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BIOFACH

THE FRENCH ORGANIC SECTOR CONTINUES TO EXPAND TO MEET THE FOOD DEMAND FOR ORGANIC PRODUCTS

Anaïs RIFFIOD
Project Manager
Agence Bio - France



A 10 years overview :

The organic market has quadrupled to meet the growing demand for organic products



End of 2011

The French organic sector today

- **23 100 organic farms**
+12% since 2010 and 4,6% share of French farms
- **12 000 organic processors and distributors**
+17% since 2010
- **nearly 950 000 ha organically managed land***
+12% since 2010 and 3,4% share of the agricultural surface used
- **A market approaching 4 billion euros***
+12% since 2010

**First estimates (final datas in May 2012)*

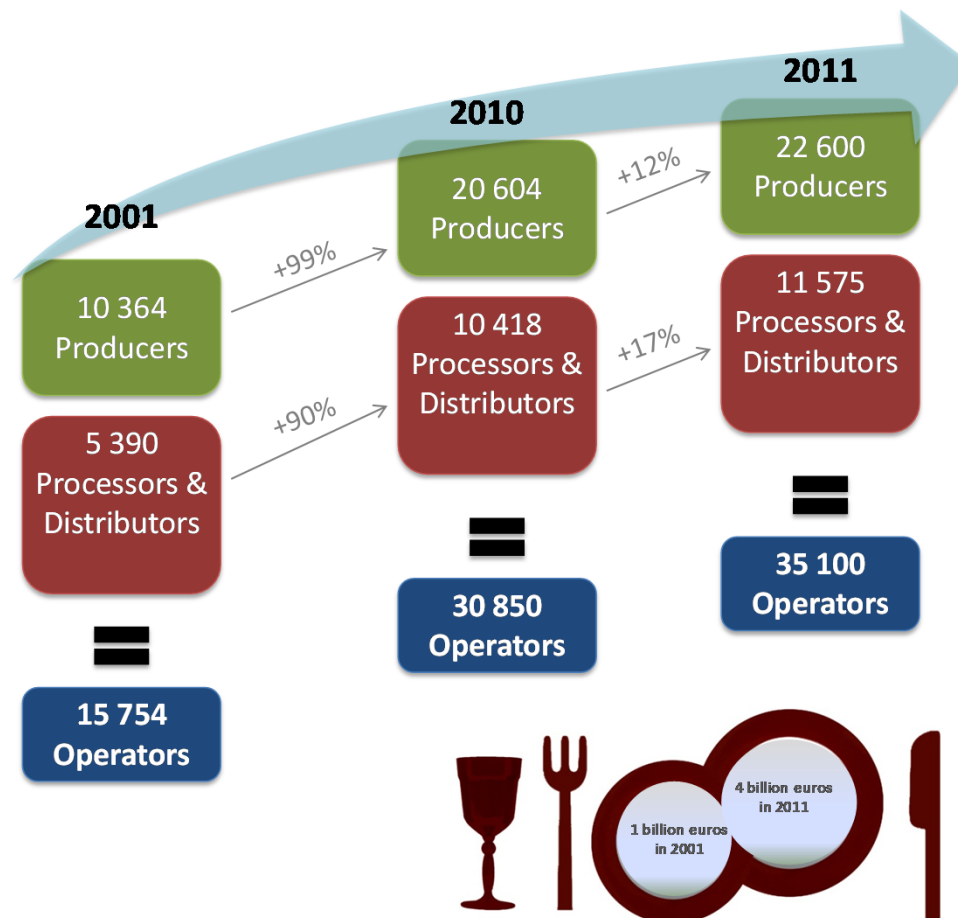


10 YEARS OF GROWTH FOR THE SUPPLY AND THE MARKET OF ORGANIC PRODUCTS IN FRANCE



In 10 years, from 2001 to 2011, the number of French farms, processors/distributors and organically managed land have more than doubled.

A new boom in 2008 : the $\frac{3}{4}$ of the growth in the number of farms has occurred over the past 4 years.



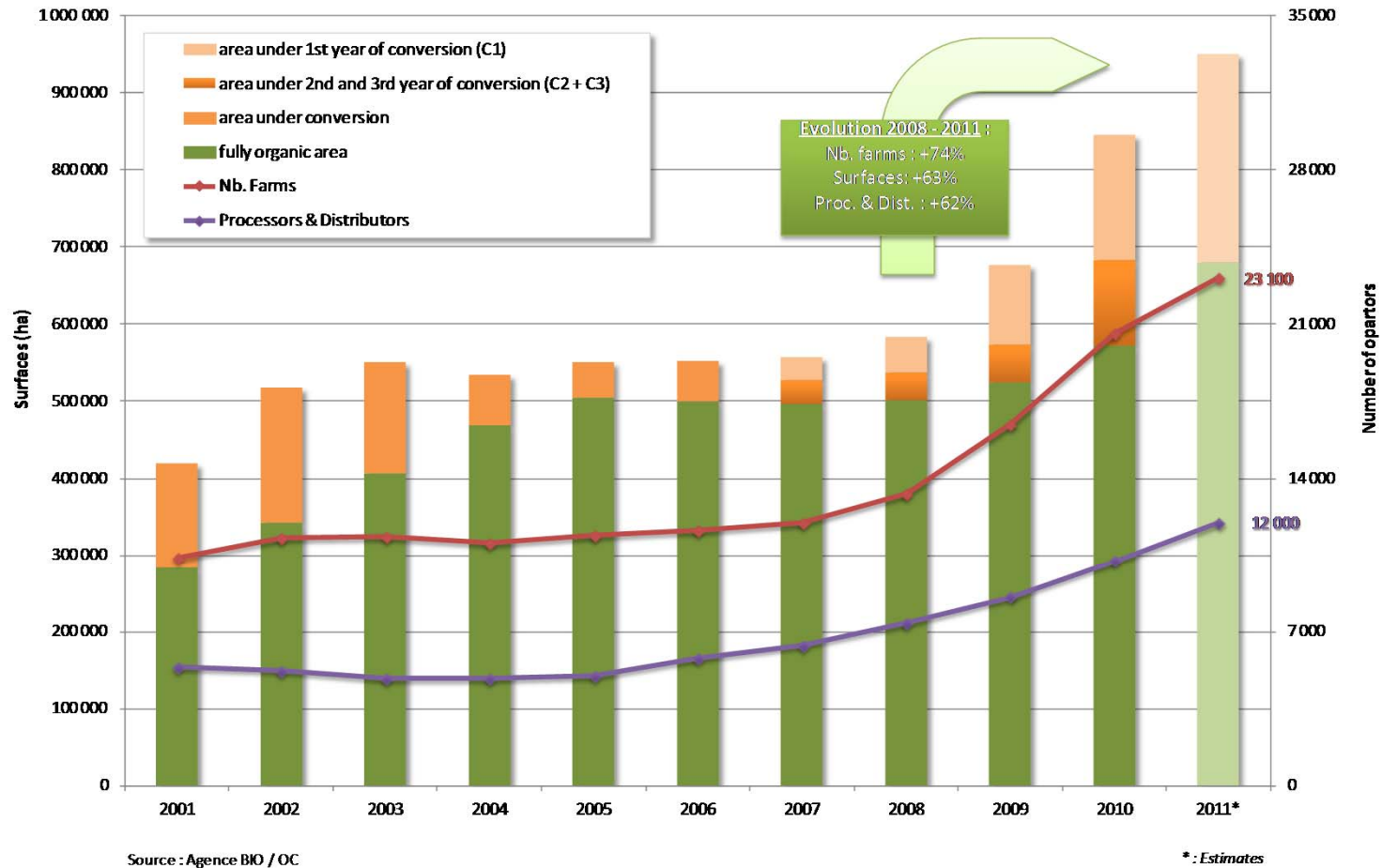
NEW BOOM SINCE 2008

Number of farms: +74%

Area : +63%

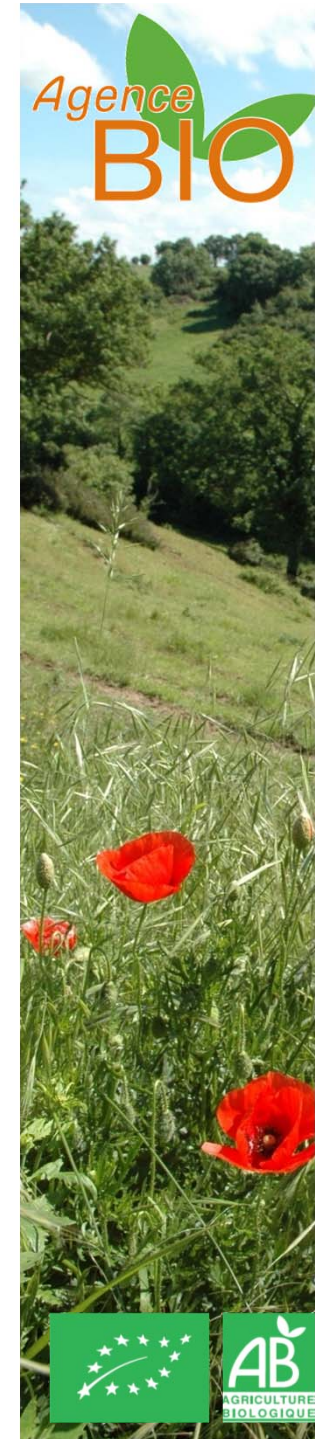
Processors & Distributors: +62%

Evolution of the number of organic operators and of the area organically managed

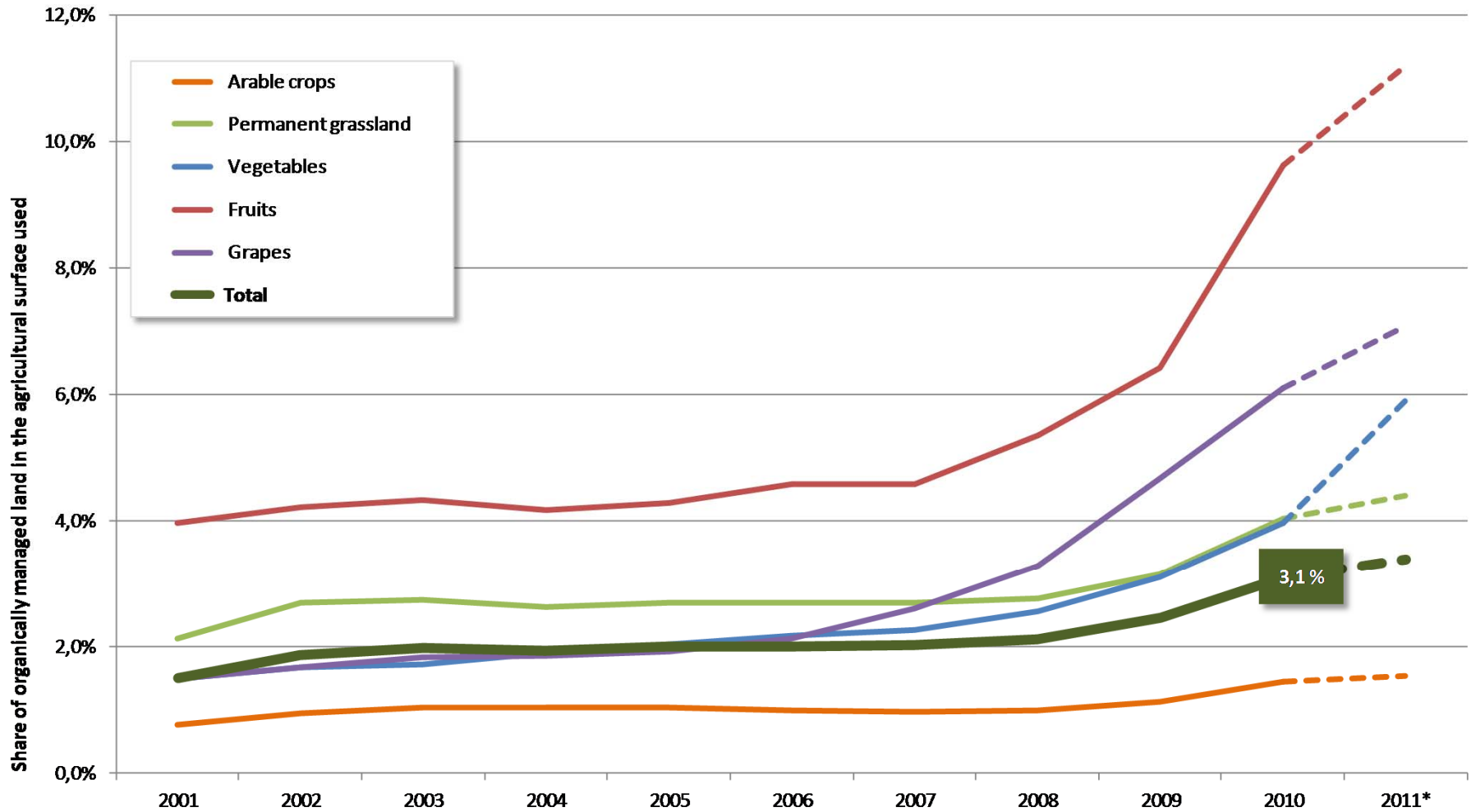


Source : Agence BIO / OC

*: Estimates



INCREASING WEIGHT OF FRUIT AND GRAPE PRODUCTIONS



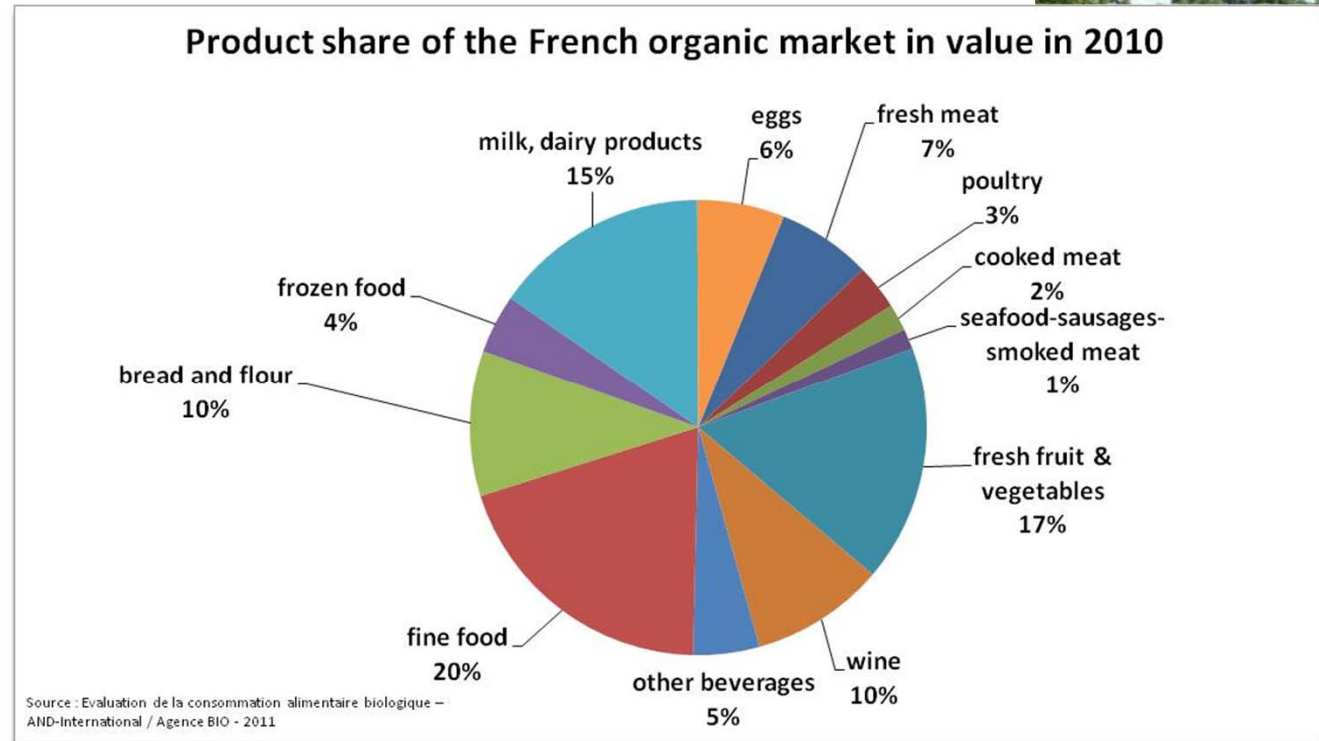
Sources : Agence BIO / Agreste

* : Estimates

THE ORGANIC MARKET GROWTH CONTINUES



- Increase in production
- Share of the total food market = 2,3% (first estimates)
- Supremacy of fresh products but a strong growth for processed food



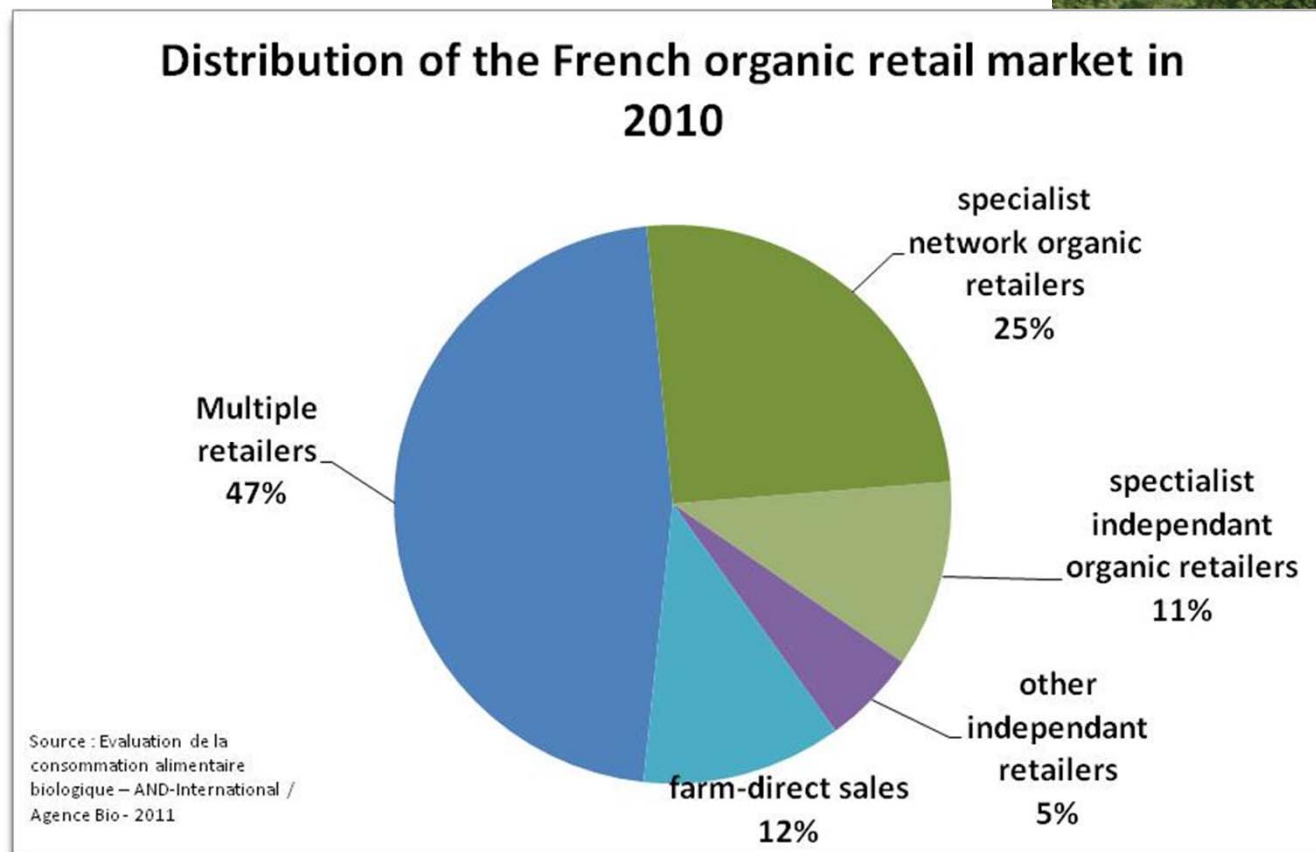
- A wide range of organic products is available (cheeses, cooked meat, prepared food...etc.)
- more and more local organic products for consumers



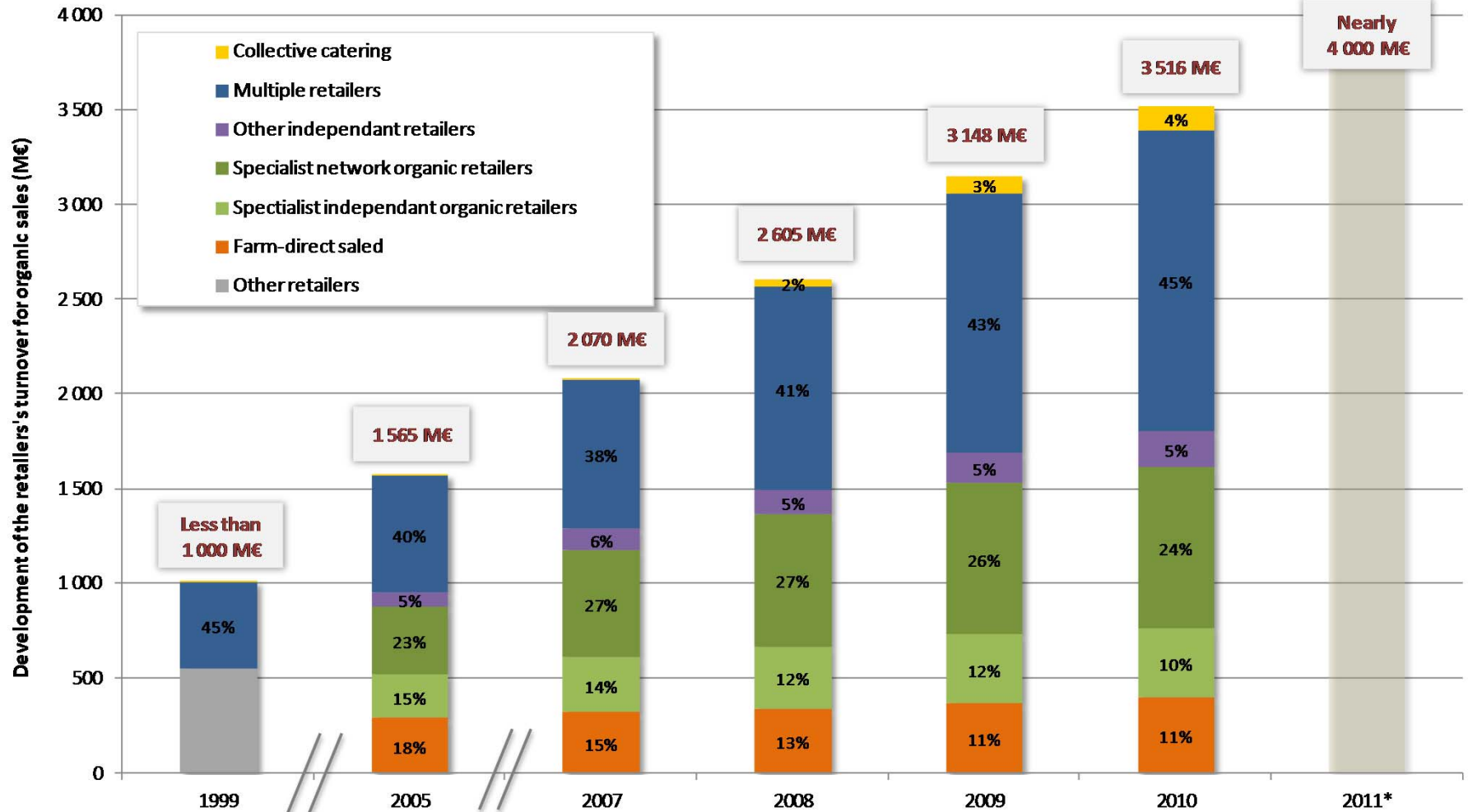
MORE THAN 4 OUT OF 10 FRENCH CONSUMERS BUY ORGANIC PRODUCTS AT LEAST ONCE A MONTH



- Fruit & Veg and dairy products ahead of all organic purchases
- Loyalty of consumers to organic products
- Several retailing channels for organic products



THE ORGANIC MARKET : MULTIPLIED BY 4 IN 10 YEARS



Source : Agence BIO - AND-1 / Evaluation de la consommation alimentaire biologique

* : Estimates

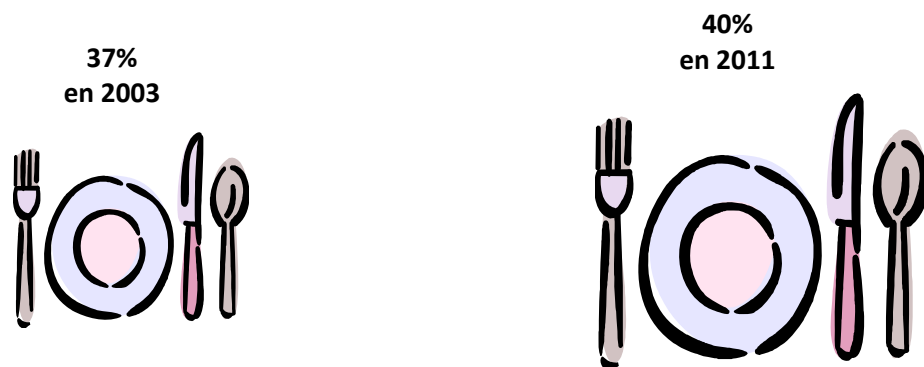
Organic food consumption patterns in France
**Organic products : full feature of the
French market**

Source : Baromètre Agence Bio / CSA 2011



ORGANIC CONSUMERS PROFILE FACTS

- 4 out of 10 French consumers eat organic on a regular basis
- Health and environment are the main reason for buying organic
- 56% of French consumers state that it is normal for organic food to be more expensive (*39% in 2004*)
- Amongst organic shoppers, 37% state that eating organic has changed their everyday relationship to food (season and fresh food, ...)



Share of French consumers eating at least 1 organic product monthly



THE FRENCH ORGANIC SECTOR

- The growth of the organic market continues in an overall stable food market
- The organic supply chain is strengthening
- 96% of organic consumers intend to maintain or increase their organic products consumption
- Public catering : a promising market



THANK YOU FOR YOUR ATTENTION

For more information: www.agencebio.org

Meet us at Biofach on Sopexa Stand (Hall 1) !



International Agriculture Show
25th February to 4th March
stand3C93 dans le Hall 3

