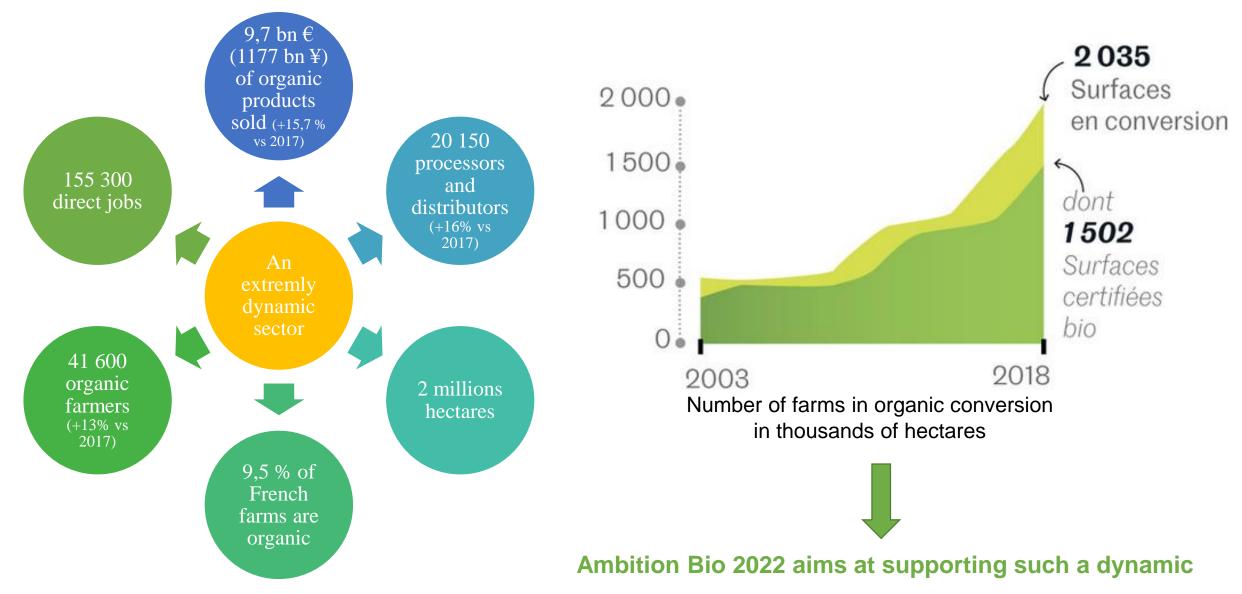


French organic farming production in 2018



Why French consumers eat organic?



To preserve his health

For the quality and taste of the products

To preserve the environnement

For animal welfare

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

French organic consumption

The main obstacles to the organic products consumption

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

Criteria for choosing to purchase an organic product

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



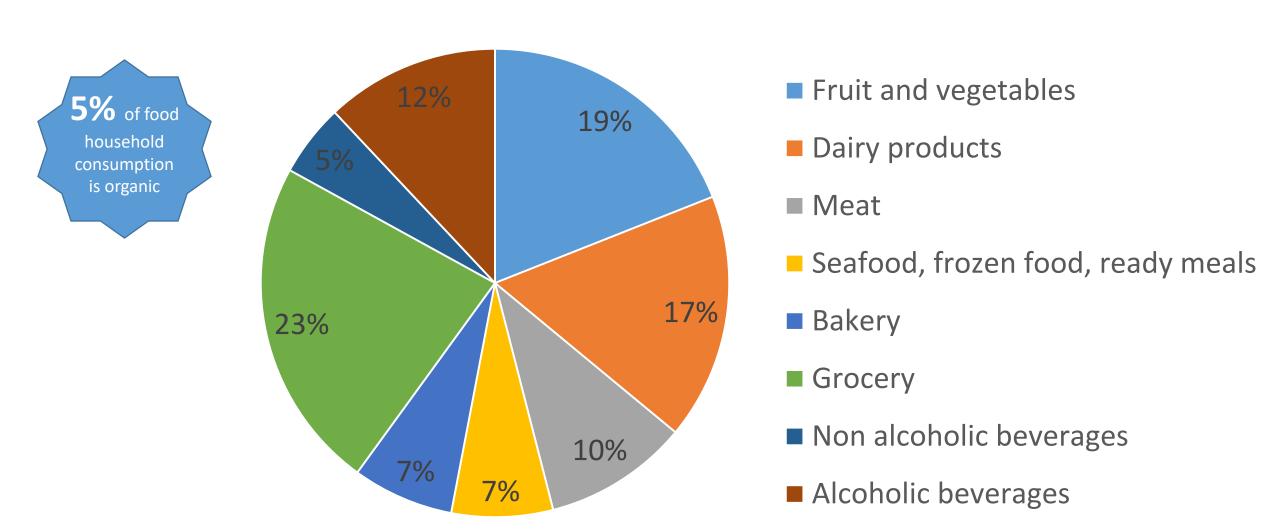


French organic market: 9,7 bn € (1 177 bn ¥)

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



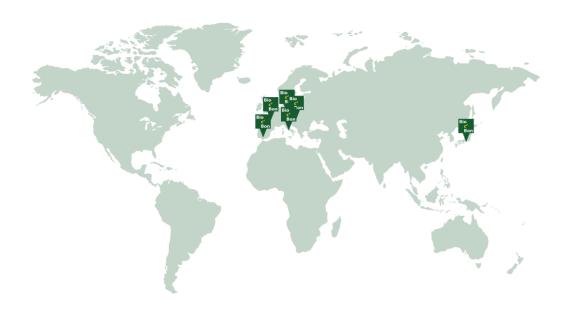
French organic market: household consumption



Retailing organic products: the example of Bio c' Bon

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





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





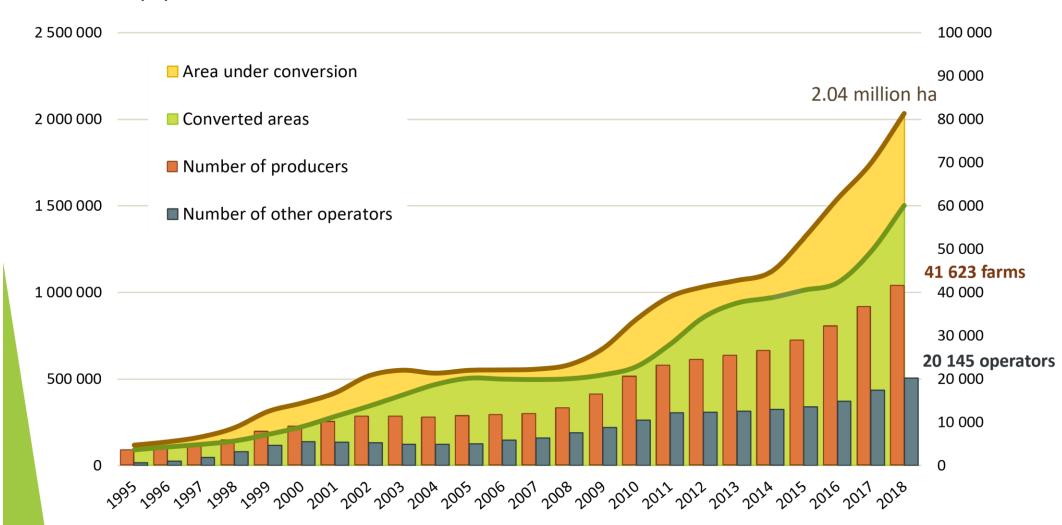




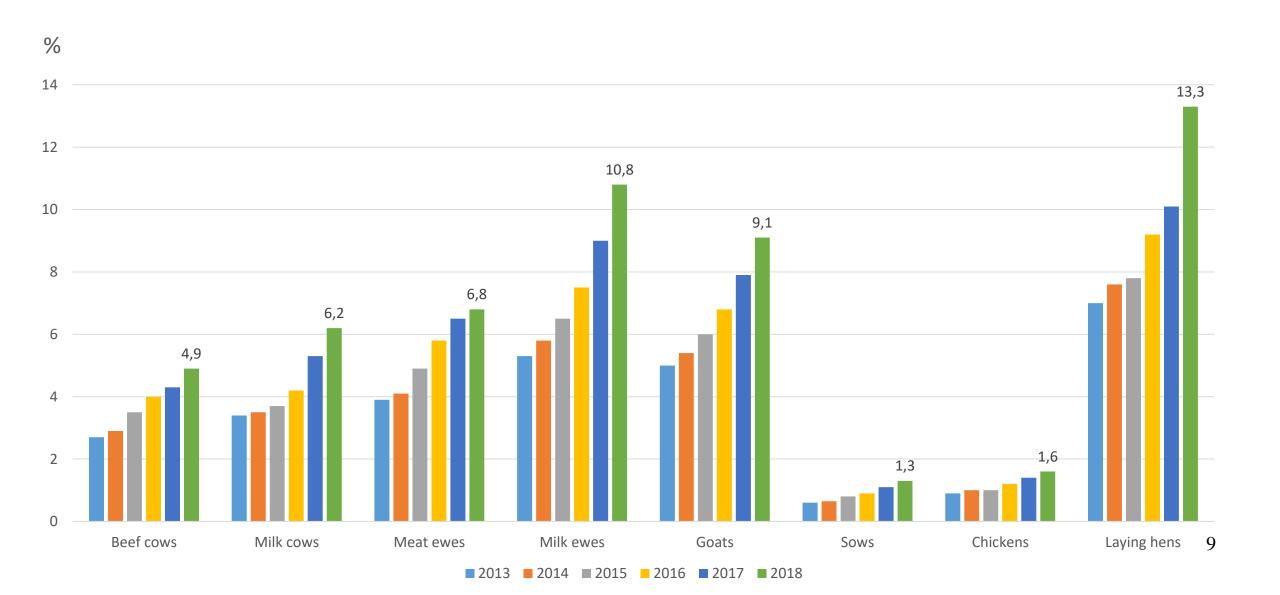


Evolution of the organic share of the UAA

Certified area (ha)



Evolution of the organic share of the livestock



Main objectives of the Program Ambition bio 2022

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

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

Wide consultation of professionals to elaborate a shared action plan



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

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



Thank you for your attention!