

REPORT ON VIENNE'S PARTNERS MEETING.

On the 30th January of 2020, the Chamber of Agriculture of la Vienne received Qualify partners' for a conference to share the results of our survey and also to set up the mutual policy learning of the five next months. Later in the day, there were interventions of three structures on the fields of fraud control and authenticity promotion to introduce to qualify partners how French's private and public entities deals with these topics.



A MORNING DEDICATED TO THE PROJECT MANAGEMENT

After a short presentation of the partnership, *Ricard Esparza I Masana* who is Professor at the Autonomous University of Barcelona and external coordinator of QUALIFY Project; made firstly a return on activities and on what partners worked up until now. They all shared their survey's conclusion to exchange analysis and in fact they have diverse agro-food sector's operational mode with various conception of fraud risks. Then *Ricard Esparza I Masana* explained the project technical approach that partners must follow and the next topics to work on. He highlight an organizational chart, financial and communication aspects and exposed the next project semesters aims.

There were a discussion about creation and design of an online library, a web platform which will be a useful tool combining the results of various European research projects. The aim is to build up an interactive map gathering all best practices and guidelines on topics related to contemporary issues. This innovative instrument will be available in all languages and open to all relevant stakeholders including politics, entrepreneurs and farmers.

AN AFTERNOON FOR MAIN ACTORS INTERVENTIONS

After a lunch made of local products from “Bienvenue à la Ferme”, a brand that gather Vienne’s farmers producing under safe and local specification, partners listened to presentations on topics devoted to the meeting agenda. Chamber of Agriculture de la Vienne invited clue actors to introduce French policies instruments, built in order to fight against fraud and promote food’s quality and authenticity.

THE GENERAL DIRECTORATE FOR COMPETITION POLICY - CONSUMMATION AND FRAUD REPRESSION. (DGCCRF)

The DGCCRF is a state structure to handle products traceability. Its aims are to:

- Define and ensure compliance with competition rules that favors the development of an open and transparent market.
- Combat cartels and abuses with competition authority.
- Prevent and control unfair trading practices between businesses in trade and industry.
- Inform and protect against unfair and unlawful market practices.
- Give clear and honest information on products (labelling rules, prices, ingredients, descriptions).
- Negotiate and control quality schemes regulation.



Helena Sobiepanek who is responsible of the DGCCRF’s organic farming field, introduces to partners the French fraud control structure and the organic sector’s controls.

Opinion polls demonstrated that 62% of people have doubts about biological production. However the control system in organic food in France is complex and effective.

The DGCCRF deals with every product that is commercialized in France. It is decentralized on three geographical scales to be more efficient: the national level (DGCCRF) is in coordination with the regional level (DIRECCTE) and the departmental level (DDPP).

All fraud prevention structures work in coordination to ensure consumer's food authenticity "from the seed to the fork".

Any operator in the chain receives a notification from the "Agence BIO" which is the agency of development and promotion of organic production. A control body accredited by INAO certifies every BIO production making annual or unexpected premarketing controls and controls in the market.

If there is an issue the control bodies involve the DGCCRF which apply sanctions to the enterprise. Firstly they deserve a warning, then if enterprises keep doing fraudulent practices they apply a low downgrading which could be on parcels or animals, then the higher sanction is the suspension or suppression of the certification.

In organic agriculture field, the majority of fraud issues are non-intentional. So the first level of warning is not punitive but pedagogic. 70% of 2018 fraud issues ended with a recall of the rules. 22% of 2018 fraud issues ended with repressive sanctions as seizures and suppression of labels.

THE LAMB SECTOR UNDER IGP AND LABEL ROUGE

Then partners heard the intervention of Mr. Labrousse Boris. He is responsible economic interest group of the lamb sector of Poitou-Charentes, which is part-funded by the FEADER. His functions are to develop the quality label; to find the corresponding Markets and promote lamb products.



He handles the lamb under geographical protected identification label and the appellation "Le Diamandin" under Label Rouge certification. His aims are to control the label so as to avoid fraud.

The aims of these two quality sign are to ensure a traditional mean of breeding, local economy revitalization and environment protection. In fact lambs are raised in small family farms and stay almost six month in the meadows. This allows bocages maintenance and preservation of natural spaces which are shelters for various rare and significant species.

Each of the labels has specifications listed in its list of fees. It's a guarantee for traceability and origin, animal well-being, carcasses quality and also for a higher remuneration for farmers.

He showed that the lamb producers number fall out since the end of the decade, due to the difficulty of the job and also to the fact that French people eat less lamb meat nowadays because it's expensive and it has a stronger taste than other meat as chicken, beef or pork. Mr. Labrousse said that signs of quality allow lamb breeders to keep doing their job and passion because it brings added value to lamb sector and social recognition.

THE NOUVELLE-AQUITAINE FOOD AGENCY

Then, Brigitte Bonnet made an intervention to explain at European partners the AANA' institution. AANA is the food agency of the Nouvelle-Aquitaine.



This regional structure works for the promotion of quality label (SIQO) and regional products. For that purpose, AANA has media and communication plans. The aim is to highlight the common knowledge and the reputation of local products throughout displaying video content and make advertising campaigns.

It helps various regional types of brand from lamb, goat cheese to local butter and salt and shows the human face that's behind every food products that consumers eat. It helps producers in the building of their projects and on the search for European funding linked to their topic's project.

The AANA make also press release, training for brands and enterprises. It enhances the Nouvelle-Aquitaine's produces quality at the International Agricultural Show of Paris, in order to presenting and raising awareness of young people about the local products significance. Furthermore, AANA support and boost quality improvement measures in regional enterprises and producers associations to enhance their competitiveness. This structure helps them to export their produces to show all over the world the Nouvelle-Aquitaine's products of excellence.

STUDY VISITS

On the 31st January of 2020, the Chamber of Agriculture of la Vienne led Qualify partners' to study visits.

DOMAINE PASQUET – COGNAC UNDER ORGANIC AND AOC LABELS



In the morning European partners went to Charente's region to discover the organic Controlled Appellation Origin Cognac and vine cellar of the *Domaine Pasquet*. *Jean Pasquet* is a local winemaker with over 40 years of experience of certified organic production. He is one of the rare producers who make organic Cognac under AOC label in France since the end of the last century. His sale circuit is mainly short: he has his direct sales store in his property, sells his wine and Cognac to local areas stores and exports a part in Europe, Russia, Norway, Australia and United-States. His wife and he explained all the stages of Cognac production and fraud controls. Everyone tasted the distinctions between old and young cognac during the sampling session at the end of the visit.

LES FORGES – LAMB UNDER IGP AND LABEL ROUGE

After the morning study visit, all partners went to the lamb breeding farm of *Mr. Parnaudeau* in Deux-Sèvres region. He is a sheep breeder under the quality labels that *Mr. Labrousse Boris* introduced the day before. Partners of the project had the chance to taste the lamb of Poitou-Charentes under the IGP label. The products were offered by the Economic Interest Grouping (GIE) of Poitou-Charentes Lamb.



Then partners could visit the farm and *Mr. Parnaudeau* showed how he works and told about the contemporary issues of agriculture in France, especially about the lamb meat sector. These explanations served to understand how public investment through the European Regional Development Funds can support this activity. He has extensive experience in the sales sector and was able to compare and explain us the difference of sails with or without quality label. He emphasize on the fact that quality labels are really relevant because it allows them to deal with the changing national situation about eating habits and valorize their production. In fact it would be difficult to make added value from lamb without the quality labels.

