



ORGANIC FARMING CONFERENCE



The Price of Organic Products

Thursday 14 November 2019

From 9:30 am to 5:30 pm

Espace du Centenaire (Maison de la RATP)

189, rue de Bercy - Paris 12^e

The law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all aims to better distribute the value within the agricultural sectors.

While the organic market is booming and demand is greater than supply, it is a good time to **change the commercial relations and introduce new practices**, especially taking into account the specificities of the organic sector.

During this day, we will discuss the **strategies of the different economic actors for a fair price** of organic from an economic, environmental and social point of view, as well as on the challenges to take up facing the big economic and planetary stakes.

Debates

« Aisle head display or opportunity for a change? »

« The progress of the law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all »

« Partners at all costs? »

Address by Agnès Pannier-Runacher,
State Secretary to the Minister
of Economy and Finance

You will be able to:

- **react directly** via an interactive platform and via the social networks **#EnjeuxBIO**
- **have access** to the streaming **videos** on the Agence BIO website : **www.agencebio.org**

Wifi available

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The **Price** of **Organic** Products

Welcome coffee: 9:00-9:30 am

Animation by Jean-Louis Caffier, journalist

Opening & Introduction

9:30 am **Opening of the Organic Farming Conference**

- **Philippe Henry**, Chairman of Agence BIO

10:00 am **General introduction**

« Towards a Functional Economy with High Environmental and Social Value in 2050 »

- Proactive dialogue by **Brigitte Pasquelin**, Associate of Atemis
- **Arnaud Leroy**, Chairman of Ademe

- Discussion with the audience -

1st debate

11:00 am **Aisle head display or opportunity for a change?**

- **Michel-Edouard Leclerc**, Chief Executive Officer of E. Leclerc
- **Lyse Manzoni**, Member of Intermarché
- **Pierrick de Ronne**, Chairman of Biocoop
- **Benoit Soury**, Director of organic products at Carrefour, representative of FCD
- **Emmanuel Vasseneix**, Chairman of the Saint-Denis-de-l'Hôtel's Dairy

- Discussion with the audience -

12:30 am

« LA VALEUR DE LA TERRE »

Extract from a cinema documentary directed by Geoffrey Couanon

Organic Lunch

12:40 am - 2:00 pm

2:00 pm

Address by **Agnès Pannier-Runacher**
State Secretary to the Minister of Economy and Finance

2nd debate

2:05 pm

The progress of the law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all

- **Claude Choux**, Member of **Forébio**, Director of **Probiolor**
- **Caroline Le Poutier**, General Director of **CNIEL**
- **Jean-Baptiste Moreau**, Member of Assemblée Nationale
- **Daniel Sauvaitre**, General Secretary of **Interfel**

- Discussion with the audience -

3rd debate

3:30 pm

Partners at all costs?

- **Olivier Andrault**, Agriculture and food officer at UFC Que-Choisir
- **Maxence d'Audiffret**, Chairman of « Biscuit's factory » Jean et Lisette
- **Damien François**, in charge of the agricultural channels at Bjorg, Bonneterre et Compagnie
- **Stéphanie Pageot**, National Secretary of the National Federation of Organic Farming (FNAB)
- **Raphaël Petit**, Member of « C'est qui le Patron ?! »

- Discussion with the audience -

Conclusion

5:00 pm

Conclusion of the Organic Farming Conference

- Conclusion of the Conference and prospects
by **Philippe Henry**, Chairman of Agence BIO

Opening session & Introduction

Philippe HenryChairman of **Agence BIO**

Philippe Henry has been President of Agence BIO since May 2019. He has been farmer in Meurthe-et-Moselle for 22 years. He has 160 hectares in field crops and he raise cattle and laying hens. He is very involved in the development of organic farming.

During 9 years he was President of Probiolor, a 100% organic cooperative in Lorraine. He is also a member of the Basin Committee and Administrator of the Rhine-Meuse Water Agency.

Arnaud LeroyChairman of **Ademe**

Arnaud Leroy is Chairman and Chief Executive Officer of the Agency for the Environment and Energy Management, the State's operator in charge of implementing public policies contributing to the ecological transition (energy, circular economy and waste, soils, air, transport, sustainable consumption and production).

As part of its prospective work, ADEME focused on the still emerging model of the functionality's economy. In collaboration with ATEMIS and multiple actors involved on the subject, it worked on this new economic model and published a positive prospective vision in 2050 with many lines of thought.

Brigitte PasquelinAssociate of **Atemis**

Brigitte Pasquelin is Associate Research Consultant at ATEMIS and has got a PhD in Economics. She is involved in supporting companies and territories engaged in a transition to the Economy of Functionality and Cooperation.

She is co-author of the prospective study « **Towards a functional economy with high environmental and social value in 2050** » entrusted by ADEME to ATEMIS.

Michel-Édouard LeclercChief Executive Officer of **E. Leclerc**

CEO of E. Leclerc, Michel-Édouard Leclerc federates the group of independent entrepreneurs of the brand and animates the strategic committee.

Lyse ManzoniMember of **Intermarché**

Member for 30 years in the « Groupement des Mousquetaires », Lyse Manzoni has 2 Intermarché points of sale in Dole: a hypermarket and a supermarket.

Lyse Manzoni has been in charge, for the past 2 years, of the organic sector strategy for the brand.

Pierrick de RonneChairman of **Biocoop**

Member of the board of directors of Biocoop since 2016, Pierrick de Ronne was elected Chairman in March 2019. Recruited as store manager in 2009 in Annonay's Biocoop store, Pierrick De Ronne is today manager of this employee cooperative which consists of 3 stores and where 22 employees work.

For Biocoop, it sets itself as the main challenge « to support the development of organic farming and to guarantee consumers the requirements of organic products that are qualitative, consistent, supportive and local ».

Benoit SouryDirector of organic products at **Carrefour**, representative of **FCD**

Benoit Soury has been director of the Carrefour group's organic sector since 2018. As part of its global Act for Food program, Carrefour is committed to ensure organic access for all and aims to achieve in 2022 a turnover of 5 billion for organic products in Europe.

He also represents more generally the Federation of Commerce and Distribution of which Carrefour is a member and which includes most of the retail and specialized retail chains.

Emmanuel VasseneixChairman of the **Saint-Denis-de-l'Hôtel's Dairy**

Graduate of IESEL, Emmanuel Vasseneix began his career in large dairy groups before joining Saint-Denis-de-l'Hôtel's Dairy where he impels a dynamic of development based on innovation and diversification with a spirit of responsibility and solidarity. Sensitive to the question of fair distribution of wealth, he engages with producers on tripartite contracts with distributors and produce for the brand « Who is the Boss ?! ».

« LA VALEUR DE LA TERRE »

Extract from a cinema documentary directed by Geoffrey Couanon

« In the Paris suburbs, 17-year-old Amina, Sami and Jennyfer are investigating a leisure park project that will be built on farmland close to their homes. First seduced, they discover alternatives that make them doubt: a circular economy and organic agriculture they thought inaccessible. At the dawn of their choice of orientation, they move towards their own life project now linked to the territory».

Address by **Agnès Pannier-Runacher**

State Secretary to the Minister of Economy and Finance

2nd debate

The progress of the law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all

Claude Choux

Member of **Forébio**, Director of **Probiolor**



Claude Choux is the Director of Probiolor, a cereals' cooperative that is totally organic and that was founded in 1991 in Lorraine. This cooperative is a member of the Federation of 100% organic economic organizations, Forébio. Its members try daily to go beyond the regulations and specifications in force to ensure a production and a distribution of products that are products the most respectful, sustainable and ethical as possible.

Caroline Le Poutier

General Director of **CNIEL**



Caroline Le Poutier is the General Director of CNIEL, the interprofession which brings together the actors of the dairy chain.

Jean-Baptiste Moreau

Member of Assemblée Nationale



Member of Assemblée Nationale and farmer, Jean-Baptiste Moreau is an agronomist and was graduated from ENITA Clermont-Ferrand in 1999.

At the National Assembly, he was the rapporteur of the law for the balance of commercial relations in the agricultural sector and for a healthy and sustainable food. He is also Chairman of the study group on the modernization of agricultural activities and the structuring of sectors and is rapporteur of the information mission on the exit strategy from glyphosate.

Daniel Sauvaitre

General Secretary of **Interfel**



Daniel Sauvaitre is General Secretary of Interfel, the interprofession of fresh fruits and vegetables.

Olivier AndraultAgriculture and food officer at **UFC Que-Choisir**

Olivier Andrault is responsible for agriculture and food at the Association UFC Que Choisir, which is the leading consumer association in France. It defends the idea of improving the quality of the food supply at the right price while guaranteeing remunerative prices to farmers. The association also calls for more determined support from the French and European public authorities for organic farming.

Maxence d'AudiffretChairman of the « Biscuit's factory » **Jean et Lisette**

Maxence d'Audiffret is CEO of the « Biscuit's factory » Jean and Lisette, which is located in the heart of the Val Bio Ouest site in Saint-Jean-d'Angély. It is an innovative partnership of cooperation between all organic stakeholders: cooperative, flour mill, industrial and distributor around the same production tool.

Its ambitions: to bring meaning to the project of territorial development, to bring meaning and value along the chain « from the field to the plate ».

Damien FrançoisIn charge of the agricultural channels at **Bjorg, Bonneterre et Compagnie**

Head of the Bjorg, Bonneterre et Compagnie, Damien François supervises the link with the producers and the construction of the sectors upstream of the distributed products. 1st company certified « B Corp » in France, the company sets up, for the North-North sectors an internal approach of piloting its sectors founded on criteria of durability such as: conservation of the natural resources, biological diversity, social and economic guarantees for the operators.

Stéphanie PageotNational Secretary of the **National Federation of Organic Agriculture (FNAB)**

Stephanie Pageot, former Chairman of the National Federation of Organic Agriculture from 2013 to 2018, is now National Secretary in charge of Fair Trade and partnership with economic actors. She is a dairy farmer in Loire-Atlantique for 21 years.

Raphaël PetitMember of « **C'est qui le Patron ?!** »

Raphaël Petit is in charge of the communication and of the commercial development of « Who is the Boss ?! », an initiative launched in 2016 that allows consumers to determine the specifications of products of the brand such as the type of agriculture and the remuneration of farmers.

Map & Access

Espace du Centenaire (Maison de la RATP) - Near Gare de Lyon
189, rue de Bercy - Paris 12e

METRO (Underground)

M1 et M14, Gare de Lyon
M5, Quai de la Rapée
M5 et M10, Gare d'Austerlitz

RER

RER A and D, Gare de Lyon
RER C, Gare d'Austerlitz

TRAIN

Gare de Lyon
Gare d'Austerlitz

CAR PARKS

Paris Lyon

193 rue de Bercy, 75012 Paris
58 quai de la Rapée, 75012 Paris

Meteor Lyon

193 rue de Bercy, 75012 Paris



- WIFI AVAILABLE -

For further information...

The entire seminar will be broadcast live on the website of Agence BIO www.agencebio.org
You can react on social networks [#EnjeuxBIO](https://twitter.com/EnjeuxBIO)

Retrouvez l'Agence BIO
du 19 au 21 novembre 2019 à l'occasion du :



Stand Agence BIO
Pavillon 2.3 - Stand B12

PARIS EXPO PORTE DE VERSAILLES
19-20-21 NOVEMBRE 2019



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