THE FRENCH ORGANIC SECTOR CONTINUES TO EXPAND TO MEET THE FOOD DEMAND FOR ORGANIC PRODUCTS

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A 10 years overview:

The organic market has quadrupled to meet the growing demand for organic products.
End of 2011

The French organic sector today

- **23 100 organic farms**
  +12% since 2010 and 4,6% share of French farms

- **12 000 organic processors and distributors**
  +17% since 2010

- **nearly 950 000 ha organically managed land***
  +12% since 2010 and 3,4% share of the agricultural surface used

- **A market approaching 4 billion euros***
  +12% since 2010

*First estimates (final datas in May 2012)
In 10 years, from 2001 to 2011, the number of French farms, processors/distributors and organically managed land have more than doubled.

A new boom in 2008: the ¾ of the growth in the number of farms has occurred over the past 4 years.
NEW BOOM SINCE 2008
Number of farms: +74%
Area: +63%
Processors & Distributors: +62%
INCREASING WEIGHT OF FRUIT AND GRAPE PRODUCTIONS
The organic market growth continues

- Increase in production
- Share of the total food market = 2.3% (first estimates)
- Supremacy of fresh products but a strong growth for processed food

- A wide range of organic products is available (cheeses, cooked meat, prepared food...etc.)
- more and more local organic products for consumers
MORE THAN 4 OUT OF 10 FRENCH CONSUMERS BUY ORGANIC PRODUCTS AT LEAST ONCE A MONTH

- Fruit & Veg and dairy products ahaed of all organic purchases
- Loyalty of consumers to organic products
- Several retailing channels for organic products
THE ORGANIC MARKET: MULTIPLIED BY 4 IN 10 YEARS
Organic food consumption patterns in France

Organic products: full feature of the French market

Source: Baromètre Agence Bio / CSA 2011
Organic Consumers Profile Facts

- 4 out of 10 French consumers eat organic on a regular basis.
- Health and environment are the main reason for buying organic.
- 56% of French consumers state that it is normal for organic food to be more expensive (39% in 2004).
- Amongst organic shoppers, 37% state that eating organic has changed their everyday relationship to food (season and fresh food, ...)

Share of French consumers eating at least 1 organic product monthly:

37% en 2003

40% en 2011
The French Organic Sector

- The growth of the organic market continues in an overall stable food market
- The organic supply chain is strengthening
- 96% of organic consumers intend to maintain or increase their organic products consumption
- Public catering: a promising market
THANK YOU FOR YOUR ATTENTION

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International Agriculture Show
25th February to 4th March
stand3C93 dans le Hall 3