

**Interreg  
Europe**



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# **KICK-OFF MEETING**

## **Interbio Nouvelle Aquitaine**

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27 MARCH 2023 | Online meeting

# INTERBIO Nouvelle-Aquitaine



Committed to support actors of the organic sector

Regional interbranch organization, supporting and promoting the development of organic sector in region Nouvelle-Aquitaine

300 members

13 employees



Bordeaux, Limoges & Saint Jean d'Angély

**3**  
OFFICES

# REGION Nouvelle-Aquitaine

## KEY FACTS

Food industry : #1 employer in the region

10,000 companies (SMEs to large companies)

69,000 farms

2<sup>nd</sup> organic region (9% of UAS)

## 301 regional products under quality label

80 PDO (in French : AOP/AOC)

179 "Label Rouge"

41 PGI

1 "guaranteed traditional specialty"

# BIO SUD OUEST FRANCE

A collective trade-mark for a sustainable development of regional organic sector



*Local and organic*



*Local, organic and fair-trade*

# What is the brand BIO SUD OUEST

The brand was launched in 2013 :

- to promote a local production and supply,
- to support agreement between regional operators and farmers
- to propose a clear identification of local organic products

In 2019, the brand started to include fair trade criterias.

The brand is the property of the Regional Council Nouvelle-Aquitaine and INTERBIO NA

Spearhead of policy instrument « Regional Pact for Organic Agriculture »





# SOUTH WEST

## 20 departments (*counties*)

Ariège, Aveyron, Charente, Charente-Maritime, Creuse, Corrèze, Deux-Sèvres, Dordogne, Gironde, Gers, Haute-Garonne, Hautes-Pyrénées, Haute-Vienne, Landes, Lot, Lot-et-Garonne, Pyrénées-Atlantiques, Tarn, Tarn-et-Garonne, Vienne

# The brand BIO SUD OUEST FRANCE



European organic regulation certifies organic production and processing. BIO SUD OUEST France adds a warranty on the **regional origin** of the products.

**Fair trade** version of the brand includes fair trade criteria for a **better distribution of the value** within the value chain.



# How to access the brand BIO SUD OUEST France ?

## Criteria for BIO SUD OUEST France :

- Certified Organic**
- Produced and processed** within the geographical area « Sud Ouest » \*
- Ingredients traceability** (certificates of origin)
- 100% of raw material included in the denomination of the final product AND 95% of the agricultural ingredients weight** producible in « Sud-Ouest\*»

## AND in addition for the Fair trade:

- Multi-year contractualization** for purchases (minimum 3 years, commitment on a remunerative price and volumes)
- Membership of the Bio Sud Ouest Fair Trade Association and **contribution to the regional development fund**



# CERTIFIED PRODUCT RANGE

## 600 certified products of 30 regional SMEs

- Fresh products : yogurts, fruits and vegetables, eggs, meat, aromatic herbs
- Grocery : honey, jams, juices, sirups, dried fruits (plums)
- Wine



# Policy improvement : Revision of the instrument itself (1/2)

## KEY FACTS :

- ❑ « **BIO SUD OUEST France** » is a brand, it is not an official trade-mark / GI
- ❑ Few organic products are under Geographical Indication
- ❑ Consumers demand more and more « **local** » **product**
- ❑ Fair-trade and organic products are usually regarded as high quality products in consumers mind.

# Policy improvement : Revision of the instrument itself (1/2)

Thanks to **peer review, exchange of knowledge and strategic toolkit**,  
INTERBIO NA expects :

- To improve the alliance and the target of organic and origin together, up to the level of GI
- To improve the traceability, to bring more transparency for the consumers, thanks to **digitalization of traceability**
- To promote it better, and make it an **economic asset** for organic SMEs of the region
- To share our experience and knowledge in **sustainable development** through **fair-trade agreements**

# Thank you!

[www.interregeurope.eu/SMEOrigin](http://www.interregeurope.eu/SMEOrigin)