



Nürnberg, Germany 14. – 17.2.2018

**BIOFACH**2018

into organic

# The French Organic Food Market

MARC ARNAUD - Agence Bio - French organic farming observatory

# What is the Agence Bio ?

French national platform for the promotion and the development of organic farming and organic food

- (MAA) Ministry of Food and Agriculture
- (MTES) Ministry of Environment
- FNAB
- APCA
- Coop de France
- Synabio



## → Facilitates dialog and favours synergies

- Platform for sharing and pooling resources and for dialog between organic stakeholders
- Inform and promote (communication, organic operators directory)
- Structuring and strengthening the sector (Avenir Bio fund)
- Economic and Statistical observatory



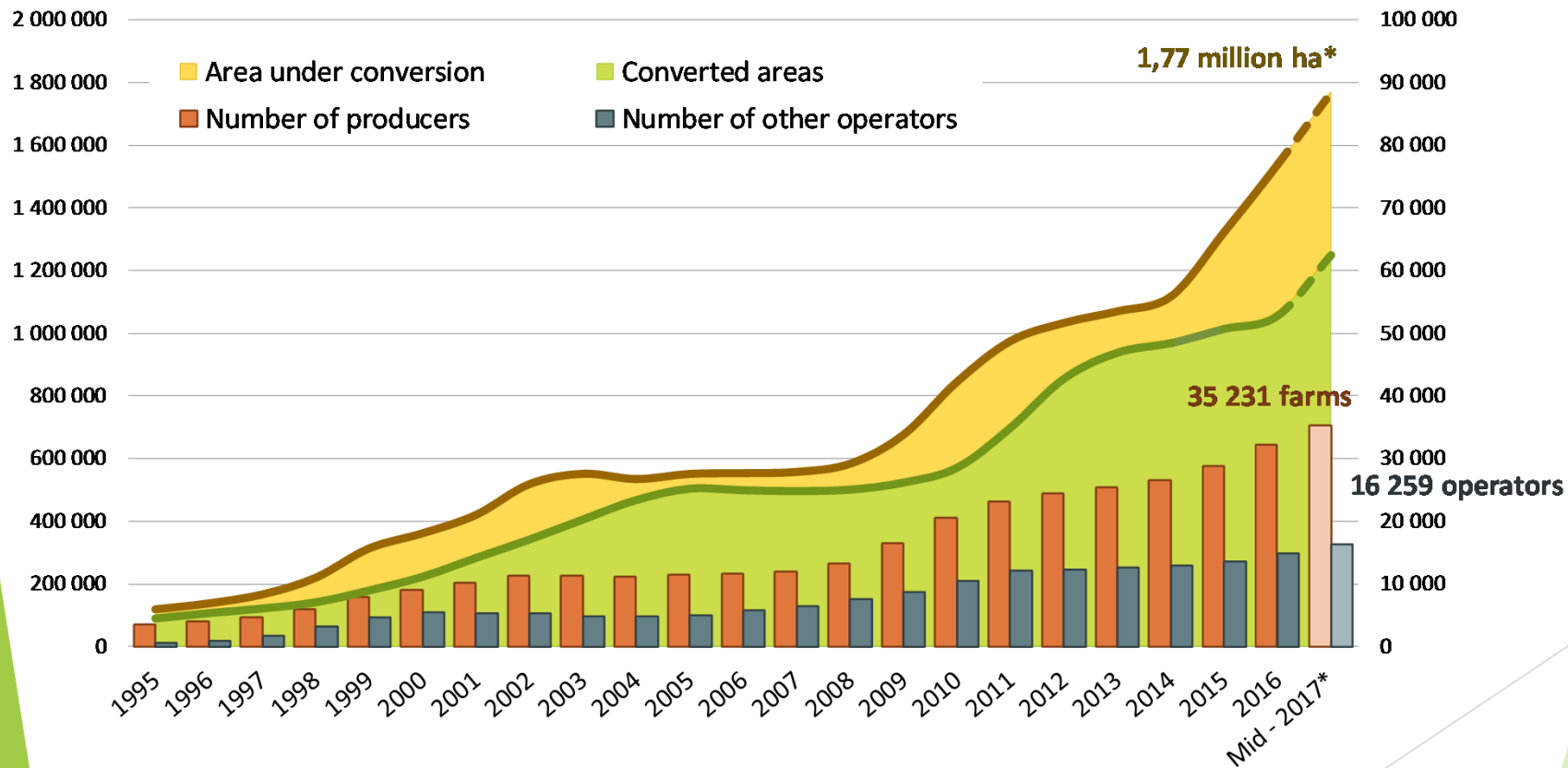
# ORGANIC MARKET IN FRANCE GROWS STEEPLY IN THE FIRST HALF OF 2017

More organic farms and companies

# MID-2017: ORGANIC FARMS

Certified areas (ha)

Number of operators



14/02/2018 - BIOFACH

**+15%**  
organic surface area

(estimated during first half of 2017)



**6,5%**  
of total agricultural surface area is organic

as at 30 June 2017  
(1,77 million d'ha)

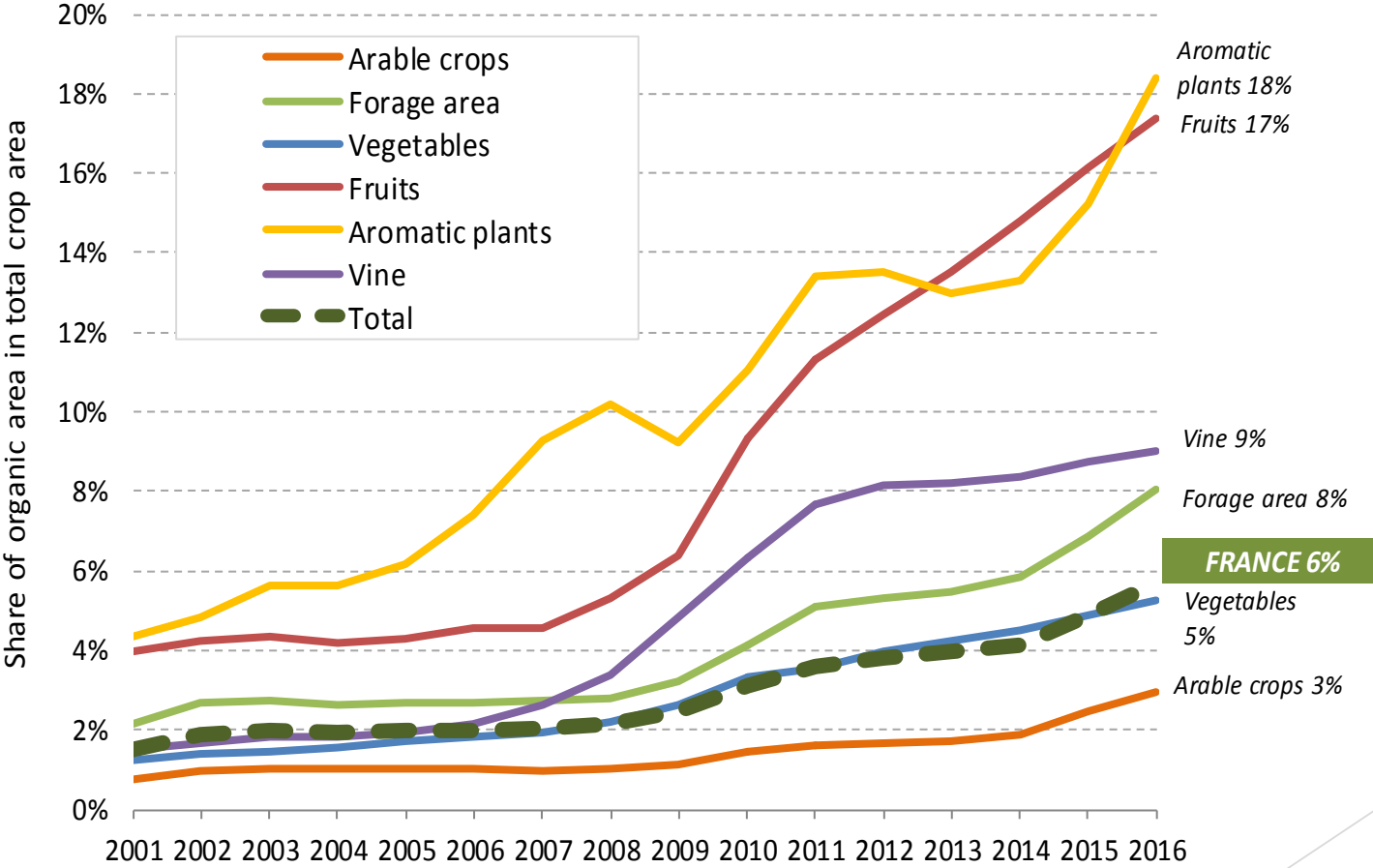


**35 231**  
organic producers

as at 30 June 2017  
(+ 9,2% compared to end 2016)



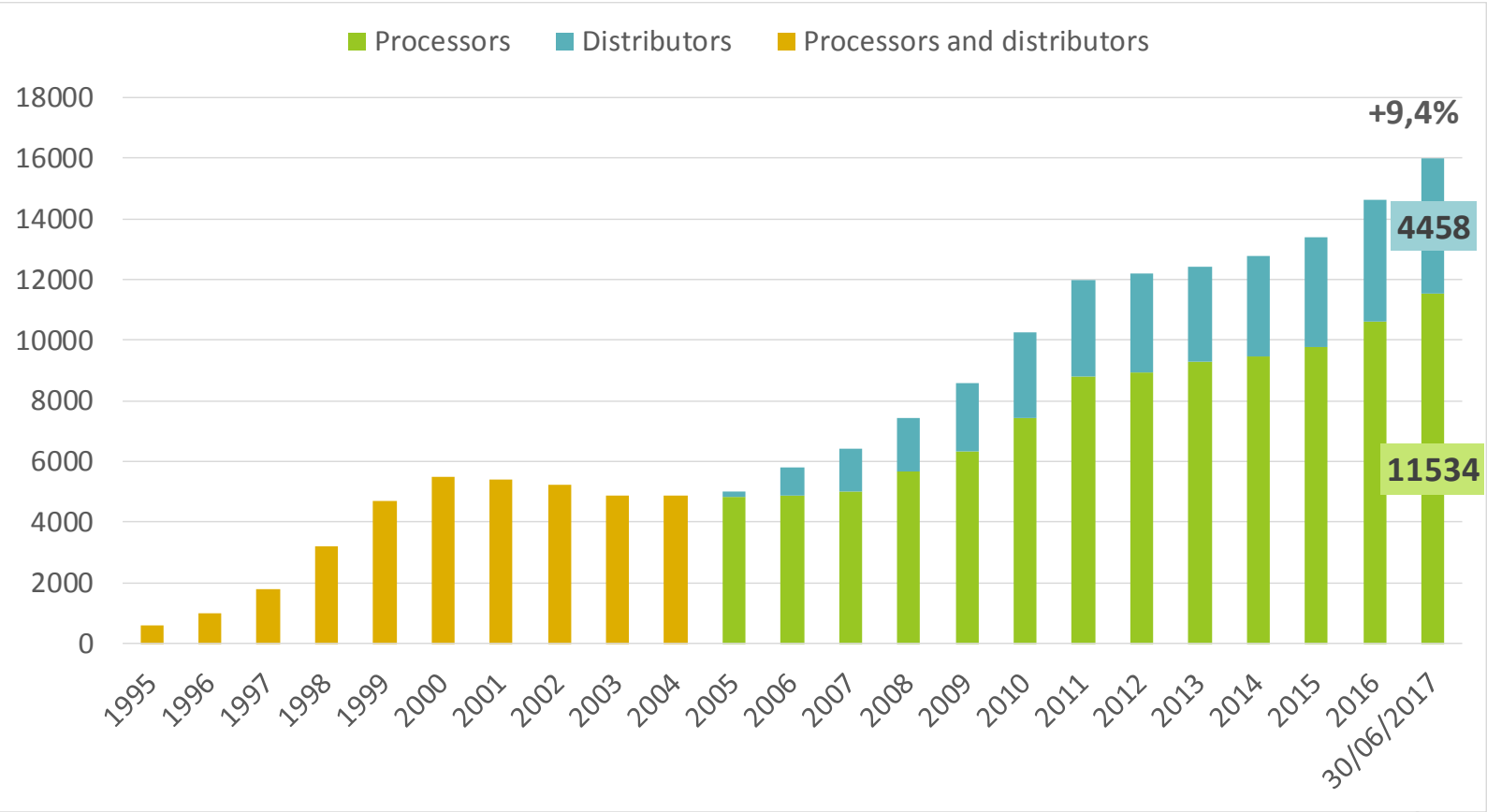
# Share of national agricultural area converted to organic between 2001 and 2016



Source: Agence bio - Agreste



# MID-2017: ORGANIC COMPANIES



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**16 259**  
**organic operators**  
 as at 30 June 2017  
 (+ 9,6% compared to end 2016)

**+8,8%**  
**more processors**  
 in first half of 2017  
 (+ 934 processors)

**+11%**  
**more distributors**  
 in the first half of 2017  
 (+ 441 distributors)

# ORGANIC MARKET IN FRANCE GROWS STEEPLY IN 2017

## Organic food sales and consumption

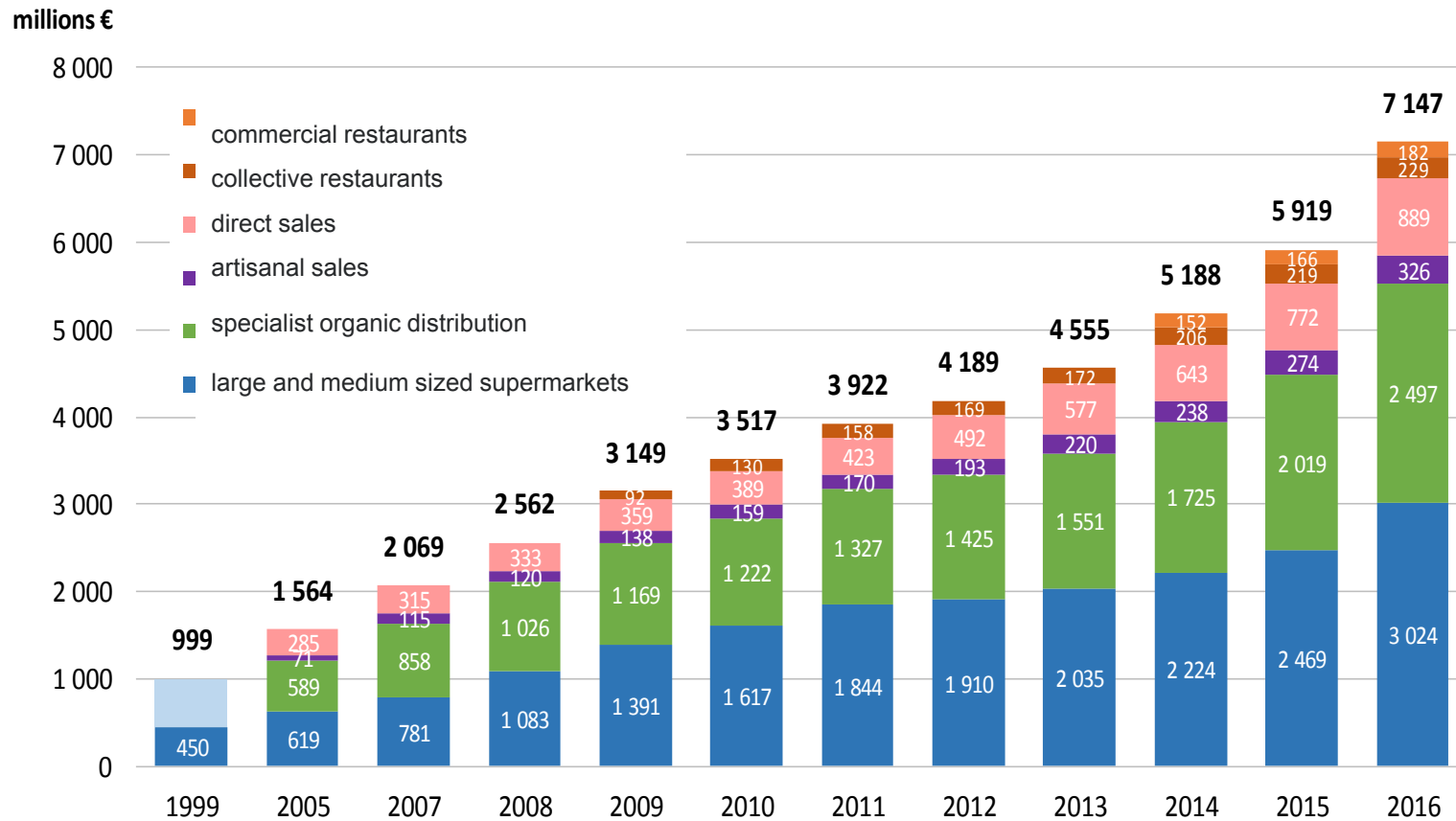
# Mid-2017 organic food sales

- ▶ More than **7 billion euros** in 2016 (including restaurant trade), and have increased of **+ 500 million euros** in the **first half of 2017** when compared to the same period in 2016
- ▶ **Supermarkets:** organic sales increase by **18 %** in the first half of 2017
- ▶ **Specialist organic stores:** **+12 %** in the first half of 2017 when compared to the same period on 2016
- ▶ **Organic fruits and vegetables and grocery** are the main drivers



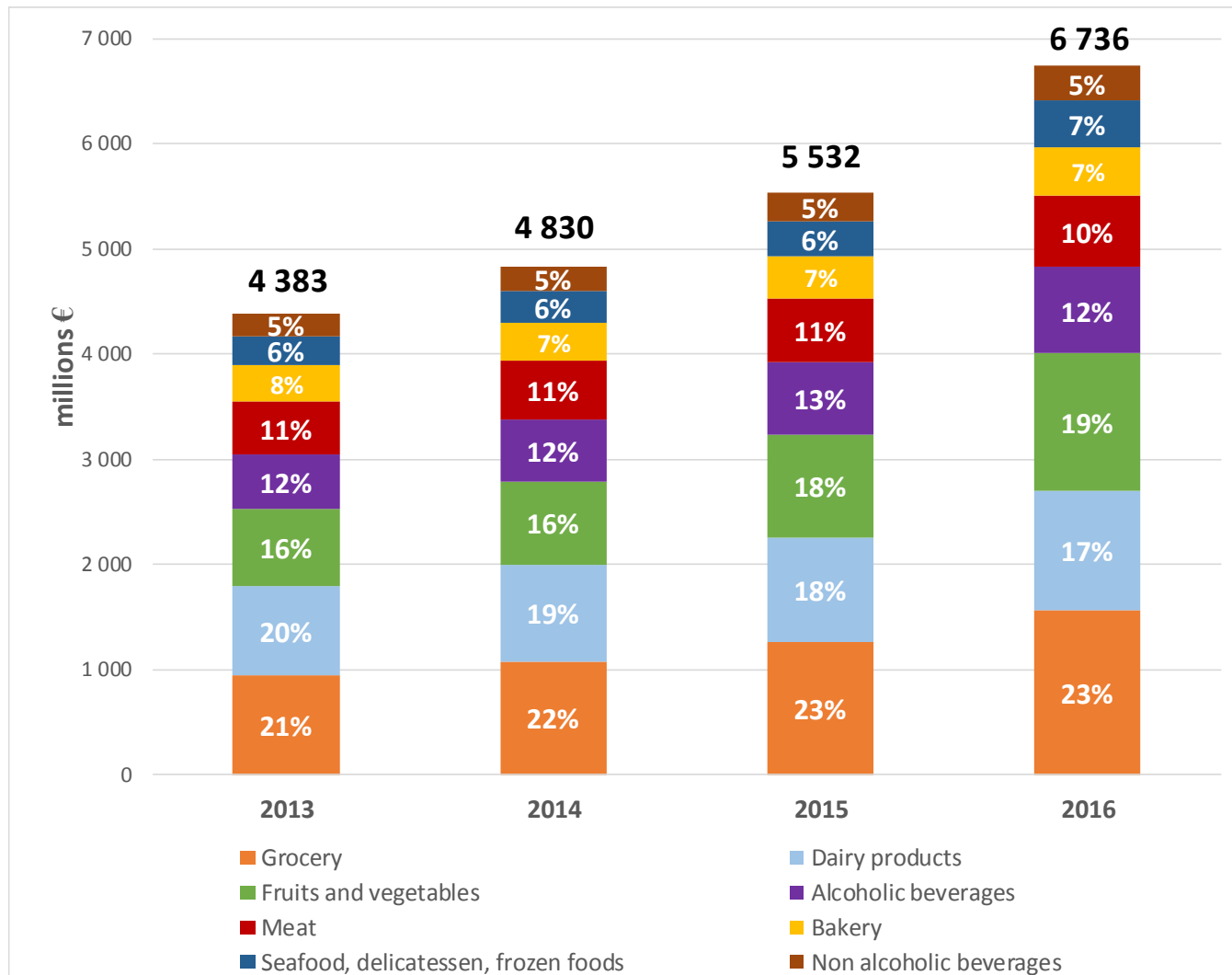


# Sales of organic food from 1999 to 2016 in France by category of distribution channel



Agence Bio/AND, 2016 Market assessment

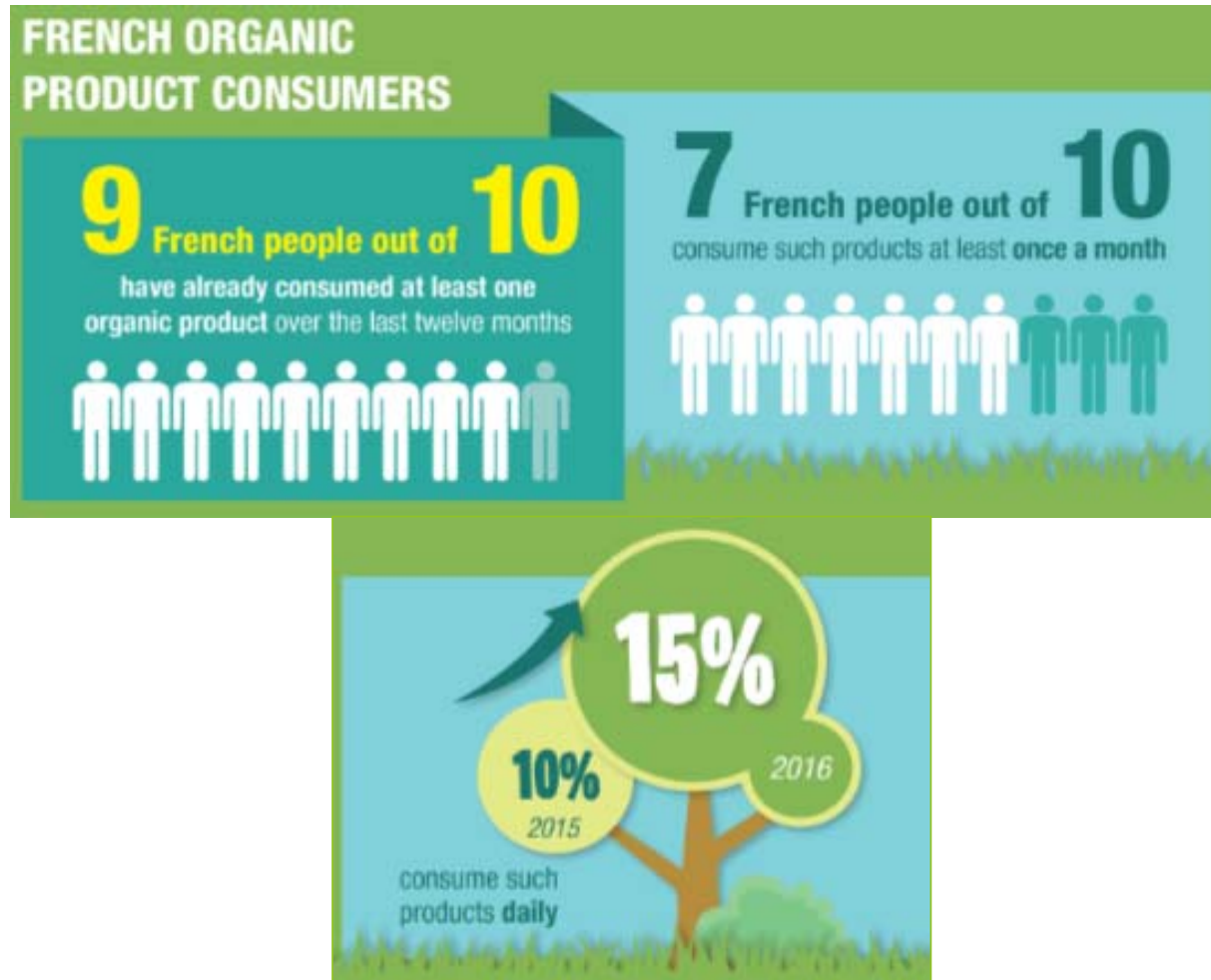
# Product shares in the organic food market



Agence Bio/AND, 2016 Market assessment



## Some facts and figures on French consumers



Source : Agence BIO CSA research 2017



## Meet with us @

- ✓ BioFach, on Business France's stand  
Hall 1, booth 1-221A
- ✓ International Seminar on organic farming during the International Agricultural Show in Paris on Feb. 28<sup>th</sup>  
<http://www.agencebio.org/seminaire-international>
  - Overview on the organic sector in Europe
  - Development factors and obstacles
  - Understanding the consumer in Europe
  - Communication strategies

[www.agencebio.org](http://www.agencebio.org)