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24 février > 4 mars 2018
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#SIA2018

AGRICULTURE – A COLLECTIVE ADVENTURE!

The event for stakeholders operating in
agricultural sectors

#HAUTE, 6 years old
Aubrac cow

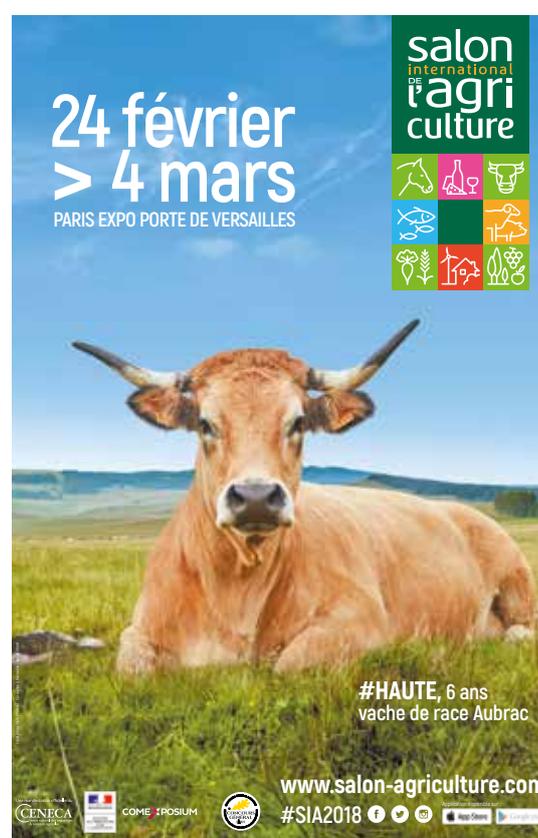
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Stéphane Travert
Minister for food and
agriculture

“The show” is so much more than just an annual event: it’s a ritual.

What does the Paris International Agricultural Show mean for you?

“The show” is so much more than just an annual event: it’s a ritual. For farmers, it’s a date that they put in their diaries. And it’s an event where they can be sure of meeting colleagues from other regions. It’s also an opportunity to talk to consumers, processors, distributors and elected representatives. For people who work in the agricultural sector, it’s an opportunity to get the “right messages” across. Since I have been attending the Paris International Agricultural Show for many years, I know that these messages get through. Sometimes, they come across a little roughly, but they are always sincere.

What is your assessment of the situation this year?

Farmers are people who work very hard, but for very little. I know that behind the fantastic showcase of the Paris International Agricultural Show, there is still too much suffering. The situation improved in several sectors in 2016, but I know that things are still fragile. Other sectors are still experiencing difficulties as a result of health scares, economic factors and the weather.

It will never be possible to completely eliminate uncertainty from the agricultural sector. It is part and parcel of its DNA. What’s important is being able to keep its effects to a minimum. This is the thinking behind the various initiatives that we have launched in line with the President’s commitments.

What are these initiatives and projects?

After the General Meetings on Food, we reached two important decisions. A law will be passed to improve business relations between producers, processors and distributors. This law has been eagerly awaited and will be voted in. The sectors have also committed to improving their ranges so as to better meet consumers’ expectations. Everybody is trying to meet one another halfway. As far as I’m concerned, the 2018 Show will also be the one that showcases the sectors – all the sectors – and their commitment to innovation, making improvements to product ranges, broadening the range of organic products available and reducing pesticides so as to create a more environmentally friendly type of farming. This year, with discussions under way to bring in a new common agricultural policy, I would like everyone who comes to the Show to see just how proud French farmers are to be defending our food heritage and meeting consumers’ expectations for high-quality, diversified and sustainable food that everyone can afford.

It’s by constantly evolving that agriculture will continue to have an influence in France and abroad.



Jean-Luc Poulain

Farmer, Chairman of Ceneca and President of the Paris International Agricultural Show

“ Agriculture has some major challenges ahead of it: farmers can only take them up successfully if they work together. ”

Farming is most definitely a collective adventure. And it is not simply that it has to be “collective”: the fact that it is a major asset for farmers. It means that farmers can tackle difficulties together and move forward as a group so as to more effectively innovate and meet people’s needs. Agriculture has some major challenges ahead of it: farmers can only take them up successfully if they work together.

Farming, just like many other sectors, is currently grappling with globalisation. First of all from an economic perspective, the money that farmers earn is completely dependent on prices set on global markets – and that makes for a high level of price volatility. Being able to group together gives them more weight, making it easier for their voice to be heard.

Similarly, a collective approach to farming is required for product traceability and quality, and for preserving the environment. This is because farmers need to enjoy close ties with consumers if they are to inform them as effectively as possible where products come from and about the farming methods used to make them.

The 3rd challenge is societal in nature. By 2050, we will have more than 9 billion mouths to feed. It is therefore incumbent on the world’s major producing countries – of which France is one – to help ensure that everybody on the planet has enough high-quality food to eat. For a very long time, France has been an exporting country. It therefore has an important role to play in meeting the planet’s food requirements – which continue to grow.

As we all know, taking up these challenges involves working together and taking collective action on all fronts: farmers or producers working together, farmers or producers and consumers of their products, and farmers or producers and public authorities. This is the “collective adventure” that the 2018 edition of the Paris International Agricultural Show will seek to highlight, the aim being to spend the nine days of the show presenting, analysing and discussing the various projects and initiatives spearheaded by players in the agricultural sector. Because for a long time now, professionals in the agricultural sector have understood that they are stronger together.



Valérie Le Roy
Director of the Paris International
Agricultural Show

“ Every day, farming is talked about in the media, or in everybody's environment. ”

Nowadays, people have more and more opportunities to be part of various movements, and in all possible sectors. These include collective initiatives, collaborative projects, calls for contributions and participative brainstorming sessions.

Although this trend is increasingly prevalent in our day-to-day lives, the concept of undertaking initiatives collectively takes on different forms, depending on the area of activity. Admittedly, farmers have been working together for a long time now. Evidence of this can be seen in many experiences over the years with cooperatives, farmers mutually helping one another or pooling their equipment, for example.

It's now taking on new forms and can be seen at all levels of interaction. Farmers interact with one another; consumers increasingly want useful contacts and an open dialogue with producers – local producers, most often – and public authorities play a key role in the day-to-day lives of farmers.

Every day, farming is talked about in the media, or among people who are citizens, consumers and ultimately purchasers. This is why for the 2018 edition of the Paris International Agricultural Show, we want to pay tribute to this vital relationship that emerges from all of us interacting with one another.

All aspects of farming will be explored – the Show will focus on current developments and will reflect the new directions that society is taking. This is why we have decided that the farming's "collective adventure" should be the underlying theme for this nine-day event. All aspects of collective working will be examined via educational events designed by the exhibitors, business meetings held at the show, discussions focusing on various issues – such as employment, digital technologies in farming and high-end farms – and presentations of animals and crops.

And since the Paris International Agricultural Show champions the values of sharing, business and education on which it is built, the 2018 show will focus on all aspects of this collective adventure.

The 2018 edition of the Paris International Agricultural Show

The Paris International Agricultural Show is without a doubt Europe's biggest agricultural event – showcasing the major trends of an ever-changing sector. An event for which many people have a great deal of affection, every year it is attended by more than 1% of France's population. For 2018, the Paris International Agricultural Show will be using a unifying theme – "Agriculture, a collective adventure!" – to showcase the sheer breadth and diversity of French farming.

More than 1000 exhibitors are expected between 24 February and 4 March 2018 at the Paris Porte de Versailles Exhibition Centre.



ITS ROLE

The Paris International Agricultural Show is a unique forum where the general public can discover agricultural sector and learn all about it. Over nine days, visitors can learn about how modern, high-performing and competitive the sector is, as well as finding out about the various economic, environmental and social challenges facing it. The Show is also a unique event for representatives making up all the sectors of French farming. Professionals gather there to talk to one another, as well as with members of the general public and politicians.

ITS STRENGTH

It brings together representatives from all areas of agriculture – producers, processors, distributors and consumers all convene at the Paris International Agricultural Show. Local, regional and national politicians and institutions are also aware of just how important the Show is and flock to it in ever-greater numbers every year. In 2017, nearly 50 politicians made official visits to it.

ITS PURPOSE

Take a topical issue and use it to promote farming and its numerous stakeholders. This powerful, unifying topical issue is then examined by each of the four realms making up the Paris International Agricultural Show.

The four realms of the Paris International Agricultural Show

LIVESTOCK PRODUCTION AND ITS SECTORS

Halls 1, 2.1, 4, 5.2 and 7.1

Every year, France uses the Paris International Agricultural Show to showcase the sheer breadth of its livestock sectors – cattle, goats, horses, pigs, poultry, goats... the list goes on and on! These sectors are part and parcel of our country's landscapes and regions; they shine a spotlight on our production model and the quality of our gastronomy beyond our borders. Once again,

the Paris International Agricultural Show will be providing visitors with an incomparable insight into the world of livestock farming: **4050 animals representing more than 360 breeds.** Work horses, ponies, donkeys, rabbits, farmyard animals, dogs and cats will round off this exceptional selection. The event is France's largest exhibition of animals.



FRENCH FARMING IN FIGURES

1st CATTLE-FARMING COUNTRY

No. **1** BEEF PRODUCER
in Europe

 **WORLD'S 4th**
EXPORTER OF
dairy products

Source: Alim'Agri, 2017

CROPS AND PLANT SECTORS

Hall 2.2

Keywords associated with France's crops and plant sectors are quality, innovation and performance. This plant world is part and parcel of our day-to-day lives. It fashions our regions, plays a major part in France's economy and what we grow is used to make numerous food and non-food products. Bread, sugar, pastel, bioethanol, starch and beer – these are just some examples of products that are the result of transformation processes in our plant sector. The Show will also be showcasing France's fruit and vegetable sectors. The Show will see producers and professional organisations joining forces to reveal the secrets behind how they maximise their sectors' yield to consumers. The gardening sector will also be represented, rounding off this showcasing of France's plant sectors.



FRENCH FARMING IN FIGURES

approx. **16%** LARGEST USABLE AGRICULTURAL AREA IN EUROPE
of Europe's surface area



EUROPE'S **Leading** EXPORTER of wheat

Sources: France Export Céréales, 2017 and AGPB, 2017

PRODUCTS FROM REGIONS ACROSS FRANCE AND ITS OVERSEAS TERRITORIES AND FROM THE REST OF THE WORLD

Halls 3, 5.1, 5.2

French gastronomy is recognised by the greatest culinary experts as being among the richest and most sophisticated in the world. Part of its success can be attributed to the high quality of the French agricultural products used in it, as well as to culinary know-how passed down from generation to generation, continuously enhanced by research and innovation. Since France was rezoned, the Paris International Agricultural Show is the only event which draws representatives from all of France's new administrative regions, as well as those of its overseas territories. Throughout the nine days of the show, products symbolising our regions will be exhibited by

producers keen to share their expertise with the general public. They will be accompanied by their regional and local elected representatives, and together they will promote the sheer diversity of their respective regions. The Paris International Agricultural Show will also be attended by representatives of gastronomic products from all over the world, sharing their world delights and flavours. Nine countries will be represented this year, each one in its own international hall: Algeria, Bulgaria, Ivory Coast, Italy, Mali, Morocco, Senegal, Switzerland – and for the first time – Tunisia, as well as the Community of Portuguese-Speaking Countries.



AGRICULTURAL JOBS AND SERVICES

Hall 4

Every day, farmers find themselves in contact with numerous stakeholders whose aim is to promote their jobs. Both at the Paris International Agricultural Show and throughout the year, various institutions, professional bodies, farmers' unions and cooperatives engage in actions to champion producers' interests among consumers and politicians. Banks and insurance companies also support farmers, providing them with the means to invest and protect themselves so they can maximise their output. For example, the Mutualité Sociale Agricole, a mutual benefit society, provides farmers with welfare protection. All of these stakeholders are involved in promoting the agricultural sector and together make up a qualified and necessary



labour pool. Agriculture is also the men and women who are engaged in it, the various professions that it involves and modern expertise which is constantly evolving by virtue of its exposure to technical, environmental, social and economic developments. Research, development, employment, training and services are all central to the development of the agricultural sector.

FRENCH FARMING IN FIGURES

In 2010, nearly **1 million** people working in the agricultural sector on A PERMANENT BASIS



Source: Alim'Agri, 2017

agri'
4.0INNOVATION
START'UP
DIGITAL

The AGRI'4.0 area, reflecting the digitisation of the agricultural sector



FARMERS AND DIGITAL TECHNOLOGIES

195,000

FARMS
have Internet access

85 %

OF FARMERS
use the Internet
at least once a day

Source: 2016 study of Internet-savvy farmers

Being a farmer in 2018 means being a company manager, a banker, a producer, a sales rep, a manager and a technician. If one is to succeed in doing all these jobs at the same time, then making use of new digital technologies is essential. Just as it did with the arrival of the telephone and the Minitel interactive view data system, France's farming sector has rushed to adopt online technologies: more than 80% of French farmers use the Internet at least once a day for professional purposes*. And farmers are constantly making use of various other digital tools on their farms. Automated milking systems, seeding equipment, fertiliser spreaders, weather stations – all devices whose functions and features can be supplemented by smartphones or tablet computers. All these applications are examples of "AgTech" and make use of the fast-growing numbers of sensors in use on farms. Thanks to these sensors, data can be acquired on an ongoing basis and be used to make predictions and decisions, conduct reasoned assessments and ensure that the tasks carried out by farmers on a day-to-day basis can be traced. Alongside these applications, new

services that are more accessible, more responsive and more economic are being developed. Farmers now have access to a range of digital solutions to help them sell their farms' raw materials or purchase inputs, as well as helping them with financing and calculating production costs.

DIGITAL TECHNOLOGIES AT THE PARIS INTERNATIONAL AGRICULTURAL SHOW

As a showcase for the constantly-changing agricultural sector, in 2016 the Show created the AGRI'4.0 area. This area very effectively reflects the increased use of digital technologies in agriculture. When it was first created, it hosted 12 start-up companies and has continued to grow ever since. In three years, the area it covers has grown from 95 to 500 m². For the 2018 edition, it will be hosting nearly 20 start-ups in Hall 4 together with a number of major players, such as SAP, the internationally renowned software company. The area will welcome professionals interested in finding out about recent developments and will offer the general public evidence of just how modern this fast-growing sector is.

** Source: 2016 study of Internet-savvy farmers*

AGRI'4.0: EXHIBITORS AT THE 2018 EDITION



► **Agrilend**, finance broker specialised in equity loans for the agricultural sector which puts individuals directly in contact with diversification project owners or people intending to set up as farmers.

► **The Ferme Digitale**, a group of start-ups which promotes innovation and digital technologies for high-performance and sustainable agriculture. Nearly 20 start-ups will be based at the AGRI'4.0 area for the 2018 edition of the Show.

► **SAIPOL**, a subsidiary of the Avril Group, which produces and sells refined vegetable oils in France, biodiesel under the Diester brand and vegetable glycerin.

► **SAP** is a company which designs and sells software, particularly maintenance management systems. The company is very well established in the agricultural sector and develops products for farms, cooperatives, manufacturers, etc.



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EMPLOI
FORMATION

AGRI'RECRUTE, your employment and training area

The word "diversity" definitely applies to the various jobs that people do in agriculture. Farmers need expertise in everything from agronomics to economics to manage their farms – as well as skills that are specific to each operation. Furthermore, beyond farm manager, an infinite variety of professional profiles is sought by organisations and companies downstream of the sectors. An extremely wide range of training programmes is available to prepare people for these jobs – from the professional baccalaureate and engineering qualifications, to vocational training certificates and technical university degrees. Because of the wide range of qualifications needed, the agricultural sector is a major provider of jobs in France. And very often, these jobs cannot be transferred to other locations. They can even sometimes ensure the survival of regions experiencing difficulties. This job pool is a major economic and social asset. And yet agricultural and agro-food companies attempting to recruit suffer from their jobs having a lack of appeal. In fact, more than 50,000 permanent positions need to be filled every year*. The situation is

becoming urgent! To meet this demand, many institutional and professional organisations have been set up to train, promote and provide workers already in jobs or those looking for jobs with guidance in their search. For a number of years now, the Paris International Agricultural Show has worked alongside its partners, implementing initiatives to draw young people to this particular business sector.

FARMING JOBS AT THE SHOW

For the 2018 edition, the Show has decided to bolster the "job-employment-training" theme by creating AGRI'RECRUTE in Hall 4. This area is run by 13 of the Show's partners who will be on site to inform visitors about the various jobs and training programmes available in farming, advise them on what path to take based on their own ambitions and provide them with services tailored to meet their needs. Representatives of all farming professions will be together under the same roof, creating real opportunities for young people in search of training or employment to find their future job.

* Source: ANEFA, 2015

THE 13 PARTNERS

MAKING UP AGRI'RECRUTE

- ANEFA** - Association Nationale Emploi Formation en Agriculture – joint representation association established by agricultural sector social partners
- APECITA** - Association Pour l'Emploi des Cadres, Ingénieurs et Techniciens de l'Agriculture et de l'Agroalimentaire – association for the employment of managers, engineers and technicians working in the agricultural and agri-foods sectors
- CFE - CGC - Agro** - French Confederation of Management - General Confederation of Executives
- CNEAP** - Conseil National de l'Enseignement Agricole Privé – national council for private agricultural education
- FAFSEA** - Fonds d'Assurance Formation des Salariés des Exploitations et Entreprises Agricoles – national insurance fund for farm and agri-business employee training
- FGTA - FO** - GENERAL WORKERS' UNION FOR AGRICULTURE, FOOD AND TOBACCO
- UNMFR** - Union Nationale des Maisons Familiales Rurales – national union of rural vocational training centres
- UNREP** - Union Nationale Rurale d'Education et de Promotion – national rural union for education promotion
- VIVEA** - Fonds d'assurance formation des chefs d'entreprises agricoles – national insurance fund for farm and agri-business employee training
- And in attendance this year for the first time:**
- APREFA** - Association pour la Promotion de l'Enseignement et de la Formation Agricoles Publics – association for the promotion of public agricultural teaching and training
- APRODEMA** - Association pour la promotion des métiers et des formations en Agroéquipement – professional association for the development of training courses for agricultural machinery and equipment
- Demain Je Serai Paysan** – an initiative spearheaded by the Young Farmers' Union
- FNSEA** - Fédération Nationale des Syndicats d'Exploitation Agricole – national federation of farm syndicates

ACCESS TO TRAINING

In 2016,

99,800

FARM MANAGERS
were trained by the VIVEA.

Source: VIVEA, 2016

In 2016,

267,944

EMPLOYEES were trained by the FAFSEA

More than **8000**

UNEMPLOYED PEOPLE received training

Source: FAFSEA 2017



Other events at the Show

France's crafts and rural heritage: showcasing the wealth of France's regions

Farming has always been inextricably intertwined with the development of France's rural regions which – just like our farming traditions – are rich and diversified. For 2018, the Paris International Agricultural Show has decided to create a new area: "France's crafts and rural heritage". Craftsmen, renowned for their expertise combining modern and age-old practices, will show visitors their products which are the result of our rural and craft heritage.

Two categories will feature in this new sector:

- ▶ **objects which are part and parcel of farmers' everyday lives**
- ▶ **craft products made using agricultural raw materials produced in France**

One of the Paris International Agricultural Show's aims is to educate visitors. It therefore seeks to raise their awareness of the strong ties that exist between farmers, their regions and their crafts via demonstrations and events.



The Teaching Farm is also a collective endeavour!

In Hall 4, the Ferme Pédagogique – the Teaching Farm – will be featuring events for adults and children alike in four separate areas:

Based on this year's theme – "Agriculture: a collective adventure expiration mark" – an interactive quiz about the milk sector will take a look at Cœur de Normandie's approach.

This is a brand created independently by farmers in a bid to provide consumers with fair trade milk, produced, processed and packaged in Normandy by local people. Visitors will be able to talk to the local producers who were involved in getting this initiative off the ground.

Two events will focus on dogs with:

- ▶ Daily medical training sessions looking at how best to prepare one's dog or cat before a visit to the vet
- ▶ A treasure hunt at the Teaching Farm highlighting responsible ownership and identifying pets
- ▶ At the same time, there will be a fun and educational presentation of farm animals (cows, goats, donkeys, ewes, dogs, etc.) put on in partnership with students from UniLaSalle, the Château de Canon farm and Races de France.
- ▶ And GDS France will be staging an event all about traceability in the animal sectors.

The collective adventure continues on to the Exhibition bridge!

This year, the Paris International Agricultural Show and the General Agricultural Competition are giving visitors the opportunity to gain a better understanding of the collective aspect of the agricultural sector.

A visual, interactive itinerary has been created on the bridge linking Halls 1, 2.1 and 2.2. Its design draws inspiration from the way in which farmland resembles a patchwork when seen from the sky.

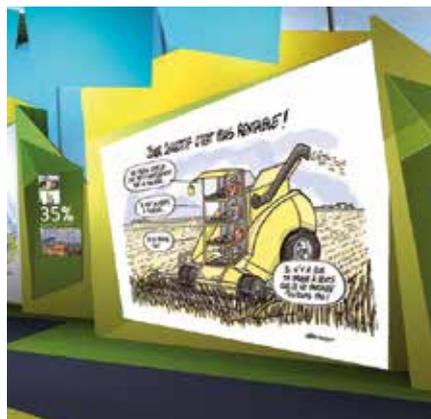
Visitors will be able to enjoy humorous drawings specially created by Philippe Tastet* as they make their way through the itinerary. These illustrations depict scenes from the lives of farmers and producers in a somewhat offbeat manner, showing visitors how they work collectively on a day-to-day basis.

The scenery is divided into two equal sections: a special area for the General Agricultural Competition which uses ten or so drawings to illustrate the collective dimension in the competitions for young judges, the animal

competitions and the product and wine competitions, and an area in which farmers are depicted, together with consumers and the public authorities.

There is a "selfie" area right in the middle of the bridge where visitors can take photographs of themselves.

*Philippe Tastet is a French newspaper illustrator and cartoonist



High-added-value farmyard animals

For 2018, the Paris International Agricultural Show will be sharing how it currently sees farmyard animals with visitors. They'll be able to see more than 150 outstanding breeds that are rarely seen beyond the confines of the Show. Specialists will be on hand to explain how chickens and rabbits live, what they eat, how they reproduce, what specific hygiene requirements they have, etc. Essentially, all aspects of everyday life in a farmyard will be on display – an original event for all visitors! To provide this overview of all these outstanding breeds, the Show has joined forces with the Société Centrale d'Aviculture de France – France's central poultry farming society. This body is tasked with heritage conservation and preserving animals' genes so as to maintain "pure breeds".



FARMYARD ANIMALS AT THE PARIS INTERNATIONAL AGRICULTURAL SHOW WILL INCLUDE

30

BREEDS OF RABBIT



13 BREEDS OF DUCK



3 BREEDS OF GOOSE

62 BREEDS OF CHICKEN



9 CATEGORIES OF PIGEON

5 BREEDS OF BIRD

France's most extensive regional products market

In Hall 3, under the supervision of France's regional chambers of agriculture and their regional promotional committees, producers will be taking visitors on journeys right into the hearts of the country's regions, with the most extensive regional products market in France. The aim will be to showcase the diversity of our regions and their distinctive features. Visitors to the 2018 edition of the Paris International Agricultural Show will find:

- ▶ **373 permanent exhibitors** and hundreds of other producers, wine-growers, craftsmen and SMEs
- ▶ **80 producers who are members of the Bienvenue à la ferme brand**
- ▶ **90 medal-winning products** at the 2017 General Agricultural Competition and candidates for 2018
- ▶ **12,000 must-have new products:** to discover, savour or take away
- ▶ **15 areas for tasting regional dishes,** created from products that visitors can find at the Show at the initiative of various collective brands, departments, joint trade organisations, etc.
- ▶ **18 restaurants** bound by a charter to provide menus which essentially showcase local raw materials
- ▶ **events** at every stand corner where visitors can watch, listen, dance, play: folk groups, chefs' ballets for the events, quizzes, demonstrations of expertise, fun and educational itineraries, etc.
- ▶ **tourism stakeholders,** particularly rural ones, with the Chambers of agriculture's Bienvenue à la ferme brand in force, a number of representatives of Gites



de France, various regional and local tourism committees and presentations of itineraries, particularly wine-tourism.

#SIAPRO2018

A warmer welcome for professionals



More than 30,000 professionals filed through the aisles of the Porte de Versailles Exhibition Centre during the 2017 show. The Paris International Agricultural Show is going to be extending these professional visitors an even warmer welcome this year, with special events, themed practical workshops and dedicated visit itineraries.

THE PROFESSIONALS' VILLAGE IS GETTING BIGGER!

The Professionals' Village will be in Hall 1 and will be hosting a number of events and features for professional visitors, including demonstrations of agricultural machinery and equipment, services and genetics. Created in 2017, the Village has proved extremely successful. And it will be even bigger this year with a number of new brands, such as manufacturer CLAAS France and Agriest, the Eastern-France-based supplier of farm equipment.

PRACTICAL WORKSHOPS TACKLING TOPICAL ISSUES

According to a survey conducted at the 2017 show targeting professional visitors,

60% come to find out what's going on in their sector and 40% come to talk to their colleagues. To meet this need, an event-packed programme featuring around thirty practical workshops will be on offer in an area just next to the Professionals' Village. Based around a 30-minute format, these extremely practical events have been designed to tackle specific topics and will deal with current issues such as the bioeconomy, animal welfare, the market for organic products and the price volatility affecting agricultural materials.

For the 2018 show, the contents of these practical workshops* have been expanded to provide an even broader overview of the agricultural sector.



A PERSONALISED WELCOME FOR PROFESSIONAL VISITORS

The Paris International Agricultural Show has a number of services available for professional visitors: the International Business Club in Hall 1, a professional visitor guide, two expert itineraries focusing on the plant sectors and the animal sectors, as well as the option to visit the show with a guide.

HIGH-QUALITY VISITORS

70%

of professional visitors are company managers



33%

of professional visitors placed orders at the Show, or intend to do so just after their visit



NEARLY 50%

of professional visitors are farmers or livestock professionals

Source: Professional visitor survey, ADquation, SIA 2017

*The programme of practical workshops is available online, in the Professional Visitors section of the Show's website.



WHY DO PROFESSIONAL VISITORS ATTEND THE SHOW?

61%

Find out what's happening in the sector



41%

Meet colleagues

35%

Make new business contacts



32%

Meet existing business contacts



22%

Attend the General Agricultural Animal Competition

**Source: Professional visitor survey, ADQuation, SIA 2017*

FOCUS ON INTERNATIONAL PROFESSIONAL VISITORS

Every year, the Show becomes just that little bit more international. In 2017, 14% of all professional visitors were from abroad*. They visit the Show to find out (or remind themselves) just how rich and diverse French farming is. For 2018, a number of

international delegations will be welcomed to the Porte de Versailles Exhibition Centre – mainly from the Adriatic and other southern European countries.

**Source: Professional visitor survey, ADQuation, SIA 2017*

WHAT OUR EXHIBITORS ARE SAYING:

« Business contacts are clearly there to be made at the Show, and the diversity of international customers is a big plus.»
Olivier Rambert,
 Interlim Génétique Service

« All sector professionals visit the Show at least once. It's a great opportunity for discussion".
Valérie Sené, INTERFEL

« It's a good opportunity to meet and talk to both consumers and professionals.»
Nathalie Kerhoas, Bleu Blanc Cœur

« The reasons for professionals attending the Show are more diverse than with exclusively professional events. Livestock farmers will come to talk breeding and selection, while others just want to discuss the issues facing the profession – either amongst themselves, or with the press and the general public.»
Jean-Luc Poulain, Chairman of the Paris International Agricultural Show

« There is a professional component in each of the four realms making up the Show [...]. At their stands, the exhibitors welcome their affiliates and customers – all from the farming sector – which is also what makes the Paris International Agricultural Show France's and Europe's leading agricultural event.»
Valérie Le Roy, Director of the Paris International Agricultural Show



The General Agricultural Competition, showcasing the excellence of French farming

From 24 February to 4 March 2018, the Paris International Agricultural Show will be hosting the finals of the 127th General Agricultural Competition, co-owned by France's Ministry of Agriculture and Food and the CENECA. Since 1870, every year the General Agricultural Competition has been selecting France's best regional products and breeding animals. It also helps to get future professionals interested in farming professions with competitions dedicated to teaching in the agricultural and agro-food sector.

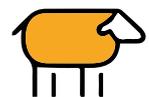
Taking part in the General Agricultural Competition is a fully-fledged collective adventure. The prestigious national finals are the culmination of many long months of preparation all over France. Livestock farmers, producers or young professionals are immensely proud when they win prizes in the competition. It gives them the recognition that they need to motivate them and is a powerful lever to help them expand their business.

- ▶ General Agricultural Competition for Animals
- ▶ General Agricultural Competition for Wines
- ▶ General Agricultural Competition for Products
- ▶ General Agricultural Animal Competition for Young Professionals
- ▶ General Agricultural Competition for the best agro-ecological practices

IN FIGURES

8 ANIMAL TYPES

are represented: donkeys, cattle, dogs, goats, horses, sheep, pigs and cats – making their debut in 2018



345 BREEDS and MORE THAN **2600** ANIMALS are presented



MORE THAN **1300** LIVESTOCK FARMERS take part in this national competition





«The General Agricultural Competition held in Paris rewards excellence in the field of French animal selection and breeding. The competition's finals are a highlight for livestock professionals at the Show or those who loyally watch as it is rebroadcast live – in 2017 some 220,000 people logged on to watch from either France or overseas».

Benoît Tarche, Exhibition Manager

The General Agricultural Competition for Animals

The General Agricultural Competition for Animals is an unmissable event at the Paris International Agricultural Show. It singles out France's best breeding animals – the result of collective breeding schemes, supervised by breeding bodies approved by the Ministry for Food and Agriculture.

The animals competing have successfully managed to get through the regional and inter-regional heats organised by these breeding bodies for each of the breeds eligible to take part in the General Agricultural Competition for Animals under the supervision of breeding Federation Races de France. The animal competition rules apply to the last stage of these heats. They determine the animal quotas every year, as well as laying down the morphological assessment criteria and the genetic and production indices.

These competition rules are established in consultation with Races de France and the various Breeding Bodies. They are then approved by the Ministry for Food and Agriculture.

French and international professionals who visit the Paris International Agricultural Show appreciate the opportunity that they get – in just a few hours and under one roof – to see animals, prospect and make the business contacts they need to acquire the finest specimens of France's livestock. For livestock farmers, taking part in the General Agricultural Competition for Animals raises their profile and showcases the animals they breed – a reward for the slow, painstaking breeding work that can sometimes take several generations. As well as being a competition which pits France's finest livestock farmers against

Among the aisles of the Paris International Agricultural Show, the animals section of the General Agricultural Competition is one of the top attractions for both professional visitors and the general public – they get to see the very best of French livestock breeding all under one roof.

one another, the General Agricultural Competition for Animals is a forum within which leading players in French animal genetics can share their knowledge. It serves as a means to coordinate the furthering of collective expertise in a sector where the quality of its elite breeding animals is recognised throughout the world.

Medals for "Taste first and foremost!"



The General Agricultural Competition rewards the excellence of France's gourmet traditions with two competitions: the Products Competition and the Wines Competition. Whether it's on a gold medal, a silver medal or a bronze medal, the General Agricultural Competition's oakleaf emblem is an important hallmark for consumers who want to make the right choices about what they buy. Every evening during the finals, from 24 to 27 February, the moment the day's winners of the Wines competitions and the Products competitions are published on www.concours-agricole.com is eagerly awaited by both producers taking part and by gourmet consumers.



The General Agricultural Competition for Products

26 highly varied categories including dairy products, foie gras, oysters, aperitifs, cooked meats and beer will make up the General Agricultural Competition for Products. This long list of products which symbolise the sheer diversity of France's agro-food expertise continues to grow, factoring in changes in production and consumers' constantly evolving expectations. For example, lamb and pork bearing official quality labels and low-sugar jams have recently joined the Competition following a test period, as has carp pâté this year. The products are assessed by a panel made up of

professionals from the sector (producers, representatives of food-related professions, merchants, distributors, etc.) and knowledgeable consumers. Organisers of the Competition offer them a wide range of tasting training programmes for each edition. This year, for example, more than 1000 consumers will get one day's training on how to sample products as part of fifty or so product-sessions.

are supported by various management bodies for the appellations and supervised by regional representatives of the Ministry of Food and Agriculture (DDT or DRAAF). On completion of these heats, a maximum of 55% of the wines get through to the finals.

IN FIGURES

5420
PARTICIPATING PRODUCTS



3813 PANEL MEMBERS

1323
AWARD-WINNING PRODUCTS



The General Agricultural Competition for Wines

This Competition is extremely popular among the general public and professionals from all over the world (merchants, distributors, importers, etc.) and exclusively features AOC and PGI wines from French wine-growing regions. Samples are submitted for assessment by an expert panel made up of sommeliers, oenologists, wholesalers, producers, brokers, and knowledgeable consumers who are recognised for their sound and dependable verdicts (fewer than 25% of the wines entered into the Competition in 2017 were awarded medals).

Every year, some 17,000 samples are entered and take part in the first pre-selection heats organised locally by France's Chambers of Agriculture. They

IN FIGURES

3758
PRODUCERS



3169
PANEL MEMBERS

16,801
WINES TASTED



4287
AWARD-WINNING WINES



The General Agricultural Competition: focus on young people

One of the responsibilities of the General Agricultural Competition is to play a part in training future agro-food professionals. To this end, it holds 5 competitions specifically for them:

- ▶ The young people's animal judging competition (CJAJ)
- ▶ The national agricultural secondary school awards (TNLA)
- ▶ The European competition for young professionals in the wine sector (CJPV)
- ▶ The draught horse challenge for young people (ETJ)

▶ The young people's flower meadow competition (CJJPF) which is changing its name to the young people's agro-ecological practice competition – "Prairies & Itineraries"

These competitions are opportunities for the younger generation – which is destined to become a stakeholder in the agro-food sector – to challenge itself in professional conditions. They provide the educational teams with practical and structural aids to help them acquire professional expertise.

They are also a stimulating and unifying framework for learners and their teachers within which they can seek to emulate professional practices and receive personal recognition. The establishments also get to enhance their profiles and increase commitment.



IN FIGURES

8500

YOUNG PEOPLE took part in the CJAJ including 400 in the finals



1500

 YOUNG PEOPLE FROM 48 AGRICULTURAL secondary schools took part in the TNLA including 300 in the finals

700

YOUNG PEOPLE took part in the CJPV including 74 in the finals

315

YOUNG PEOPLE took part in the CJJPF including 40 in the finals

84

YOUNG PEOPLE took part in the ETJ including 25 in the finals

NEW

The Agro-ecological Practice Competition – Prairies & Itineraries

This competition – that used to be called the Flower Meadow Competition – was created in 2010 with impetus from France's National Parks. It became part of the General Agricultural Competition in 2014. Every year, more than 50 organising regions and nearly 400 livestock farmers take part in it.

The title – "Agro-ecological Practices – Prairies and Itineraries" – further emphasises the technical and economic issues facing natural prairies and itineraries in livestock farming systems and regions and the contributions that they make to these, as well as how they relate to environmental quality targets and products.

The competition's new name more effectively expresses the technical and economic challenges facing natural prairies and itineraries, the way in which they integrate into livestock farming systems and the way in which they contribute to the country's equilibrium and richness, as well as how they relate to environmental quality targets or products. Assessing this equilibrium involves a method based on observing vegetation developed with the National Institute of Agronomic Research, supplemented by an in-depth discussion between the panel and participating livestock farmers within which the impact of their practices on this equilibrium and the quality of the herd's feeding system are analysed.

THIS YEAR'S SHOWCASED BREED |

The Aubrac cow – robust and independent



#HAUTE, THE MASCOT FOR THE 55TH EDITION OF THE PARIS INTERNATIONAL AGRICULTURAL SHOW

Asuckler breed, the Aubrac was already to be found in the volcanic mountainous regions to the south of the Massif Central in the 18th century. The breed entered its golden age 200 years later. Very widespread to the south and to the east of the Massif Central, they can be found as far south as the area inland of the Mediterranean. They are used for working the earth, as well as for their meat and milk. The spread of mechanisation across France's rural regions and cross-breeding with other beef cattle resulted in a significant decrease in animal numbers in France starting in the 1950s. In 1970, a number of livestock farmers determined to prevent the extinction of the Aubrac [a breed that had come to symbolise their region] started taking action to reintroduce it. Thanks to its breeding qualities, it succeeded in spreading to numerous regions throughout France. Indeed, its sturdiness means that it is highly adaptable to different geographical

Age: 6 years
Breed: Aubrac
Source: The Dijols de Linars jointly-run farm in Curières (Aveyron)
Father: Bijou, a bull who came 2nd in the 2010 General Agricultural Competition
Mother: Venise
Breeder: Thibaut Dijols
Coat: wheaten
Horns: lyre-shaped, tipped with black
Character traits: Curious, sociable and a little proud

regions. Furthermore, it is extremely fertile, calves easily every year and regulates its own dietary requirements so it can suckle its young. It's an efficient breed for meat production: males can produce more than 270 kg of meat.

Nowadays, Aubrac numbers are on the increase: there are more than 200,000 suckler cows reared in France. It has also won over livestock farmers from abroad: more than 15 countries have already imported them and continue to purchase them on a regular basis. The Aubrac breed therefore plays an active role in furthering

the influence of French livestock breeding at international level.

IN FIGURES

200,000
SUCKLER COWS
reared in France

9 CALVES per cow, on average.

11 YEARS
average life expectancy

Source: UPRA Aubrac, 2017

Thibaut Dijols Haute's breeder



Tell us about your career

I grew up on the family farm run by mother in Curières (Aveyron). My father was a retailer in Laguiole and was always involved in local agricultural events. So obviously I got a baccalaureate in agronomic and environmental sciences and technologies. Then I was employed for four years at a neighbouring family-run farm with 70 suckler cows. In 2009, my mother and I set ourselves up as a jointly-run farm. In 2011, Florence – who I met when I was at school – took over her father's farm when he retired. It had 60 purebred Aubrac suckler cows over 90 ha. We got married in 2014 and Florence joined our farm with her herd in 2016. Now, the farm has 130 purebred Aubrac cows over 190 ha spread over two sites 30 km apart. We enjoy working as a couple. We share the responsibilities, we have a working relationship based on trust... we really can support each other. Our family-run farm is also quite representative of the way farms are structured elsewhere across the massif central – although we do have a preponderance of women!

What made you choose Aubrac cows?

For me, it's obvious. Our farm is located in the historical birthplace of the Aubrac breed. I grew up on the family farm, where I learnt a great deal about the breed. You need several years or even decades to improve a herd. It's precious work that was begun by our families generations ago. It would have been unthinkable to lose this heritage.

« **Our farm is located in the historical birthplace of the Aubrac breed.**

What are her distinctive features?

First and foremost, she is a very fine-looking animal. She has a wheaten coat, lyre-shaped horns and dark colouring around her eyes. The Aubrac is a rustic suckler cow that is extremely fertile and very easy to breed. It is independent and requires very little work – which significantly improves our day-to-day output. Furthermore, the breed produces large quantities of meat – both in its pure form and when crossed with specialised beef cattle bulls. So it is highly profitable from an economic perspective.

Your cow has been chosen as the mascot for the Paris International Agricultural Show. What does that mean for you?

I am extremely proud that Haute has been chosen as the 10th mascot cow for the Paris International Agricultural Show. I'm genuinely pleased. I see it as a reward for all the work we have been doing for generations on our plateau! I also realise that having an Aubrac as the show's mascot promotes the breed more widely, as well as my farm and the region in which we live and work.

The fact that the Executive Board of the Aubrac national selection and promotion body has decided that our livestock represents the breed's characteristics and its values and made it the symbol of Paris International Agricultural Show means a great deal for my whole family. I chose Haute from our herd because in my opinion, she has the most typical Aubrac traits. The Breeding Body unanimously agreed with my choice. That's the best possible reward for us.

In what way do you experience agriculture as a collective adventure at your farm on a day-to-day basis?

First of all, I worked on it as a family with my mother and father – they would often lend a hand. Now, Florence and I work on it together as a couple. It's very comforting not to be alone when you are a farmer. You share your responsibilities. So now I have free time to go and be on the town council. Or I can even go to a football match! It's important to be able to leave one's farm. We also have equipment that we've obtained from the CUMA farming machinery cooperative: a liquid manure tank, a fertiliser spreader and cattle liners. This way we can both keep abreast of the technological changes to tools and we can engage in discussions. The CUMA holds meetings where we can talk to other livestock farmers. It's important to know about the practices that other people have adopted in their work. I have also used the Celia cooperative which sells males for export. Thanks to Celia, I sell to countries like Italy and Algeria – countries to which I would never have had access before. We are also members of an EIG which sells Aubrac cows and helps us with all the administrative procedures. And we are part of a red quality label initiative [Bœuf Fermier Aubrac – Farmhouse Aubrac Beef] which enables us to make better use of cull cows. The Chambers of Agriculture conduct technical monitoring and performance tests (VA4). All of these agricultural bodies help us in our day-to-day work. The support they provide is essential. ■

Agriculture, a collective adventure!

Nowadays, setting up and working as a farmer is a real adventure – one has to tackle uncertainties to do with the weather, price volatility, ever-changing regulations and so much more. So if you want this adventure to be a success, you have to work collectively – at all levels: farmers have to work together, producers and consumers have to work together and, of course, producers and public authorities have to work together. **The 2018 edition of the Paris International Agricultural Show is going to be shining a spotlight on farmers' determination and perseverance, as well as on their ability to engage in discussion and share information, adapting on a constant basis.**



Eric Birlouez
agronomist and
agriculture and
food sociologist

Agriculture: it's always been a collective undertaking!

Agriculture has been a collective adventure right from the very beginning. Ever since that day long ago when people living near the banks of the Euphrates, in an area now occupied by Syria, first decided to pool their intelligence and workforces to cultivate crops on a wide scale. Since this key development, some 11,500 years ago, working the earth and rearing animals has always been an uncertain endeavour, with as many risks as promises. Put simply, it has been an adventure. To survive and feed the people, small farmers across the world have had no choice other than to constantly adapt and to structure their efforts collectively.

In France, up until very recently, farming was a "collective" activity insofar as a very broad percentage of the country's population engaged in it. In 1955, 31% of the active population was still working in the agricultural sector – as opposed to only 3% today. It was also a collective undertaking because all the members of a farming family were involved

in cultivating fields and looking after animals; nowadays, two-thirds of all farmers' spouses have jobs outside the farm, and the numbers of farms which use paid labour from outside the family are on the increase.

As this older model has become more rare, collective agriculture has taken on new forms. Farmers have continued the traditional mutual-help networks and have grouped together to form professional organisations (cooperatives, unions, banks, etc.). They have created the "CUMA" networks for sharing farm machinery, and have set up "GAECs" – jointly-run farms. And they have devised and implemented joint projects at both regional and national level. Starting at the end of the 1950s, French farming became part of an even wider collective undertaking: work began on building Europe and developing the Common Agricultural Policy.

Today, farming is also collective since it is made up of various sectors bringing together various stakeholders around the same given farm. Sectors within which farmers work on replacing the traditional relationships (whereby downstream activities govern what happens upstream) by dialogue that can create sustainable partnerships. Partnerships that involve more equitable sharing of the value generated and people working together to tackle shared challenges, such as quality and environment.

And this collective adventure is also something that can sometimes bring agricultural producers and consumers together, rebranded as consuma-stakeholders. Changes to the food system have resulted in a disconnect between those who produce and those who consume. The challenge is to strengthen these loose ties, bringing about true regional collaboration so that together, we can determine how we will feed ourselves in the future.

The challenges are complex, monumental... and they are in no short supply: world population growth, environment and climate change, food safety, product quality, livestock farming conditions... Taking up these challenges and exploring all this unknown territory – that's the new adventure that our agriculture is about to embark upon. ■

Mutual help – a long-established collective scheme

Even though farmers appear to do their jobs working in isolation on their farms, what they do often involves engaging in discussion and sharing information with employees and colleagues, increasing their performance and lightening their day-to-day constraints.

Farmers started working collectively first and foremost for social reasons. Producing, working the earth, seeding, harvesting... before mechanisation, farmers would group together as part of mutual-help schemes

and help each other out with the labour required for heavy work out in the fields. Since then, and even though agricultural equipment has quickly become part and parcel of everyday life for farmers, the social role that these mutual-help schemes have always had means that they still exist in rural regions. They exist as contracts for the free and equitable exchange of services among farmers: one farmer might sow some seeds for another farmer in exchange for having some manure delivered... another might

donate some straw for a herd's bedding in exchange for borrowing a fertiliser spreader. As well as farmers helping each other, this collective approach can involve them talking to one another, giving one another psychological support. For example, the Mutualité Sociale Agricole (a mutual benefit society) has set up a support service for farmers. This service includes a number that they can ring at any time if they need somebody to talk to, prevention units and support in the event of agricultural crises.



LEGAL STRUCTURES IN FARMING – EVIDENCE OF A COLLECTIVE APPROACH TO THE PROFESSION

Although half of all agricultural enterprises are individual undertakings, others involve the pooling of equipment and human resources. This way, constraints, investment costs and decisions can be shared. For nearly 40 years now, these individual agricultural enterprises have been on the wane, giving way to corporations – evidence of the growing need for a collective approach in the agricultural sector.

1 SOCIÉTÉS CIVILES D'EXPLOITATION AGRICOLE (FARM CORPORATIONS)

These are corporations set up in the agricultural sector. They have at least two partners. The partners' liability is not limited to what they contribute to the capital: they are liable for any debts that the corporation might incur; this liability is not limited and is in proportion to their contribution to the capital.

The SCEA farm corporation is **THE OLDEST FORM OF** French agricultural company

Source: Agreste

2 EXPLOITATIONS AGRICOLES À RESPONSABILITÉ LIMITÉE (LIMITED-LIABILITY FARMING COMPANIES)

These are made up of one to ten partners who may or may not work at the farm. They jointly contribute to the share capital, which must be at least €7500. These companies are limited-liability companies: each partner is only liable for losses up to a maximum of what they contributed to the share capital. This is the most common type of farming corporation in France – over 78,000 farms were run this way in 2010.

Source: Agreste

IN 2015 **19.5%** OF FARMS

were limited-liability farming companies as opposed to 13.2% in 2005.

Source: MSA, 2016

3 GROUPEMENTS AGRICOLE D'EXPLOITATION EN COMMUN (JOINTLY-RUN FARMS)

Like exploitations agricoles à responsabilité limitée (limited-liability farming companies) and sociétés civiles d'exploitation agricole (farm corporations), Groupements Agricoles d'Exploitation en Commun are farm corporations made up of 2 to 10 partners. These partners have to bring in a minimum of €1500. They were first created to keep pace with changes in the family-run farm model – which are specific to the agricultural sector. There are two types of Groupement Agricole d'Exploitation en Commun:

- ▶ Complete Groupements Agricoles d'Exploitation en Commun, which involve all partners working exclusively at the farm in question and on a full-time basis.
- ▶ Partial Groupements Agricoles d'Exploitation en Commun, which only involve some of the partners' agricultural activities being pooled.

IN 2015 **9.5%**

WERE JOINTLY-RUN FARMS, as opposed to 9.1% in 2005.

Source: MSA, 2016

Towards a change in the collective approach to control production costs

Beyond the social considerations, farmers very quickly understood that a collective approach was what was needed to more effectively control production costs and so increase their farms' profitability.

Mechanisation – and all the investments that it involves – accounts for an average of 19% of a farm's total costs (Source: Network of Agricultural Accounting Information – 2014). Some machines – such as combine harvesters – are only used for three weeks of every year. So buying one is an investment that is only recouped over several years – because they are so rarely used. Coopératives d'Utilisation du Matériel Agricole – farm machinery sharing cooperatives – have been set up so that farmers can group together when buying equipment. This way, they can share it... and share the investment. The agricultural sector is changing. It has to take up new environmental and economic challenges; farmers have to reduce the quantities of inputs they use, while achieving equivalent levels of production. To do this, farmers have to implement innovative technical itineraries that require investments. Since 2012, in order to test these new systems and reduce testing costs, farmers have been able to join forces

within the framework of Economic and Environmental Interest Groups (EEIG). These were set up following the passing of the Loi d'avenir legislation in September 2014 on agriculture, the food industry and forestry and are the result of the agri-ecological project for France. The State recognises and facilitates the commitment of these groups of farmers as part of an approach that involves making changes to practices in order to increase environmental, economic and social performance. The initiatives implemented as part of projects recognised as being part of an EEIG get increased financial support, or financial support that is granted preferentially. This financial aid can come from several sources – including from Europe (the EAFRD fund), the State (CASDAR), local authorities and public organisations (France's environment and energy management agency, the Water agency). In early 2017, 411 EEIGs were recognised, made up of some 4000 farmers from all types of farms – including more than 60% that involved livestock farming.

Source: Figures from the Ministry of Agriculture and Food

CUMAS

Coopératives d'Utilisation de Matériel Agricole are cooperatives for using agricultural equipment. They are made up of at least four farmers who purchase equipment and share the use of it. The purpose of this original French model is to reduce mechanisation costs, while increasing the amount of work that can be done with one piece of machinery. Since this model was first created, the increase in the number of farmers who have signed up to be part of CUMAs has created a number of new needs: nowadays, these cooperatives actually provide jobs in rural regions. Some employees – such as farm machinery drivers – are part of several different CUMAs in the same given sector, in line with a commitment to developing this shared approach. This way, costs can be pooled. CUMAs are also forums within which members can establish new contacts and engage in discussion.

12,260

CUMAs in France

4700

salaried employees in CUMAs

250,000

pieces of machinery bought as part of CUMAs

1 IN 2 FARMERS

are part of CUMAs

Source: FNCUMA, 2017



Eloise Le Grand Young farmer based in the Essonne département



How does the collective approach to farming work on your farm?

I'm part of the 4th generation to work on the Ferme des Sueurs. So for me, we have already adopted a collective approach just by being a family – we pass our enthusiasm down from generation to generation. I now operate as part of a "GAEC" jointly-run farm with my father. We have 280 ha of field crops and a poultry plant with some 2500 chickens. We sell these chickens directly to meet very high demand from consumers in our region, which is part of the Paris suburbs. Re-establishing ties with consumers is the second aim of this collective approach on our farm.

Did you experience setting up your farm as a collective adventure?

I followed a specialist course and earned a qualification, so I was able to work on my plans for a year before actually setting up as a farmer. During this period, I received support from many bodies, particularly the Chamber of Agriculture and the Young Farmers' Union. The help I got from my neighbours and farmer friends was also very useful during this crucial period for my plan: the way I see it, that's another example of how people can work collectively in the agricultural sector. Since I set up, we have continued to interact, working together on developing a shared approach to work, and sharing products and services. And I belong to an Employees' Association. This way, I have access to employees who I need at certain periods the year – depending on how my work

is scheduled on the farm. Working as part of a CUMA with my farmer neighbours is another concrete example. By sharing the investment costs needed for farming machinery, we put less of a strain on our cash flow, while ensuring that we have access to high-performance equipment.

And the administrative workload that farmers have is quite intense. We therefore enlist the support of organisations which help us with some of our procedures, such as the Saint Arnoult en Yvelines-based Cercle Des Agriculteurs. The experience of our elders in managing the farm is also very helpful. I draw on it every day as a means of ensuring the high performance of my farm.

More widely, what does this collective approach contribute to the agricultural sector nowadays?

Farmers today need to be jacks of all trades: agronomists, mechanics, managers, etc. We operate in a fast-changing sector in which new techniques are emerging. It's therefore very important to interact with other farmers in order to share our experiences and tailor our practices so they can meet society's needs. ■

« **Our working together as a family is an example of this collective approach – we pass our enthusiasm down from generation to generation.**

Working together to sell – the keys to success

The way in which agricultural products are sold has been turned on its head in half a century. The massive rural exodus that happened at the start of the 20th century was first and foremost a response to the need for self-sufficiency. It meant that towns and cities had to be supplied so that an increasingly burgeoning population could be fed. In the 1960s, this approach to supplying these urban areas changed scale in response to the globalisation of our economies.

The result is that nowadays, the prices of agricultural products – such as wheat, milk and sugar – are highly volatile. Price fluctuations – catalysed by climate issues, geopolitical instability, increases and decreases in stocks and well production – have an influence on how much producers get paid. To protect themselves against these variations and ensure they are paid higher, more stable prices, farmers have grouped together and pooled their sales initiatives. France's agricultural cooperatives – run exclusively by farmers – have resulted in the emergence of

sectors based on performance and quality. Nowadays, France's cooperative sector is made up of companies of varying sizes. Some are SMEs specialised in producing dairy products, fruit vegetables or crops. Others have become major cooperative groups, grouping together different product lines – ranging from the production of malt for the beer market to the production of animal feeds for livestock farming. They have created flour, milk, yoghurt, beer, fruit and vegetable brands and have developed supply lines for international markets, such as ●●●

EDUCATIONAL
INFORMATION

AGRICULTURAL COOPERATION: A COLLECTIVE APPROACH TO HELP FARMERS

Farmers started working together to meet an urgent need to sell their products:

in 1888, in order to tackle the milk glut, farmers from Chaillé in France's Charente-Maritime region created the Beurrerie Coopérative de Chaillé, the country's first farming cooperative. Over the past 150 years, motivated by a succession of crises in the agriculture sector, farmers have honed the cooperative model to make them stronger and more resilient together. Today, French agricultural cooperation is recognised throughout the world. 75% of farmers are members of such cooperatives. There are numerous advantages in this model: investment in equipment and human resources can be grouped together, research & development initiatives can be pooled, world-renowned brands can be jointly created, a high-performance logistics network can be created for supplying clients both in France and abroad.

**FARMING COOPERATIVES
IN FRANCE**

2600

COMPANIES,
MAINLY SMES AND VERY SMALL COMPANIES

1 IN 3

FOOD BRANDS

3 IN 4

FARMERS
ARE MEMBERS

165,000

EMPLOYEES

Source: Coop de France

Today, the sheer diversity of crop rotations and of French farming production has resulted in the creation of specialist farming cooperatives for each sector, such as:

- ▶ **Sugar**, a sector in which two cooperatives alone account for 85% of total production
- ▶ **Meat**, with companies specialised in everything from production to processing
- ▶ **Crops**, 70% of which are harvested by cooperatives in France
- ▶ **Milk**, with 10 billion L of cow's milk collected and processed per year
- ▶ **Animal feeds**, 47 cooperative groups account for 70% of animal feed production in France.

... SHARED BY FARMERS |

the brewing industry or milk powder. For all of these companies, the aim is to meet demand from customers – both French and international – in order to ensure a market for their products and a decent income for all member farmers. In a bid to enhance the quality of their wine and then of other products, farmers grouped together in their respective regions to help establish quality labels – labels that are now recognised and even sought after by consumers, such as AOC and PDO. They have committed to creating these quality labels and raising their profiles, the aim being to more effectively showcase their expertise and what they produce, in return for strict adherence to a set of specifications which guarantee quality.

FARMERS' UNIONS: GROUPING TOGETHER TO DEFEND THE AGRICULTURAL SECTOR

Since the law passed in 1946 on restoring freedom of association, farmers' unions have been defending farmers' shared interests. Today, they have five representative trade unions to choose from:

- ▶ The Confédération Paysanne
- ▶ The Coordination Rurale
- ▶ The Fédération Nationale des Syndicats d'Exploitants Agricoles
- ▶ The Jeunes Agriculteurs
- ▶ The Mouvement de Défense des Exploitants Familiaux

QUALITY LABELS IN FRANCE



AOP – Appellation d'origine Protégée (or Protected Designation of Origin):

the AOP is based on a product having qualities and characteristics due to its region of production. It provides European consumers with guarantees that the various production and processing stages are in line with recognised expertise, across the appellation region.



AOC – Appellation d'Origine Contrôlée (or Controlled Designation of Origin):

AOC is similar to AOP (or PDO). The difference is that the label only affords the appellation protection in France. Only wines still have this appellation.

This label can only be awarded by public authorities and only when producers have grouped together within the framework of a unifying body: an Organisme de Défense et de Gestion (an organisation that defends and manages the AOC).



IGP – Indication Géographique Protégée (or Protected Geographical Indication):

European label certifying that at least one of the stages of the manufacturing process has been carried out in the appellation's geographical region.



AB – Agriculture biologique (or Organic farming):

organic farming is a production and processing method that is not harmful to the environment, animal welfare or biodiversity.



Label Rouge (or Red Label):

this is a national label given to products whose production or manufacturing conditions have resulted in superior quality.



STG – Spécialité Traditionnelle Garantie (or Traditional Speciality Guaranteed):

the STG label is awarded in recognition of two distinct characteristics: a product's specificity and its traditional aspect. The STG label defines a product's composition or traditional production method, without their necessarily being a link with its geographical origins.

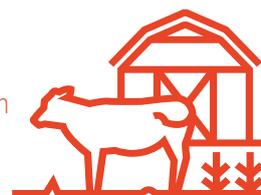
Around fifty or so products have been registered in the EU, such as "Mozzarella" (Italy), "Serrano ham" (Spain) and "Bouchot Mussels" (France's first STG).

425

approved Label Rouge specifications France

126

IGP products in France in 2015, including 74 wines and 2 ciders



45

cheeses

3

butters

2

creams

are currently AOP certified in France

18,000

dairy farms produce AOP products in France

Source: Institut National de l'origine et de la qualité (INAO) 2015



Jacques Chazalet Chairman of the Paris International Agricultural Show's Livestock Committee



« **The Show has an essential role to play. For livestock farmers, it is quite simply the place where they can explain their day-to-day work to representatives of each and every link making up their profession.**

The theme for the 2018 edition of the Show – “the collective adventure” – concerns all farmers, including livestock farmers. In what way is the collective an important component of their day-to-day lives?

The collective is inextricably intertwined with the lives of livestock farmers. As soon as they set up, they understand how effective and strong the collective is – when it takes the form of professional organisations or support bodies, for example, or simply when they are working with any partners (who can even be members of their own families). Then as their business starts to develop, the collective is there to support them with mutual-aid schemes alongside colleagues or neighbours, for example, or by providing them with replacement manpower when they are unavailable. But beyond all of that, for livestock farmers, the collective is also a community of which they are a part... one which gives meaning to their work. Obviously they are there to rear animals. But they would lose all sense of motivation and commitment without the other stakeholders who make up the chain: the cooperative to which they sell what they produce and ultimately the marketing channel at the end of which consumers make their choices. This is the collective within which farmers and consumers need to establish a dialogue. The relationship between livestock farmers and consumers is increasingly emphasised and is more and more appreciated. Evidence of it is seen in society's growing awareness of it – as illustrated by France's General Meetings on Food, for example. Or in direct sales operations at farms where parties at the far ends of the chain (the producer and the purchaser/consumer) meet face-to-face without any intermediaries and engage in numerous exchanges. This new relationship between farmers and consumers gives rise to educational discussions... and the Paris International Agricultural Show is an extension of these discussions.

What are the educational messages about farming that the Show passes on?

The Show helps the whole livestock farming sector to communicate its position, by functioning as a sounding board. Did you know that France is one of the world's leading countries in terms of livestock breeding? The Show is there to let people know that! Did you know that French livestock farming is structured in such a way that there are organisations set up for each breed tasked with ensuring their continuing existence and most importantly, their evolution? The Show is there to prove that! And if you need evidence of that, just look at the General Agricultural Competition – a major event showcasing the excellence of breeding that forms the Show's mainstay.

Beyond being an opportunity for people to meet, what role does the Show play in relations between livestock farmers and consumers?

The Show has an essential role to play. For livestock farmers, it is quite simply the place where they can explain their day-to-day work to representatives of each and every link making up their profession. This includes consumers, as well as colleagues, representatives of institutions and – of course – politicians. The Show serves as a link between two groups of people: those who work on a day-to-day basis to provide food, maintain the land, safeguard animal breeds and ensure the survival of farming-related professions... and those who seek to understand, ask questions and take action in their own kind of way.

The more interaction there is between these two groups of people, the better these messages will be understood and the more the collective will be seen as a success... and consequently visitors will attend the Show. ■

The digitisation of agriculture: a new facet of the collective adventure

In addition to the numerous collective initiatives that have brought farmers closer together, the dizzying success of digital technologies in the agricultural sector has added a new facet to this collective adventure involving farmers across France, Europe... and even the whole world. Data can be shared across the whole planet, forecast models can be integrated into decision-support tools,

weather stations are now online and the data that they glean can be shared... and farmers have access to social networks. All of this data can be accessed from all over the world and shared, giving a whole new meaning to the "collective" that is not limited in time and space. In 2017, 58% of farmers had smartphones, as opposed to 54% of France's population as a whole. And more than half owned at least one

connected object – providing them with a means of managing all of this data (2017 study of Internet-savvy farmers). The digitisation of the agricultural sector is a major asset in providing farmers with the support they need for taking up the various challenges facing them – from a social, environmental and economic perspective. ■

Antoine Thibault @Agriskippy Mixed grain/livestock farmer



Why are you using video to talk about your life and your job?

YouTube is a fantastic medium that I discovered with my children. I hadn't a clue how it worked and now I have an unexpectedly high profile – it's magic. It's a platform that grants us a real audience among a wide target – from the youngest to the oldest. Video is highly effective for raising your profile on social networks and then establishing yourself as an influencer among users of these networks. I produced my first video on 29 December 2016. I filmed and edited it with my nephew, and then I started doing it on my own. Actually, it's very straightforward. I wanted to talk about animal well-being. I posted it on YouTube, and it was like throwing a bottle into the sea. Then I started producing one video every month and have been posting them on a regular basis ever since. I like talking about my job and thanks to video, I can share details of my day-to-day life and be as transparent as possible. Some of the films I make emphasise a lot of the negative aspects, while in others, reality seems more embellished. I just want to talk about what happens on my farm. If I have something to talk about, I film and then I publish.

Have social networks become new ways to communicate?

Yes, my first video was very quickly picked up by two agricultural information sites which started sharing it. Then I got a lot of views on YouTube and Twitter. The buzz started when an article about my initiative was published in The Huffington Post, and then it was featured on television. The video was watched by more than 50,000 people. So yes, social networks are a new way for people to communicate in the agricultural sector. It's easier for farmers to create new contacts and share information using YouTube and Twitter: that way, they end up forgetting that they work alone! One of my tweets was even retweeted by the Ministry of Agriculture!

Are social networks one example of this collective adventure in the agricultural sector?

The agricultural digital community is highly motivated. You very quickly get to know people virtually, and ties end up being created. France Agri Twittos, which has just been created, is the best evidence of this collective. A group of farmers who use digital technologies. It's fantastic – it's open to all farmers, regardless of what they grow or rear, and they'd have never met without it. I don't know if any other profession enjoys such close bonds and engages in such rich discussions about its work, day-to-day activities and best practice. And the group is always stronger than the strongest in the group! ■

« **Social networks are a new way for people to communicate in the agricultural sector.**

Marc Genevois Managing Director of SAP France



SAP is Europe's leading software publisher. SAP has invested heavily in the agricultural sector, aware of just how important it is to digitise the market. Bringing digital technologies to farming is an objective for the whole sector, as well as being a genuine growth lever for the company.

Does the agricultural sector behave in a particular way regarding its use of digital technologies?

Innovation and digitisation are an integral part of the agricultural sector. Agriculture is going through a phase which is seeing digital technologies become more widely adopted. Today, our agricultural enterprises are no longer managed by farmers, but instead by ultra-connected company managers. We are witnessing a real change: precision agriculture can help us better understand our environment. Retrieving and analysing data provides farmers with factual information, which they can use to help them make decisions. Ensuring the safety of products and ensuring transparency are also major challenges. Nowadays, all of the components used to create agricultural products can be accurately identified. Agriculture needs to use this opportunity to establish relationships based on trust with consumers.

More widely, digital technologies serve as assets for bringing about sustainable development. In a scientific study published in the wake of COP21, SAP estimated that digital technologies could help reduce carbon emissions by 7.6 Gt between now and 2030 in key industries, including public services, agriculture and transport.

Does the rapid development of digital technologies encourage people to work collectively, or is it, on the contrary, an isolating factor?

There is no doubt that the rapid development of digital technologies encourages people to work collectively. As far as we are concerned, it's the polar opposite of an isolating factor. And this is mainly for two reasons. First and foremost, digital technologies and IT systems are there to make farmers' lives easier. They extend their decision-making capabilities and help them save time. The second reason is to do with their ability to bring farmers together. The development of different types of collective and collaborative networks is genuine progress. Farmers can use these sharing platforms to get closer to one another, establish ties with consumers and share information with people.

These major digital developments are giving rise to new questions: ownership of data, data storage, the monetary value of data, etc. Are these the limitations of digital technologies?

We go to every possible effort to secure and protect data – for us, these are key issues. We believe that dialogue is needed across the sector to provide answers in response to existing fears, drawing inspiration from other sectors which have already been conducting in-depth analyses of these issues for several years. On a more global level, it is very difficult to understand the limitations of digital technologies. History has proved to us that whatever barriers we see at a given moment are pushed back every day by progress. ■

« Digital technologies and IT systems are there to make farmers' lives easier.

Frédéric Verbitzky
President of CLAAS France



« With young generations of farmers and their understanding of digital technologies, the collective is taking on a new form.

Farming equipment now represents the cutting edge of on-board computing: what advantages does this technology bring?

The more access to technology we have, the better able we are to understand our jobs and the various components that surround them. For example, let's take intra-plot variation, which involves applying seed or fertiliser doses which vary across the same given plot. This has been around for 20 years, but it is only now that this practice is able to develop. Farmers understand it far better, particularly thanks to recent ISOBUS technologies – a standardised protocol for control and communications between tractors and equipment.

Across farms more widely, how has technology helped farmers?

What is certain is that it has provided them with safety. Technology also improves performance in terms of productivity, safeguarding the environment and – as result – the economic efficiency of farms. Better results very quickly result in financial savings. For example, using GPS to automatically delimit sections of farmland leads to input savings of around 10% on average and has a direct impact on the environment: inputs that are not spread on the ground are not washed away. Technology can also be used to simplify management of the administrative tasks that farmers have to deal with on a day-to-day basis. It provides comfort, which is important for farm managers and their employees.

Having access to large quantities of data can lead to changes in working methods for some farmers. How should farmers use this data?

Farmers have to produce enough to meet consumer demand from both a quantitative and qualitative perspective. As manufacturers, we have to support farmers in managing data so that they can satisfy market demand and provide them with solutions for precision-managing their farms. This is the purpose of on-board mapping and ultra-accurate GPS systems which are used to add exactly the right quantities of inputs to the right location in a field.

Has the development of digital technologies helped establish a collective approach in the agricultural sector?

The idea of the collective has been around for a very long time in agriculture. People would share information long before they had access to these new technologies. Nowadays, with young generations of farmers and their understanding of digital technologies, the collective is taking on a new form. They can instantly share information remotely about their experiences of the methods they have used, they can compare their results and share examples of best practice. There is no doubt that digital technologies enhance the collective approach. ■

A collective adventure is taking shape between by farmers and consumers!

Consumers are increasingly preoccupied with where what they eat comes from, as well as with the impact that their food is having on their own health and on their environment. This trend is giving rise to initiatives that bring farmers and consumers together, recreating strong, long-forgotten ties between them. But it is also creating new consumer requirements that are sometimes too disconnected from the reality of the agricultural sector. In a bid to provide answers to consumers' questions, the agricultural sector is going to increasing efforts to explain what it does, share its enthusiasm and create the collective adventure of the future.



Lise Malbernard
Executive director
of Accenture
Strategy

Farmers and consumers – online and augmented

The challenges currently facing agriculture and the agro-food sector can be summed up in just a few words: "Produce more to feed a population that will grow by 30% between now and 2050... and produce better so as to meet end consumers' increasingly strict requirements regarding food safety and quality, and to limit the environmental impact of farming since it uses 40% of the Earth's surface and currently accounts for 18% of all greenhouse gases".

New technologies being developed upstream of the agricultural sector and downstream of the consumer go a long way towards helping farmers take up these challenges. Most of the major groups operating in the sector are embarking on this digital transformation process. Increasing numbers of AgTech and FoodTech companies and growing investment in these activities (a total of €40 billion invested in the FoodTech sector in 2016 as opposed to only €6 billion invested in 2013) is helping new players get off the ground. Admittedly, these new players are disrupting and destabilising the sector, and are helping to reduce the role that traditional players have in the value chain. But they are also providing the means to better understand and provide answers to consumers' new purchasing habits: they want to purchase local products, products that are gluten-free, fat-free, sugar-free, meat free or salt-free, organic products, or they just want to know where what they eat has come from and how it has been processed.

This digital wave is sweeping us into the era of the connected customer who shares their private data in return for hyper-customised food services that take their health requirements, their social and family context and their preferences into account. Customers want to be able to make purchases anywhere, via either digital or physical channels. This digital wave is sweeping us into the precision era. We have robots that can store terabytes of data about air and soil quality, hygrometry and current and predicted temperature, and then send all this information and process it so it can be used for decision-support applications and enable farmers to react in real-time with solutions specifically tailored to their farming methods. These solutions have to provide the means to massively reduce intensive use of phytosanitary products and fertilisers. They have to provide alternatives and support farmers as they transform their processes, tracking their performance and their margin.

Finally, this digital wave is sweeping us into the food innovation era where plant proteins, alternative and sustainable foodstuffs and cellular farming all take centre stage. It is sweeping us into the era of urban farms and aeroponic and hydroponic vertical farms (carparks, rooftops, vertical farms) which minimise the distances between where food is produced and where it is consumed. We now have agile structures which meet consumers' constantly changing needs. It is bringing producers and consumers closer together, as well as consumers and producers. From fork to field, and not just field to fork. ■

THE PARIS INTERNATIONAL AGRICULTURAL SHOW, THE LEADING EVENT FOR CONSUMERS AND FARMERS

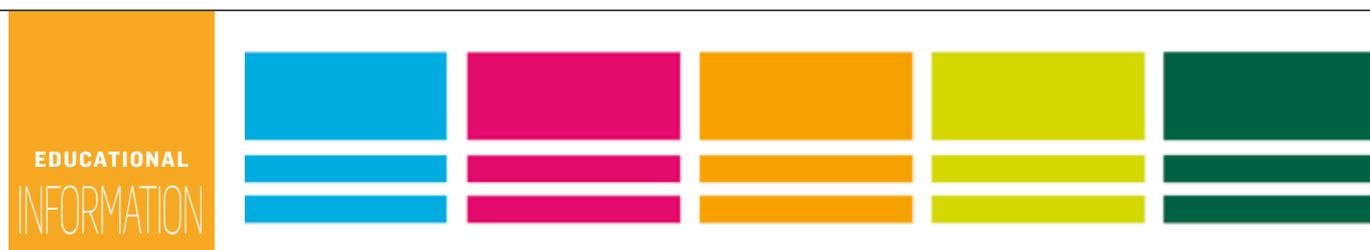
The Paris International Agricultural Show is held in the heart of France's largest consumer market. For nine days, it's a forum within which some 630,000 visitors can meet representatives of the agricultural sector. All the diversity of French agriculture – from milk and meat production to crop farming, fruit and vegetable farming, wine-growing and egg rearing – is represented. Consumers get to talk to producers, recreating ties with a sector the constraints of which people forget all too often.

... BETWEEN FARMERS AND CONSUMERS |

Consumers want products that are local, healthy and sustainable. Producers want to be able to guarantee themselves a decent income and normal living conditions. This is the starting point for some admirable initiatives, such as short distribution channels and "open farm" events, both of which have become highly popular marketing vectors.

The introduction of best practice charters is also evidence that ties between consumers and producers are being recreated. In livestock farming, 62% of French cattle farmers adhere to the Charter for Good Livestock Farming Practices, which is supported by the CNIEL, Interbev (the joint trade association for cattle and meat) and the Confédération Nationale de l'Élevage (the national confederation of

breeders). They alone account for 90% of all products sold (Source: charter for good livestock farming practices – website). In addition to shorter distribution channels and charters, consumers are showing a real desire for healthy, local products. Evidence of this can be seen in the success of crowd-funding, which is used to group-finance innovative agricultural products. ■



JOINT TRADE ORGANISATIONS: THE COLLECTIVE, FROM PRODUCERS TO DISTRIBUTORS

Joint trade organisations are founded on a desire on the part of the various parties involved in a given sector to get involved in the collective issues facing it, from production through to marketing, including processing and distribution. In France, the public authorities recognise more than 70 joint trade organisations in the agricultural sector.

AGRICULTURAL SECTORS

AND THEIR JOINT TRADE ORGANISATIONS*

- ▶ Aquaculture and shellfish: CIPA
- ▶ Fruit, vegetables and specialist plant productions: AIB, ANIFELT, ANITTA, CIHEF, CING, CNIPT, GIPT, INTERFEL, VALHOR
- ▶ Large-scale cereal crop farming and seeds: AIBS, CIPALIN, CIRT DOM, CPCS, GNIS, ICF, IGUACANNE, Intercéréales, Interchanvre, IOP, SIDOC
- ▶ Milk and cheeses: AILPLBPA, ANICAP, CGPLBIR, CIF, CIGC, CNIEL, ILOCC
- ▶ Meats and specialist animal productions: AMIV, ARIBEV, ARIV, CIDEF, CIFOG, CIP, CLIPP, CNPO, FGE, IGUAVIE, INAPORC, INTERBEV, INTERPROCHASSE
- ▶ Wine and spirits: ANIVIN, BIVB, BIVC, BNIA, BNIC, CIFG, CIVA, CIVB, CIVC, CIVC (Corsica), CIVJ, CIVL, CIVP, CIVR, CIVS, CNPC, IDAC, Inter Beaujolais, InterLoire, Inter OC, Inter Rhône, Intervins Sud-Est, IVBD, IVSO, UIVC, UNICI
- ▶ Wood and forestry: FBF- FBIE

*non-exhaustive list

MORE THAN 70 JOINT TRADE ORGANISATIONS in the agricultural sector

THE ROLE OF JOINT TRADE ORGANISATIONS

The main purpose of a joint trade organisation is to develop the sectors that it represents in France, the aim being to benefit all stakeholders.

They have five main responsibilities:

1. Represent the sector in dealings with political decision-makers
2. Collectively promote products
3. Jointly implement quality standards
4. Undertake research and development
5. Manage markets

FINANCING JOINT TRADE ORGANISATIONS:

THE ROLE OF THE MVC

The Mandatory and Voluntary Contribution (MVC) is the main source of funding for joint trade organisations in the agricultural sector. It is deducted from all economic stakeholders in a given sector, from farmers to manufacturers. This contribution is voluntary because professional representatives of the joint trade organisation freely choose to make it. It is made mandatory following the public authorities' decision to approve and extend it to all professional stakeholders in sectors represented by joint trade organisations. As a general rule, the MVC is deducted from the volume of raw materials produced, collected or processed. It is used to fund initiatives to improve, promote and defend the sectors.

Source: Ministry for Food and Agriculture

Marc Pagès Managing Director of Interbev



Farming is sometimes poorly understood and recognised by the general public. Does the meat sector in particular suffer from preconceived ideas?

Unfortunately, ties with consumers do have a tendency to become frayed. People have fewer and fewer relatives working in the agricultural sector. Practices that seemed completely natural 50 years ago, no longer do so nowadays. We can no longer count on the collective memory. And the way in which consumers purchase meat has changed. 20% of total volume is purchased from artisan butchers, who understand what they are selling and explain where it comes from to customers. The remaining 80% is sold as packs of meat to customers who do not receive this information. It is therefore essential that they be able to understand what they are purchasing by providing them with appropriate labelling.

How is the sector structuring itself in response to these discussions?

We have embarked on an educational strategy, underpinned by a positive attitude, to provide people with the information they need so they can better understand the realities of our production systems. In particular, this will guide them in their purchase. People criticise our business and our practices every day. Tackling each one of these criticisms, one by one, would be a monumental undertaking! We have therefore decided to communicate widely and proactively, explaining what our product is and how it was made – from its farming through to its packaging, including its batching and the slaughter process. This is the purpose of events that we organise for the general public, such as the Made In Viande meetings. These are open day events which provide people

« **In addition to talking about the frequency with which meat is consumed, what we are aiming to do is tell consumers about the advantages of a balanced diet, about the benefits of a mix of meat, vegetables, dairy products, etc.**

with opportunities to find out about activities and practices in the livestock farming and meat sector.

People in France currently have meat three times a week on average (not including poultry). In addition to emphasising this relatively low meat consumption in France, we believe it is important to remind consumers of the advantages of a balanced diet and of the benefits in combining meat, vegetables, dairy products, etc.

How can ties with consumers be rebuilt? Should the collective be used?

Social networks have become an essential channel for communicating and conversing with consumers. We make use of these channels in order to educate people – because now there are no filters between us and the information in circulation. It's our responsibility to provide users with content that is clear, accessible and useful.

At Interbev, we have decided to adopt a collective "Social Responsibility" approach. This is a social commitment pact that helps us enter into dialogue with environment protection or animal welfare NGOs in particular. Together, we discuss the advantage of the French livestock farming model. For example, we have already introduced best practice charters for livestock farming, animal transport and slaughtering. We can go still further, and that is the purpose of establishing a dialogue with NGOs. Our aim is to make progress together so we can meet the needs of people and society as effectively as possible. ■

Florent Guhl
Manager of the "BIO" Agency



« **Mainly, it's the development of digital technologies that has encouraged producers of organic products to adopt collective approaches.**

Consumer demands have been changing for a few years now. What changes have there been on the organic market?

Consumers of organic products are very keen on entry-level products, such as eggs, milk and fresh vegetables. They may turn towards organic products in reaction to a health or food traceability issue. Organic products then become something in which they seek refuge. For example, the beef crisis and the Fipronil egg contamination incident resulted in a dramatic increase in organic egg consumption. However, they are less likely to switch to processed products the organic aspect of which is not the main purchase criterion. By the end of 2016, the organic food market was worth €7 billion, accounting for 4% of total food consumption and 89% of consumers in France stated that they had organic products at least once a year in small quantities. So organic products do not make up the lion's share of demand for most consumers.

Furthermore, the organic aspect – similar to local and fresh aspects – are sought by a number of economic operators. Stakeholders operating on the snack, baby feed and fast food sectors, as well as canteens and companies that deliver ready-made meals and baskets of semi-prepared food to people's homes and companies have perfectly identified this fast-growing market. So following the General Meetings on Food, the government set itself the clear target of increasing the use of organic products in the catering sector.

For consumers, certain types of agriculture seem to conflict with one another. What do you think?

Consumers aren't against agriculture. They are highly motivated to consume organic products, but in the end, they purchase fresh non-organic vegetables, for example, because they want those as well. In 2016, nearly 3 kg per person of fresh organic vegetables were purchased. This is very little. Consumers are aware of the availability of organic products, but decide whether or not to purchase them based on price, how they can be used and where they come from. Regarding where they come from, they distil the situation down into two agricultural practices: one that involves them being grown or manufactured locally, another that involves them being grown or manufactured anywhere else in the world. This idea came to the forefront during the horse meat scandal. Instead, we should consider that these two agricultural models can cohabit rather than contradicting each other.

Are any developments helping consumers and producers join forces within the framework of a collective approach?

Mainly, it's the development of digital technologies that has encouraged collective approaches for producers of organic products. The market for products produced using organic farming methods was first built on short distribution channels which account for 18% of market share for direct sales. Producers then started grouping together. Ultimately, they created websites so they could sell online. This is a fine example of a collective undertaking. Consumers who have less time order online and have their products delivered directly to their homes. And on these websites, they get all the information they need about how their food was produced. So digital technologies can provide consumers with more information about the geographical origins of their product, and even the name of the person who produced it. All this can help quench consumers' thirst for information today. ■

Philippe Mauguin President of the INRA



« **We need a collective approach if the various sectors and regions that make up the agricultural sector are to succeed.**

How is research in agronomics taking society's needs into account?

The challenge is to get beyond what appears to be a contradiction. On the one hand, there is demand for products that use as little as possible in the way of phytosanitary products, and for which fewer antibiotics are prescribed during rearing. On the other hand, protecting crops and herds is of fundamental importance. So we have to find a way of converging consumer expectations and farmers' requirements. We have to stop pitting these approaches against each other. Research is one way of finding solutions. So within the framework of our INRA 2025 project, we are focusing our research on multi-performance in agriculture. It has to perform well from an economic, environmental, social and health perspective.

Can research in agronomics rebuild ties between farmers and consumers?

Our main responsibility is to put together and implement research projects. But it is also important to share information about the progress we are making on our programmes with consumers. The Paris International Agricultural Show is the ideal forum within which to share information with the general public. When we work on granting the government's requests, we are also seeking ultimately to provide answers to issues with which society is preoccupied. Our knowledge is needed to inform the debates taking place within institutions, the idea being to explain what is happening in research. For example, we drafted the government's

report on alternatives to glyphosate. We had to provide a snapshot of current practices and uses and look into substitution options for the future, drawing on the results of research into practices other than using this herbicide. Providing scientific information to feed discussion is one of our responsibilities.

The collective adventure - what does that evoke for you?

It's a very good choice for the theme of this year's Show! During the period immediately following the war, the collective approach, together with mechanisation and progress in genetics, were powerful levers that helped us reach self-sufficiency. The challenge facing the agricultural sector in this first half of the 21st century is of similar scope: continue to feed a planet that will soon have 9 billion people living on it in a way that uses fewer inputs, while grappling with climate change. This is a considerable challenge. More than ever before, research has a crucial role to play. We need a collective approach if the various sectors and regions that make up the agricultural sector are to succeed. The collective also exists in research into agronomics. Research projects with professionals, local authorities, NGOs and consumer organisations can be co-developed through new types of structure, such as regional innovation laboratories. The idea is always the same: enable researchers to interact with stakeholders in order to strive towards multi-performance. This is a challenge that has to be taken up! ■

... BETWEEN FARMERS AND CONSUMERS |



► France, Europe's leading producer of oysters



► Wine-growing, a major provider of seasonal jobs



► Livestock farming, a fully-fledged passion!



► From the producer to the consumer, the collective is taking shape



► Free-range chickens, French expertise



► 200 varieties of potato are produced in France

Legislation, regulations: how to work together towards a shared objective

For agriculture to become a collective adventure between farmers and consumers, legislation has to play a key role. This legislation is highly complex and operates at several levels: locally, at regional level, at national level and at European level.

What ties are there at local level between farmers and elected representatives?



In regions across France, farmers, as well as the organisations that provide them with day-to-day support are dynamic stakeholders. In addition to producing food to feed people, they maintain landscapes, create non-transferable jobs and are involved in creating value across the region and in managing resources,

IN FIGURES

50%

OF MAINLAND FRANCE
is currently used for agricultural
activities, i.e. 28 million ha

Source: MAA, 2016

such as water and soil. Thanks to their expertise, passed down from generation to generation, they also contribute to the wealth of France's cultural heritage and help preserve it.

Nowadays, farmers are still over-represented in local bodies relative to the total percentage of the French population (1.3%). Yet, as the farming population starts to dwindle even faster, the number of farmers elected to represent the sector continues to fall, particularly at local and regional level. This is one of the socio-professional categories which has lost the most representation over the last few decades. Yet, many decisions which have an impact on farmers' day-to-day lives

are taken at local level: the development of roads so that machinery can be transported, the financing of appropriate training programmes in farming colleges, regional development schemes which take land consolidation or water management into account.

Source: MSA, 2015

IN FIGURES

LOCAL ELECTED REPRESENTATIVES:
HOW WELL ARE FARMERS
REPRESENTED?

10.2%

City councillors
(2014 elections)

13.7%

Mayors
(2014 elections)

4.4%

Local councillors
(2015 elections)

3.9%

Regional councillors
(2015 elections):

Source: Ministry of the Interior,
2015 Insee employment survey

... BETWEEN FARMERS AND STATE AUTHORITIES |

France's Chambers of Agriculture play a key role across the country's regions in helping and supporting farmers. They are involved with the various bodies tasked with regional management. Managed by farmers, they give the agricultural sector a voice in local decision-making processes. It is also in this capacity that they implement regions' projects. Discussions are conducted and initiatives implemented by local stakeholders which help increase added value. There are many examples of this, such as the creation of local brands, the promotion of specialist lines such as

sainfoin and alfalfa, the development of short-channel sales methods, etc. The most well-known of these initiatives is still Bienvenue à la Ferme ("Welcome to the Farm"). This brand was created in 1988 and is managed by the network of Chambers of Agriculture. Currently, nearly 9000 farmers, professionals in direct selling and rural hospitality are members of Bienvenue à la Ferme. This helps them diversify their agricultural business, more effectively showcase their products and recreate ties with the general public by providing them with accommodation and activities on the farm. ■

Source: APCA, 2017

THE REGIONS REPRESENTED AT THE PARIS INTERNATIONAL AGRICULTURAL SHOW

France's regions and know-how are proudly represented at special region stands throughout the Paris International Agricultural Show. This section alone will account for practically a third of the Show's total exhibition floor space. For nine days, several hundred producers will be at the Show, showcasing their products and the results of their know-how, illustrating France's high-quality production. They will be with their local elected representatives, evidence of the strong ties that exist between agriculture and the country's regional administrations.

EDUCATIONAL INFORMATION



CHAMBERS OF AGRICULTURE

Chambers of agriculture are bodies that enjoy special status in France - they are "consular" bodies, similar to Chambers of Commerce and Industry.

Their main role is to help improve the economic, social and environmental performance of farms and their sectors, rooted in France's regions. Chambers of agriculture are run by elected professional representatives. These people represent the main stakeholders of the agricultural, rural and forestry sector.

They exist all over France, at local, regional and national level, as well as in its overseas territories. Since 2012, the aim of the Chamber of agriculture network has been to be the "leading body engaged in regional development and in developing agriculture". It is also a primary contact for

the state authorities, since they represent agricultural interests and the regions in which they are based.

Out in the field, farmers, agricultural workers, forestry workers and local authorities contact the Chambers of agriculture for any questions to do with agriculture. They provide support in four main areas: helping people set up or pass on an agricultural enterprise, farm management, production and training.

THE NETWORK OF CHAMBERS OF AGRICULTURE



103 PUBLIC CENTRES MADE UP OF

89 Regional and inter-regional chambers of agriculture

13 Regional chambers

1 National chamber

4200 ELECTED REPRESENTATIVES

8010 EMPLOYEES

APCA website / 2017

Gérard Manuel Farmer and **Républicains** party député



« **There is a very obvious link between agriculture and region.**

You are both a farmer and a député. How do you view the discussions that have taken place in France's Assemblée Nationale about the agricultural sector?

The discussions that have taken place in the Assemblée Nationale have evolved over the years – that much is certain. Politics has a less firm grasp of this sector in all of its diversity and of its need to change. All too often, it is caricatured by the media. Indeed, fewer people working in agriculture and France's exploding urbanisation have led to the sector being less well represented. This is not without consequence on the debates – often offbeat – that are held at the Assemblée Nationale.

You are a member of the commission for sustainable development and regional development. How important is farming for France and its regions?

There is a very obvious link between agriculture and region, and this is the case throughout France. The diversity of France's regions, lending structure to the country as a whole, is a source of wealth. This link is very precious and we need to preserve it. Collectively, we have to accurately gauge the contribution that the men and women who work the land make to our environment, our economy and our society as a whole. France's future cannot simply be reduced to powerful urban areas, connected to one another by high-speed trains that ignore

the rest of the country as they pass through it. Over nine days, the Paris International Agricultural Show will demonstrate the wealth and diversity of France's agriculture. I hope this will result in people gaining a better understanding of how rich our country and its regions are.

The number of farmers has been falling regularly for several decades. Is the idea of a collective involving local elected representatives and farmers still just as strong?

Fewer people means – without a clearly-defined contra cyclical policy – increasingly scarce public and private services. This puts the rural community on a destructive downward spiral with fewer medical services, fewer schools, fewer shops, poorer transport infrastructure... and so fewer inhabitants. Farmers, stakeholders and local elected representatives need to work collectively, in a unified way, in order to persuade others and lead the fight so as to reverse this trend. For too many years, the concept of regional policy has been overlooked in order to satisfy other priorities. This is particularly unfair for those who – through their work and their commitment in the background – have given so much to the country. This is the main challenge that we are all up against. And if we are to succeed in taking it up, regional unity is vital. ■

Taking action collectively across EU-28

The European Union is currently made up of 28 member states, all with different agricultural and land models and varying levels of expertise. So how can we deal with this diversity and succeed in fashioning a common agricultural policy that meets the needs of each member state?

Europe's approach to agriculture has always involved collective thinking. In fact, the European Union's first common policy – and one which to this day remains practically the only one – was the Common Agricultural Policy (CAP) introduced in 1962. The highly destructive Second World War had just come to an end. The six member states came together and decided to introduce an agricultural policy in a bid to bring about food self-sufficiency. Since then, the number of EU member states has gradually increased to 28. The challenges facing agriculture in Europe have changed. Today's CAP is the one that was reformed in 2014 and will remain in force until 2020. It focuses on two key areas:

The first involves member states moving towards a uniform payment per hectare. Member states' governments allocate around 70% of funding to this first area. This uniform payment per hectare involves:

- ▶ Basic payment entitlements
- ▶ Green payment
- ▶ Additional premium for the first 52 hectares
- ▶ Coupled aid
- ▶ Aid for young farmers

The second, which accounts for the remaining 30% of the budget, involves financing the rural development policy focusing on 6 priorities:

- ▶ Knowledge transfer and innovation
- ▶ Bolstering competitiveness and sustainable forest management
- ▶ Risk management in the food chain
- ▶ Restoring and protecting ecosystems
- ▶ Making effective use of resources
- ▶ Tackling poverty in rural areas



Through this Common Agricultural Policy, European legislation has a key role for French agricultural enterprises: subsidies, aid being conditional on efforts made to preserve the environment made by farmers, caps on prices paid to producers.

Discussions for the next version of the CAP to be brought in after 2020 are under way. This new CAP will need to be "Fairer, more equitable, greener and transparent". In early 2017, the European Commission initiated a major public consultation in relation to the issue. This consultation proved hugely popular, garnering 58,000 qualitative answers to the online questionnaire, 21,000 of which were from farmers, 28,000 from individuals and 9000 from organisations (public and professional organisations, or NGOs). These figures are significantly higher than the 5700 answers that were submitted in response to the 2010 consultation just before the last reforms made to the CAP. The EU member states and the European Council will need to work together collectively and use the results of this consultation in order to set out the broad lines of a CAP which – by allocating aid that will be subject to various conditions – will determine the future of agriculture in Europe.

Source: AGPB, 2017

IN FIGURES

9.1

billion euros per year,
(including €1.4 billion for the second area)
BUDGET ALLOCATED TO FRANCE
(2014-2020 CAP)

Source: Alim'Agri, 2017

The European Union has

10.8
MILLION FARMS

Source: Eurostats, 2016

131

billion euros:
EXPORTS OF THE EUROPEAN
UNION'S AGRO-FOOD PRODUCTS

Source: Eurostats, 2016

General Meetings on Food – the aim of a collective undertaking

Legislation brings its influence to bear on the main aspects of France's agricultural policy at national as well as local level. Its national elected representatives are faced with the dual challenge of meeting consumer demand, while at the same time ensuring the long-term existence of agricultural enterprises. Various governments have passed legislation to support the development of agriculture in France. For example, following the Loi d'avenir legislation for agriculture, farming and forestry which was promulgated in 2014, a new law for agriculture and other edicts should be introduced during the first half of 2018.

Anounced in June 2017 by Emmanuel Macron, the purpose of the General Meetings on Food is to enable collective discussion among all parties concerned – from the producer through to the consumer.

The General Meetings on Food focus on two main areas – one to do with creating and distributing value, and another to do with food that is healthy, safe, sustainable and accessible to everyone. Discussions have been under way since August and have involved all stakeholders: representatives of the agricultural and fishing sectors, agro-food industries, the retail sector, consumers, collective catering, elected representatives, labour partners, organisations operating in the social, solidarity-based and health economy, NGOs, international charities and food-aid organisations, as well as banks and insurance companies.

COLLECTIVE DISCUSSIONS

Members of the general public were also able to contribute to a public consultation and so further discussion – evidence of a genuine collective determination on their part. Between 20 July 2017 and 10 November 2017, the platform was visited by more than 150,000 people and received nearly 17,000 contributions (Source: AlimAgri). The government has also adopted a collective approach: 11 ministries have worked on issues facing the agricultural sector. To coordinate the discussions, Stéphane Travert, Minister for Food and Agriculture, appointed Célia de Lavergne, who represents the Drôme at the Assemblée Nationale and Olivier Allain, vice president of Brittany's Regional Council.

THE TWO AREAS OF FOCUS OF THE GENERAL MEETINGS ON FOOD

For the first area, work on which ran from the end of August until the end of September 2017, seven workshops were organised to look into how to create and distribute value. Over the one-month period, the various parties involved worked on answering the following questions: **"How can more value be created?"** and **"How can value be more effectively distributed?"**. These shared discussions sought to involve all parties concerned in finding the compromises needed to breathe life into our agricultural models. In Rungis on 11 October 2017, Emmanuel Macron ended the first series of discussions by calling for:

- ▶ **A robust structuring of all of the parties involved in the chain into sectors**
- ▶ **An end to dependency on aid, ending the low price war to enable access to high-quality food for everyone**

▶ A new approach to organising business to bring farmers, industries and the retail sector closer together

For the second area, work on which ran from early October until the end of November 2017, the various parties involved in the General Meetings on Food split up into six workshops to work on developing food that is healthy, safe, sustainable and accessible to everyone. The agricultural sector's various joint trade organisations were asked by the government to provide a roadmap by mid-December based on the discussions held during these General Meetings on Food and summarising the needs articulated at all levels of the sectors concerned. Emmanuel Macron has pledged to use these documents to propose a new law for agriculture and to legislate by decree on the more urgent issues so that farmers can earn a decent living from their profession.





Olivier Allain
Suckler cow farmer



« **The collective is perfectly able to help improve the lack of competitiveness from which certain agricultural enterprises suffer.**

You are a livestock farmer based in Brittany. As a farmer, what is your experience of the collective in your own professional environment?

It plays a key role. The collective is perfectly able to help improve the lack of competitiveness from which certain agricultural enterprises suffer.

I'm a farmer myself and I am a member of a group of producers. We have grouped our offering together. That means we can better manage marketing and – ultimately – better sell our animals. So this group improves the farm's competitiveness. I also belong to a Centre d'Etude Technique Agricole – a technical agricultural study centre which reminds me every day that it is easier to think as part of a group, to contribute ideas and to share examples of best practice in order to make progress. This is something else that gives meaning to the collective. And purchasing equipment as part of a CUMA farming machinery cooperative is a means of more effectively recouping its cost and talking about our job among members.

The agricultural and agro-food sectors involve a diverse range of bodies – producers and consumers, as well as processors and distributors. Is it possible to adopt a collective approach when there are so many parties involved?

A collective approach is possible in this complex world. I think we just need between two and five years to successfully implement this new collective structure, since when you consider that we have four distributors and 2000 SMEs, France's 400,000 farmers have no choice but to group together. It's of vital importance and is even urgent.

This is one of the areas in which the General Meetings on Food have been working: creating producer organisations. It's important for dairy farmers – they need to be seen as a united entity in their dealings with manufacturers. The same applies for the pork sector. PDOs are means of increasing their power upstream of production.

You were appointed coordinator of the General Meetings on Food alongside Célia De Lavergne. What was your role? Did you see evidence of the collective at work in the way the tasks were undertaken?

Every week, we had updates with the Minister's cabinet about all the various workshops and the key areas in which we were working. We had to be pragmatic in dealing with this complex collective organisational structure. I took part in all of the workshops to coordinate the collective: who does what? I had many doubts at the outset, but then I was amazed at the result – the each workshop's chairperson really succeeded in bringing ideas out. Everybody made some contribution – from the NGOs to the professional organisations – on issues as complex as "eating healthily and sustainably". Thanks to the collective, all of the parties were able to work together and engage in genuine dialogue. It was extremely effective. ■

#SIA2018: USEFUL TIPS FOR THE SHOW!

Agri'Malin is making its first big appearance at the 2018 Paris International Agricultural Show!



Agri'Malin, who are you?

I have just joined the Paris International Agricultural Show team, and I'm very proud! They chose me because I'm so clever and cunning. I will clone myself so that I am more or less everywhere on the website, the mobile app, the visit plan and at the info points. Thanks to my advice, visitors will be able to make the most of their visit.

What is your role?

I have an important role - I guide and support visitors, ensuring that their visit ends up being unforgettable. I'll give them lots of advice and tips both before and during their visit. I'm also there to help them find the information they're looking for as quickly as possible.

If you had one piece of advice to give to our visitors, what would it be?

First of all, for getting to the Porte de Versailles quickly and easily, I can't emphasise enough how important it is to come by public transport. But if they still absolutely have to come by car, then my tip is to find a car park a little further out and then use the metro or the tramway for the last stage of their journey. In fact, we've drawn up a long list of car parks on an interactive map that visitors can access directly via the Paris International Agricultural Show website.

FOCUS ON

Preparing for your visit

Download the app to keep abreast of all the latest news about the Show, create your own visit itinerary with a complete list of exhibitors and their products and view the programme for the General Agricultural Competition.

BONS PLANS FAMILLES

En partenariat avec



Groupama

AGRI'DETENTE

Four AGRIDETENTE zones have been set up at the Show for visitors' comfort. Each relaxation area is right next to an event zone to keep younger visitors happy:

Hall 2.1: Introduction to pony riding - every day from 9 AM to 7 PM

Hall 4: MACABANE - Building wood cabins

Hall 5.2: Livestock breeding from around the world: dromedaries, camels, alpacas, yaks, tulus and more.

Hall 7.1: "Following the Shepherd's footsteps" and "City-dwelling dog" events

Operation "Zero lost children"

For a worry-free family visit, ask for bracelets at the Info Points, the checkouts and in all the Agri'Détente areas.

Lost child: +33 (0)1 57 25 21 28

BOUTIQUE AGRI'MALIN



Sac shopping : 3 €



Magnet au choix : 3 €



Tote Bag : 6 €

OFFRE SPÉCIALE 1 shopping bag + 1 tote bag + 1 magnet = 10 €

55th edition of the Paris International Agricultural Show



630,000
EXPECTED VISITORS

More than 1000
EXHIBITORS

More than 360
BREEDS



Last update 09.02.2018

- 1 Pavillon Livestock production & its sectors
Cattle, goats, pigs, sheep
- 2.1 Pavillon Horses, donkeys
Crafts and rural heritage of France **NEW**
French products
- 2.2 Pavillon Crops & plant sectors
Garden and kitchen garden
- 3 Pavillon The 13 regions of France & their products
- 4 Pavillon Agricultural services & professions
AGRI' 4.0
AGRI' RECRUTE: careers and training area
Environment and Energy
Farmyard animals and Ferme pédagogique

- 5.1 Pavillon Regions & products of overseas territories
- 5.2 Pavillon Agriculture & world delights
World Livestock
- 7.1 Pavillon Dogs and cats
- 7.2 Pavillon Concours Général Agricole
products and wines

HALL 1 – Presentation ring

	24 Saturday	25 Sunday	26 Monday	27 Tuesday	28 Wednesday	01 Thursday	02 Friday	03 Saturday	04 Sunday	
9 AM – 9:30 AM		Trophy for the Best Montbéliarde Scorer			Trophy for the Best Abondance Scorer		Trophy for the Best Suckler Cattle Scorer (Rouge des Prés, Salers)			
9:30 AM – 10 AM			Trophy for the Best Dairy Cattle Scorer (Brune, Simmental)	Trophy for the Best Gascon Breed Scorer		Vosgienne breed				
10:00 AM – 10:30 AM	French livestock farming	Trophy for the Best Normande Scorer			Trophy for the Best European Cattle Scorer	Villard-de-Lans breed	Trophy for the Best Charolais Scorer			
10:30 AM – 11:00 AM			Aubrac breed			Aubrac breed				
11 AM – 11:30 AM		Aubrac breed show (slaughterhouse animals)	Gascon breed	Nord-Pas-de-Calais breeding day		Bazardais breed	Trophy for the Best Bazadaise Breed Scorer			
11:30 AM – 12 PM			ROUGE FLAMANDE BREED		BRETONNE PIE NOIR COMPETITION	BLANC BLEU BREED COMPETITION		Bazardais breed	Villard-de-Lans breed	
12 PM – 12:30 PM		Limousine breed			Awarding of Trophy for Best Gascon Breed Scorer			Awarding of Trophy for the Best Suckler Cattle Scorer (Rouge des Prés, Salers)	Limousine breed	
12:30 PM – 1 PM		Abondance, Hérens and Villard-de-Lans breeds			Blonde d'Aquitaine breed		Hereford breed		Aubrac breed	Vosgienne breed
1 PM – 1:30 PM	Villard-de-Lans breed	PIE ROUGE BREED COMPETITION	Vosgienne breed	Abondance, Hérens and Villard-de-Lans breeds		Trophy for the Best Blonde d'Aquitaine Breed Scorer	Awarding of the Trophy for the Best Bazadaise Breed Scorer	Abondance, Hérens and Villard-de-Lans breeds		
1:30 PM – 2 PM	Vosgienne breed		Abondance, Hérens and Villard-de-Lans breeds	Villard-de-Lans breed	Vosgienne breed		Awarding of the Trophy for the Best Charolaise Breed Scorer	Villard-de-Lans breed		
2 PM – 2:30 PM	Salers breed	Limousine breed	Salers breed	Salers breed		NATIONAL AGRICULTURAL COLLEGES TROPHY (HANDLING TRIAL)	NATIONAL AGRICULTURAL COLLEGES TROPHY (HANDLING TRIAL)	Salers breed	Salers breed	
2:30 PM – 3 PM		Salers breed	Awarding of Trophy for the Best Dairy Cattle Scorer (Brune, Simmental)	Aubrac breed show (slaughterhouse animals)	Blonde d'Aquitaine breed auction				Savoie Mont Blanc Breeds (Tarentaise and Abondance)	
3 PM – 3:30 PM	Aubrac breed	Villard-de-Lans breed								
3:30 PM – 4 PM		Bazardais breed		Bazardais breed						
4 PM – 4:30 PM		Vosgienne breed	Limousine and Porc Cul Noir Limousine pig breed auction	Minority breeds						
4:30 PM – 5 PM	Charolais breed									Aubrac breed
5 PM – 5:30 PM				Practice for the Trophy for the Best European Cattle Scorer	NATIONAL AGRICULTURAL COLLEGES TROPHY (HANDLING TRIAL)					
5:30 PM – 6 PM										
6 PM – 6:30 PM										
6:30 PM – 7 PM										

■ Dairy Breed Competition
 ■ Suckler Breed Competition
 ■ Presentation

Programme as of 01/02/2018

Live broadcasts of the cattle competitions via www.salon-agriculture.com and www.concours-agricole.com.

HALL 1 - Large Ring

	24 Saturday	25 Sunday	26 Monday	27 Tuesday	28 Wednesday	01 Thursday	02 Friday	03 Saturday	04 Sunday		
9 AM – 9:30 AM	13 th National Final of the Ovine Olympics for Young Shepherds		Trophy for the Best Prim'Holstein Breed Scorer			Trophy for Best Limousine Breed Scorer	Trophy for the Best Parthenais Breed Scorer	NATIONAL AGRICULTURAL COLLEGES Trophy (presentation test)	NATIONAL AGRICULTURAL COLLEGES Trophy (presentation test)		
9:30 AM – 10 AM											
10:00 AM – 10:30 AM				Local Vercors Breeds (Villard de Lans and Vercors de Barraquand horse)		Trophy for Best Aubrac Breed Scorer					
10:30 AM – 11:00 AM				Savoie Mont Blanc Breeds (Tarentaise and Abondance)	SIMMENTAL BREED COMPETITION						
11 AM – 11:30 AM				Charolais breed		ABONDANCE BREED COMPETITION	LIMOUSINE BREED COMPETITION			PARTHENAISE BREED COMPETITION	
11:30 AM – 12 PM			MONTBÉLIARDE BREED COMPETITION								
12 PM – 12:30 PM					Vosgienne breed						
12:30 PM – 1 PM					Savoie Mont Blanc Breeds (Tarentaise and Abondance)					JERSEY BREED COMPETITION	
1 PM – 1:30 PM						TARENTEISE BREED COMPETITION					
1:30 PM – 2 PM											
2 PM – 2:30 PM											
2:30 PM – 3 PM				PRIM'HOLSTEIN BREED COMPETITION	Greater East Regional heats (cattle, sheep and goat breeds)		CHAROLAIS BREED COMPETITION			BRUNE BREED COMPETITION	Awarding of the National Agricultural Colleges Trophy
3 PM – 3:30 PM						AUBRAC BREED COMPETITION				GRAND PARADE	
3:30 PM – 4 PM					Charolais breed					ROUGE DES PRÉS BREED COMPETITION	
4 PM – 4:30 PM			NORMANDE BREED COMPETITION								
4:30 PM – 5 PM					Massif Breeders Collective						
5 PM – 5:30 PM											
5:30 PM – 6 PM						SALERS BREED COMPETITION	BLONDE D'AQUITAINE BREED COMPETITION			Minority breeds	Charolais breed
6 PM – 6:30 PM			Charolais breed							Charolais breed	
6:30 PM – 7 PM							Salers breed				

■ Dairy Breed Competition
 ■ Suckler Breed Competition
 ■ Presentation

Programme as of 01/02/2018

Live broadcasts of the cattle competitions via www.salon-agriculture.com and www.concours-agricole.com.

SHEEP/GOAT RING PROGRAMME |

HALL 1

	24 Saturday	25 Sunday	26 Monday	27 Tuesday	28 Wednesday	01 Thursday	02 Friday	03 Saturday	04 Sunday					
9 AM – 9:30 AM	Ovine Olympics: Breed recognition	ILE-DE-FRANCE BREED COMPETITION	Documentaries about jobs in the sheep sector	BERRICHON DU CHER BREED COMPETITION	BEST EUROPEAN BUTCHER COMPETITION	Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector					
9:30 AM – 10 AM									ANIMAL JUDGING BY YOUNG PEOPLE COMPETITION (CJAJ): Sheep					
10:00 AM – 10:30 AM						BLEU DU MAINE BREED COMPETITION			CHAROLLAIS SHEEP BREED COMPETITION	Shearing demonstration	Shearing demonstration			
10:30 AM – 11:00 AM										Shearing demonstration	Quiz	Quiz		
11 AM – 11:30 AM										Inter-schools goat challenge	Herding dog demonstration	Herding dog demonstration		
11:30 AM – 12 PM						SUFFOLK BREED COMPETITION					Mountain sheep breeds	Romane Breed		
12 PM – 12:30 PM								Vendée breeds and products			ANIMAL JUDGING BY YOUNG PEOPLE COMPETITION (CJAJ): Goats	Avranchin, Cotentin and Roussin breeds		
12:30 PM – 1 PM										Mountain sheep breeds		Quiz	Quiz	
1 PM – 1:30 PM										Documentaries about jobs in the sheep sector				
1:30 PM – 2 PM														
2 PM – 2:30 PM		Mountain sheep breeds	Mountain sheep breeds		Ouessant Sheep Breed	AVRANCHIN, COTENTIN AND ROUSSIN BREED COMPETITION	Awarding of prizes for the Animal Judging by Young People competition (CJAJ): Sheep	Testimony from a sheep farmer		Documentaries about jobs in the sheep sector				
2:30 PM – 3 PM					BOULONNAIS SHEEP BREED COMPETITION		Shearing demonstration	Ouessant Sheep Breed						
3 PM – 3:30 PM	Ovine Olympics: collective trial	TEXEL BREED COMPETITION	ROUGE DE L'OUEST BREED COMPETITION	VENDÉE SHEEP BREED COMPETITION	HAMPSHIRE BREED COMPETITION		Sheep Transhumance	Shearing demonstration	Shearing demonstration					
3:30 PM – 4 PM									Goat breeds	Quiz	Quiz			
4 PM – 4:30 PM										Awarding of prizes for the Animal Judging by Young People competition (CJAJ): goats	Herding dog demonstration	Herding dog demonstration		
4:30 PM – 5 PM										Herding dog demonstration	Avranchin, Cotentin and Roussin breeds	Documentaries about jobs in the sheep sector		
5 PM – 5:30 PM							SOUTHDOWN BREED COMPETITION	CHARMOISE BREED COMPETITION		Breeds: Berrichon de l'Indre, Berrichon du Cher, Charmoise, Clun Forest, Dorset Down, Merinolandschaf, Hampshire, Romanov, Rouge de l'Ouest, Solognote, Suffolk	Skin and wool health challenge	Rambouillet Merino Breed	Quiz	Quiz
5:30 PM – 6 PM												Shearing demonstration		
6 PM – 6:30 PM							Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector	Auction of Vendée slaughterhouse lamb bearing the SIQO quality symbol	Shearing demonstration	Testimony from a sheep farmer	Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector
6:30 PM – 7 PM											Documentaries about jobs in the sheep sector	Documentaries about jobs in the sheep sector		

■ Presentation

Programme as of 01/02/2018

HALL 1

	24 Saturday	25 Sunday	26 Monday	27 Tuesday	28 Wednesday	01 Thursday	02 Friday	03 Saturday	04 Sunday	
9 AM – 9:30 AM			Gascony Pig Presentation	Bayeux Pig Presentation	Basque Pig Presentation	Cul Noir Limousine Pig Presentation	Blanc de l'Ouest Pig Presentation			
9:30 AM – 10 AM										
10:00 AM – 10:30 AM	Presentation and weighing of all pig breeds	COMPETITION FOR THE BEST APPRENTICE PORK BUTCHER IN FRANCE	GASCONY PIG COMPETITION AND NOIR DE BIGORRE PDO PRESENTATION	BAYEUX PIG COMPETITION	BASQUE PIG COMPETITION	CUL NOIR LIMOUSINE PIG COMPETITION	BLANC DE L'OUEST PIG COMPETITION	Presentation of Pig Breeds, sectors and the Basque Country PDO	Presentation of prize-winning animals	
10:30 AM – 11:00 AM										
11 AM – 11:30 AM										
11:30 AM – 12 PM										
12 PM – 12:30 PM										
12:30 PM – 1 PM										
1 PM – 1:30 PM	Presentation of the pork Label Rouge								Presentation of the pork Label Rouge	
1:30 PM – 2 PM					Regional presentation for western France (Sheep/Pigs)					
2 PM – 2:30 PM										
2:30 PM – 3 PM	Presentation of PDOs for local pig breeds and sectors			Regional presentation for western France (Cattle/Sheep/Pigs)	Regional presentation for north-western France (Cattle/Sheep/Pigs)	Regional presentation for western France (Cattle/Pigs)	Awarding of prizes for Agro-Ecological practices and for the Young People's Agro-Ecological Practice Competition	Regional presentation for western France (Cattle/Sheep/Pigs)		
3 PM – 3:30 PM										
3:30 PM – 4 PM										
4 PM – 4:30 PM										Presentation of pig breeds
4:30 PM – 5 PM								Presentation of pig breeds		
5 PM – 5:30 PM										
5:30 PM – 6 PM						SYRPAWARDS CEREMONY				
6 PM – 6:30 PM					Regional presentation for western France (Cattle/Pigs)					
6:30 PM – 7 PM										

Programme as of 01/02/2018

HALL 2.1

	24 Saturday	25 Sunday	26 Monday	27 Tuesday	28 Wednesday	01 Thursday	02 Friday	03 Saturday	04 Sunday		
9 AM – 10 PM			Weighing	Weighing							
10 AM – 10:15 AM	Pottok and Landes Pony breeds	Dartmoor, Highland and Shetland breeds	CONFORMATION AND GAIT COMPETITION FOR ARDENNAIS, BOULONNAIS AND TRAIT DU NORD BREEDS	Dartmoor, Highland and Shetland breeds	Dartmoor, Highland and Shetland breeds	ANIMAL JUDGING BY YOUNG PEOPLE COMPETITION (CJAJ): HORSES	Dartmoor, Highland and Shetland breeds	Percheron and Poitevin draft breeds	Auxois draft breeds and Normande breed carousel		
10:15 AM – 10:30 AM	Castillonais and Mérens breeds									Auxois draft breeds and Normande breed carousel	Percheron and Poitevin draft breeds
10:30 AM – 10:45 AM	Auvergne and Vercors de Barraquand horse breeds	Trait du Nord and Breton breeds							Draft horse carousel	Trait du Nord and Breton breeds	Donkey and mule breeds
10:45 AM – 11 AM	Camargue and Henson breeds	Cob Normand and Boulonnais breeds							Regional horse carousel		Cob Normand and Boulonnais breeds
11 AM – 11:15 AM	Dartmoor, Highland and Shetland breeds	Ardenais and Comtois breeds							Donkey and mule breeds		Trait du Nord and Breton breeds
11:15 AM – 11:30 AM											Ardenais and Comtois breeds
10:30 AM – 11:45 AM		NATIONAL DONKEY TROPHY			CONFORMATION AND GAIT COMPETITION FOR BRETON, AUXOIS DRAFT AND POITEVIN DRAFT BREEDS		CONFORMATION AND GAIT COMPETITION FOR PERCHERON, COMTOIS AND COB NORMAND BREEDS			SPORTS DRAFT TROPHY (MARATHON)	Pottok and Landes Pony breeds
11:45 AM – 12 PM											Castillonais and Mérens breeds
12 PM – 12:15 PM											Auvergne and Vercors de Barraquand horse breeds
12:15 PM – 12:30 PM	ANIMALS OF THE FUTURE TROPHY (DRAFT)	Auxois draft breeds and Normande breed carousel									Camargue and Henson breeds
12:30 PM – 12:45 PM		Percheron and Poitevin draft breeds									
12:45 PM – 1 PM		Equestrian show						Equestrian show	Equestrian show		
1 PM – 1:15 PM			YOUNG DRAFT HORSE CHALLENGE								
1:15 PM – 1:30 PM		Pottok and Landes Pony breeds								Draft horse carousel	
1:30 PM – 1:45 PM	Ardenais and Comtois breeds	Castillonais and Mérens breeds			Equestrian show	Trait du Nord and Breton breeds	Donkey and mule breeds	Dartmoor, Highland and Shetland breeds	REGIONAL HORSE TROPHY	Regional horse carousel	
1:45 PM – 2 PM	Cob Normand and Boulonnais breeds	Auvergne and Vercors de Barraquand horse breeds				Ardenais and Auxois draft breeds			(harnessed trial)	Equestrian show	
2 PM – 2:15 PM	Percheron and Poitevin draft breeds	Camargue and Henson breeds			Poitevin draft and Boulonnais breeds			NATIONAL DONKEY TROPHY			
2:15 PM – 2:30 PM											
2:30 PM – 2:45 PM	Donkey and mule breeds	Dartmoor, Highland and Shetland breeds			NATIONAL DONKEY TROPHY				Donkey and mule breeds		
2:45 PM – 3 PM											
3 PM – 3:15 PM	Equestrian show	Donkey and mule breeds									
3:15 PM – 3:30 PM	Auxois draft breeds and Normande breed carousel										
3:30 PM – 3:45 PM	Trait du Nord and Breton breeds										
3:45 PM – 4 PM	Pottok and Landes Pony breeds										
4 PM – 4:15 PM	Castillonais and Mérens breeds										
4:15 PM – 4:30 PM	Auvergne and Vercors de Barraquand horse breeds										
4:30 PM – 4:45 PM	Camargue and Henson breeds										
4:45 PM – 5 PM	Dartmoor, Highland and Shetland breeds										
5 PM – 5:15 PM											
5:15 PM – 5:30 PM											
5:30 PM – 5:45 PM	NATIONAL DONKEY TROPHY										
5:45 PM – 6 PM											
6 PM – 6:15 PM		Equestrian show									
6:15 PM – 6:30 PM	Equestrian show										
6:30 PM – 6:45 PM											
6:45 PM – 7 PM											

PRACTICAL WORKSHOPS* |

In the Professionals Village - Hall 1 - Sand 1 R 036. Practical Workshop for a period of 30 minutes.

SATURDAY 24 FEBRUARY 2018		
12 AM	Topic	Official quality labels
	Title	Products with official origin and source labels: what guarantees are there for consumers?
	Speaker	Marie GUITTARD, Director of the INAO
2:30 PM	Topic	Official quality labels
	Title	The ANSES working for healthy and sustainable food
	Speaker	Charlotte GRASTILLEUR, Scientific director « food safety » and deputy director in health-food's risk assessment
3:30 PM	Topic	Digitalisation et nouvelles technologies
	Title	Connected greenhouses
	Speaker	Pierre-Yves JESTIN, Chairman of Savéol

SUNDAY 25 FEBRUARY 2018		
11 AM	Topic	Agriculture and the environment
	Title	The diversity of agriculture: characterising it and exploring the services that it provides
	Speaker	Christian HUYGHE, INRA, Member of the Academy of Agriculture, plant production section
12 AM	Topic	Agriculture and the environment
	Title	Understanding the issues currently facing urban agriculture
	Speaker	Grégoire BLEU, Co-founder of the "Boîte à champignon" and chairman of the AFAUP
2:30 PM	Topic	Official quality labels
	Title	Truths and myths about organic food: all the questions that you've been asking yourself
	Speaker	Florent GUHL, Director of the BIO agency
3:30 PM	Topic	Agriculture and the environment
	Title	Relationships between towns and rural communities or how to innovate together in France's regions
	Speaker	Guillaume DHERISSARD - Nicole MATHIEU, Member of the Academy of Agriculture, environment and regions section

MONDAY 26 FEBRUARY 2018		
11 AM	Topic	Bioeconomy
	Title	Bioresources and biosourced products used in everyday life
	Speaker	Daniel-Eric MARCHAND, Member of the Academy of Agriculture, agricultural supplies section
12 AM	Topic	Bioeconomy
	Title	What to eat tomorrow? Towards a sustainable bioeconomy
	Speaker	ANDRÉ-JEAN GUERIN, Member of the Academy of Agriculture, human and social sciences section
2:30 PM	Topic	Agricultural prices
	Title	Prices: Price volatility and fair prices
	Speaker	Philippe CHALMIN, Member of the Academy of Agriculture, economics and politics section
3:30 PM	Topic	Bioeconomy
	Title	Carbon and greenhouse gases in farming and the environment
	Speaker	Jean-Louis PEYRAUD, Scientific director at the INRA Daniel SAUVANT, Professor at Agro ParisTech, Members of the Academy of Agriculture, animal production section

MARDI 27 FÉVRIER 2018		
11 AM	Topic	Animal welfare
	Title	Animal protection central to activities in the livestock farming and meat sector
	Speaker	Gilles BERNAT, sheep farmer and professional animal protection coordinator at INTERBEV Charlotte LEMAINS, Responsible for animal protection at INTERBEV
12 AM	Topic	Bioeconomy
	Title	Agricultural methanisation in France - a sector with a future?
	Speaker	Pascal PEU, Research engineer at IRSTEA
2:30 PM	Topic	Digitisation and new technologies
	Title	The intellectual property and data ownership
	Speaker	Agriculture and the environment
3:30 PM	Topic	Agroecology and farming: why is farming necessary for agroecology?
	Title	
	Speaker	Gérard MAISSE, INRA, Member of the Academy of Agriculture, animal production section

* Workshops in french only

Programme subject to change.

WEDNESDAY FEBRUARY 2018

11 AM	Topic	■ Agriculture and the environment
	Title	Urban agriculture what it's for ?
	Speaker	Marion SARLÉ, Vice-présidente de l'AFAUP
12 AM	Topic	■ Agriculture and the environment
	Title	Review mixed crop farming/breeding near towns
	Speaker	François PAPY, Member of the Academy of Agriculture environment and regions section Laurent MARBOT, farmer-grower
2:30 PM	Topic	■ Official quality labels
	Title	Agriculture and water quality
	Speaker	Guilhem BOURRIÉ, Member of the Academy of Agriculture, interaction between environments and living beings section Fabienne TROLARD, Director of research at the INRA
3:30 PM	Topic	■ Bioeconomy
	Title	Agricultural methanisation in France a sector with a future?
	Speaker	Pascal PEU, Research engineer at IRSTEA

THURSDAY 1 MARCH 2018

11 h	Topic	■ Agricultural prices
	Title	Has France lost its export competitiveness?
	Speaker	Arthur PORTIER, AGRITEL consultant
12 h	Topic	■ Digitisation and new technologies
	Title	Using digital technologies to boost your business
	Speaker	Marie LE GRAET, Banque Populaire
14 h 30	Topic	■ Animal welfare
	Title	Controlling the use of antibiotics and antibiotic resistance in farming
	Speaker	Arlette LAVAL, Member of the Academy of Agriculture, animal production section
15 h 30	Topic	■ Official quality labels
	Title	Food law
	Speaker	François COLLART-DUTHILLEUL, Member of the Academy of Agriculture, human and social sciences section

FRIDAY 2 MARCH 2018

10 h	Topic	■ Digitisation and new technologies
	Title	Data in all its forms at the service of agricultural sector
	Speaker	Sarah GOYON, In charge of SAP Agribusiness at Accenture Technology Nicolas Jouffre, SAP Agri France
11 h	Topic	■ Digitisation and new technologies
	Title	Big data in agriculture
	Speaker	Philippe GATES, Member of the Academy of Agriculture, plant production section
12 h	Topic	■ Agricultural prices
	Title	Repricing agricultural products fairly. What is the State doing? What are the sectors doing?
	Speaker	Nicole OUVRRARD, Editorial director for AGRA
14 h 30	Topic	■ Digitisation and new technologies
	Title	New funding solutions for your project
	Speaker	Sophie CUCHEVAL, Director of operations at MIIMOSA
15 h 30	Topic	■ Agriculture and the environment
	Title	Regions and landscapes: Advantages and limitations of public access to agricultural areas
	Speaker	Pierre DONADIEU, Member of the Academy of Agriculture, environment and regions section

Programme subject to change.

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