To organize national communication campaigns for consumers while involving organic farmers, processors and retailers
- To support market chains projects that stimulate conversions and the consumption of a broad range of organic products
- To improve the knowledge of environmental, territorial, economic and social effects of organic farming

**Special tasks**

- In charge of the notifications and the national directory of French operators (in application of art.28 of Council Regulation (EC) n°834/2007) [http://annuaire.agencebio.org](http://annuaire.agencebio.org)
- In charge of the AB communication logo
- In charge of the Chain Support Fund « Avenir Bio »
Some events

- Launch of logo for organic products AB
- Territorial Farming Contracts
- Increasing commitment of regional authorities
- Creation of Agence BIO
- Grenelle Environnement
- National organic steering committee
- New 2013-2017 Organic Ambition Plan

**Evolution of the French organic sector and farmland**
A market approaching 5.5 billion € in 2015

With a diversity of the distribution channels
An increasing market in catering (191M€ in 2014, +11%)

Evolution of the sales of organic food by distribution channels between 2005 and 2014 (in million €)

Source: Organic food consumption assessment - Agence BIO/AND-International – 2015
A diversity of organic products consumed in France

Distribution of sales by organic product category in 2014 (in % of the market value)

- Other drinks: 5%
- Wine: 12%
- Grocery: 22%
- Fruits and vegetables: 16%
- Milk and dairy products: 14%
- Bread and flour: 7%
- Meat (beef, veal, pork and mutton): 7%
- Poultry: 3%
- Sea products: 2%
- "Charcuterie" and "salaison": 2%
- Other delicatessen products and frozen products: 4%

Source: Organic food consumption assessment - Agence BIO/AND-International – 2015
## Organic shares of some top products /product groups (in value)

<table>
<thead>
<tr>
<th>Product</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>eggs</td>
<td>22.1%</td>
</tr>
<tr>
<td>milk</td>
<td>10.8%</td>
</tr>
<tr>
<td>wine</td>
<td>6.3%</td>
</tr>
<tr>
<td>fruits</td>
<td>4.3%</td>
</tr>
<tr>
<td>vegetables</td>
<td>4.0%</td>
</tr>
<tr>
<td>grocery and non alcoholic drinks</td>
<td>3.0%</td>
</tr>
<tr>
<td>bread and flour</td>
<td>2.5%</td>
</tr>
<tr>
<td>delicatessen and frozen products</td>
<td>1.8%</td>
</tr>
<tr>
<td>meat and poultry</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Source: Organic food consumption assessment - Agence BIO/AND-International – 2015
Origin of organic products consumed in France

Source: Organic food consumption assessment - Agence BIO/AND-International – 2015
Thanks for your attention

For more information: www.agencebio.org

Meet us on the International Agriculture Show in Paris from February 27 to March 6 (International Organic Seminar on the 3rd March)!