

The French System

The Official quality and origin signs

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The specific character of our system



- A **voluntary action** by sector professionals
- A **major state involvement** : supervision of the implementation of the system - definition of production conditions, supervision of checks, prosecution of violations relating to improper use of signs

the official quality signs



- I. A “guarantee” to consumers backed by strong Government involvement**
- II. An invaluable commercial advantage for market operators**
- III. Involvement of the public authorities in promoting official quality signs to consumers**
- IV. Specific support for organic farming**

A “guarantee” to consumers backed by strong Government involvement : clear messages

- A quality related to taste: 
- A quality linked to origin : controlled or protected designation of origin (PDO)
« terroir », protected geographical indication (PGI)
- A quality related to the traditional character of a product : traditional speciality guaranteed
- A specific quality in favour of the environment : organic products



The designations of quality and origine : the principles



- **A voluntary initiative of a group of producers**, (individual initiative for organic farming)
- **Product specification validated by the Government**
- **Control of the respect of specifications by approved bodies / Government** (accreditation) :
Credibility of the system
- **A specific agency, INAO**

The INAO, a state agency



- Under the authority of the Ministry of Agriculture
- Management of the whole range of official quality signs
- Budget 20 millions €



An invaluable commercial advantage for market operators



- 200,000 farmers – 13,000 agrifood firms
- Variety and diversification
- Easier market access (SMEs)
- Collective organisation of producers and downstream in the chain



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Involvement in promoting official quality signs to consumers



- Arouse the interest of consumers
- Public communication campaigns
 - Retail chains

ORGANIC FARMING TO THE 2012 HORIZON



- A fiscal measure
- Assistance for the conversion and long-term viability of holdings
- Support for the structuring of sector supply chains
- Research, development and training