





KICK-OFF MEETING Interbio Nouvelle Aquitaine

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INTERBIO Nouvelle-Aquitaine

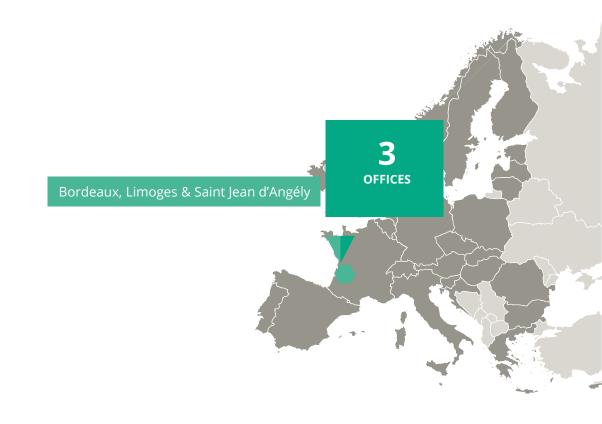


Committed to support actors of the organic sector

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

300 members

13 employees



REGION Nouvelle-Aquitaine

KEY FACTS

Food industry: #1 employer in the region

10,000 companies (SMEs to large companies)

69,000 farms

2nd 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 Agricultre »







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?

Criterias 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 improvment: 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 improvment: Revision of the instrument itself (1/2)

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