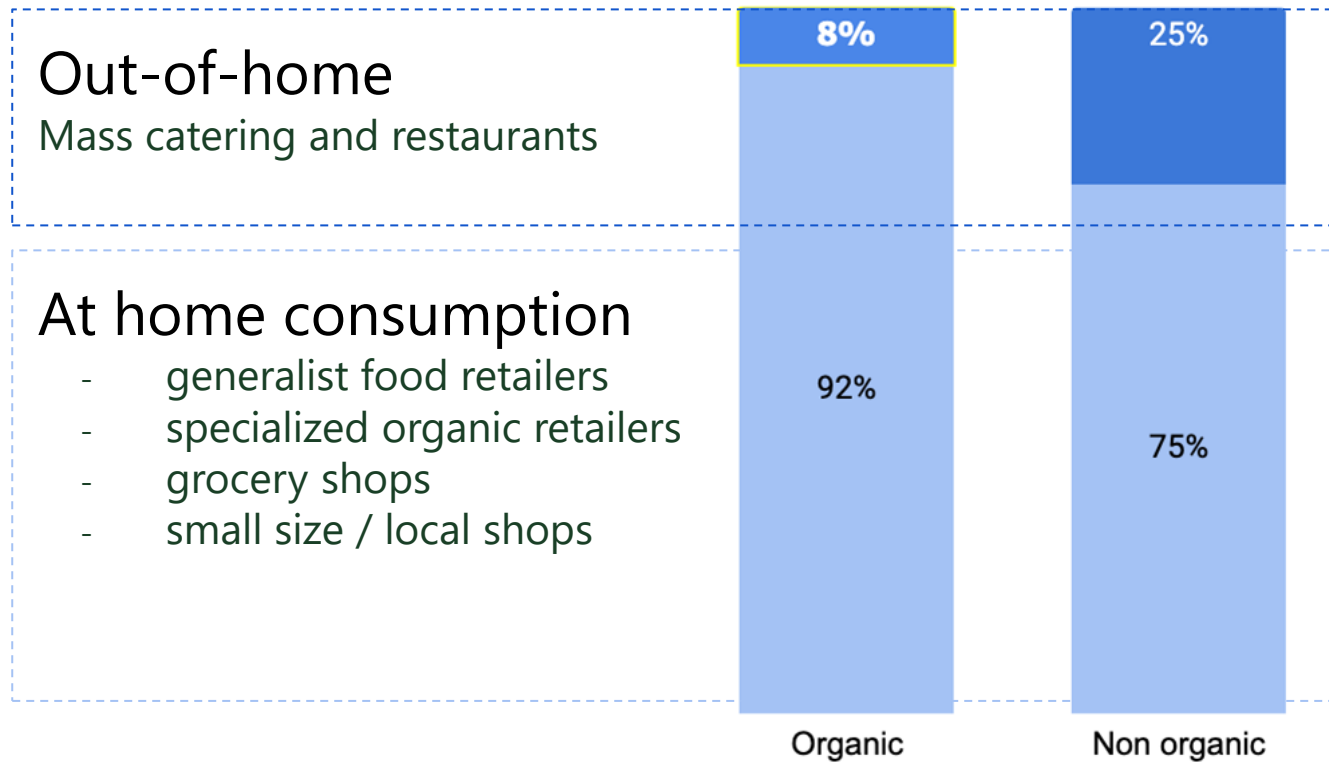


French organic market is worth €12B, but is highly dependent on home consumption



Out of home consumption accounts for only 8% of the organic sales

Organic food is mostly eaten at home, which meant there is a huge potential in increasing its market share in the out-of-home food services.

Organic potential outlets :

38M homes, 80 000 mass catering outlets*, 170 000 restaurants,



1

6% of
French
grocery cart
spent in
organic



2

7% of
organic
food in
mass
catering



3

1%
of organic in
restaurants



Our neighbours are within 9%
and 12% !

*canteens, cafeterias, restaurants

French Law EGALIM sets a
target of 20%

From the 3* Michelin to the
pizza or Kebab
No comment



EUROPEAN
ORGANIC
CONGRESS

Boosting home consumption through citizen communication : a look back at the successful #Bioreflexe campaign



The #bioreflexe campaign brought together all the key players in the organic market and led to a **5% increase in sales** with 3 key messages:

- What does organic mean ?
- Why is it good for everyone ?
- How to increase organic eating for all budgets?

It was Massive | Practical | In prime time

Boosting out-of-home organic eating by inciting the purchase of organic products in public catering



The EGALIM law sets a target of **20%** organic produce on the menus of canteens, hospitals, army canteens, government departments, etc.

We are currently at 7%, representing a shortfall of 1.5 billion euros for organic farmers.

80,000
canteens

Yet, many establishments are capable of achieving 30 to 80% organic food at a cost lower than or equal to their current supply.

Boosting the out-of-home organic food eating through restaurant purchases



UE 1144 subsidizes 70% of the 1,9M€ Agence BIO program targeting the chefs and restaurants owners "Cuisinons plus bio", code name Du bio Chef ! (DBC).

The pillars :

- peer-to peer best practices sharing
- chef training
- regional ambassadeurs embodying sustainable restaurants

Today, chef training does not address the drivers for including more organic products: how to waste less, cook more raw produce, take advantage of seasonality, source directly from the producer, green the plate, etc.

For the existing restaurants:

create an appetite for organic food

through Agence BIO's first-of-its-kind European program



Building a true food democracy requires educated citizens capable of making wise choices and understanding labels And this begins in elementary schools

TEACHING AGRICULTURE

10,000 years of agriculture
10,000 years of organic farming vs **120 years** of non-organic farming

Reconnecting children with nature is URGENT

TEACHING FOOD

The more we **talk about food** at school, the more children **choose vegetables** in the canteen

TEACHING COOKING

Fighting **cooking illiteracy**
A few examples are ready to be scaled up: **edible schoolyard**

People telling farmers wanting to go organic "there is no market" are wrong.

Markets don't exist, they are made.



We have the power to make this market.

Let's.





Thanks for listening

Laure Verdeau
Agence BIO