



***In 2018, how is the French sector preparing to ensure healthy potatoes, produced in a sustainable way, to meet the new expectations of the consumers .***



**2 examples :**

⇒ The General Assembly on Food (*les Etats généraux de l'alimentation*)  
and

⇒ The committed industry approach (*la démarche filière engagée*)

**Arnaud DELACOUR**

**Brussels, May 4th, 2018**

# THE POTATO INDUSTRY IN FRANCE – quick overview



**52 kg**

Per year and per  
capita consumption



European exporter

## La pomme de terre en France Potato key figures in France

### Filière Plants

Seeds

**850**  
**producteurs**  
growers

Surface cultivée  
Cultivated area  
**20 000 ha**

**160 000 t**  
vendues à l'export  
of exported seeds

**2<sup>e</sup>**  
**exportateur**  
**européen**  
2<sup>nd</sup> E.U. exporter

**450**  
**variétés**  
**mutipliées**  
propagated varieties

### Filière Consommation

Consumption potatoes

**8 000**  
**producteurs**  
growers

Surface cultivée  
Cultivated area  
**119 000 ha**

Production globale  
Global production  
**5 510 000 t**

**1<sup>er</sup>**  
**exportateur**  
**européen**  
1<sup>st</sup> E.U. exporter

**52 kg**  
**consommés par an**  
**et par habitant**  
Consumed per year and inhabitant

### Filière Fécule

Potato starch

**1 250**  
**producteurs**  
growers

Surface cultivée  
Cultivated area  
**21 000 ha**

Production globale  
Global production  
**1 000 000 t**  
**100% contractualisée**  
100 % of production under contract



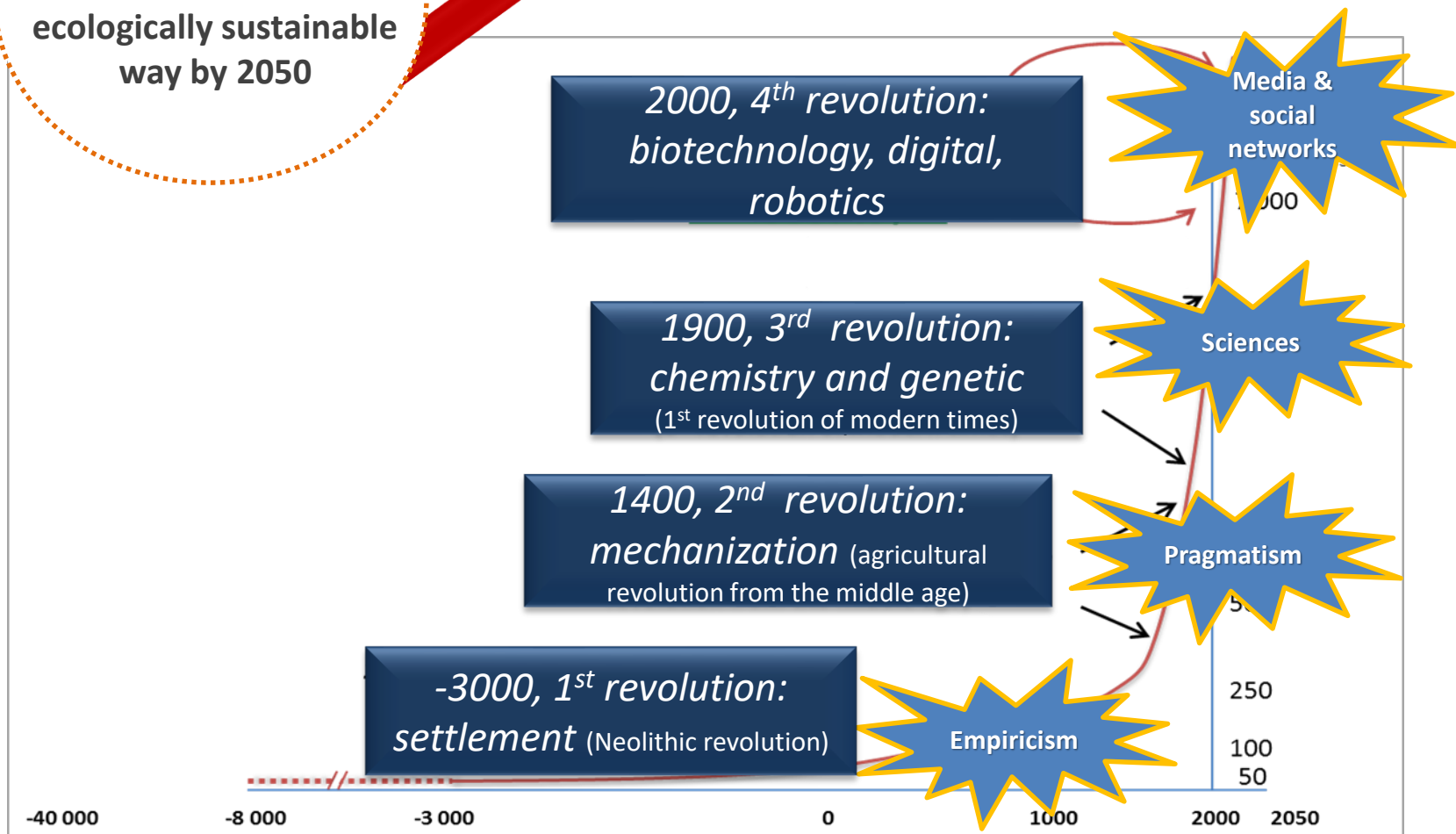
Major concern since 2017 (14<sup>th</sup> UNPT Congress) :  
“Dual requirement: a potato both ecologic and competitive”



# AGRICULTURAL PRODUCTION – modern issues

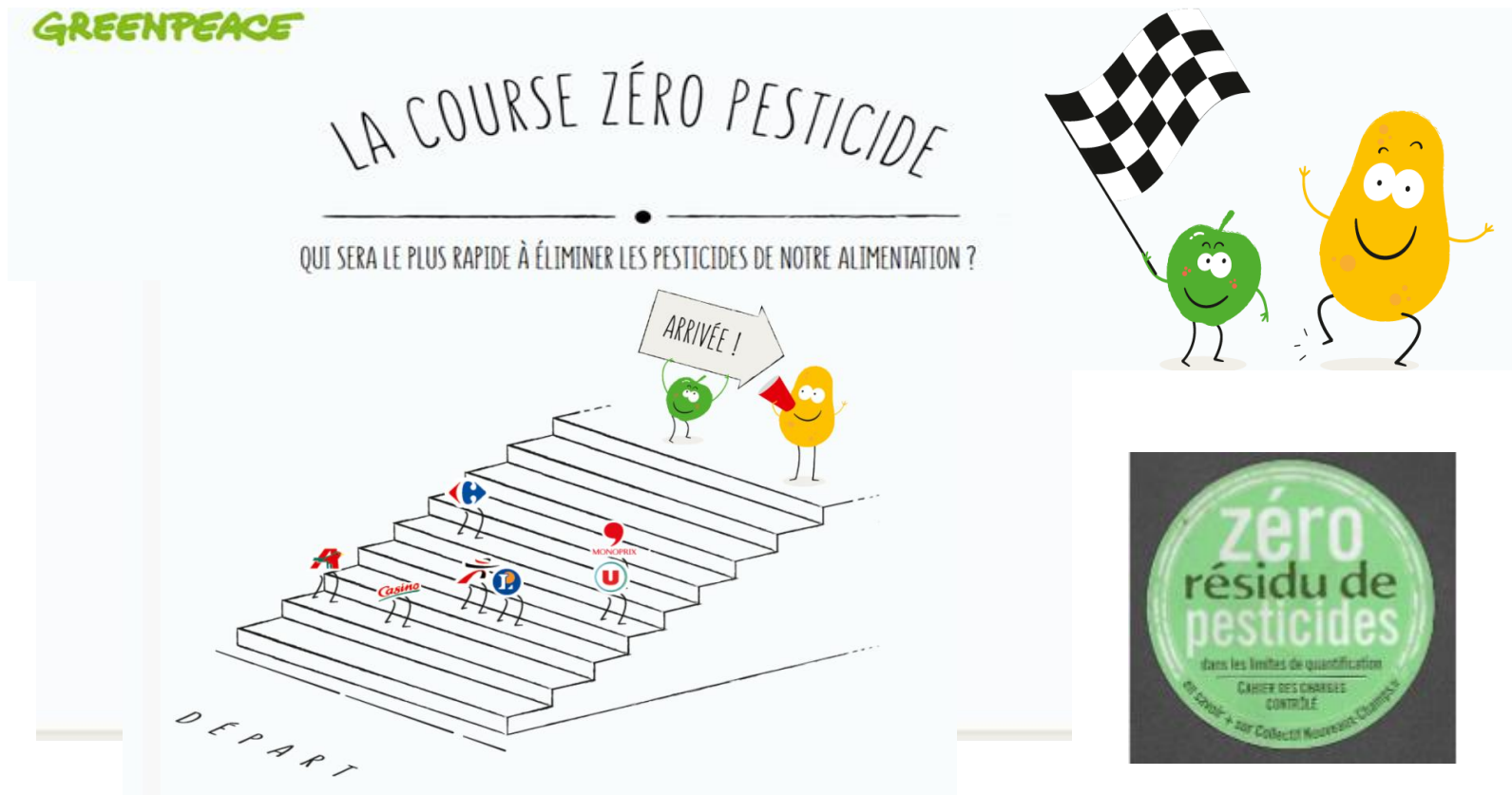
To feed 9 billion people  
in an economically and  
ecologically sustainable  
way by 2050

**The only way to succeed :  
to revolutionize production methods**



Progress of the world's population, development of agrarian systems and information strategy

# The race in the retail business is launched under the pressure of NGOs



***“To arbitrate this race, we present Pippin, the Apple, and Nicolas, the potato. They are both 2 business actors poisoned by pesticides. With you, they want to push to change the players in retail!” (Greenpeace)***

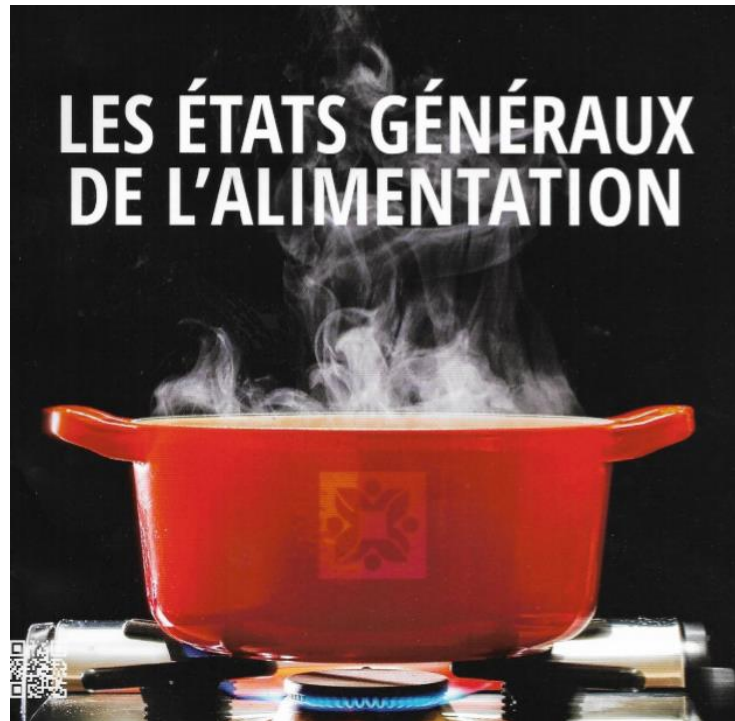


# The challenge is to change drastically our processes of production

We have to manage the transition between an industrial economy (*based on economic performance*) and a societal consensus (*based on knowledge business*)

*“How to be the first to satisfy the new expectations of the consumers”*

Stéphane TRAVERT, French minister for food and agriculture, 2018





RELANCER  
LA CREATION  
DE VALEUR  
ET EN ASSURER  
L'EQUITABLE  
REPARTION

PERMETTRE AUX  
AGRICULTEURS DE  
VIVRE DIGNEMENT  
DE LEUR TRAVAIL  
PAR LE PAIEMENT  
DE PRIX JUSTES

ACCOMPAGNER LA  
TRANSFORMATION  
DES MODELES DE  
PRODUCTION POUR  
MIEUX REpondre  
AUX ATTENTES DES  
CONSOMMATEURS

PROMOUVOIR  
LES CHOIX DE  
CONSOMMATION  
PRIVILEGIANT  
UNE ALIMENTATION  
ENCORE PLUS SAIN  
SÛRE ET DURABLE

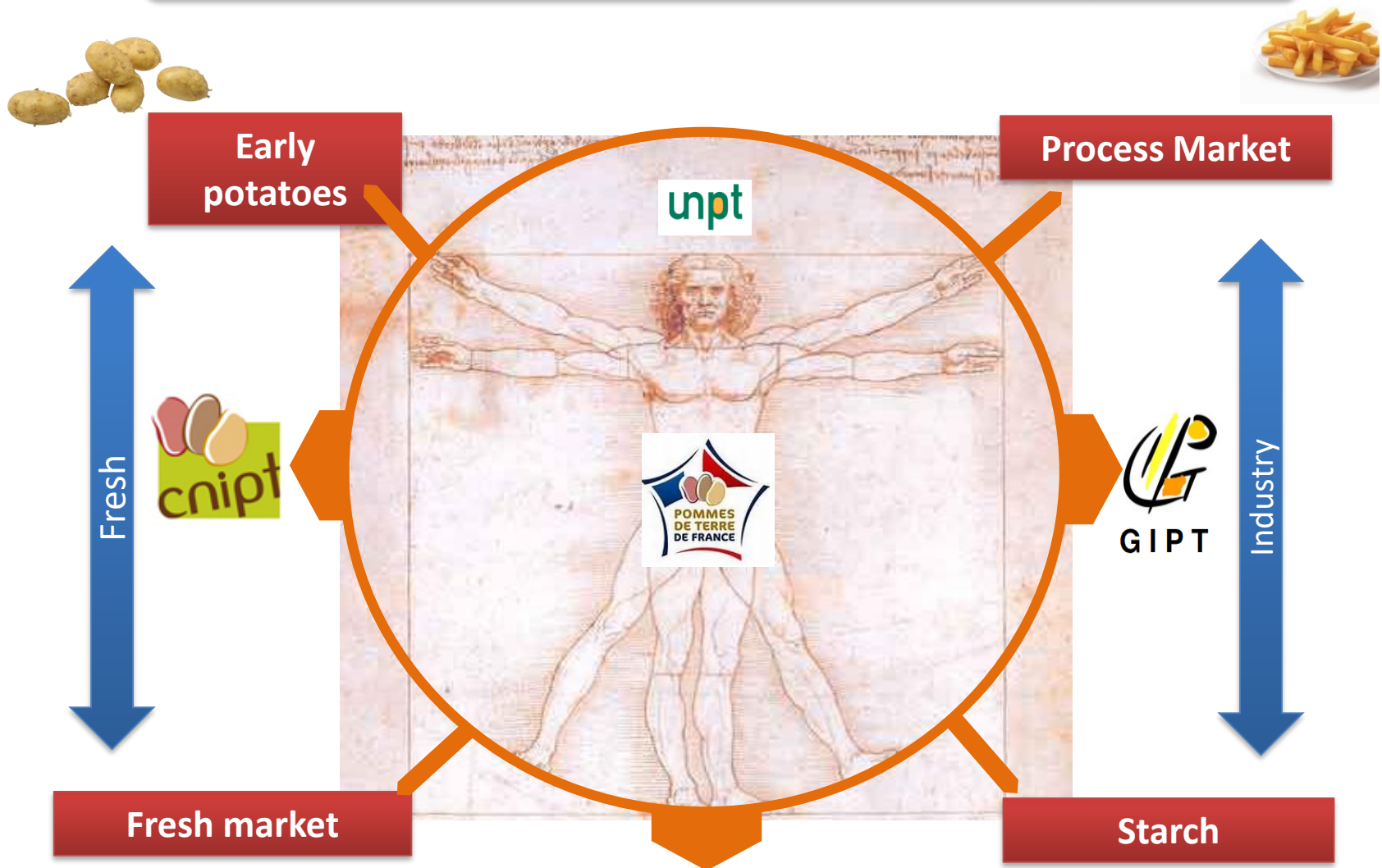
TO CONTROL  
COMMERCIAL  
PRACTICES BY  
PROMOTING THE  
FEDERATION OF  
SUPPLIES AND FIGHT  
AGAINST UNDUE  
PROMOTIONS

TO DEVELOP A  
VIRTUOUS CONTRACT  
FARMING WITH  
PRICES BASED ON  
PRODUCTION COSTS

TO ENCOURAGE A  
COMMITTED  
INDUSTRY APPROACH  
WITH A PUBLIC  
INVESTMENT  
PROGRAM → 5 billion €

TO DEVELOP THE  
ORGANIC  
CONSUMPTION IN  
COLLECTIVE CATERING  
AND A SUCCESSFUL  
ECOLOGIC  
TRANSITION

# THE FRENCH ORGANIZATIONS IN A GLANCE



**One unique purpose:  
to be able to produce the most competitive potatoes for each outlet,  
either on domestic market or export.**

# OUR INTERBRANCH STRATEGY WITHIN THE FRENCH AGRICULTURAL POLICY



## Issues of the committed industry approach :

- ✓ To structure our sector and work on commercial relationships
- ✓ To manage the social, societal and environmental responsibilities

## Strategic actions:

- ✓ To lower inter-years variability of yields
- ✓ To decrease the environmental footprint of the production

⇒ **A collective commitment for all actors in the sector**





## 1<sup>st</sup> type of tools : strengthen the quality of the exchanges

- Ouverture des interprofessions à de nouveaux membres
- Formaliser la gouvernance CNIPT-GIPT
- Conférence annuelle commune
- Renforcer les discussions à l'amont (plants, obtenteurs)
- Associer de nouveaux acteurs (ONG, consommateurs)
- Partenariats avec d'autres interprofessions

- **To open the inter-branch organizations to new members**
- **To improve the CNIPT/ GIPT governance**
- **To organize a collective annual conference**
- **To strengthen discussions with plants producers and breeders**
- **To discuss with new actors: NGOs, consumers...**
- **To develop partnerships with other professional organizations.**



EUROPATAT CONGRESS 2018 "Potatoes: a healthy, sustainable and responsible sector"



## 2<sup>nd</sup> type of tools: positioning and structuring issues and relationship

### Structuration et Relations Commerciales

#### Frais :

- Groupe contractualisation (outils, appréciation de la qualité...)
- Encadrement des promotions
- Gestion de campagne (primeurs,...)

#### Industrie :

- Reconnaissance des groupements
- Résilience des exploitations (double peine, force majeure,..)
- Outils favorisant la contractualisation
- Contrat liant les différents maillons jusqu'à la distribution

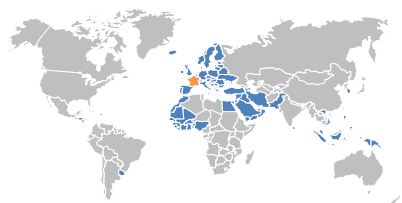
### Structuring and commercial relationship

#### Fresh market:

- **Group contracting (measuring tools for quality...)**
- **Campaign management (early potatoes...)**
- **Promotions framing**

#### Industry:

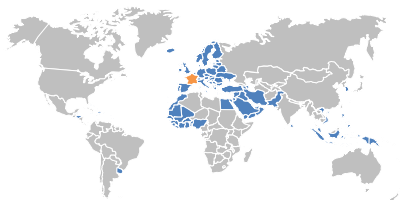
- **Recognition of groups of producers**
- **Resilience of farms (in case of major crisis...)**
- **Tools for contracting, linking all actors from production to distribution**



## 3<sup>rd</sup> type of tools : research management and protection of the quality of the production

- Développer la R&D pour améliorer la performance
- Mesurer les pratiques, évaluer les coûts
- Poursuite du programme « RSE-filières engagées »
- Associer de nouvelles parties (amont, société civile)
- Professionnalisation des pratiques (90% prod sous OAD à 5 ans)
- Sanitaire : 100% FMSE dans 5 ans
- Certification : 90% production en démarche d'évaluation durable
- Lutte contre gaspillage : 100% des PdT valorisées
- Gestion de la terre (impacts sanitaires et environnementaux)
- Stockage et Gestion de l'eau
- Irrigation comme facteur de régulation de la production

- **Develop R&D to improve performance**
- **Measure practices, evaluate costs**
- **Pursuit of the program 'CSR-committed sectors'**
- **Associate with new parts (upstream, civil society)**
- **Professionalization of practices (90% producers under Help Decision Tools to 5 years)**
- **Sanitary concern: 100% FMSE in 5 years.**
- **Certification: 90% production, in sustainable evaluation approach (ex: high environmental value level 3 – HVE 3)**
- **Fight against waste: 100% of the potatoes valued**
- **Soil management (health and environmental impact)**
- **Storage and water management.**
- **Irrigation as management regulation factor for production yield.**



# Specific focus on research

R&D Program 2018

ARVALIS  
Institut du végétal

Budget: 2200 K€/an

DEFIPOM  
2020

Quality  
Production

Cost over 3 years: 290 K€  
Gain for the industry: €1.1 /  
€i, back track 1 campagne.

High-performance  
storage with low  
environmental impact

Cost over 3 years: 560 K€  
Gain for the industry: €3.8 /  
€i, back track 1 campagne.

Integrated protection  
from field to storage

Cost over 3 – 4 years: 1800 K€  
Gain for the industry: €1.2 /  
€i, back track 1 campagne.

Precision  
farming

Cost over 4 years: 970 K€  
Gain for the industry €6.2 /  
€i, back track 1 campagne.



**Thank you !  
together  
we will be stronger**

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**UNPT 43-45 rue de Naples, Paris - 75008**



**01.44.69.42.40**



**01.44.69.42.41**



**[www.producteursdepommesdeterre.org](http://www.producteursdepommesdeterre.org)**