



Product Quality and origin in Nouvelle Aquitaine

CHAMBRE AGRICULTURE DE LA VIENNE (86)

FRANCE

Barcelone, 3, 4 October 2019

Summary



1. Welcome to France !!!
2. Responsibilities
3. SIQO in France: requirements, process and checking
4. Administration : a key role of counselling, support and checking
5. The meaning of the quality: some local examples

80 M tourists/year in France
 28 M tourists/year in N-A
 5 M tourists/year in Vienne



Communes et territoires classés ou labellisés

- Patrimoine mondial de l'UNESCO 
- Villes et Pays d'art et d'histoire  *Ville ou Pays*
- Plus Beaux Détours de France 
- Plus Beaux Villages de France 
- Petites cités de caractère 



France: Nouvelle-Aquitaine (Poitou-Charentes): Vienne (86)



What's this??

And this



«Village à Caractère!! »?

It's not finished!! I'm lost!!!

I saw:



Les Plus Beaux Villages de France®

(The best villages in France)

We have just arrived in this region and ...We must visit a lot of Villages!!! ...I think that they are all,.... VERY INTERESTING!!

Yes all right!!! But I would like to have lunch!!! I'm hungry ..and we are in France: the land of the **CHEESE**, **TARTIFLETTE** and **MACARON**,



At the restaurant...

Les Viandes

CUISON au BARBECUE

👑 Tournedos de Boeuf, sauce au lard fumé	18,20 €
👑 Magret de Canard entier IGP, compotée d'oignons au vin rouge	21,50 €
👑 Entrecôte (350 g.), compotée d'oignons au vin rouge.....	22,50 €



Les Poissons

Dorade Royale entière, sauce pesto.....	17,50 €
Bar entier, sauce vierge.....	18,50 €
👑 Steak de Thon, vinaigrette soja-gingembre-yuzu.....	18,90 €
Gambas sauvages, bisque de crabes verts.....	20,50 €
Poêlée de Saint-Jacques, sauce aux giroilles	21,50 €
Mille-feuille de la Mer (Panaché de poissons grillés), sauce au lard fumé.....	22,90 €



Pensez-y !

Crustacés, grosses pièces de poissons ou de viandes à partager

Homard, Langouste, Turbot, Côte de Boeuf, ...

SUR COMMANDE

pour une prochaine fois !...



Les Desserts



Trio de Panna Cotta.....	6,20 €
Crème brûlée.....	6,30 €
Tarte aux Pommes revisitée	7,00 €
Dacquoise à la pistache, crème framboise.....	7,20 €
Tarte au citron à notre façon	7,50 €
Moelleux au Chocolat, glace à la vanille (10 min. d'attente).....	8,10 €
Café ou Thé Gourmand	9,00 €
Glaces 2 boules.....	4,20 €
3 boules	6,10 €
Coupe de glaces (Café ou Chocolat Liégeois, Colonel, Dame Blanche).....	6,50 €



Administrations « participate in » the fact that all tourists and all the population have a diversity of food and guaranteed products:

Health, Safety, well-being of animal;
Authenticity
products;
economical
survival of SME



- What is a SIQO? Why create a SIQO ?

✓ An official guarantee for consumers :

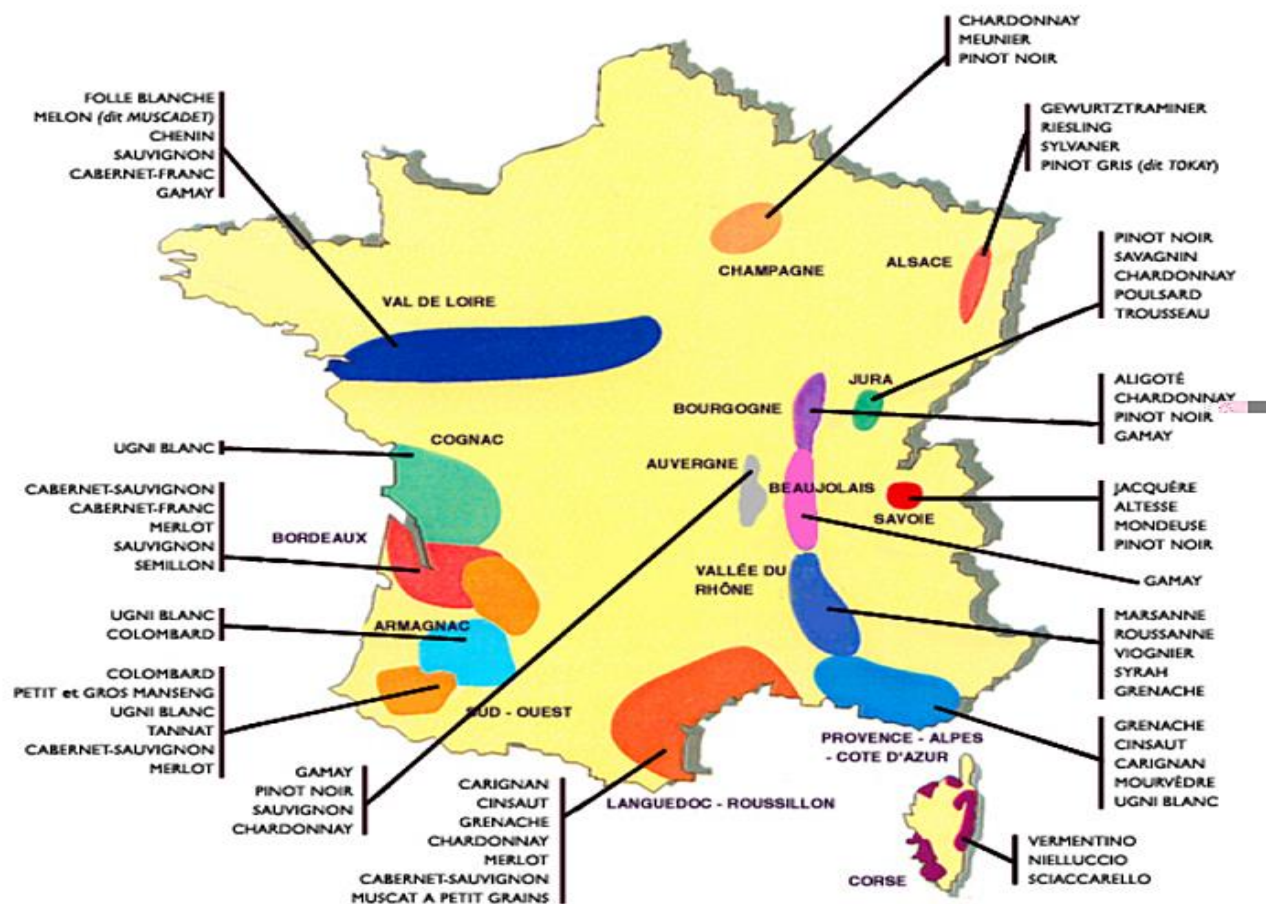
- *Origin* (AOC et AOP ; IGP)   
- *Quality* (Label rouge) 
- *Traditional recipe* (STG) 
- *Environmental respect* (Agriculture biologique)  

- ✓ **Strict conditions on the production** validated by public institutions
- ✓ **Regular checks** carried out by an independent organism
- ✓ **A volunteer and collaborative effort from producers**



- An historical diversity of productions to enhance in a global market

➤ In France, there are more than 1,000 products guaranteed by SIQO



- Nouvelle-Aquitaine : « the first region for SIQO in Europe »

218 SIQO :

- ✓ 57 Indications Géographiques Protégées (IGP),
- ✓ 72 Labels Rouges,
- ✓ 83 Appellations d'Origines Protégées (AOP)
- ✓ 5 Appellations d'origines réglementées et indications géographiques
- ✓ 1 Spécialité Traditionnelle Garantie (STG).



03/01/2020

- Nouvelle-Aquitaine : « the first region for SIQO in Europe »

+ Local Charts :



Signé Poitou-Charentes



Fermier Signé Poitou-Charentes



Marque Poitou



Bienvenue à la ferme



Agrilocal



- Other signs to promote quality standards :



#30366348



Savoir Faire Français



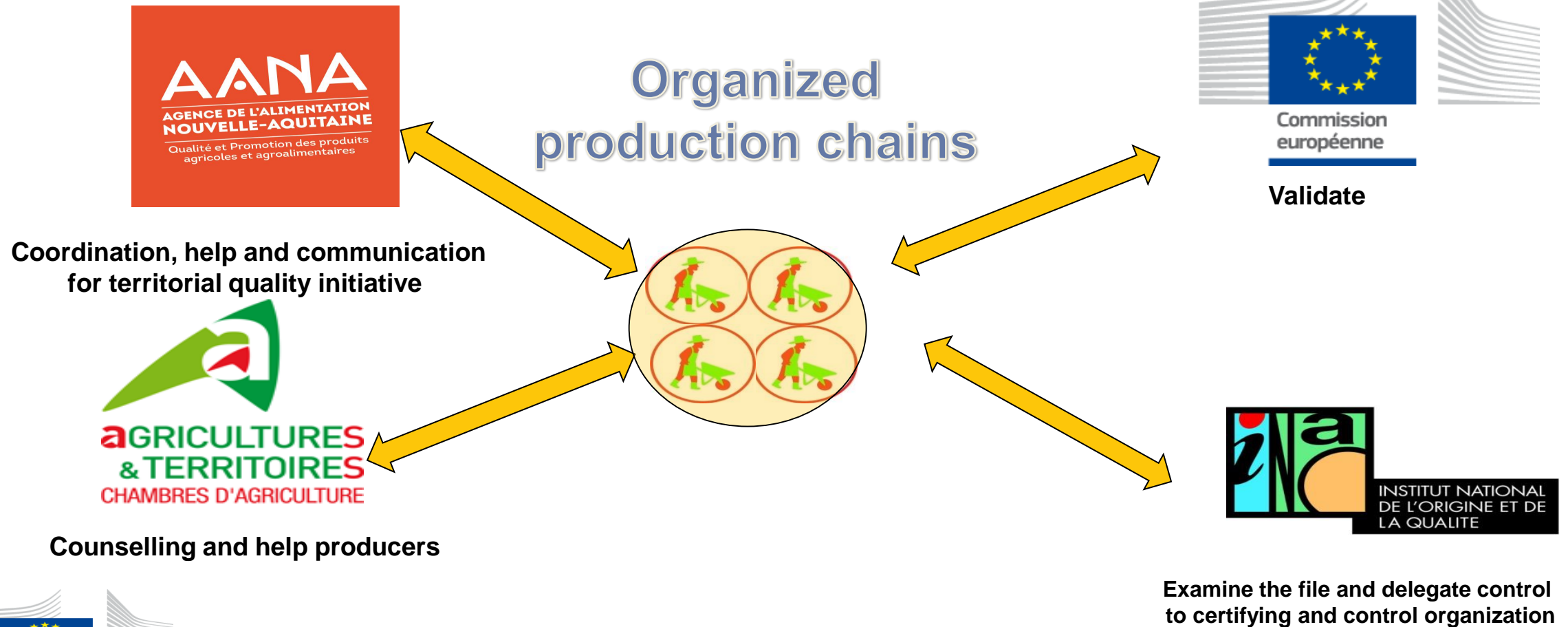
Why ?

- Powerful associations and organizations?
- Political strategy?
- Do they have the same quality?
- Consumers are confident in them

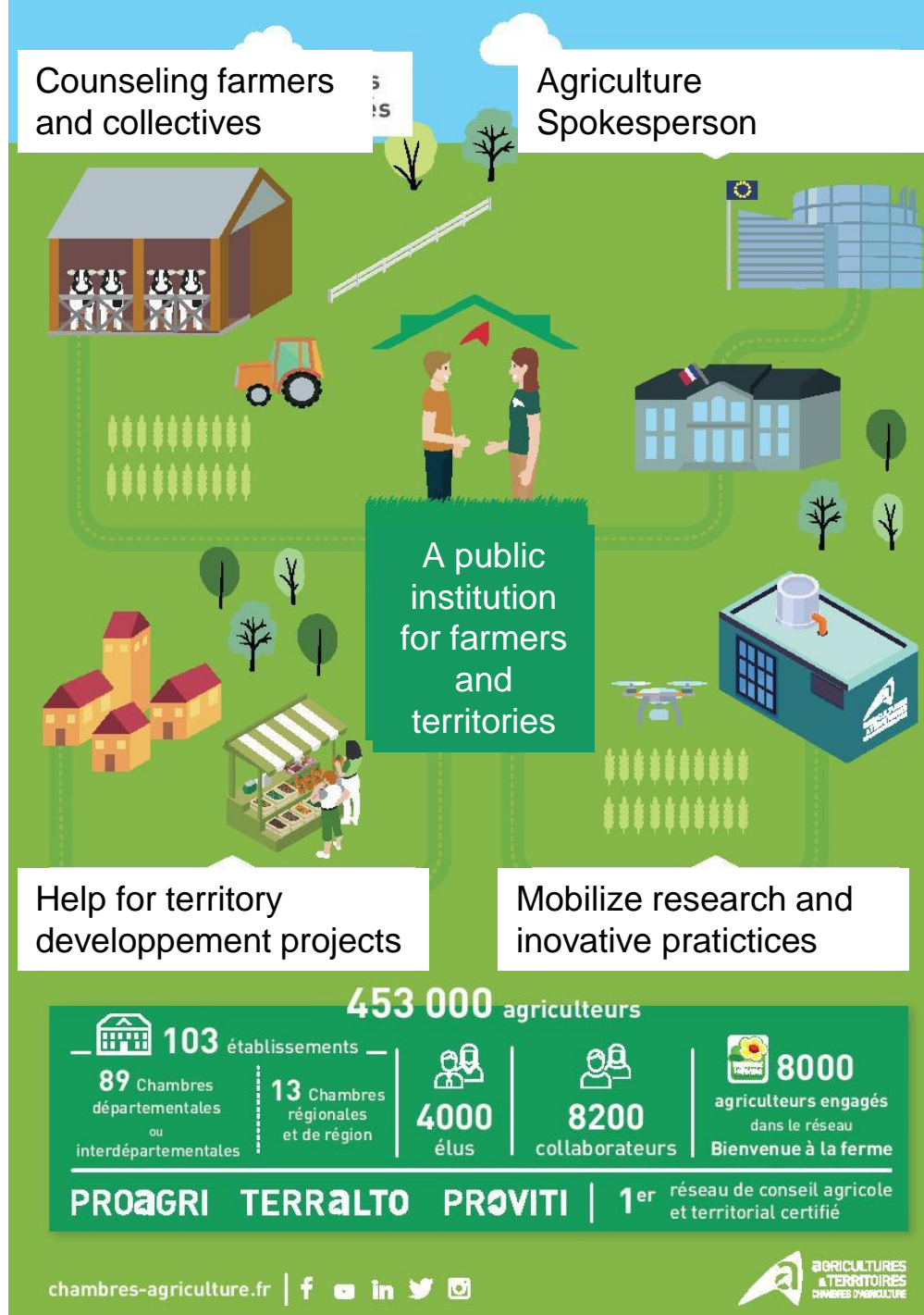


3. SIQO (quality and origin identification labels) in France : requirements, process and control

- How to create a SIQO ?



Chamber of agriculture: a key role of counselling and support



AANA (Food agency of Nouvelle Aquitaine) : role and activities

Quality: create a **strategy** with producers, to have a SIQO with quality standards

Communication: develop the image and reputation of regional products

Marketing : *In France, in Europe and all over the world: promote and help the producers to sell*



Check : authenticity



Authenticity:

DGCCRF (*Direction Generale de la Concurrence, de la Consommation et de la Repression de Fraudes*). **Ministry of justice**

INAO (*Institut national de l'origine et de la qualité*): **Ministry of Agriculture of food**

INAO (national institute of origin and quality)



depends on the Agriculture and Food Ministry



INAO: what is it?



Double governance that associates the public authorities and more than 200 professionals

- ***Permanent Council***: Steering; strategic directions, budget
- ***National Committees*** approving the specifications and their amendments.
- ***The Council for Approvals and Controls*** approving the control devices. These organizations must be accredited by **COFRAC** (French Accreditation Committee)

Presidents and members of national bodies are appointed by ministerial decree for a period of five years.

INAO: Missions



- ***Examination of applications for recognition of official signs***
Help and study certifications projects
- ***Protection of signs and denominations***
Fight against usurpation or misappropriation of notoriety
- ***Supervision of control of official signs***
Agrees and evaluates some private independent control organizations
- ***Delimitation of production areas and protection of soils***
Preserve territory and adapt to new technologies
- ***International cooperation***
Experience sharing and cooperation
- ***Information about official sign system***

Check safety

1. **SANITARY AGREEMENT** : R. 178/2002; R. 852/2004; R 853/2004
PMS (plan de maitrise sanitaire) : HACCP + traceability

2. **EXEMPTION SANITARY AGREEMENT**: flexibility:

- Frequency analyses
- Specificity of the installations
- GBPH: (development by the industry, validation administration, personalization by the producer and training validated by the administration)

3. **DIRECT SALE**: they need to stair their production to administration

Some questions ;

- **Do you know any French Product with label, food,..?**
- **Are you convinced of the quality of French products?**
- **Would you personally choose a French pr**



*What is **QUALITY** for you?*

*The **quality of life** is what matters most to us, but it is a relative notion that everyone takes in his own way. However, there are almost universal markers like pleasure or concern for dignity.*

Pascal Chabot

People are talking about it,

*More than ever, food security issues are at the heart of the news. And if it were necessary to answer it to identify their history and better understand how everything that relates to the quality of food, health quality in the first place, is rooted in a long legal and economic history that concerns France as well as the whole of Europe? (**France cultura**)*

*Perhaps you have noticed that today, and more and more, we as consumers are invited to eat locally and favor nearby producers, both for ecological reasons and to favor producers in our regions. But look: who has not found, in doing his shopping, that French products 1. Are more rare (according to INSEE a third of products sold in France come from abroad) and 2. cost significantly more? How to reconcile the two requirements: to eat French but not at any price? (**France cultura**)*

*After decades of agri-food, the French want to return to Made in France and get organic food. They love their food culture and are willing to pay more for certain products. We are witnessing the reactivation of the welfare society! (**France cultura**)*

Quality for whom ?



4. Strengths and weaknesses : some significant examples

- IGP Agneau du Poitou Charentes : <https://www.youtube.com/watch?v=MslvxndQwpl>
- AOP Chabichou : <https://www.youtube.com/watch?v=I6ouLPLggtg>
- IGP Melon du Haut Poitou <https://www.youtube.com/watch?v=OGM-Q5-Gn70>





Thank you!
See you soon...
In Poitiers (*FRANCE*)

Questions welcome



Project smedia