



BIO SUD OUEST France Regional Brand



ORIGIN OF THE BRAND

- ▶ The brand was created in 2012 by the regional councils of Aquitaine and Midi-Pyrénées, along with a license granted to the two regional organic associations



Logo banner:
Used on our InterBio stand during professional and public fairs.



Product logo :
applied on packaging

THE PRODUCT BRAND

- ▶ **556 certified products/ 35 companies**
 - Raw products: Fruits / Vegetables / Cereals
 - Processed food: Yogurts / Jam / Juices / Flours / Honey etc.
- ▶ In 2017, the board of INTERBIO decided to **extend the brand to the entire Nouvelle-Aquitaine Region**, with the support of the Regional Council.





USE OF THE BRAND

The production and processing of the products comply with The EU organic regulation while **Bio Sud Ouest France guarantees the regional origin of the products under the Brand Bio Sud Ouest France.**

▶ OBJECTIVES OF THE BRAND

- Promote a local production and supply
- Support regional organic operators
- Propose a clear identification of organic and local products

▶ WHO CAN USE THE BRAND ?

All organic certified producers and processors based in Nouvelle-Aquitaine and Midi-Pyrénées.



BRAND FEATURES

- ▶ The brand answers to **strict specifications**
- ▶ Each product is submitted to the approval of the accreditation committee of the Bio Sud Ouest France brand => 8 members
- ▶ Only official certification bodies can control raw materials origin for the Bio Sud Ouest France products
- ▶ Agreements signed with the certification bodies



A PRODUCT CAN USE THE BIO SUD OUEST FRANCE BRAND, IF:

- ▶ The product comes from an organic production and is certified by a certification body.
- ▶ The main raw material of the products is produced in the territory of the Nouvelle-Aquitaine and/or Midi-Pyrénées regions.
- ▶ The product is produced and processed in the territory of the Nouvelle-Aquitaine and/or Midi-Pyrénées regions.
- ▶ All ingredients used are totally traceable, justified by origin certificates from the production step.



COSTS RELATED TO THE BRAND

- ▶ **Use of the brand is free of charges for the association members**

- ▶ **Cost of the control by the certifying bodies**

The price is different depending on what has to be certified, and the amount for raw products, processed products.

The price has been defined by the certifying bodies.

- ▶ After the control, an evaluation grid is sent to the brand agreement committee for checking

COMMUNICATION CAMPAIGNS AND OPERATIONS IN STORES

▶ 2013/ 2014

- Launch of the first communication campaign for Bio Sud Ouest France in Nov. 2013 at Biocoop Merignac in presence of Alain Rousset (President of Nouvelle-Aquitaine Region)
- Creation of marketing kits provided to organic stores and certified companies.
- In-store marketing activities to introduce the brand in Biocoop stores.





▶ 2014/2015 :

- Billboard campaign
- A catalogue of certified products distributed to organic stores

▶ 2015/2016 :

- Creation of goodies bearing the brand ID : USB keys, tote bags
- New posters
- Video + game contest
- Adverts in organic magazines





THE BRAND IN 2017 /2018

- ▶ Application is now possible for companies from ex-regions of Limousin and Poitou-Charentes
- ▶ New accreditation committee
- ▶ Meeting with the certification bodies to introduce the changes
- ▶ New specification added to the brand Bio Sud Ouest France : a « fairtrade » criteria