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"Agriculture:
passion and
ambition!"

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Editorial

Stéphane Le Foll

Minister of Agriculture, Agrifoods and Forestry

The 2017 Paris International Agricultural Show is going to be all about enthusiasm and the goals we have for the sector. It is difficult to define exactly what it is that motivates those who have decided to make it their business to feed us. They never lose any of their enthusiasm, despite the difficulties that plague farming, issues that all too often prevent them from going about their day-to-day work (market crises, health scares, unpredictable weather, and so on). Year after year, the Paris International Agricultural Show is a forum within which they can share this enthusiasm with the general public – people who do not necessarily know how much they owe to farmers.

Our goal is what should guide us all together, something we should never tire of remembering. We want farming to have a future, because we want France to have a future. We want farming that has ambitious goals from an economic and environmental perspective; farming that continuously updates its methods, investing in the future and defending its assets and distinctive features; farming which fully understands that it represents a sector which is essential for our country and which will remain a strategic sector going forward.

Passion and goals are inextricably intertwined: goals are served by passion, and goals would be futile and remain unfulfilled without the sincere passion of those who drive it.



"Farming which fully understands that it represents a sector which is essential for our country and which will remain a strategic sector going forward."

Editorial

Jean-Luc Poulain

Farmer, Chairman of the CENECA
President, Paris International Agricultural Show

Farming is a passion that has goals.

It is currently going through a difficult period, even though jobs in farming are now seen as life choices, and no longer toil that one has to suffer.

Farming is in trouble! As active members of society and entrepreneurs dealing with the living world, farmers are exhausted by all the constraints forced upon them. All of our farmers are struggling.

It used to be that livestock farms were generally the most affected, but it is now very apparent that all types of farm are experiencing difficulties. Harvest yields are down - including those of a number of wine estates. These problems can all be attributed to a combination of factors, including bad weather, structural problems affecting the sector, arduous negotiations with the distribution sector and the global economy forcing down prices.

The subsidies to which farmers are entitled got them to the end of 2016. However, the situation is now more problematic in terms of cash flow. That's why, this year more than ever before, I would like the Paris International Agricultural Show to be a forum within which people can talk, say what they think and share information about what's happening in the sector (the good as well as the bad), about where it is going, the challenges it is taking up, and its ability to be innovative. We must also remember the young people who have chosen this path and who will play a decisive role in the future of farming.

We need to hear what they are saying, understand them and take action.

The Show's educational value is coming into its own so that the general public (which enjoys visiting year after year and the time spent with people involved in farming) is informed and feels involved in the future of the sector. More widely, the public's food and lifestyle are at stake.

As the election campaign period gets into full swing, a significant number of political figures are visiting the Paris International Agricultural Show. It is therefore vital that it be seen as a forum within which people can express themselves and talk freely about the future of farming, and that it serve as a useful sounding board for all farmers. I would like this year's show to be remembered more for the quality of the discussions about ideas than just the number of political figures in attendance.

The show is a forum within which the sector can share ideas with the world of politics, corporations and the general public. That is how we want the 2017 edition of this major event to be.



"The Show's educational value is coming into its own so that the general public (who enjoy their visit year after year and the time they spend with people involved in farming) is informed and feels involved in the future of the sector."

Editorial

Valérie Le Roy

Director of the Paris International Agricultural Show

Times are difficult. Regardless of whether this is because of the economic crisis or changes affecting farming, what is clear is that revenues are insufficient in most agricultural sectors. There is a great deal of gloom, and people are regularly making their demands heard. With this in mind - plus the fact that we are also right in the middle of the election campaign - this year's Paris International Agricultural Show must fully achieve its three goals.

First of all, it has to be a true forum within which people can talk - about the various difficulties plaguing the sector, of course, as well as about its future prospects. We should not play down the varying points of view, the (at times) contradictory opinions about farming methods, and people's dissatisfaction and demands.

However, all those in attendance at the show - farmers, visitors, politicians, corporate representatives, and so forth - are bound by the same desire: they want to show just how committed they are to our agricultural sector, explain it to people, and get them to understand that it is built on passion and is ambitious for its own future.

The Paris International Agricultural Show is also still an event at which people do business. As such, it is attended by numerous sector professionals from France and abroad. For them, it's a forum within which they can meet new suppliers, as well as being an opportunity to develop their network, discover new products and services and - something which is specific to our show - attend the General Agricultural Competition, which showcases the very best of animal genetics in France.

It is also highly educational: it aims to teach the general public all about agriculture. Each of the various areas comprising the show is explored in its entirety, including livestock farming, plants, and products and services/jobs in agriculture. And new developments in each sector are showcased: their ability to catalyse innovation as well as to fire up people's enthusiasm, and the means of passing on knowledge to the next generation, which is eager to play its part.

If the show has another role for farmers and consumers - in addition to being a popular, festive event that people have grown fond of - it is to serve as a forum within which people can share, do business and educate.

We are very keen to emphasise these three roles of the show.



"The Paris International Agricultural Show is also still about business. As such, it is attended by numerous sector professionals from France and abroad."



*"Every day, three
times a day, you
need a farmer..."*

Brenda Schoepp,
farmer, Canada

25TH FEB-5TH MARCH

The meeting place for stakeholders in agriculture

Contents

► SECTION 1. "Agriculture: passion and ambition!".....9

NOTE: Sociology of farming undergoing change, by François Purseigle

• **Farmer: a job that people choose and then undertake**

- 3 questions for Cédric Briand, the owner of Fine, a Bretonne Pie Noir cow and mascot of the 2017 Paris International Agricultural Show
- 3 questions for Jacques Chazalet, Chairman of the Paris International Agricultural Show's Livestock Committee

• **Digitising the sector: progress so far**

- Survey: getting farmers connected, and how they use the Internet

NOTE: Thanks to digital technology, the third agricultural revolution is underway! By Henri Isaac

- 3 questions for Hervé Pillaud, Farmer, author, Secretary-General of the Chamber of Agriculture and Vice President of the Vendée FDSEA (federations of farmers' unions)

• **Training in agricultural professions: a strategic issue**

- 3 questions for Gilles Trystram, Managing Director of AgroParisTech
- 3 questions for Romain Moulard, a 25-year-old farmer

► SECTION 2. The Paris International Agricultural Show - the place to be for professionals.....30

• **Livestock and its sectors, showcasing French excellence**

- 3 questions for Jean-Luc Chauvel, Chairman of Races de France
- 3 questions for Benoît Tarche, Exhibition Manager, General Agricultural Competition

• **Crops and plant sectors: the seeds of our agriculture**

- 3 questions for Éric Lainé, Chairman of Odyssee Végétale

• **French gourmet products: from field to fork**

- 3 questions for Claude Cochonneau, Chairman of the APCA

• **Farming jobs and services**

- 3 questions for Xavier Beulin, Chairman of the FNSEA
- 3 questions for Pascal Viné, General Representative of the COOP de France

• **At the show: professionals optimise their visit**



► SECTION 3. Major events at the 2017 Paris International Agricultural Show.....42

• Events not to be missed at #SIA2017

- Visitors - playing a central role in farming:
"Élysée your agriculture"
- Spotlight on the Odyssey: from harvest to bread
- "France: land of milk"
- "La Ferme Pédagogique" conducts an inquiry
- Employment-Training area
- Agriculture 4.0 showcases start-ups in the farming sector!
- The Exhibition Bridge: From Supporting the farming sector to showcasing products from France
- Farm machinery: technology designed to help farmers

• Concours Général Agricole des Animaux (General Agricultural Competition for Animals)

- Spotlight on livestock farming

• The Concours Général Agricole: professional competitions

- for young people also to get involved
- The medals awarded at the General Agricultural Competition for Products and Wines - a benchmark in France and overseas

► SECTION 4. Press guide.....53

- Practical information
- Map
- Tips
- Ring programmes
- Product and Wine programmes



► The meeting place for stakeholders in agriculture



"Agriculture: passion and ambition!"

Farming is undergoing profound, major change - and at an accelerated rate.

The worsening economic crisis was especially acute in 2016 and has affected animal and plant farming in France and Europe in particular, as well as spreading to all sectors and professions. **In a bid to become more resilient, the farming sector would like to trust in dialogue and innovation as a means of rekindling a generous, imaginative, and varied mindset.** The 54th edition of the Paris International Agricultural Show is setting out to be a gathering place for the general public and representatives of all agricultural sectors - a forum within which people can meet and talk to producers, companies, decision-makers, elected representatives and consumers.

For the nine days of the show, all aspects of French farming will be on display: the routes companies take as they grow, innovations, partnerships, captivating human stories from France's various regions, and more. The very fact that the Paris International Agricultural Show exists, and the importance attached to it by both industry professionals and the general public from all over France and beyond, is evidence of just how committed our country has always been to agriculture and farmers. For more than half a century, the passionate enthusiasm of the men and women involved has helped to make this international event a unique gathering; they have helped to breathe life into farming in France - celebrating it, explaining it and unifying it, sharing their enthusiasm with more than 600,000 increasingly-involved visitors.

As the programme for the 2017 event shows - together with the events that have been scheduled (www.salon-agriculture.com) - this year's Paris International Agricultural Show is placing **the emphasis on the ultra-modern aspects of farming** in France and the way in which it is directly related to all the societal, economic, environmental and technological changes that are currently underway.

More than ever before, current constraints are encouraging stakeholders involved in farming to take a second look at the planet's natural resources, as well as rejigging their organisational structure and methods so that their production can be optimised and more sustainable - and this applies to all types of farming.

The livelihood and well-being of future generations are so dependent on the choices that will need to be made over the next few years that it is absolutely vital for them to give consideration to these issues. This is also a source of considerable hope for young people who are turning to jobs in farming with a lucid and realistic attitude, as well as a great deal of enthusiasm. **So the 2017 show will highlight the importance of the people involved in farming, celebrating their expertise and know-how, as well as the potential for synergies, networks and discussions among sector professionals, which are so precious and so sought-after.** And let's not forget the players involved in digital farming, the "smart agriculture" innovations and the new mutual help and collaborative funding solutions that are now being developed and offer fresh prospects for action and deployment.

Welcome to the 54th edition of the Paris International Agricultural Show!

A challenging year for farming

2016 saw a 24% fall in crop harvest yields in France compared with 2015.

Common wheat yields are 24% down from the 2011-2015 average. Grain maize harvests are 7% down, while sunflower harvests are 21% lower than the 2011-2015 average. The year also saw a considerable fall in crop exports - particularly for wheat and barley - and this will have consequences for France's balance of trade.

Bad weather in May and June also affected summer fruit and vegetable harvests, as well as sales. Last year's apricot harvest looks set to be one of the lowest for 10 years in France, while apple and pear harvests were also down for the 2016-2017 season. Weather conditions had an impact on France's wine production potential as well, and exports are also down.

There was an increase in demand for slaughterhouse animal production in the first half of 2016, but prices were down over the same period.

Demand for beef, lamb/mutton and pork is still healthy - particularly in the summer - while poultry production remains stable and has even increased for turkey. Egg prices are lower than they were in 2015 on a market that has seen increased competition. The global dairy product market is still depressed (with offering outstripping demand), and milk prices fell in 2016 as did dairy-product exports.

Source: AGRESTE Panorama, September 2016.

NOTE

Sociology of farming undergoing change, by François Purseigle



François Purseigle, Agricultural Engineer and Professor of Sociology At The Toulouse School Of Agricultural and Life Sciences (ENSAT) analyses and makes sense of our changing farming practices.

Over the course of his observations, François Purseigle has really taken the pulse of France's farmers, who now represent a minority in the country's rural areas, are plagued by doubts, and are more than ever in search of meaning and recognition. Their lines of questioning have become even more pronounced in 2017 as the sector is still reeling from its economic and social crisis.

In order to deal with the profound changes affecting the agricultural sector, the solution may be to adopt a range of different approaches, as well as, and above all, to shore up those types of farming at regional level that are a source of jobs and provide society with both tangible and intangible services.

What does farming look like in a globalised world? Why do the changes to farming that are currently underway seem particularly disruptive for people in France? What will happen to France's countryside and its farmers amidst all these major changes?

These are the questions that François Purseigle will be asking at this year's Paris International Agricultural Show in a bid to undertake a sociological analysis of the agricultural sector.

Driven by globalisation, financialisation and technological developments, a type of farming that we will describe as "commercial" for the time being is based both on new organisational structures and multiple decision-making units, each with their own specific goals, and on significant new tangible and intangible resources that come from non-farming sources. In this crisis period that we are currently experiencing, capital is being massively transferred to these new forms of production, which are driven by multinational companies, investment funds, and cooperatives and which can simultaneously integrate agrochemicals, the seed industry, equipment industries and the banking sector. Biofuels, agricultural raw materials, and real estate all appear to be sources of profit. The geopolitical upheaval currently affecting Western Europe explains why this type of agriculture is so well represented. This is particularly the case in Germany's new Länder, as well as in Russia, Ukraine, Hungary, Bulgaria and Romania. Having emerged in the 2000s, it has now spread more or less throughout the world.

The agriculture financialisation/abstraction process goes hand-in-hand with insecurity/constraints, which lead to the emergence of a second type of farming that we shall call subsistence or relegation farming. In both the South and North, this is a type of farming that covers forms of dismissal (termination of employment) or even of survival. As the International Fund for Agricultural Development (IDAF) points out in its report, most of the world's poor people live in rural areas, and such poverty looks set to continue for at least another few decades. An estimated 1.2 billion people live on less than one US dollar per day. Three-quarters of these people work and live in rural areas and - according to forecasts - this proportion will remain above 60% in 2025. In Africa, rural workers and people working on farms are the poorest. The IDAF also says that small farmers' households throughout the world are becoming poorer as they increase in number. They often have to combine subsistence crops or cash crops with small livestock farming. This type of agriculture is also found in Europe, on the edges of large decollectivised farms, or on the sidelines of family farms where drive to modernise has run out of steam.

Alongside these two types of agriculture, highly diverse family farms continue to exist throughout the world.



Transformation of the farming sector

Behind all the multilateral debates about developing global food safety is a powerful process that involves reconfiguring different types of farming, in line with a set of national or even regional trajectories that are all very different from one another.

As the United Nations pointed out in 2014, although there is a preponderance of small and medium-sized family-run farms throughout the world, all of them incredibly diverse and eminently capable of undergoing transformation, they are far from being representative of the only type of farming. The traditional family model that was more or less established as the norm by major 20th-century policies no longer appears to be the natural way of doing things. The transformations currently affecting agricultural sectors fall roughly into three ways of organising production: *commercial* farming, *subsistence* farming and *family* farming.¹

First of all, these include "peasant" family-run farms with access to villages where they can engage in all types of trade. What lends structure to this type of farming is both a desire to save and propagate a family asset, maintained according to patrimonial or matrimonial strategies that form the basis of the community, and the whole family's need for self-sufficiency. This type of farming can be found everywhere from sub-Saharan Africa to the mountainous regions of the Polish and Romanian Carpathians. It is also present in mainland China and most likely in some parts of America (the Amish in Pennsylvania and the Mennonites in Paraguay, for example).

There are also "diversified, territorial multi-activity" family-run farms alongside them, which, first of all, presuppose the existence of an agricultural or rural family heritage on which a family project to engage in varied activities can be created, just one aspect of which would be agricultural production. This family farming exists alongside other activities, such as transformation, hosting, direct sales, artisanal production, intellectual services and even access to outside jobs. In Europe, such family-run farms are often managed by couples engaged in a number of different activities. The volume of farming business can increase or decrease depending on the period and economic climate. And it may even cease altogether if it can no longer be justified in terms of contributing to family income.

Among the family-run farms, alongside the "peasant" and multifunctional types of farms, has emerged a type of farming that is most certainly "family" because of the accumulation of capital, but a solitary new corporate type of farming. This "corporate" family farming has emerged in the US and in Europe (particularly in France) and is more abstractly defined, dissociating both farmwork and operating capital from asset and land management. These companies are "family run" because of the family nature of the land ownership, which means that all of the partners can earn an income from it. Ownership of the land is divided into shares, which can be swapped or sold vertically between members of a given family. One in 10 of the largest farms in Europe is run as a corporation and managed by a group or legal entity.

Family farming: a model being challenged

What are the key points that should be remembered about these developments and the diversity of farming throughout the world? First and foremost, the fact that family-run farms are no longer necessarily the norm. In France – as is the case throughout the world – there needs to be a collective element for this type of farming in order for it to endure. **Family agriculture does not essentially exist: first and foremost, it is a social construct**, which is tied in with specific periods of France's national history.

For the French people, therefore, the prospect of financialised farming and non-family-run farming (without farmers, even) would appear particularly shocking, since France (more than other countries in the world) is built on the national population being dispersed throughout the country. This dispersion has always been seen as an asset from an economic, social, political and even geopolitical perspective.

In the people's collective imagination, France's small farmers play a unique role. Small farmers have long been considered guardians of their farms, as well as soldiers defending their homeland. Thus, the homeland becomes simply an extension of the village, an inverted prism by which the world is seen through farming traditions and which are themselves designed and developed on the basis of the country's territory. Small farmers see the world through their village, and the village functions as a framework for the representations that are attributed to it.

At the same time, France invented the "*domestic system*" – a scheme to intelligently articulate industrial and agricultural activities equitably distributed throughout the country (unlike the UK and northern European countries, which were to turn cities into exclusive repositories of wealth, while the countryside became a no man's land or a place for sightseeing).

The growing awareness of the mobility of certain types of farming and the fact that it was possible for farming to exist without farmers disorientated people in France and interfered with the way in which they viewed agriculture as one of the bases of their cultural heritage. In other countries, such changes were not so disruptive.

If we can't triumph, if we want the way in which we view farming to continue in France, let's acknowledge that it has never existed elsewhere and that it can be interfered with today by new processes – as evidenced by the major upheavals taking place in France's countryside. These upheavals include the number of farmers in French society.



The farming population is becoming one of a number of minorities

The farming population as a section of France's population as a whole has become a minority, and the demographic trajectory that it is following is quite clear². In the 20th century, 4.5 million working farmers disappeared, and the number of farms (452,000 in 2013) was halved in 25 years. This situation is not just global: it is local as well. **Farmers are no longer part of a majority in France's countryside - they are one of a number of minorities.** Nowadays, France's rural populations are increasing at the same rate as its national population (0.7%), but the number of farms in the country's rural areas continues to fall.

As a whole, the number of family farm-workers is falling, while the number of salaried employees is increasing.

France's farming population is falling and is also ageing, with young farmers entering working life later and later. And in the face of increasing uncertainty, more and more farmers are engaging in several activities: 30% of farmers under age 40 are involved in a number of different activities when they set up as farmers (source: MSA).

INCREASE IN THE NUMBER OF PERMANENT EMPLOYEES OUTSIDE THE FAMILY, ON FARMS THAT ADOPT VARIOUS CORPORATE FORMS

17%

of work is done by permanent employees from outside the family, as opposed to

14% in 2000

(Ministry for Agriculture, 2010 agricultural survey)



2. Hervieu, Purseigle, 2009

To be a farmer: a desire and an entrepreneurial culture

However, **although numbers of farmers are falling, we are not really witnessing a vocational crisis in agriculture.** Indeed, significant numbers of people are still setting up as farmers, and farms appear to be resolutely focused on social and professional mobility. This mobility – which is more initiative than constraint – is linked both to people entering the sector who have already worked outside farming and a growing number of people taking early retirement. The era of farmers being born and dying on the same farm and being completely inward-looking throughout their lives is well and truly over! Farming is something that people can choose as they get older, but which they can also give up prematurely. The decision to become a farmer is no longer based on gender, age or parentage. **Those deciding to work in agriculture have less and less to do with what they were born into. As far as entering the sector is concerned, factors such as co-optation and adoption have become just as relevant as parentage.**

People born into farming now work alongside others who adopted it later in life, and their ability to coexist plays a key role in facilitating the development of new ways of structuring their work, training, revenue and passing down farms from generation to generation. Nearly one-third of all professional farmers are involved in some sort of secondary professional business. Farmers can also be salaried employees, diversify their income sources, and work for a company. All of the categories that define the profession of farmer can be combined in decidedly modern ways – farmers can have employee status in the farm corporations to which they belong and of which they are members.

In the agricultural sector, this contemporary period is defined by companies and micro-enterprises being born, people moving fluidly between professions, and technical and commercial innovations. So, from this perspective, farms in their broader sense serve as laboratories, not just because they are forums within which new types of work are able to emerge, but also because of the statuses and types of solidarity that these innovations give rise to. However, and regardless of this diverse range of social and professional statuses found in farming, the profession of farmer is still characterised by an extremely strong relationship between the situations in which production can occur and the living conditions outside of work. Not only does agricultural work continue to widely mobilise the whole family structure, it is also finally interwoven into the social networks of which they are a part – particularly the mutual support networks. Agricultural work is also a lifestyle. The definition of the "profession" of farmer is a complex synthesis of political, economic, social and cultural factors. The entanglement of professional statuses and practices also complicates the description of the concrete condition – or rather concrete conditions – associated with the so-called "profession." The borders between categories are blurred. These categories include temporary work, part-time work, and seasonal work (which in the past would only be for relatively unqualified workers), and they now cover highly technical tasks with a great deal of responsibility.

In France, farming is often a family affair, with farming itself only representing one component of a diversified revenue stream.

Unlike the peasant-family farming of days gone by, this type of farming has less to do with membership of a particular milieu and is more about selecting a profession and a lifestyle – a personal decision, and not something foisted upon individuals by their families. It does not imply the involvement of their spouse or relatives.³ It suggests a particular type of relationship with a place and the economy. The opening up of this type of farming to young people from elsewhere is evidence of the major changes impacting the way in which these family enterprises are passed down from generation to generation, and also reveals the growing difficulties that this milieu is experiencing in perpetuating itself. While welcoming and integrating new people as part of its drive to diversify, this type of family-run farming is still plagued by conflicts arising as a result of confrontations between purely productive activities and so-called "recreational" activities in rural areas. Although this picture is representative of new lifestyles, it also meets new consumer and leisure needs. This dual trend is evidence of the growing porosity between society and agriculture, as well as the ability of farming to open up to new professional sectors.⁴

From standardisation to alternative systems

As a counterpoint to the standardisation model that was established in the agri-food sector in the second part of the 20th century, new "agri-food systems" emerged in Europe, as well as in the US, Canada and Japan.⁵ These systems include various forms of direct selling, associations between producers and consumers, and a number of communal or regional food supply and distribution structures and administrations, as well as indicators of geographical origin for production (protected designation of origin, protected geographical indication, and so forth). The emergence of these alternative systems is the result of both consumers looking for an "authentic" way of eating and producers wanting to rekindle relationships with them that they now believe were taken away from them by stakeholders operating downstream of the sector. At the same time, these producers want to give new meaning to their profession, associating it with certain practices and anchoring it in the regions where they work. An analysis of producers' markets shows the extent to which the development of short distribution channels encourages cooperation between producers, and has – in their own eyes – helped secure recognition for their know-how and expertise.⁶ We should also point out that these alternative systems seek to relocate production and consumption.



Producers may justify their practices in terms of society's new expectations and they may seek to appropriate them or be part of dominant standardisation processes, but they still have to deal with normalisation practices that they will experience as constraints.⁷

This rapid overview of the social changes impacting farming and farmers inevitably requires a rethink about the contours of agricultural policies. Introduced in earlier days to maintain the revenues of family-run farms and ensure regular production, the **European agricultural policy is now not only grappling with a quantitative change resulting from expansion; it is also faced with fragmentation in the organisational models used in production, and thus the status of the producers themselves.**

François Purseigle

Having spent more than eight years studying the commitment and trade-union and political behaviour of French farmers, he is now seeking to more effectively identify and characterise the new forms of economic and social organisation associated with "commercial" farming, as opposed to so-called "family" farming, which is in the middle of an existential crisis. He is the author and co-author of numerous books and articles about the agricultural sector.⁸

3. Dahache, 2010

4. Dubuisson-Quellier, Giraud, 2010

5. Deverre, Lamine, 2010

6. Chiffolleau, 2009

7. Joly, 2011

8. "Les Sillons de l'engagement: jeunes agriculteurs et action collective" (The

furrows of commitment: young farmers and collective action), "Sociologie des mondes agricoles" (The sociology of the agricultural sector), "L'agriculture en famille: travailler, réinventer, transmettre" (The agricultural sector in politics: Family farming, working, reinventing, passing down).

Farmer: a job that people choose and then undertake

Being a farmer is an all-encompassing profession that binds those who choose it to the region where they operate. It is a profession that requires discernment, a balanced view, and the ability to anticipate risks - like any entrepreneurial initiative.

Becoming a farmer involves accepting the sheer diversity of the tasks involved and their (at times) arduous nature. It means ensuring the well-being of one's livestock, tending one's crops, producing living products, being at the controls of high-performance machinery, managing resources, making decisions based on weather conditions, responding to market trends and making sure one understands all the sheer potential of connected agriculture, as well as managing human issues.

People should only decide to become farmers and assume responsibility for their decision if they have wide-ranging expertise and a great sense of responsibility. They often have to involve the whole family in their professional endeavours.



Farmers are filled with enthusiasm about the living world and nature; they are recipients of solid technical and agronomics training, guided on a daily basis by high-performance machines and tools, and function as fully-fledged managers who produce crops, milk, meat, fruit, vegetables, and so forth

They have numerous personal challenges to deal with on a day-to-day basis. Clearly, they have to produce, rear, tend what they are growing, protect and maintain the value of what they are producing, manage risks, ensure the viability of their operation, educate themselves, adopt a cooperative mindset in their work, organise themselves, and closely monitor everything that's going on. At a more general level, what they do is vital for society - beyond the essential role that they play in feeding people. Ensuring food safety, protecting the environment and the planet's biodiversity, guaranteeing animal well-being, maintaining the dynamic nature of France's regions, and producing renewable energies: there are so many levers that can further regenerate this fast-changing profession and motivate people to embark on farming careers.

Farmers are valuable stakeholders operating in rural communities, creating jobs, providing value-added, and playing an active part in their regions and maintaining their dynamic nature. Depending on the particular sector they are operating in, they can generate between one and six indirect jobs. According to a study conducted in 2015 by the INRA (France's institute of agronomic research) and scientific interest group Élevage Demain, pork production that year generated six indirect jobs for every job on a farm. (Admittedly, the French pork industry is in a constant state of crisis, but it is boosted by exports at the end of the year and most probably for the coming months.)

Farmers are economic stakeholders in their own right, operating across their own networks and within their own organisations. They themselves use services, and are sometimes elected representatives who can actively and interactively enliven the rural communities in which they are based - communities that are sometimes isolated.

The changes currently underway mean that the women and men who enthusiastically chose this profession are constantly having to keep themselves informed and open, as well as reasserting their tasks and consolidating their expertise. Because one thing is still certain: **demographic pressure and an increase in the**

consumption of food products mean that French farmers are going to have to continue to produce, quantitatively and qualitatively, using all the brainpower available to them. The World Bank estimates that France's urban population now accounts for 80% of the country's total (as opposed to 73% in 1982 and 57% in 1954/source DEMETER - World Bank, consultation conducted in March 2016), and France had 452,000 farms in 2013. One French farmer alone feeds 60 people, on average, as opposed to only 15 some 40 years ago (Source: "France's new rural communities," Senate Report, 2008: <http://www.senat.fr/rap/r07-468/r07-46833.html>).

New requirements and active involvement in 21st-century challenges

Farming - now encouraged and acknowledged for all the efforts that it involves - is a true societal, economic and environmental stimulant. This is provided that farmers are able to integrate and assume responsibility for all the upheavals that are currently underway and that they continue to feel supported and valued by consumers. So if France truly embarks on the path toward an ecologically intensive form of agriculture (a concept developed by economist Michel Griffon in the early 2000s) in the long term, the farmers of the future will need to be "more like zoo technicians and more knowledgeable about agronomic matters than about machinery and chemistry," writes Jean-Marie Séronie in his 2014 book "French farming - a diva to be awakened."

To embrace these clearly identified challenges, farmers' expertise is going to have to undergo some major changes, and they will be subject to new professional requirements. Farmers have said little about this over the last few years.

The French are particularly aware of the difficulties the profession is facing, together with the financial, environmental and health constraints. The result is that farmers are widely trusted and held in great esteem - particularly during times of economic crisis - since what they do is considered difficult and poorly paid (Source: DEMETER 2017 - How farmers are seen by the general public, according to the farmers' image survey conducted for Dimanche Ouest France, February 2016).

People are therefore still favourably disposed toward farmers, although their need for information, education and demonstrations of sustainable best practices is on the increase.

The mirror survey conducted in October 2014 by BVA, polling 1005 members of the general public and 600 farmers, shows discrepancies between the two ways in which farming is viewed: reality on the one hand and the general public's perceptions on the other, which are based on incorrect knowledge of France's farming sector. Although people in France still have a very positive opinion of farmers, **they have little knowledge of production means and the reality of the profession:** 65%, for example, believe they have little knowledge of the various means used to cultivate, protect and harvest crops, and 58% are unfamiliar with various livestock rearing methods. But most of the people polled agree that land management is everybody's business.

We can only make the switch to multi-performance agriculture if the men and women involved in the profession are able to develop virtuous models and appropriate innovations. This path should be safeguarded and defended for the future. Clearly, farmers should implement these changes for their own benefit and to ensure the long-term sustainability of their jobs, but - more than ever before - they should play a useful role within a fully-fledged ecosystem.

Their fully-formed awareness should encourage French farmers to continuously revisit and reinvent their methods and ways of working, and to communicate more effectively.

One farmer alone can feed 60 people

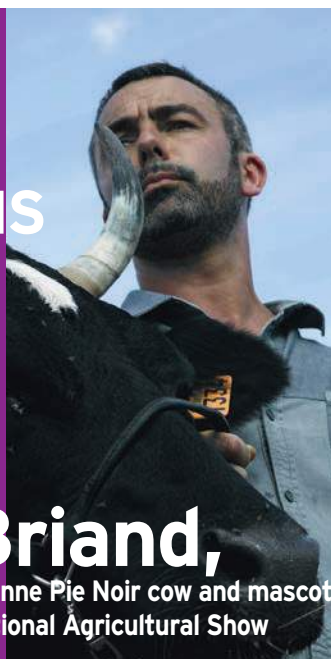
on average, as opposed to 15 people 40 years ago

452,000 farms

in France in 2013

3 QUESTIONS FOR

Cédric Briand,
the owner of Fine, a Bretonne Pie Noir cow and mascot
of the 2017 Paris International Agricultural Show



What made you choose the Bretonne Pie-Noir breed? What is it specifically about that one?

That was my mindset as a Bretonne Pie-Noir livestock farmer. I saw it as the obvious choice for helping me to achieve my goals. They are hardy, mild cows. The milk that they produce lends itself readily to being turned into cheese, and all they need is a natural diet based on grass and hay. It's a mixed breed whose milk and meat can be turned into high-quality, exceptional products that are very typical of Brittany, from which the breed originates.

Your attendance at the show will inevitably change your day-to-day life and your business practices. What are you planning to do?

So as not to disrupt activity at the farm and so that I can be fully involved alongside Fine, we have decided to take on a full-time employee at the farm for the duration of the show. Once the show is over, our production capacity will be the same - we won't be able to increase it and we might not be able to deal with any increases in demand.

On the other hand, choosing the Bretonne Pie-Noir breed to be the mascot for the 2017 Paris International Agricultural Show has provided an opportunity for local socioeconomic stakeholders to find out just how important it is to work together on the economic and social development of the whole region. Short-distribution-channel farming is a means of bringing all the stakeholders concerned together for food production; producers, consumers, restaurant owners, elected representatives and local coordinators are all involved in breathing life into our regions while also giving meaning to agriculture. With this in mind, the Redon commune has launched a regional food plan designed to create synergies between farming, urban development and local economic development, against a backdrop of responsible consumption of local, high-quality food products. Everyone is involved!

Our general approach involves mobilising everyone around us so as to weave a solid socioeconomic fabric. We also want to tell as many people as possible about our system and our processes, getting all Bretonne Pie Noir livestock farmers on board and encouraging future farmers to come and join us!

Can you tell us a little about your career? What made you decide to become a livestock farmer?

My parents were dairy farmers and I got a science-based baccalaureate and then a vocational training certificate in animal farming in 1997. I began my career working as a technician for Bovins Croissance (providing technical-economic support and carrying out checks on suckling cows). This brought me into contact with a wide range of enthusiastic livestock farmers. My desire to be in contact with the general public then led me to look more toward jobs in agri-tourism, and so in 2000 I became a coordinator at "Terre de lait," a tourism facility that welcomes schoolchildren and visitors throughout the year. This helped me foster an awareness of the expectations and questions that consumers had as far as the challenges facing agriculture were concerned. Through that job, I got to meet livestock farmers rearing local breeds, such as the Nantaise, the Bretonne Pie-Noir, the Armoricaine and the Froment du Léon. My exchanges with them struck a chord and made me want to get involved in associations set up for Nantaise and Bretonne Pie-Noir livestock farmers, as well as in the Nantaise Cow Festival - an event that attracts nearly 45,000 visitors each time it is held. I then became more interested in setting up my own livestock farm. What was involved corresponded with my values and what I wanted to do: showcase biodiversity via short distribution channels and protect the environment.



FOCUS ON THE BRETONNE PIE-NOIR BREED

Threatened with extinction in the 1970s, the Bretonne Pie Noir was the focus of France's first nationwide breed-conservation plan. This helped to save and then boost numbers of this breed, which has come to symbolise Brittany and its heritage. Numbers have increased from 311 cows in 1976 to some 2500 today, raised by 70 professional livestock farmers.

A mixed breed, it is hardy and well-suited to Brittany's granite-rich soils. The Bretonne Pie Noir consumes relatively little (given how much milk it produces) and calves easily. Well-known for the high-quality milk at it produces, which can be readily transformed into cheese, its meat is also highly appreciated.

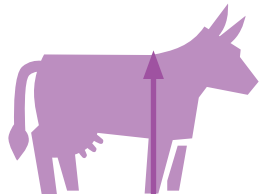
Easily recognisable with its black and white coat, refined head, black mucous membranes, thin neck and white crescent-shaped horns with dark specks on them, the Bretonne Pie Noir is France's smallest cow, but is also one of the hardiest and easiest to rear.

Three figures on the Bretonne Pie-Noir breed



2,500

female Bretonne Pie-Noir brood
cows in France



1.17 m

at its withers (the smallest
French cattle breed)

500 kg

on average
(female: 350 to 450 kg
male: 550 to 750 kg)

Qualities:
hardy, subdued,
extremely resilient,
high-performance,
autonomous, and more

54th Paris International Agricultural Show

Ever since she was chosen, she has been leading a normal cow's life. She is milked twice daily, eats hay and returns to the cowshed every night with her fellow creatures. Recently, she has been enjoying regular beauty treatment sessions and has been gearing up for the show by meeting journalists and photographers from time to time.

Name: **Fine**

Age: 6 years old

Breed: Bretonne Pie-Noir

Origin: 7 Chemins farm in Plessé (Loire-Atlantique)

Father: Akhénaton

Mother: Capucine

Coat: black-and-white patches

Mucous membranes: black

Horns: white crescent-shaped
with dark specks on them

Neck: thin

Character traits:

subdued, determined, proud, a leader
and, above all, a gourmet product

@Fine_SIA2017



3 QUESTIONS FOR

Jacques Chazalet
Chairman of the Paris International
Agricultural Show's Livestock Committee



Can you remind us how the breed that is to be showcased at the Paris International Agricultural Show is selected?

The choice is based on applications, and each cattle breed can apply for the role of show mascot. In the past, we would have to seek out, motivate and even persuade people to submit applications for their breeds, but in recent years there has been no shortage of competitors. We then sort the applications and the show's Livestock Committee selects a particular breed, alternating between dairy breeds and beef breeds, ensuring a balance between breeds threatened with extinction and breeds of which there are high numbers, and ensuring that all regions throughout the country are well represented.

The president of the breeding organisation concerned chooses the cow itself and - most importantly - the livestock farmer who will need to give up some of his/her time (one or two days per week) for several months so that they can take part in the show. The selected livestock farmer will therefore need to be available before the show, present for the nine days that the show is on, and then available to the media and various official visits. This year, for example, all the candidates standing in May's presidential elections will definitely want to meet her!

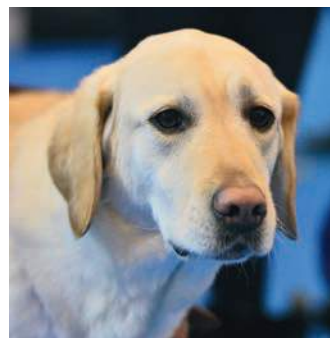
The regions play an important role in supporting the breeds. How does this come across at the show?

It is indeed apparent that the breeding organisations - whose work involves preserving and promoting their breeds - are increasingly supported by local communities. We also know that the breeds get support from their regions, and from their départements or local communities - representatives of which will also be present. This is particularly the case for the breed being showcased, which will ensure the attendance of many local corporate stakeholders. We also ensure that representatives of the chosen breed are able to express themselves widely and to involve all the contacts that they can amass. This is so that its presence at the show is a big hit at a number of different levels as far as communications are concerned. Basically, we believe that these various collaborations and this way of sharing networks and influence are of benefit to everyone.

You are Chairman of the Livestock Committee and therefore head of the animal sectors. What is your role as far as the show is concerned?

The CENECA (national centre for agricultural exhibitions and competitions) - the show's owner - has set up a Livestock Committee that functions as a link between itself (i.e. farming professions) and Comexposium, which is tasked with staging the Paris International Agricultural Show. It has this role for all "animal sector" themes. Essentially, my role is to oversee relations with the Breeds of France federation and with the exhibitors in the animal halls, and to work with the exhibition organiser on any related issues.

For example, I might have to advise the organiser on drafting a set of specifications, or be involved in discussions with the General Agricultural Competition for Animals, or might be required to share the contacts that I have in the sector (I myself am an ewe and chicken livestock farmer and have been extremely invested in numerous associations for a long time). I am also regularly called upon to help the show's Animal Hall managers and give interviews about the animal sector, or to accompany people on official or commercial visits.



Digitising the sector: progress so far

In France, an estimated 12% of the country is a "digital desert" without Internet access. But by 2020, the EU is hoping to provide all European households with broadband speeds of at least 30 MB per second.

The digital technologies that have been deployed thus far and the new ways people have of organising themselves and working together that are made possible by sharing data and information cater to a real need for new approaches in rural and urban regions. Most of the farmers who already have Internet access and feel comfortable with digital tools **are able to use them to come up with new sources of income or new ways of organising their work** (for example, they can pool their costs as part of what are called "co-farming" initiatives). They are interested in the services provided by start-up companies that can intelligently upgrade their management tools or products, and can take full advantage of the digital revolution that is currently underway in their sector.

Furthermore, in periods of economic uncertainty or when there are health risks or unpredictable weather, decision-support tools and tools for dosing inputs that are made possible by information and communication technologies... or the robotisation of farms (applications, sensors, robots, drones, and so forth) all help foster the emergence of a new farming model - **a "measured" form of farming that will help us take up all the challenges facing food production in the 21st-century.**

Speeding up opportunities and creating value

Social networks, Big Data, the Internet of things, 3-D printing, augmented reality, remote control... these are all technologies that connect people and tools with the world, and which are new opportunities for farmers to extend their influence and deploy their practices. With this fast-paced digital revolution - a revolution that is said to be comparable to the revolution that farm machinery underwent - farmers feel less isolated and are more able than ever before to play a role in their local communities. They enjoy closer relationships with consumers, and obviously see productivity gains and time savings on a daily basis. This is a sentiment that is confirmed by the applications of these new technologies and by recent studies designed to gauge the entrance of **connected farming into this "fourth dimension"**.

Farmers are keen to avoid remaining isolated and enjoy sharing information and advice with their colleagues, and so by their very nature are early adopters of these data sharing and connectivity tools. For example, 79% of farmers use the Internet and 70% of them, who have smartphones, install professional apps on them, according to the think tank Renaissance Numérique, which in 2015 published its white paper on the

challenges facing connected agriculture in a digital society. 79% of farmers with Internet access see how useful new technologies can be for agriculture (Source: Innovation Report - Agriculture 2025). The number of professional and collaborative applications for smartphones is on the increase. But obviously these can only succeed if costs remain reasonable, if tools are compatible and if there is enough high-speed broadband coverage in the regions in which they are deployed!

Digital data processing and technology tools are increasingly important in farming. They are creating new networks for exchanging information, which are in turn disrupting pre-established structures at various levels of the value chain. For example, digital technology can be used to group together the purchasing equipment and knowledge. Hiring farm machinery or services, exchanging land or direct selling with consumers - these are all new models where the value is in the use of the service, rather than in the object itself.

Precision farming... and decision support

And **the efficiency gains** (time savings, reduction in the arduous nature of work, increases in profitability by more accurately dosing products, and so forth) made possible by the digital revolution in farming are **a major advantage for connected farmers, who see it as a means of enhancing their competitiveness**. Software for generating predictive models for plant diseases, satellite photos taken by drones to geo-locate and manage treatments in the right place or zones that need irrigation, sensors and robotics for rethinking agricultural equipment and incorporating new agronomic practices... these are all examples of innovations in precision farming that combine knowledge of soil, agronomic measurements, improved traceability and digital devices all designed to serve farmers.

Connected farm

Alongside precision farming, farmers also have access to a wide selection of online services (weather, services for tracking rates and markets, and so forth). Systems for automatically managing farms are completely revolutionising the farm machinery sector. "Smart agriculture" and Big Data used in the various areas in which farmers operate mean they can more effectively predict market trends or make decisions more intelligently.

Three figures about digital technologies and agriculture



Agricultural robotics (milking robots, barn store feeding systems, drones, driverless tractors, and so forth) are set to generate world sales of

US\$73.9 billion in 2024

as opposed to US\$3 billion in 2015.
(Source: Tractica agency)

79%
of farmers

use the Internet: that's more than the average in France

(Source: Alim'Agri - The challenges facing connected agriculture in a digital society/ Renaissance numérique Nov. 2015)

9 in 10 farmers

fill in their declaration online to get CAP subsidies

(Source: Renaissance Numérique white paper, 2015)

SURVEY GETTING FARMERS CONNECTED AND HOW THEY USE THE INTERNET

Contrary to what people think, farming is one of the most modern and advanced professions when it comes to using digital technologies.

They started using these new technologies and digital innovations at their farms very early on. The sophisticated equipment to which they have access, a genuine culture of sharing, keeping one another informed and mutually helping one another, and professional mobility have all made them experts in using remote management tools (GPS, connected robots, and so forth).

As we embark on a new wide-scale digital era for all of society, farmers can now imagine working in an intelligent, multidimensional and ultra-responsive way.

Farmers are now in a position to more effectively coordinate, measure and dose everything that they do on a daily basis in relation to what they produce. Nowadays, farmers on the move - who are often members of cooperatives that also integrate digital technologies - can be connected to the world around them. They can remotely manage their farms and land (robotisation), store and make use of the data that they harvest and they can practise a more measured or "smart" form of agriculture (using drones, sensors, and so forth). They can access collaborative portals and sell direct to consumers. They are able to manage all of their operations and control the sequences in which they are executed, while interacting directly with their networks of contacts.

Farmers use the Internet for their farming

81%

at least once per day

The content that they browse at least once per week



72%

PROFESSIONAL FARMING WEATHER SERVICE



71%

BANKING SERVICES



51%

PROFESSIONAL FARMING NEWS



41%

CLASSIFIED ADVERTISEMENTS



40%

THEIR OPERATING DATA

Using social networks

FOR FARMING PURPOSES

33%

use at least one social
network, of which:

15%



12%



82%

watch
videos about
farming

22%

once
per week

Number of professional apps installed

AT LEAST ONE



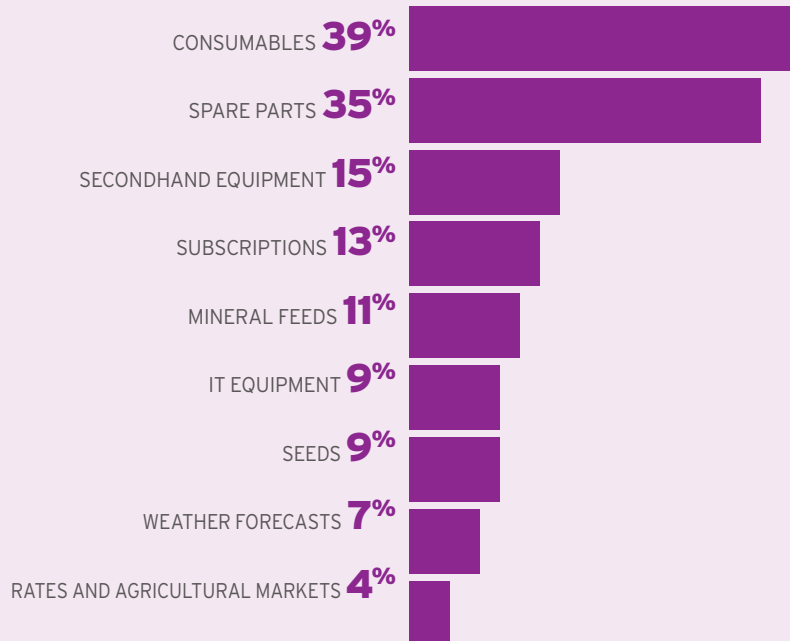
70%¹

THEY HAVE
THREE, ON AVERAGE



Professional purchases made online in a year by farmers with Internet access

59%
made at least
one online purchase



"La Ferme Digitale"

Founded in 2016 at the last Paris International Agricultural Show, La Ferme Digitale* is an association initially created by five start-ups in a bid to communicate together. Certain that France is a major agricultural power, their goal is to play a part in developing farm of the future. This open association is underpinned by shared values - innovation, transparency and pragmatism - and has two main goals:

- Create a community of stakeholders who want to use research and innovation in order to advance agricultural practices.
- Use digital technologies to bring producers and consumers closer together.

The companies are involved in a number of very different areas, such as funding, procurement for farmers and marketing, using sensors or drones to capture data, data processing, decision support, fostering direct links with consumers and alternative solutions to fertilisers and pesticides. No company has exclusive rights to any particular area and some may be competitors out in the field. All, however, adhere to the association's values.

* The founding members of La Ferme Digitale are Agriconomie, Ekylibre, Miimosa, Monpotager.com and Weenat. In November 2016, six more start-ups joined them: Airinov, Axioma, compareteuragricole.com, Naïo Technologies, Nexstep Technologies, and Pilotersaferme.com.

NOTE

Thanks to digital technology, the third agricultural revolution is underway, by Henri Isaac



For Henri Isaac, elected president of think tank Renaissance Numérique¹ and Vice President of Université Paris Dauphine, the agricultural sector's digital transition has become a major issue for our society, going beyond our borders and disrupting the relationships which exist among the well-established stakeholders in the sector.

The white paper published by the think tank at the end of 2015 suggests rethinking food production, distribution and consumption in the digital era and platformising trade. The focus is on training for farmers, consumers' new expectations and the major changes affecting distribution channels and logistics.

Digital technologies used to build a new agricultural model

Digital technologies are already in widespread use across the farming sector. Farmers are already avid Internet users and have widely adopted the various digital tools available for smartphones and tablets. And these are revolutionising the way in which they go about their profession. **A huge number of applications are now available to provide farmers with support in all that they do.** The mobile apps available for farmers cover a vast spectrum of needs, greatly facilitating their work. EasyCheck² helps them monitor their crops or adjust the quantities of plant-protection products they apply; with Evrad ScanApp, they can trace their spreading operations; and with Agrael³, they can keep an eye on their herds.

They are now part of farmers' everyday lives. Although some see these technologies as a way of farming the land more intensely, on the contrary, digital technologies actually facilitate precision farming. Quantities of inputs and pesticides can be kept to a minimum, so less damage is done to the environment. And farmers can track and monitor everything in real time via a smartphone or tablet computer.

Farm machinery is able to capture data directly, such as automatic combine harvesters that provide geo-localised data. 1500 sensors and cameras monitor the wheat as it is harvested. The quality and quantity of grain is monitored, along with its moisture content and the land's incline. All this information is recorded, transmitted and digested... and the machinery adapts its operations to suit the harvesting conditions.

This data can be used to optimise the harvest in real time. It can then be used, via yield or recommendation maps, to optimise future work - so that exactly the right dose is applied to the right area and at the right time - and make appropriate changes to the treatments used on the soil and crops. The Crop Sensor⁴ is another example of how farm machinery has evolved: a sensor mounted at the front of the tractor analyses the chlorophyll content of plants and determines what their nitrogen requirements are. It then sends this information to the connected fertiliser distributor and adjusts distribution accordingly for a given plot of land.



A revolution that has already begun

The digital revolution is catalysing a fully-fledged industrial revolution. And it is benefiting farming just as much as all other sectors of the economy. In fact, **it can even be said to leading to something of an agricultural revival, bringing consumers closer to producers and distributors** so that some of the current difficulties facing the agricultural sector can be overcome. It's not easy to get a handle on this revolution - since it is practically invisible. There are no slag heaps, no motorways, no electric power lines or railways transforming the landscapes, as was the case in previous industrial revolutions. It's difficult to see since it is in the clouds!

Indeed - people even talk about "*cloud computing*" - applications available online by subscription without the need to install software on computers. And the world's major *data centres* - huge digital plants wherein lie the monumental capacities of major Chinese and American digital stakeholders - are hidden away from the general public, meaning that some of this digital transformation is taking place unseen.

Farming's digital revolution has already begun. Digital technologies are everywhere - in the production and distribution of agricultural products and in the way in which they are consumed. They are **changing numerous long-established practices in the agricultural chain and generating information at each stage** along its length. This information can now be accessed and distributed to the various stakeholders involved in this chain - including to consumers who are also playing their own part in transforming the food chain using the various means that digital technologies make possible and which are being increasingly widely used.



This precision farming is made possible with the help of digital technologies. They are applied to a wide range of crops and animal livestock facilities so that the data needed to make more effective use of resources can be generated.

Digital technologies provide new opportunities for capturing and generating detailed data about land plots. AirInnov 5 drones, for example, provide fast and accurate information for producing crop fertilisation plans. The biomass analysis that AirInnov is able to provide within 24 hours means that "just the right amount of nitrogen" can be applied to ensure proper plant growth. Even better, with drones – such as Dronevolt⁶ – only the areas that need a given plant treatment product can be treated.

Another project – Pig Data Solution⁷, a project managed by Orange Lab in Lannion – is a good example of this new data-based precision farming. As part of the experimental scheme, data is collected directly from a pork farm via a combination of sensors and a Li-Fi 8 network (a new type of wireless network that uses visible light). The Pig Data experiment has made it possible to work with data that affects the feed conversion ratio. This is an essential indicator for livestock farmers and is a measure of an animal's efficiency in converting feed mass into desired output. *"Nowadays, one of the major problems is that producers only pay any attention to livestock performance indicators once they are at the abattoir", says Yvan Picaud.* The most recent component of the Pig Data Solution involves enabling livestock farmers to closely track their animals' feed conversion ratios, giving them information earlier on in their lifetimes so they can receive alerts in the event of any falls in productivity. This way, they can take action proactively.

Similarly, HerbiPôle's⁹ connected troughs automatically measure what each animal eats. Having these measurements for large numbers of animals is essential for phenotyping. They provide a better understanding of the relationships between genes and the way in which they are expressed, which is what gives the animal its characteristics. Precision farming therefore involves understanding the data captured from land plots – which is what Cap 2020 10 offers. Similarly, Gènes Diffusion with HerdBox 11 connects up herds so that 210,000 pieces of information can be captured per year for each cow. This way, farmers can be informed directly via their smartphones if their animals are about to calve or if they have any health issues. All this information is ushering agriculture into the Big Data era. However, data on its own scarcely has any value. What gives it its value is the way in which it is processed and circulated. New companies are setting up that can process and analyse data and provide decision-support tools – such as The Green Data¹².

Data is becoming a key issue for farmers – it plays an essential role in changing the structures of value chains.

Although being able to understand the data harvested is essential, having the expertise to make use of it is a challenge that the agricultural sector needs to embrace quickly before other stakeholders seize it. Many stakeholders in the agricultural chain have understood the utility of data and are investing a great deal in it (seed manufacturers, farm machinery producers, and so forth).

Furthermore, we want to keep the impact that our food consumption has on the environment to a minimum, but we aren't yet able to imagine eating fruit and vegetables that have grown in vertical urban farms – a solution that is being developed by companies such as Agricoool¹³, which has created one in Paris for strawberries. **Digital technologies cause us to revisit questions about space and time and will facilitate the development of new types of agriculture, contributing to its diversification in the process – including in urban environments.**

Although people in France are excessively fearful of robotisation, in farming it is a means of pushing down production costs and therefore reducing prices for consumers. Some 70% of farms, for example, already have robot milking systems. Robotisation is also a way of mitigating against the arduous nature of the work that farmers have to do, or the lack of manpower on some farms. For example, Naïo¹⁴ develops new solutions for market gardening and wine-growing thanks to its weeding robots. Other solar-powered robots are able to work for extremely long hours, such as the Rippa and Ladybird¹⁵ robots.

Apart from being more economically efficient, using robots also prevents the land from being compacted – as it is by current farm machinery. And limiting land compaction improves its ability to more effectively absorb carbon.

Again, farmers can use digital technologies in agriculture to help them **rethink their jobs, expand their expertise, strengthen their relationships with consumers** (from which they are cut off most of the time nowadays), attract employees with different backgrounds and open up new prospects for urban farming.

Robotisation frees up farmers' time so they can spend more time dealing with consumers, forging new business relations with them. Although short distribution channels are nothing new, digital technologies can extend them to new consumers, while at the same time keeping prices down. Jobs in farming should therefore be rethought, connecting them further downstream. For this to be possible, the training programmes of future farmers will need to combine all this new expertise with an understanding of the challenges associated with digital technologies.


70%
of farms
have robotic milking systems

Rethinking relationships with connected consumers

One of the distinct features of society's current digital transformation is specifically the new role played by consumers and the fact that digital technologies give them access to a greater selection of means for expressing themselves and exerting pressure. This is *consumer empowerment*. This transformation is very much in evidence in food consumption. A succession of food safety scares has made people very wary about the quality and origin of food products, encouraging large numbers of consumers to get into different habits.

Numerous examples confirm that a change is underway. Consumers can play key roles in financing production via participatory funding platforms (*crowdfunding*, *crowdlending*), such as MiiMosa¹⁶, Winefooding.com and Fundovino¹⁷, two platforms for wine-growing ventures. Blue bees¹⁸ seeks to support projects which are compatible with the ecological transition. The funding solutions available via the MiiMosa platform are mainly geared towards boosting business (80%) and help with setting up (20%). Livestock rearing projects are the main recipients of this funding (32%).

Furthermore, they play a role in the distribution of agricultural products via new distribution channels, such as the La Ruche qui dit oui (also known as the Food Assembly in the UK) and its short distribution channels. This is a model in which consumers play a very active role - they themselves organise sales and so become new distributors de facto. Some 770 Ruches organise pop-up markets in France every week at which consumers come and pick up their orders and meet producers. The success of the concept has led to a number of Ruches opening outside of France in Belgium, Germany, the UK, Italy and Spain. The Netherlands, Switzerland and Denmark will soon follow. In five years (during which 670,000 distribution operations have been organised in Europe), revenue paid to producers has exceeded €75 million, with high-quality produce being sold at fair prices (set by producers themselves). Furthermore, consumers are also getting involved in food product traceability issues through new collaborative traceability systems (such as Openfoodfacts), which are a replacement for the stakeholders and authorities who - according to consumers - do not provide them with access to the levels of information about products that they would like to have.

The digital revolution in the agricultural sector will not take place without the consumer.

There are numerous ways of restructuring our food chains in this ferment of initiatives. They will profoundly change the roles and jobs of the various stakeholders involved - both in France and throughout the rest of the world.

The digital transformation that agriculture is undergoing therefore marks the emergence of a new paradigm - one in which productivity and ecology are reconciled, production and distribution are brought closer together, and farmers and consumers are united around a form of production and food which is more transparent, more environmentally friendly and more in keeping with ways of consuming.

We are at the beginning of this new paradigm and already new technologies are hinting at even more profound changes, such as blockchain databases. With such trusted infrastructure, impregnable collaborative traceability chains are possible, as well as many other even more wide-ranging transformations - so central is the issue of trust management across the whole chain for its future.



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See <https://fr.wikipedia.org/wiki/Li-Fi>

WHAT IS...?

Blockchain

With blockchain distributed databases, monetary exchanges (in bitcoin currency) can be made without the need for usual trusted third parties, such as banks.

So the trust, generated by the strength of the network and the technology, comes from the fact that transactions are registered directly on the block. Furthermore, the chains are cryptographically secure, checks are carried out on the algorithms, and the whole system is completely transparent and organised in a distributed, decentralised way. All sectors where you find entering, registration, archiving and trusted third parties are concerned by this technological revolution - which is only in its very early stages.

In agriculture, the system could be used with drought insurance contracts, for example, while experiments are already underway in Australia along the whole length of the logistics chain (fishing products, forest management, wine-growing, and so forth).

(Source: Vers un big bang agricole? (Are we heading for a digital revolution in farming?) Jean-Marie Séronie, éditions France Agricole, September 2016)

Platformisation

A fast-paced digital revolution is underway and examples such as Uber, BlaBlaCar and Airbnb are enjoying a great deal of media coverage.

This disruptive wave is revolutionising our economies and our models, interfacing quite naturally and logically with our agricultural, agro-food and agri-industrial sectors.

Terms such as "uberization" and "platformisation" are used when describing these community-based services, digital tools that function as intermediaries (bringing business and consumers together in a range of different combinations), existing in either open or closed format, and managing the abundance of supply, and which - in order to work properly - need to generate benefits on all sides.

According to Jean-Paul Hébrard, co-founder of WefarmUp, the capital-intensive venture is clearly the type of platform used in the agricultural sector - although they are collaborative. They cannot have cooperative status. Instead, they are more "co-farming" initiatives.

(Source: saf agr'idées)

3

QUESTIONS FOR

?

Hervé Pillaud

Farmer, author, Secretary-General of the Chamber of Agriculture and Vice President of the Vendée FDSEA (Federations of Farmers' Unions)



What is the Ferme Digitale for you and what is it that you want to pass on to the general public and professional visitors at the Paris International Agricultural Show?

The Ferme Digitale at the Paris International Agricultural Show embodies all the freshness and enthusiasm of its younger members. The purpose of their involvement at the show is to introduce themselves to visitors as part of a creative and truly positive initiative... one that provides solutions and creates links. The Ferme Digitale listens to farmers' needs - as well as those of consumers, general public and institutions - and provides them with the right solutions. The Paris International Agricultural Show is a forum in which all stakeholders can meet. The Ferme Digitale is a fine initiative which embodies the values which will characterise farming in the future - pragmatism and an entrepreneurial approach, as well as goodwill and transparency. It is exactly these green recruits overflowing with goodwill that farming needs. And who are playing **their part in rethinking farming** - every aspect of it, from the pitchfork to Big Data. I have a great deal of respect and admiration for the Ferme Digitale, of which I am a mentor and honorary member.

Could you tell us more about your day-to-day work as a connected farmer?

I'm 59, and I'm a farmer in France's Vendée region where I have a number of professional responsibilities¹. My interest in digital technologies started via communications setting up at the Vendée Agri85 FDSEA (federations of farmers' unions) which evolved from a shared website into a communications agency. My business has developed significantly over the last two years, and I have added another string to my bow: I am now a published author². I travel all over France and Europe (and I've recently started travelling through Africa), organising conferences and promoting start-ups working in agriculture.

As a livestock farmer, digital technologies have a role to play. But they cannot replace the farmer's watchful gaze - they supplement it. While I'm on the move engaged in my many other activities, they help me stay in permanent contact with my farm - with a few decision-support tools, I can manage my crops or my herd. The most useful tool for me is my smartphone, which keeps me in regular contact with my wife at the farm. With the help of just a few very simple applications, we can manage the herd together and monitor the crops. For now, my interest in digital technologies lies in being able to take advantage of profitable services that meet my needs - not in having the latest gadget. That's something else that the Ferme Digitale does for me: it provides me with solutions for my requirements.

Digital technologies play a key role in driving change in the agricultural sector. Should they be looked upon nowadays as fully-fledged engines driving competitively? What will this mean for other stakeholders in farming?

In my books and articles, I have tried to show how farming is going to integrate these developments and - why not - play a key role in the neo-renaissance which is starting to take shape. What form will agriculture in the 21st-century take and how will these technologies impact farming and make food something which creates bonds between producers and consumers? In my most recent article², I show how - having seen more changes in the 20th century than it has since Neolithic times - agriculture is going to experience a revolution the likes of which it has never seen before. In the 20th century, it evolved in parallel with the rest of society. This situation resulted in strains between farmers - whose numbers are dwindling - and the rest of the population, which is increasingly urban and detached from where its food comes from. Two new requirements are emerging. People want to be able to trust the provenance of their food, trace it and know that the methods used to produce it are environmentally friendly. But they also want greater quantities and better quality. But we don't really know how to tackle these requirements systemically.

The digital era is challenging the way in which city life is structured: a new civilisation is being built. The development of digital technologies is resulting in an anthropological split. No longer are we focused on how that which already exists can be improved: we are witnessing a paradigm shift. And farming is just as affected by this revolution, which is a source of a great deal of fears and concerns in our profession, as it is in many others. Farming has already started to make use of these digital technologies - rather effectively, in fact. Three phenomena will characterise these developments in the years ahead: platformisation, blockchain databases and the sharing economy. **We are at the dawn of this digital (r)evolution!**

To be competitive, we have to manage Big Data collectively. Pool data, protect the way in which it is used and guarantee it. Drones, sensors, on-board equipment, and so forth: they all have some relative impact when used individually. But connect them all up together, and they will be formidable! We can start with a few applications which will develop in the future. However, we have not yet done this because we are not equipped to do it.

A gigantic leap really is what is needed. In the 1960s, our elders had no choice but to jump out of the metaphorical goldfish bowl to go and look for fresher, healthier water in a larger one. Farmers have always proved adaptable when it comes to evolving their practices. Despite the ongoing crisis and the prevailing gloom, I'm still optimistic and I'm certain we are once again going to succeed.



1. Secretary-General of my regional Chamber of Agriculture, I am also vice president of the Vendée FDSEA (federation of farmers' unions) and vice president of the Pays de la Loire economic, social and environmental council on which I represent the FNSEA. I am also chairman of the Érablière Group which is involved in various aspects of training.

2. "Agronomerius, internet est dans le pré" published in September 2015, contribution to a joint book: "L'avenir c'est demain, 27 propositions pour 2035", "Agroeconomicus, manifeste d'agriculture collabor'active" (The future is now - 27 proposals for 2035, Agroeconomicus - manifeste for an active/collaborative form of agriculture) published 8 February 2017.

Training in agricultural professions: a strategic issue

Although agriculture is up against numerous challenges (food, health, economic, societal, environmental, regional and technical), the ability to provide its professionals with the support they need - from their first year studying to when they start working - is also central to the challenges to be taken up.

Farmers need to be managers, technicians, agronomics specialists and economists, and also have to quickly acquire new regulatory, technological, economic expertise, and so forth.

A whole range of other jobs in the agricultural, agri-foods and agri-industrial sectors is emerging - alongside that of farmer - as these changes start to take hold. These recent changes involve agronomics and Big Data, with all the management and expertise needed for these new digital technologies jobs, the numbers of which are set to increase dramatically between now and 2020 (data scientists, data business analysts, epidemiologists, data designers, machine designers, farm robots, and so forth).

The palette of sought-after expertise will continue to widen

There is no longer any need to demonstrate the strategic importance of the agricultural sector in the 21st-century or the key role it will have to play. How should we now be training the entrepreneurs, managers and technicians of the future? What are the new challenges facing the public and private organisations tasked with readying the men and women who will one day enter all the extended fields of agriculture?

Jobs in farming are still undeniably "jobs of the future", according to the authors of a report published in 2015 by France Stratégie on the jobs of 2022, with increases in the numbers of technicians and managers. More than 18,000 new jobs will be created between now and 2022, together with more than 13,000 freed up as current members of the workforce reach the ends of their careers. Agronomics, food, regions, landscape, veterinary medicine, urban agriculture, sustainable development, agricultural equipment, water, forests, marketing, services for people, and so forth: agricultural education is of central importance in modern society and is one of the key challenges when it comes to training young people.

State-run agricultural education has been the responsibility of the Ministry for Agriculture since it was set up in 1881. Taking all its pupils, apprentices, students and trainees enrolled on ongoing training programmes together, it represents the second largest educational community in France. Given that agricultural jobs are increasingly climate dependent, the methods used in farming are having to change in all areas.

The legislation introduced in 2014 on the future of agriculture, the agro-food sector and forestry heralded the arrival of **agroecology in agricultural teaching** in the form a training plan for encouraging people to find alternative food production means. The purpose of this plan is to train students to undertake systemic analysis, manage uncertainty and complexity and assume responsibility for finding information themselves. It also involves farms on a number of different fronts, organising them into regional networks for the purposes of conducting experiments, distributing information and innovating.

Another key project: incorporating educational innovation and the use of digital technologies into the programmes.

The development of digital technologies for educational purposes is being driven by society's needs - needs that the entire agricultural teaching community is seeking to meet.

All over France, the country's chambers of agriculture and their various networks of advisers and local stakeholders are also striving to guide applicants towards jobs in farming, **helping them get onto the right courses, introducing them to the right contact people and putting them in touch with appropriate training bodies.** They work alongside their local partners on implementing a whole range of useful measures as part of an ongoing drive to further the independence of people working in farming. These measures include promoting jobs in agriculture and teaching, providing innovative and appealing training programmes for people working in farming and setting up research and development partnerships with the agricultural teaching sector.

Public and private management colleges which train people for jobs in the agricultural and agri-foods sectors in Paris and the rest of France - recognised for their excellence - tailor their teaching programmes every year in order to keep pace with changes in the sectors. Their priority is to enable their graduates to join demanding companies looking for increasingly versatile candidates.



3

QUESTIONS FOR



Gilles Trystram

Managing Director of AgroParisTech



The farming sector is changing. How can we tailor agricultural education to meet the new challenges of farming and our rural regions?

Gilles Trystram: The agricultural sector has always been undergoing change and transformation, having to adapt on an ongoing basis. What is new is the sustained pace of change, the sheer diversity of the developments underway and the people involved: from micro permaculture fruit and vegetable farms to using drones to help manage large surface areas, together with the fundamental aspects of biology and science which underpin farming.

People's expectations, the general public's knowledge and the increase in the numbers of initiatives and projects being spearheaded by young people are helping to develop the models and requirements of the agricultural and food sectors. Changes for agricultural, technical and higher education therefore need to be made while leaving as many doors open as possible, breaking down partitions or doing everything possible to encourage experimentation and innovation, while ensuring that initiatives are securely rooted into professional sectors. Furthermore, a number of challenges which were previously ignored or only of secondary importance are now priorities – such as mitigating against or making changes to cater to climate change, or factoring in the reduction in biodiversity. So first and foremost, future farming professionals need to have an understanding of these challenges and the processes that need to be implemented. There is an extremely wide breadth of disciplines involved.

In addition to the fundamentals (agronomics, soil sciences, animal sciences, and so forth), it is vital to look at the work of ecologists, physicists, chemists and modelling specialists in the training programmes. It is also vital to take social sciences and the needs and behaviour of various stakeholders into account in relation to the changes that farming is undergoing. As such, all training programmes should be underpinned by disciplinary expertise and real experimental field studies, with students coming into contact with a range of different people (advisers, farmers, economic bodies, government and local authority representatives, and so forth). They should also involve consultation with these people so as to foster an understanding of these changes, support them and develop ad hoc methods, validating applications or their implementation. Points of view need to be shared, together with capacities for mutual understanding and discussion between different professionals. There is therefore a concurrent need for basic and ongoing training, so that a relatively general movement can emerge.

What second-year engineering students on the

AgroParisTech Masters 1 course are saying: It isn't farming, so much as a more wide-ranging type of farming, often associated with a region or a local area. Agricultural education needs to provide the means for accessing this diversity, emphasising discussion and cooperation between stakeholders at every level.

Is there evidence of this year's theme for the Paris International Agricultural Show - "Agriculture: passion and ambition!" in the profiles of students over the last 10 years and in what has motivated them?

G.T.: Students are taking up the challenges facing the farming sector with a very wide and diverse selection of areas of expertise. These include providing farmers with advice out in the field, conducting research and functioning as international experts. All of the training programmes that AgroParisTech either organises or for which it is a partner recruit numerous extremely motivated applicants. A high number of students select farming from among the various areas open to investigation as part of AgroParisTech's engineering training programme. They are varied and focus on crops as much as on livestock farming (with an increase in the numbers of students interested in the latter). An extremely varied selection of professions can then be examined in greater detail in the final year. They cover

the whole gamut of fields that are either directly or indirectly associated with farming. All of these training programmes are opted for by students – which is evidence of just how relevant the profession is. Interestingly, the 7 means available for gaining access to AgroParisTech (competition, training through apprenticeship, university pathways, and so forth) all work well, meaning that their interest is not determined by what undergraduate course they did. This also applies to overseas students (which account for 30% of students enrolled on all AgroParisTech programmes). Students are very motivated and extremely committed in relation to agricultural production and all its consequences. And in addition to the training programmes, among the students' initiatives (debates, competitions, organising or taking part in events), there are very high levels of commitment and their desire to discuss the changes that agriculture is undergoing is very much in evidence.

Some students are even "vocational" and have very clear ideas about what they want to do career-wise and what training pathways they need to follow accordingly. For others, this awareness comes more gradually as they find out which professions and sectors interest them.

Students are also increasingly interested in "hybrid pathways" – courses that combine forestry and agronomics or agriculture, for example... and Big Data – all innovative paths that will help them take up the challenges of the future.

What second-year engineering students on the AgroParisTech Masters 1 course are saying:

If there is one distinctive feature of the students enrolled at AgroParisTech, it's the sheer diversity of their goals for the future. While some want to work in agricultural development, others are more interested in conservation agriculture or animal well-being. These various motivations – rooted in the zeitgeist – are evidence of just how determined students are to take up the challenges facing farming. The multidisciplinary nature of the teaching delivered at AgroParisTech means that students get a global overview of issues to do with agriculture and the various stakeholders involved in it. They can decide what models they want to follow based on what they want to do on completing their course. Many tackle pathways that combine agriculture, forestry engineering or economics. This desire to tackle the challenges facing farming by targeting all of the sectors that make it up as part of a sustainable development approach is what has been driving AgroParisTech students for 10 years now.

Does farming provide genuine career opportunities for young people nowadays?

G.T.: Farming should not be viewed on its own. It should be looked at alongside the whole agricultural, food, environmental and rural sector. What is certain is just how diverse the opportunities open to students are and the diverse nature of those who choose them. We have therefore chosen professional pathways that are more complicated than the ones on offer a few years ago, where an extremely varied number of sectors can be investigated as part of the start of a medium-term career path.

As far as career opportunities are concerned, graduate recruitment is currently very healthy, and given the fundamental needs we have, no indicators suggest that this trend will be reversed. The changes that the agricultural sector is undergoing are to do with the introduction of more sustainable production methods and the emergence of new areas such as agro-ecology, precision farming and urban farming.

These new farming methods represent major employment opportunities for AgroParisTech engineers. In addition to the students' goals for the future, they are also keenly interested in being enterprising, developing innovative solutions and combining various technologies. And that's quite fortunate. The diversity of farming methods and the various professions and activities sectors associated with it are training and professional opportunities for highly motivated, enthusiastic students.


10 years
of a policy of sustainable
development for
AgroParisTech students



3 QUESTIONS FOR

Romain Moulard,
25-year-old farmer, since 1 December 2014 on an agricultural holding with five partners. Together, they rear dairy cows and pigs (on-farm processing and preparation of charcuterie products).



What motivated your career path and choice of farm?

After my five years of study at the Montbrison Précieux Agricultural College in the department of Loire, where I did a Technological A-level in Science and Technology of Agronomy and Biology and a BTS Advanced Vocational Training Certificate in the Analysis and Running of Farming Systems, followed by a year at the Poisy Breeding Centre in Haute-Savoie specialising in "Dairy Farming", I knew I wanted to get started doing the job I love. I wanted to work with living things, undertake projects, learn, make progress in technical and economic terms, and even develop the farm.

So to bring this plan to fruition, I went to the Chamber of Agriculture for my département to find out about farms on the departure/setting-up list that might take me on and that would meet my expectations. As the initial contact was fairly positive, I began a preliminary agricultural training period in September 2013, after spending two months working with the replacement service (which enabled me to take the place of a farmer who had to take temporary leave from his farm). After a decisive 15-month training period, I officially began time-served employment on 1 December 2014, and our dairy production development project got underway!

What part of your training do you find most useful to you today in your job as a farmer?

I think that the two years I spent doing the BTS and my year at Poisy Breeding Centre (Savoie) are still what I draw on most on a daily basis: **they gave me an opportunity to learn about accounting and taxation, and facilitated my entry to the world of work via apprenticeship.** My specialisation year in Haute-Savoie, provided me with the opportunity to master the technical side of managing a dairy herd. Finally, beyond an initial training, I think that all training in general, even after starting work in farming, gives you the means throughout your professional life to see "something else", to evolve and to continue to develop.

In your career so far, what successes have had an impact on you, what did you find hindered you and what motivating forces drive you to continue?

So far, some periods have certainly been more difficult than others, but being part of a jointly run farm (GAEC) with my four partners and, in particular, already having some experience have enabled me to tackle administrative tasks calmly and ask for help when I needed it. The fact that there are a number of us also brings greater peace of mind when it comes to tackling daily problems together. It took time, initially, to fully find my feet, but everything fell into place once everyone's responsibilities and tasks were clearly defined.

Today, my passion for this profession and my desire to see our farm develop keeps the motivation I have felt from the outset alive. Nonetheless, the situation for livestock farming has been very difficult for a long time, and it is difficult to plan long term projects with full peace of mind.

Three figures about the farm



**Women
account for
32%**

of permanent farm workers
(Source: Ministry of Agriculture,
La ferme France, 2016)



**12,916
farms**

were recorded in France
in 2014 by the MSA's
central office.

The number of farms

has dropped by 20.6%
in only ten years.

In 2016 alone

**6%
of European
farmers**

were aged under 35.

The Paris International Agricultural Show - the place to be for professionals

The Paris International Agricultural Show also provides the ideal setting for "BtoB" meetings, face-to-face discussions and opportunities.

The Paris International Agricultural Show 2017 showcases professionals from livestock rearing, major crops and agro-food sectors, giving them maximum visibility over the nine days of the show. It also enables them to organise their professional meetings in personalised, dedicated areas.

The objective being to optimise the presence of agricultural enterprises, institutions and organisations, and enable them to deploy their network of contacts, check the pulse of trends and markets, have access to contacts that traditionally are geographically remote, and make projects come to fruition sooner.

Agricultural ambassadors and decision-makers also appreciate being able to update themselves about the areas they specialise in and, thanks to the show's packed agenda, have a dynamic overview of the agricultural sector and its stakeholders.

PROFESSIONAL VISITOR KEY FIGURES*

90%

of visitors are
satisfied with their visit

87%

intend to return

61%

are from the agricultural sector

29%

from the agro-food sector

18%

are institutional partners

70%

came to find information

56%

to make new contacts

38%

stayed for two days or more

*2016 figures



Livestock sectors, showcasing French excellence!

While all experts and professionals agree that French farming has reached a major turning point, livestock farmers and companies that increase returns on their meat and dairy products are today more determined than ever to promote the "made in France" label both at home and abroad. Meat consumption is increasing in developing countries, it is moving towards greater quality and traceability within our borders: **so livestock rearing has a future, and that is good as our country is famous for its regions, its know-how, its breeds, its technical institutes and its capacity for innovation!**

French livestock sectors continue to be a major asset, provided efforts are made to make production more profitable in particular regions by giving them the investment and support they need. In the face of increased competition, France's livestock sectors need to be more highly valued and this can be achieved, in particular, by informing consumers and promoting our agro-food and gastronomic model. Globally, the French dairy sector has the capacity to meet the needs of emerging countries by adapting its offering to demand and drawing on the diversity and dynamism of its regions, while building on the qualitative and health-related advantages of its production.

Our dairy industry is one of the flagships of our agro-food industry, with a turnover of more than €27 billion and a trading surplus of €3.6 billion in 2013.

Some facts and figures for 2016

The average drop in the price of animal production is 3.9%, all animal production told. The drop in milk prices in 2016 contributed significantly to this figure. Animal production has also decreased in terms of volume (by 1.1%) and milk collection is down as a result of low prices.

The French dairy crisis continues, while European production is increasing due to the lifting of quotas in April 2015, and due to not finding sufficient markets on account of the Russian embargo and low Chinese imports. Dairy farmers, therefore, continue to face milk prices that are too low, even though globally, milk products have significantly increased in value since June. In December, this economic upturn, which began in the summer and favours an increase in French milk prices, was established, according to experts, who state that 2017 is getting off to a more favourable start than was the case during the two previous years.

Finally, the price of adult cattle, sheep and goats is dwindling. Cattle farmers are still reporting unprofitable carcass prices, with the market being negatively affected by the surge in the number of dairy cows sent to the slaughter house in a bid to reduce the amount of milk produced. On the other hand, pig breeders have seen an upturn since spring thanks to high Chinese demand.

(Source: French national agriculture audit committee forecast for 2016, December 2016 <https://www.insee.fr/fr/statistiques/2525403>)

Three figures on livestock sectors #SIA2017



1,300
livestock farmers

344
breeds



3,200
animals

including 2,600 presented
at the General Competition
for Breeding Animals



3 QUESTIONS FOR

Jean-Luc Chauvel
President of Races de France



What is Races de France and why is its presence at the Paris International Agricultural Show so important?

Races de France is the federation of selection organisations, representing over 400 breeds of animal in eight farmed species. Each of these organisations is concerned with the promotion and management of a domestic breed, ranging from ruminants (cattle, sheep, goats) to domestic pets (dogs and cats), as well as local breeds of pig and equine breeds (horses and donkeys).

For these organisations, the Paris International Agricultural Show is an event not to be missed. First of all, because of the major media coverage the event is given, which ensures continued contact with the general public (it is, by far, France's largest national agricultural exhibition), it also provides a unique opportunity to explain livestock farmers' work to members of the public/consumers who are least in touch with farming. Next, it is a meeting place for professionals and a platform for dialogue with the political world.

Finally, the General Agricultural Competition is organised here every year. This is not only an excellent way of showcasing breeds and products, it also provides healthy competition between livestock farmers who have come to show off their best animals. This eagerly awaited competition, which for participants involves a long selection process (local, departmental then regional competitions), promotes excellence in French know-how and products.

What type of cooperation unites the International Agriculture Show and Races de France?

The history between the Paris International Agricultural Show and the Races de France federation goes back a very long way and it is easy to see why: the animals exhibited, and which attract so many visitors, are those produced by the livestock farmers it represents.

In fact, it goes back even further than the show as the latter began only about 50 years ago, whereas the General Agricultural Competition will soon be celebrating its 150th anniversary! As a result, **Races de France is involved in the various stages related to the organisation of the show:** first, early on, by participating, for example, in the drafting the rules for the competitions or the construction of the plan of the buildings where the animals (and sometimes their breeders) are housed. And during the show, of course, by ensuring that the various events organised in the rings go as smoothly as possible.

Races de France is an invaluable point of contact for professional visitors to the show, what is their profile and what motivates them?

For Races de France, but also and above all for each of its member organisations and the breeds they are concerned with, **the Paris International Agricultural Show provides an opportunity for a large number of livestock farmers to join each other for nine days in a convivial setting at the "biggest farm in France".**

These livestock farmers come to take part in the competition, or simply see what is going on. They also come to exchange views with other farmers producing the same breed or to meet friends working with other breeds who they only see at this annual event. The show also presents what France has to offer to current or potential national or international buyers: some meet their usual representative, others come to see what there might be of interest, particularly people from abroad who are interested in breeding conditions.

You meet numerous official delegations in the aisles, who have come to find out about the **wealth and variety of French livestock breeding, its products and sectors, and its farming systems!**

8 farmed species

represented by Races de France



3

QUESTIONS FOR

Benoît Tarche

Exhibition Manager, General Agricultural Competition



The General Agricultural Breeding Animals Competition is one of the top attractions for professionals at the Paris International Agricultural Show. What role does it play there?

For 146 years, the General Agricultural Competition for Animals has been the final stage in French livestock farming selection programmes. The competition is for productive livestock, in other words, animals reared for economic benefit, be it for food (meat, milk), other products (wool) or service-related (draught horses, dogs).

Accordingly, the General Agricultural Competition prizes are awarded every year to the best of the country's breeding animals. Their value as breeding animals is assessed on the basis of morphological criteria that depend on the commercial purpose in question (muscle formation, udders, adaptation of the bone structure, balance, and so forth), indices calculated on the basis of the animal's milk production (milk produced, prolificness, calving ease, weight gain, specific aptitudes, and so forth), and, in the case of certain species/breeds, proper transmission of these qualities to their descendants.

Summative tests, combining the different aptitudes, may be added for an individual assessment or, in the case of a particular breed, to determine **the livestock with the highest overall value as a breeding animal (National Breed Trophy)**.

146 years

in existence for the
General Agricultural Competition
for Breeding Animals

Besides the obvious prestige that comes with being awarded a prize, what are the commercial benefits of the General Agricultural Competition for Breeding Animals for livestock farmers whose animals have been successful?

A prize-winning animal and, albeit also to a lesser extent, an animal selected to compete in "Paris" first of all means **official recognition of the livestock farmer, his involvement in the creation of the breeding process and his direct contribution to the standing of a breed**. It showcases the patient work of selection, which often takes place over generations, to produce the quality and the reputation of a livestock farm competition after competition.

The commercial benefit is, however, rarely realised by selling the prize-winning animal. As precious as they are few in number, General Agricultural Competition prize-winners are rarely sold. They usually remain on the farm, becoming its greatest ambassador. Depending on the species and the breed, the direct increase in breeding value varies: in the case of dairy cows, the price of an embryo may rise from €300 to €400 for an animal with high breeding value. It would be €700 to €800 for a General Agricultural Competition prize-winner. In the case of a prize-winning dog, sireng may give you an added value of over 40%.

The General Agricultural Animal Competitions attract buyers from all over the world, who are they and what are they looking for? What part do these competitions play in promoting French breeding and livestock?

With over 2,600 breeding animals from the seven main species (cattle, sheep, goats, pigs, donkeys, horses and dogs) competing, the General Agricultural Competition **is the place to go to for the highest value breeding animals produced in France**. So it is always a major attraction for commercial and official foreign delegations (ministers, breeding livestock institutional partners).

In fact, the French Minister of Agriculture invites about twenty of his foreign counterparts and their delegations to the show's opening ceremony every year for a special display of the best specimens of each species and breed. This "presentation of French livestock for the foreign ministers", which takes place in the Presentation Ring in Hall 1, provides an opportunity to show these international decision-makers **the quality of French breeding stock, the control of its traceability and the high level of health guarantees delivered by our veterinary provision**.

On a purely commercial level, the collective participation of a breed in the General Agricultural Competition is a means of launching mass export markets or consolidating or sustaining them over the long term, as occurred in 2016, with the export of 130 Limousin heifers to Italy following the show, or the Prim'Holstein breed, to strengthen trade flows with major buyers in Maghreb countries.

The animals section of the General Agricultural Competition receives the greatest media coverage at the Paris International Agricultural Show and is also the most closely followed by Internet users in France and abroad. In 2016, direct broadcasting of its competitions generated 170,000 individual connections and over 30,000 hours of viewing, from China to the west coast of the United States! We can be confident that the 2017 event will contribute to further promoting the quality of our prize-winners beyond our borders!

The Paris International Agricultural Show provides services for both livestock breeders and crop producers! Professional Entrance, Business Club (Club d'affaires), Pro Village, video recording, and so forth can be found in the section entitled, "How professionals make the most of their visit to the show!", on page 41

Crops and plants sector, the seeds of our agriculture

The goals set for players in the crops and plant sectors in 2017 continue to be to supply our agrifood industries, meet strong international demand for our food products, maintain our criteria for excellence, make a significant contribution to the recovery of growth and employment, and strengthen the resilience of our economy.

Despite the enormous difficulties encountered during 2016 (very bad weather conditions and, in particular, a French wheat harvest producing less than 30 million tonnes, the worst harvest France has seen since 1976), professionals from this sector wish to remind people of their constant demand for quality, their innovations and their inextricable links with the daily food and health of the French people, in spite of the vicissitudes and numerous regulatory constraints.

Spotlight on seed

Agriculture and plant improvements enhance biodiversity by creating new varieties adapted to the needs of mankind, and by expanding our plant genetic heritage.

Over the past 40 years, French plant production has achieved its current volumes and level of excellence partly because of plant and seed selection research and development.

There are so many initiatives which the general public is often unaware of, and which sector professionals aim to bring to the attention of visitors and partners. Accordingly, France remains the leading European producer and global exporter of seeds, generating €3.3 billion in turnover in 2015/2016, with a €904 million positive trade balance. The crisis in the French agriculture sector led to a drop in certified seed sales, wheat in particular, in 2016. Faced with variations in the weather, the representatives of this sector have underlined the importance of investing in new techniques and innovations to enable plants to adapt.

Some facts and figures for 2016

2016 was a dark year for French agricultural production. Harvests decreased worryingly, with a drop of 6% for this year. Cereal production was the most affected, down 23.9%. And in the land of wine, vineyard production registered a decrease of 9%. (Source: FNSEA)

Cereal production fell to a historic low: down 23.9% in 2016, due to unfavourable weather conditions (severe bad weather in May-June, then very little rainfall in July-August). These decreases in production were compensated by a rise in prices as the global cereal harvest was, once again, very abundant.

In terms of volume, French crop production continued to fall in 2016 (down 9.7% after a drop of 3.6%). The common wheat yield was one of the lowest in 30 years. The oleaginous harvest fell by 9% with rapeseed declining, while sunflower rose. The price of crop production (not taking product subsidies into account) is thought to have improved slightly (up 0.9%), despite a net decrease for cereals (down 9.2%) in a context of abundant world harvests.

The only positive points observed: potato and beet producers saw stable and even rising prices, and fruit and vegetable producers continued to fare well. (Source: French National Agriculture Audit Committee forecast for 2016, December 2016 <https://www.insee.fr/fr/statistiques/2525403>)

Three figures for crop and plants sectors



54%
of French territory is
farmland



53%
of the cereal production
is **wheat**



The major crops
(cereals, oleaginous crops,
protein crops, beets, and so forth)
account for a little over

40%
of the farmland
used



(source: La ferme France 2016
published by the Ministry for
Agriculture, Agrifoods and Forestry)

3

QUESTIONS FOR

Éric Lainé

President of the Plant Odyssey



What does being president of the Plant Odyssey involve?

My role as president is to bring plant sector entities together within a single movement that delivers a consistent message. For the 20 or more years that the Plant Odyssey has been in existence, we have worked tirelessly to bring the plant world stakeholders together and achieve greater cohesion. So, my role as president of the Plant Odyssey is to create a bond and meaning between all of our plant sectors, and the Odyssey is today a beautiful illustration of this. We also wanted to affirm our weight relative to breeding and livestock (which is the star sector of the Paris International Agricultural Show) by showing people that plants are everywhere in our daily lives and that the uses they are put to are many and varied.

The Plant Odyssey is a demonstration of the omnipresence of plants in our lives, what message would you like to send to the general public in 2017?

Our message is simple and clear: "Plants are vital!". Through this Odyssey, we hope to show the importance of plant production in France and above all show visitors that plants shape regions, that they are a factor in employment, that they play an important role in the French economy and, needless to say, that numerous food and non-food products are derived from them. It is this amazing diversity that we want to share with the public, particularly considering that 2017 is a special year. 2016 was a catastrophic year for the farming world with disastrous weather conditions that endangered a good number of agricultural holdings. **We also want to make visitors aware of these difficulties, this daily reality,** and this is why we will be giving high priority to farmers on our stand.

What about professional visitors?

The show is, of course, the biggest farm in France, a place for exchanging views with our visitors and a link to civil society, but the show is also a **top place for meeting and making contact with professionals from the farming world for convivial discussions.** The show provides an opportunity for its exhibitors to meet delegations from France or overseas, politicians, journalists and also all of our counterparts from all agricultural sectors. It is extremely valuable for exchanging ideas or points of view and reviewing our activities and findings. This network is invaluable and this show is without doubt a key event that brings professionals from the farming world together.

In times of crisis more than ever, **it is essential for all representatives of the sectors to work together to find solutions** to the problems we face and explore new possibilities. Our professional meetings are real opportunities to grow together and make progress or overcome environmental, agronomic, economic or other types of obstacles. Our goal is to show our collective and united desire for research and innovation in all areas.



Plants are vital!



French gastronomic products, from the field to the plate

France is fortunate to have farms located in remarkable regions, producing products of an extremely high standard - some of which have been awarded labels - brought to light, over the years, by its food preparation industry and a unique agrifood sector.

"From production to the table", agriculture in France is driven by the commitment of the men and women who make it what is, in a sector nationally and internationally renowned for the quality, diversity and safety of its food products. The show is an international platform for all this gourmand savoir-faire, and is a real meeting point for producers, processors and consumers alike.

French consumers are increasingly interested in product origin thanks to awareness-raising campaigns, and consider themselves **stakeholders in a sustainable food industry, who are mindful of what they eat on a daily basis**. Seventy-five percent of them say they prefer to eat food produced locally, wherever possible, and 70% claim they eat more regional products and products from short supply chains.

Sixty-one percent do the bulk of their shopping in stores that they feel offer the most sustainable products (artisans, local markets, AMAP). Another significant criteria when it comes to purchasing and tasting is that the products should be in season. And 42% almost systematically buy fruit and vegetables that are in season (Source: Ipsos Survey, Les Français et l'alimentation durable (The French and Sustainable Food), November 2016 for the Fondation Daniel et Nina Carasso).

There is an unequivocal return of fine foods, quality, flavour, contact with producers and product traceability, all of which are perfectly in keeping with the ambiance of the Paris International Agricultural Show!

Foies gras and oysters, cured meats and poultry, honey and cheese, wine and spirits, and more... Every year since 1870, the General Agricultural Competition for Products and Wines has invited **the best farm, artisanal and industrial produce from the French regions** to the Paris International Agricultural Show.



Three figures for the agro-food sector


16,218
companies

of which 98% are small and medium-sized businesses from all over France

€170
billion
in turnover


440,926
employees

Source: ANIA

3

QUESTIONS FOR

Claude Cochonneau

President of the APCA



This year, there will be 13 regions at the Paris International Agricultural Show To what extent does the show provide an opportunity to send a message about the reorganisation?

The Chambers of Agriculture and their promotion committees have the task of **providing as wide-ranging a view as possible of each of the regions**, focusing on regional and agricultural diversity, production and products, the promotion of gastronomic treasures and tourism and agri-tourism.

The regions sector is, of course, organised by administrative region. This year, visitors will be in no doubt about the meaning of these 13 regions, some of which remain just as they were before, while others have completely changed.

In Hall 3, the changes will be very apparent: new logos linked to the name, publicity about the regions with their new identity, exhibitors grouped together under their new region's banner.

To illustrate this development, the Chambers of Agriculture and their promotion committees have undertaken a **publicity campaign with a slogan that combines products, fine food and newness**: "Taste your new regions!". Find out more about this campaign on social media and at the show.

Despite the economic downturn and an agricultural sector in crisis, the Paris International Agricultural Show is still a flagship event in the eyes of a **public also looking for its roots**. So for the regions, nor forgetting the unique characteristics of each area, this is an extraordinary opportunity for publicity before and during the show.

The Paris International Agricultural Show attracts a great many visitors, some of whom come for professional reasons, for example, buyers from the agro-food sector, the food preparation industry or tourism specialists. What are the regions offering in response to this demand?

The Paris International Agricultural Show, which is considered a leading event in France and overseas, brings together all of the buyers from the world of agriculture at the same time every year. It is an opportunity for exhibitors to show the different facets of their craft and know-how.

They offer events and tastings at which their innovations are tested and, in particular, their General Agricultural Competition award-winning products are promoted.

French people recognise the General Agricultural Competition logo, which is a guarantee of excellence and quality. As the finals of the General Agricultural Competition take place during the show, **award-winning producers can immediately showcase their awards to consumers and visitors**. This increases visibility and provides a great incentive to purchase.

Producers also target food industry professionals. In fact, everyone knows that a very great number of buyers come to source products from this rich and bountiful sector, be they major retailers, more traditional traders or, particularly, one of many delicatessens seeking "niche products". **This informal special relationship with professionals is an obvious attraction for small and medium-sized businesses at regional stands.**

What results are the regions hoping for through their participation in the show?

The show's undeniable success is a real boon in terms of publicity for the regions themselves and the exhibitors present. This presentation also includes a tourist and educational component, linking the regions, products, quality labels, fine foods and chefs.

With their **"Bienvenue à la ferme" (Welcome to the Farm)** brand, the Chambers of Agriculture are also very active with approximately **80 producers in the 13 regions**: farm products, tastings, the chance to spend time on the farm, and so forth.

The opening events organised by the regions are a highlight for the regions and their exhibitors, and bring together farmers, politicians and professionals from the agro-food and catering sectors, among others.

Exhibitors' expectations are very diverse: **promotion of their produce to visitors and in their regions via national and local media coverage, and, of course, to showcase and sell their products**, an essential factor for all exhibitors, be they producers, artisans, companies or caterers, who have invested in this event.

The regional promotion committees, Regional Chamber of Commerce services and inter-consular associations assist producers and agricultural and agro-food sector producers and companies in their search for commercial opportunities, and contribute to increasing national and international sales.

They advise and inform companies about procedures and the support available for exportation, facilitate partnerships with distribution chains and support quality initiatives (Labels, PDO, PGI - Protected Geographical Indication).

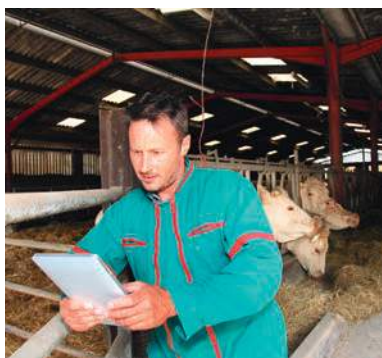
Agricultural occupations and services

From crops to livestock, farming to forestry, the issues facing agriculture are constantly changing, as are professionals' expectations and priorities: what is the best way to get into farming in 2017? How and why move to organic farming? What services should you contact with a view to training and embarking on your chosen profession? What are the best arrangements with producers, for example, within cooperatives?

Present in Hall 4 throughout the show, the main players in the agricultural sector, including institutions, organizations and trade unions, make the most of their participation to **present, showcase and share their know-how and experience.**



Three figures about the replacement services



Only
**1 farmer
in 5**

expects to seek a replacement
to take a weekend off
or go on holiday.
(Not including accident or illness)

Nearly
14%
say they want to use
replacement services
at least once this year,
**to arrange holidays
or a weekend away**

6.7%
**of producers intend
to use a replacement
service several times**



Source 2015: terre-net.fr

3

QUESTIONS FOR

Xavier Beulin

FNSEA President



What type of relationship do large professional agricultural organisations have with their different publics during the Paris International Agricultural Show?

Let's keep it simple, there are 650,000 or more visitors to the show over nine days! Thousands of animals, sophisticated machinery, new devices and, above all, farmers who take a pride in their professions; the Paris International Agricultural Show provides an exceptional window on the farming world.

Who would not be amazed after seeing this farm with all that is on offer and open to all? Even the oldest and most experienced have a soft spot for this show. But in an urbanised world where city centres sometimes feel like the heart of the country, we take great pride in presenting the know-how of rural areas and the people who live there. It is time we informed people about this strength and its potential, particularly children, who are sometimes so far removed from this every-day life. **The show is a necessary educational event and one that shares knowledge. When two worlds meet, the best is often possible.**

To what extent is the Paris International Agricultural Show a professional event for your organisation? Particularly during this year with the electoral campaign?

This year will be different because of the presidential elections, with its long parade of politicians. But despite the folklore, the photos and the pronouncements, it is useful because through it, the country's connection with its roots, and the roots of its future, continue.

It will also be an opportunity to get things straight, the first round will be over and agriculture is not a secondary subject.

It will be high time that promises are followed through, ideas become projects and words become action.

Finally, let us not forget that the Paris International Agricultural Show is also a national and international business event. As well as showcasing France, it is an exhibition on a human scale and a display of excellence.

The farming profession and farmers' working environment is changing. Cooperatives are playing a key role in the integration of new practices. **They are an essential means of spreading value creation by producers in France and abroad.**

Alongside its general public dimension, the Paris International Agricultural Show plays a definite role in current agricultural policy. What is it exactly, and why?

The Paris International Agricultural Show is **a key event for agricultural policy as it is homes in, in terms of time and resources, on everything that makes farming in France what it is.**

For nine days, the media gaze turns to the Porte de Versailles, which provides an opportunity for a comprehensive expression of viewpoints on current and long term issues.

What's more, there is a continuous stream of meetings, which means that everyone has ample opportunity for discussion, leading to more collective decision-making. You might bump into the President of the Veterinary Surgeons, the Minister of Foreign Trade, have a discussion with a business leader, farmers, teachers and members of the public all on the same day!

Demanding? Certainly! Useful? Absolutely!
Sometimes it is also moving! Necessary? Always!



3 QUESTIONS FOR

Pascal Viné

Delegate General of COOP de France



In the current situation, what advantages are there for the COOP de France and its sectors in being at the 2017 Paris International Agricultural Show?

The crises affecting our cooperative sectors, particularly milk, meat and cereals, force us to focus on the basics: economic effectiveness, which is the COOP de France strategy for its companies. The future is uncertain, so **let us rightly be proactive and create the means for new value creation.** The Paris International Agricultural Show is an excellent opportunity to address this priority with sector and company leaders, as well as our institutional economic partners, including our customers, many of whom are invited this year again to our stand in Hall 4.

What facilities do you offer your members and visitors at the show?

Our space is both a reception area for our companies, their employees and cooperative farmers, and one that provides information and promotes the factors that set the COOP apart: we have assets that others do not and intend to make this known! We aim to convey the cooperatives' unique knowledge of the sectors from "COOPERATIVE PRODUCTION", where it all begins in the regions, to "COOPERATIVE CONSUMPTION", which is what French people eat.

From "raw" agricultural products from cooperative-farmers (cereals, fruit and vegetables) to products that are semi-processed by cooperative industries (flour, malt, oil, whey, and so forth) and high consumption end products. A selection of some 450 food products and cooperative wines will be exhibited for everyone to discover and taste throughout the nine days of the show!

Our aim is to talk to the public at large about our company model, our professions and our cooperative sectors, while savouring our excellent products in a friendly atmosphere.

Is your presence at the Paris International Agricultural Show the opportunity to draw politicians' attention to the sustainability of your economic model?

Without doubt, 2017 will be a very intense year in terms of public debate leading up to the presidential election. From January, we will be questioning candidates interactively and the show will constitute the second phase of these discussions.

Visits by elected politicians will certainly be very closely followed and exceedingly informative! What COOP de France wishes to bring to people's attention is that our business model is the model of the future as it is based on a balance between economic performance, social development and preservation of the vitality of our regions. People are tired and worried about our society's current excesses (structured finance, poverty, neglected rural areas and life, and so forth) and are looking for values and direction in public action.

And cooperatives have so much positive, tangible proof to bring to the table to restore confidence. Not forgetting that like all companies operating in the markets, we need to be competitive in order to compete on an equal footing in a globalised and extremely competitive economy.



At the show: professionals optimise their visit

The Paris International Agricultural Show is the essential annual exhibition for all agricultural sector professionals who enjoy the hospitality, events and dedicated services over the nine days of the show.

A visit to the show with an "à la carte" programme, just like the professionals including, in particular:

- **The Village des Professionnels (Professionals' Village)**, located in the centre of Hall 1, where you can find agro-suppliers' representatives, sector leaders (including Marechalle Pesage, DeLaval, the Union des Coopératives Export, and so forth).
- **Practical workshops**, of which there are four per day beside the village. The subjects addressed

include the volatility of agricultural prices, biodiversity, animal welfare, problems relating to milk and the way out of the dairy crisis, precision livestock breeding and plants, and so forth. (Schedule being prepared, check the Welcome Pack. Attendance free. Programmes available from www.salon-agriculture.com and the guide for professionals.

- **Assistance with direct "Visitor/Exhibitor" contact**, using new practical tools such as a connection module accessible via the mobile app, a discussion and contacts "wall" located in the Club Affaires International (International Business Club).
- **Two professional itineraries**, "Plants and Livestock", to note in your diary. Accompanied visit upon request.

And also: a private area, **the Club d'Affaires International (International Business Club)** located in Hall 1 with concierge services (cloakroom, bar/relaxation area), help-yourself access to professional documents including the "Welcome pack" (*La France Agricole, L'Éleveur Laitier, guide for professionals, the livestock breeders' catalogue, and so forth*), the option of a personalised welcome to and presentation of the show for groups, availability of a room for approximately 50 people with a screen, microphone and projector, free shuttle service between the Paris International Agricultural Show and the SIMA (Paris International Agribusiness Show) at Paris-Nord Villepinte, access without queuing via door V.



**Pre-register
& print out**
your electronic name badge



Prepare
for your visit and
set up your meetings



Visit
the International
Business Club



Visit
the Professionals'
Village



Major events at the 2017 Paris International Agricultural Show

The Paris International Agricultural Show is an outstanding showcase for French agriculture, an event not to be missed that transcends the difficulties facing the agricultural world and provides an opportunity for the French people and their farmers to come together.

The General Agricultural Animal Competition is the largest such competition in the world and one of the top attractions at the Paris International Agricultural Show. Its programmes are available online and followed live by thousands of web users around the world. For livestock breeders, it is a showcase for the best of French breeding and livestock, and a forum within which technical and business information can be exchanged with potential buyers from both France and abroad.



Events not to be missed at #SIA2017

1 Visitors become stakeholders in their country's farming: "Élysée votre agriculture"

"Élysée votre agriculture" (Choose Your Farming), an event staged by #agridemain, makes its first appearance at the Paris International Agricultural Show.

The #agridemain platform, created in February 2016 by the main agricultural sector professional organisations and supported by a community of 220 agricultural ambassadors throughout France, has created an space which they have named "Élysée votre agriculture."

More than an event, it seeks to convey #agridemain's main purpose: **to create an easily understandable, realistic story that brings the farming world and society closer together by promoting a fairer image of French agriculture, one that is sustaining, innovative and modern.**

"Élysée votre agriculture" turns visitors into stakeholders in more than one way; first of all, by inviting them to vote from among 10 priorities for the kind of farming they would like to see. Their vote then appears instantly in the form of a histogram and a dialogue begins between ambassadors and voters.

"Élysée votre agriculture" also provides an opportunity for visitors, guided by three ambassador-farmers, to explore **four further attractions:**

- A 10-sq.m model of a farm set within its region presents its various features in 2017
- A culinary event encouraging visitors to make the connection between field and plate
- The only full-sized tractor ever made from Lego®
- A photo call at which visitors can be photographed as a farmer in front of a representation of the French President's official residence, the Élysée Palace.

2 Spotlight on the Odyssey: from harvest to bread!

In Hall 2, the Plant Odyssey is one of the Paris International Agricultural Show's flagship areas.

It covers over 900 sq.m and is exclusively dedicated to the world of plants. All crops are presented here, including common wheat, durum wheat, barley, rice, and more. This grain farm provides an opportunity to find out all about French crops and aims to connect "the fields with consumers" by distributing cereal-based finished products from among the crops.

To illustrate its "Plants are vital!" message, the Plant Odyssey takes a look at the future of farming in a fun way by arranging its space according to the four main stages of plant cycles - sowing, protecting, harvesting and processing - and by presenting innovations that facilitate adaptation to development and climatic incidents such as precision irrigation, robotics, and a local farm produce click-and-collect service, and such highlights as combine harvesters.

To get as close as possible to harvesting, visitors can use virtual reality headsets to set off on a journey of total 360° immersion in the maize and common wheat harvests in the company of two cereal farmers.

And because bread is a universal symbol of sharing, eaten all over the globe at every meal and by people of all ages, for the first time at the Paris International Agricultural Show...

French cereals are used to make breads from around the world.

A bakery - created in partnership with the Institut National de la Boulangerie Pâtisserie (National Bakery and Pastry Product Institute, INBP) and the Association Nationale de la Meunerie Française (French National Association of Milling) - has been installed at the Plant Odyssey, complete with instructor bakers from the INBP. There will be daily demonstrations of how to make breads from France and overseas, using flours produced from French grain.

Every day at the bakery, visitors can see the bakers make French breads (traditional French baguettes, regional breads, pies, etc.) and breads from abroad (Italian focaccia, Moroccan bread, pita bread, Spanish bread). And every hour, children can make their own bread and find out about the "wheat, flour and bread" sector.

Visiting celebrities are invited to make the cuts in the baguettes that are the bread's real signature, before they are put into the oven and baked.

When it comes to bakeries, France's savoir-faire is in demand all over the world.

France, Europe's leading cereal producer with nearly 450 mills, turns over 5.5 million tonnes of wheat into flour every year, for production of traditional French baguettes, in particular, as well as other breads that are typical of each region. But what is less well-known is that one in every two tonnes of cereals is exported for the manufacture of bread products needed to feed millions of people all over the world. For that reason, French cereals must have specific sanitary and technological qualities to enable the manufacture of products as varied as North African flat breads and Italian focaccia.



*Les céréales françaises
font les pains du monde*

France: Land of Milk

The dairy sector is widely represented at the show with a village entirely devoted to milk and dairy products, areas shared by cows and goats, a place for dairy products, dairy companies and the general bustle of the show's milking parlour.

The CNIEL (France's National Joint Trade Association for the Dairy Economy) and ANICAP (National Joint Trade Association for Goat Farming) areas can be found under the banner "France: Land of Milk," with three objectives: to promote greater understanding among the general public of the dairy sector, all livestock combined, to promote milk and all fabricated dairy products to consumers, and to facilitate relationships and contact among professionals in the sector.

An event that is all about products

- A fun way **to promote the dairy sector and dairy farming**, with activities focusing on dairy breeds and landscapes, the farm and milking parlour, dairy farming, and a unique, immersive experience in the world of farming alongside a dairy farmer to find out all about his world.

- **The place for dairy products:** four attractive, diverse and lively spaces where you can taste and discover all types of dairy products:
 - **A milk bar** with flavoured milk tastings, attended to by barmen who give demonstrations of milk-based cocktails
 - **A cheese bar**, presenting cheese 'encounters' and numerous tastings of cheeses, those with 'designations of origin' as well as modern cheeses, the common theme being cheese served with honey.
 - **A yoghurt bar**, where, throughout the day, visitors can taste their own personalised yoghurt creations (type of milk and other ingredients).
 - **A butter and cream bar**, with demonstrations of savoury and sweet flavoured butters and hand-whipped cream competitions.



"La Ferme Pédagogique" conducts an inquiry

"La Ferme Pédagogique" takes a look at the life of pets with three themed spaces:

- "The scientific area" presents a 3D exhibition of skulls and animals with a wall of television screens, a presentation of various relationships between man, sheepdogs and herd dogs (Border Collie and Berger des Pyrénées), plus video screenings showing the diversity of vets' work, the range of animals treated and the numerous ways they help animals.
- "The discovery area" offers an exhibition of animals in a landscaped set, an area focusing on farm-animal feed and a "survey" activity; each child receives a file with a number of clues: a footprint, anatomical element, type of feed, name of young, and so on, and has to find other clues displayed on educational panels on the farm to determine the name of the animal in question.
- "The mammal area, a farm survey" presents farm animals in enclosures - mothers with their young: A cow with its calf, a she-goat with its kid, a ewe with its lamb, a mare with its

foal, a jenny with its foal and some piglets. Educational panels on gestation and its duration, as well as the adult age of the species in question, are also clues for the "survey" activity.

La Ferme Pédagogique is a key event organised by the Paris International Agricultural Show in partnership with SNVEL, Comexposium, the FNSEA and Races de France.



Employment-Training area

Find out about the farming professions.

The number of people wanting to go into farming is still high. The farming sector is the second-biggest employer in France. There are many different types of job in farming. Temporary work, part-time work, seasonal work, covering all strata and, increasingly, tasks that are highly technical and entail a high degree of responsibility.

Nine specialist partners from the employment-training sector will be at the Paris International Agricultural Show in an area bearing the same name (Emploi-Formation, in French) to offer visitors advice, support and services relating to all types of farm work.

Guidance for young people from pupils in their third year of high school right through to engineering school is offered, plus recruitment, information about vocational training opportunities and funding for employees, business leaders, job seekers and young people still studying, as well as labour rights and more.

The Employment-Training area has a work culture and conveys this through a programme of daily activities that demonstrate the diversity of training and the technical nature of agricultural work.

It provides information about jobs and opportunities in farming with job offers, an employment section 2.0 and Job Cafés, where visitors can find out about job offers and career development in farming.

The Employment-Training area comprises:

- The ANEFA (National Farming Employment-Training Association)
- APECITA (Association for the employment of agriculture and agri-food management, engineers and technicians)
- CNEAP (National Private Agricultural Educational Council)
- FAFSEA (National Insurance Fund for Farm and Agri-Business Employee Training)
- UNMFR (National Union of Rural Family Homes)
- UNREP (National Union of Rural Education and Promotion)
- VIVEA (Farming Business Leader Training Insurance Fund)
- FGTA-FO
- CFE-CGC Agro



Agriculture 4.0 showcases start-ups in the farming sector!

Farmers, sector professionals and the general public are in for a unique experience when they visit this area, brimming with innovative products and services for agricultural enterprises. They will leave with a sound **understanding of all the ways in which digital technologies are helping to safeguard high-quality farming in France. Agriculture 4.0 will feature La Ferme Digitale, MiiMOSA and G5T - all in the same area.**

The La Ferme Digitale, an association currently made up of 12 start-ups in the farming sector, will be represented at the Paris International Agricultural Show for the second year running, having made its first appearance in 2016.

All of these start-ups seek to provide farmers with new opportunities by leveraging the potential of digital technologies and providing them with digital interfaces for managing their land, their suppliers, their equipment and their clients.

The area will feature 12 start-ups from the farming sector, all pooling their values and innovations so as to:

Make more effective use of data

- connected sensors and agronomic optimisation methods ([Weenat](#))
- Big Data and open source solutions for farm management ([Ekylibre](#))
- the first multi-spectral sensor developed in partnership with the French Institute of Agronomic Research (INRA) to measure crop growth ([Airinov](#))

Improve and facilitate commerce

- E-Commerce and purchasing farm supplies ([Agriconomie](#))
- experiential marketing of fruit and vegetables to consumers ([monPotager.com](#))
- the network of communities which buy direct from local producers ([La Ruche qui dit oui !](#))
- online supply and collection with a price compare function Farmers can sell their crops and purchase inputs online ([comparateuragricole.com](#))

Help with funding

- participatory funding for farmers and food companies ([MiiMOSA](#))

Improve the day-to-day life of farmers

- developing electric tools and robots for use in farming and wine-growing ([Naïo Technologies](#))
- a farm machinery hire site for farmers ([Votremachine.com](#))
- design, production and distribution of farming biostimulants ([Axioma](#))
- designing customised management tools for helping farmers manage the volatile nature of raw materials prices ([Piloter sa Ferme](#))



Official launch of G5T at the 2017 Paris International Agricultural Show

The solidarity account 4.0 (G5T) is a collaborative platform that brings together issues to do with funding, payment, invoicing, accounting, data management, connected objects management, trade, procurement, advice and sales altogether within the same solution. The "toolboxes" can be used to generate business, create social links and free up time, as well as - first and foremost - generating purchasing power. All without having to spend any money.

T-Agri provides farmers with a dashboard for their business, together with all the services and technological tools they need to more effectively manage their farms, optimise their time and earn money - while enhancing the value of their dormant assets. T-Agri serves as a link between farmers and the agricultural sector.

T-UP enables consumers, retailers and companies to manage, optimise and secure their B2B B2C C2C business while they are on the move; it's a special area dedicated to food and short distribution channels, accommodation and collaborative services, etc.

T-Job is a platform for job offers and internships, and a facility for enabling members to provide one another with mutual assistance.



The Exhibition Bridge

From supporting the farming sector to showcasing products from France

An event at the Paris International Agricultural Show and the General Agricultural Competition on the bridge between halls 1 and 2.2!

Visitors will find:

- **an exhibition of humorous drawings by Philippe Tastet***

A selection of twelve drawings presented as open books designed to provide the general public with an idea of what day-to-day life is like for farmers.



* Philippe Tastet is a professional newspaper cartoonist who wants to bring farming back to life in an amusing way with his cutting and incisive pencil strokes, with his offbeat view of what we do, with pertinence, derision and humour.

- **find out everything there is to know about the General Agricultural Competition and share the infectious enthusiasm with which thousands of producers, jurors, farming and hotel management students are overflowing every year.**

As they cross the six arches designed as mobile apps, visitors find out what the General Agricultural Competition sets out to do:

- encourage producers to reach for excellence and authenticity,

- support the economic development of high-quality sectors,

- provide consumers with indicators they can trust, singling out the best products and wines produced in France,

- help train future professionals in the agro-food sector.



Farm machinery: technology designed to help farmers

Through this year's theme at the Paris International Agricultural Show - "Agriculture: passion and ambition!" - various aspects of the farmer's profession are examined.

Needless to say, training and expertise are areas in which their enthusiasm and their ambitions take shape. But farm machinery is no less important! With new technologies and on-board computer equipment, for example, machines are now part of the day-to-day lives of farmers, as well as enhancing their comfort.

And farm machinery increasingly has a role to play in intelligent irrigation and in safeguarding the environment. These machines are on display in Hall 4 of the Show: visitors can view two Deutz-Fahr tractors, as well as a tractor and a combine harvester manufactured by Claas.



Concours Général Agricole des Animaux (General Agricultural Competition for Animals) Livestock breeding in the spotlight



A demonstration of the excellence of French breeding and livestock.

Livestock farmers present the best of French livestock breeding. The animals selected by professional selection bodies and by representative breeders' associations go through the most rigorous selection processes. They highlight the exceptional biodiversity present in French breeds. Besides the pride they will feel in presenting their best animals, professionals can take advantage of the opportunity to compare their results with those of other animal breeders and access new technical and financial information on how breeding is developing in their sector. **The General Agricultural Animal Competition is a fantastic way to promote breeding and livestock farming in France, as well as being one of the top attractions at the show.**

Livestock are keen to take part in the competition – together with the short-listing phases before the show whereby the best animals are chosen in regional heats – because it is a highly effective means of showing people what French livestock farming does best in terms of breeding. For livestock breeders, **it provides a showcase for the best of French breeding and livestock, and is a forum within which technical and business information can be passed on to potential buyers from both France and overseas.**

All breeding animals taking part in the General Agricultural Animal Competition are the product of selection schemes which have been approved by the Ministry of Agriculture, Food and Forestry, and which are implemented by animal selection bodies for each breed.

Since the genetic and sales values of the breeding animals are all guaranteed, they are all judged based on the compliance of their morphology with certain key characteristics, with particular emphasis on their reproductive features. For example, the udders and body capacity of dairy cows, or – when it comes to draught horses – their handling and their ability to adapt to the most varied uses.

The prizes are then showcased by the prize-winning breeders in order to promote their farms and raise their profiles. And the animal selection bodies showcase them to promote the qualities of their particular breeds in the eyes of buyers from France and – above all – from overseas.

The General Agricultural Competition is the perfect venue for welcoming industry professionals from overseas. **They can be treated to an extraordinary display of the finest breeding animals that French farming has to offer – all in just a few hours and under the same roof.** As the world's biggest animal competition, its programmes are re-broadcast over the Internet. The cattle competition alone is followed live by **more than 170,000 web users all over the world!**

The best of French breeding and livestock

Based right in the heart of the various Halls that make up the Paris International Agricultural Show, the animals taking part in the General Agricultural Competition – whether or not they win prizes – make a major contribution to the event's business climate. They constitute evidence of the results of the breeding selection programmes and as such help establish sales contacts.

The 344 or so breeds either taking part in the competition or on display representing the seven different types of animals are a means for the general public **to see just how astonishingly varied French livestock farming is. They range from the most well-known breeds that are the best represented, to breeds with very small numbers that are even subject to conservation measures.**

7 animal species:
cattle, sheep, goats, pigs, horses,
donkeys and dogs.

344 breeds
over 2,600 animals

More than 1,300
breeders

2016 figures



The animals are selected at the farms from among the prize-winners of inter-regional heats. It takes more than six months before an animal is ready to compete. Given the sheer numbers of cattle that are either competing or on display, and to ensure that the show is more effectively managed, a "rotation" system for the various animals has been in place for several years now. Under this system, the animals are rotated during the night between Tuesday 28 February and Wednesday 1 March: 200 animals are moved.

Numbers of animals competing and on display

	Competing	On display
Cattle	514	41
Sheep	481	148
Goats	-	46
Pigs	45	3
Horses, donkeys	115	12
TOTAL	1,155	250

and... over 1,039 dogs competing.

The Concours Général Agricole: professional competitions...

...for young people also to get involved

The finals for the General Agricultural Competition are held as part of the Paris International Agricultural Show. An agricultural competition was first held in 1843 in Poissy. It set out to promote breeding animals (cattle, sheep, pigs, poultry) and in 1870, officially created the General Agricultural Competition, which has established itself as a major event held within the framework of the Paris International Agricultural Show. Each year, under the auspices of France's Ministry of Agriculture, Agro-Foods and Forestry, the General Agricultural Competition showcases the high level of animal breeding in France and the excellence of its agro-food production.

The General Agricultural Competition also holds five competitions to promote young professionals and their technical and business training programmes: the Animal Judging Competition for Young People (CJAV), the Competition for Young Wine-making Professionals (CJPV), the National Agricultural Schools Trophy (TNLA), the ÉQUI TRAIT challenge, a draught horse handling competition for young people, and the Flower Meadow Competition for Young People.

Altogether, more than 11,000 students and young professionals take part in these competitions every year.

The young people who take part in the Paris finals of some of the competitions have been short-listed in regional heats or educational establishments.

700
finalists

will come together in
Paris for the International
Agriculture Show 2017.



The General Agricultural Competition sets out to pass on expertise!

For a number of years now the **General Agricultural Competition has been involving students and young professionals, and raising their awareness of the importance of tasting, flavour, feel and analysis.** Vitally important notions given the major environmental, economic and health issues.

This year, the initiative involves the Products & Wines panel. Because young people also have a taste for the best, the selection of products from our country is now open to them to taste... with the Products & Wines General Agricultural Competition panels of judges.

As part of a scheme to pass on knowledge, the General Agricultural Competition for Products and Wines is forging stronger links with the Ministry of Agriculture Directorate General for Education and Research.

And, for the first time ever, as part of their educational programme, **BTSA and Bac Pro (vocational certificate) students from five agricultural colleges will receive training from General Agricultural Competition instructors before joining the panel of judges** for the 2017 finals of the Competition. An original and useful means of career development, combining training and experience to provide a grounding that is directly related to their future profession.

A new experience for these young people who will be able to observe and take part in a resolutely future-oriented competition!



The National Agricultural Schools Trophy

The National Agricultural Schools Trophy is awarded to the best institutions based on four team tests: **they have to create a blog, communicate effectively by producing a poster, handle an animal safely, present an animal and get students involved in the show.**

Note that in 2017, the National Agricultural Schools Trophy will become an international competition, welcoming competitors from Belgium and Canada. For everyone, the finals held at the Porte de Versailles exhibition centre in Paris represent the end of their training or their very first steps as professionals.

4 trials as a team

50 establishments

1,500 candidates

270 finalists

2016 figures

Participants of the National Agricultural Schools Trophy 2016

Océane Savignac, student from Mirande Agricultural College

I would like to thank the people who made this competition possible. It is an extraordinary adventure in every way, with enriching and unforgettable meetings. Thank you for giving us this opportunity to build confidence in ourselves and gain experience. We will always remember the National Agricultural Schools Trophy as one of the most exciting times in our lives.

B. Q., Haut-Anjou Agricultural College in Azé

Yes, that is why this competition is so important for our lives as students, it was a unique experience and a unique opportunity to learn some of the fundamentals of agriculture. This is why it was the most extraordinary experience I have had while studying agriculture. Thank you very much for giving us this experience!

The animal judging by young people competition (CJAJ)

The CJAJ is aimed at young people between 15 and 25 years old - students enrolled on agriculture teaching programmes who want to work in livestock breeding, or young farmers who have recently started work. Unlike many other competitions held as part of the General Agricultural Competition, here, the prizes are awarded to people instead of products or animals. The competition was created in 1955. Its aim is to help raise the awareness of young students enrolled on agricultural teaching programmes, young farmers or caregivers, of the importance of describing animals and assessing their morphology, as well as supporting professional training initiatives that

exist in this area. Local heats are held throughout France. The best students from each département will compete in the national finals held during the Paris International Agricultural Show. Special finals are held for young Europeans. This European prize is presented at the Show at the same time as the prizes awarded as part of the competition for young professionals in the wine sector (CJPV). **This year for the first time, the Best Equine Assessor competition (awarding of scores for draught horses) is being held.**

8,710 young people

70 departments

383 finalists

including 50 Europeans from nine countries

2016 figures

Young Draught Horse Challenge

The Young Draught Horse Challenge was held for the first time in 2006 and has been incorporated into the Young Professionals' General Agricultural Competition this year. It is aimed at institutions which provide training programmes in agriculture (specialist secondary schools, *maisons familiales rurales* or rural family homes, etc.). It is a friendly challenge involving draught horses which features three regional heats: Lamballe (Brittany), Aurillac (the centre of France), Pont Sainte Marie (eastern France). Teams of 3 to 5 young people compete in the challenge, with draught animals (draught horses, regional horses and donkeys).

There are 8 trials in the regional heats: animal grooming and presentation; judgement; leading the animal with a coachman; leading the animal by hand; sleigh pulling; in-line work/harrowing; skidding; mounting.

The finals will take place on 27 February in the Paris International Agricultural Show's equine arena (Hall 6), and will feature 4 trials: leading the animal with a coachman; leading the animal by hand; theoretical trial designed to assess teams' ability to get information from professionals in the sector.

The Young Draught Horse Challenge is an opportunity for young people wanting to work in agriculture and livestock farming to learn more about the professional applications of Horse Power. It's also a fun way for training centres to compete against one another.

This year, for the first time, the Young Draught Horse Challenge is being incorporated into the Young Professionals' General Agricultural Competition. It is being organised by the French Society of Work Horses in partnership with the French institute of horses and horse riding, the national syndicate of coachman and users of harnessed horses and France's federation of centres taking action to enhance the value of farming and the rural environment.

The European Competition for Young Wine-making Professionals (CJPV)

The CJPV is open to young Europeans aged between 18 and 25 years old - students enrolled on agriculture, hospitality or business teaching programmes (public or private), or young professionals (young farmers, caregivers, employees working in farming, hospitality or business). Its purpose is to raise the awareness of students and young professionals working in the wine sector of the importance of structured and guided tasting in their work, and to provide teaching centres with an educational emulation tool. For both the regional heats and the finals in Paris, the trials include blind tastings of five monovarietal wines, rating four wines compared with the rating delivered by a professional panel and an optional communications test, **the theme of which for 2017 is "Promoting moderation in wine consumption".**

After the regional heats, the finals, for the first time held outside the Paris International Agricultural Show, will take place at Clorivière College in the 12th arrondissement of Paris. The three French finalists and the three European finalists complete these three trials with a guided tasting. The winners are awarded their certificate at the Paris International Agricultural Show. Through this competition, which promotes and supports the profession's young talents, the General Agricultural Competition supports its desire to learn, pass on and showcase French gastronomic heritage to the young people who will make up tomorrow's professional world.

19 schools

500 candidates

74 finalists

including 25 young Europeans from twelve countries

2016 figures

The medals awarded at the General Agricultural Competition for Products and Wines – a benchmark in France and overseas

GOLD... SILVER... BRONZE...

Rigorous selection & evaluation process

Every year since 1870, the General Agricultural Competition has been awarding prizes for products that have contributed to France's gourmet tradition. The products in question are rigorously selected independently under direct state control at every stage in the process – from the samples taken **from the producers right up to the regional heats and the tasting sessions held at the finals (for the wines).**

The panel is made up of more than 10,000 volunteer tasters, 7,000 of whom are involved in the finals. Some of these are professionals involved in the products concerned (production, catering services, marketing), and others are savvy consumers to whom the General Agricultural Competition offers basic and advanced training programmes in sensory analysis. Staging the finals involves a team of 142 commissioners, aided by 90 trainees (students from farming schools) who help prepare and then run the tasting trials. The medal-winning products are singled out for their quality and their unique favours which are not far short of excellent. However, any panel has the option of not awarding medals if they do not consider that the products presented are of a sufficiently high quality. This rigorous approach and this search for the highest levels of quality are what make the General Agricultural Competition a leading event when it comes to showcasing healthy and authentic foodstuffs that are a pleasure to eat.

The agro-food part of the General Agricultural Competition is divided into two major categories: the products competition and the wines competition.



The Products Competition

To represent French farm production in all its diversity, the General Agricultural Competition selects products from 25 categories. New products are regularly added to these categories.

In addition to foie gras, deli meats, honey, cheese, wine and spirits, new categories are regularly added after a trial period. Oysters joined the competition in 1996, followed by smoked trout in 1999, hams and sausages in 2007, Morteau and Montbéliard sausages in 2010, farm-cured meats in 2012 and saffron and jams in 2013. 2014 saw the launch of the beef competition. At the same time, whiskey also made its grand entrance. 2016 saw the introduction of lamb and pork into the competition, both boasting official quality labels.

In 2017, Bourdonnais Charolais Label Rouge and PGI (Protected Geographical Indication) meat, Label Rouge and PGI farmed beef from Maine, no added sugar jam and traditionally cooked ham made their entrance.

1,900
producers

3,407
tasters

5,240
farm, artisanal and industrial
products tasted

1,353
award-winning products

2016 figures

Wine Competition

The Wine Competition welcomes all AOC and PGI wines – as well as wines that do not carry geographical information – **exclusively produced in French wine-growing regions.** It short-lists and awards prizes to the best wines submitted by winegrowers, wine wholesalers and wine cooperatives. The event is highly anticipated by professionals and the general public, both in France and abroad.

3,848
producers

2,856
tasters

16,754
wines tasted

(finals et and preliminary selections)

4,054
award-winning wines

2016 figures

Medals that are endorsed by consumers

The award-winning products and wines are then easily identifiable by consumers: they bear the famous Gold, Silver or Bronze oak leaf logo (registered trademark). Every year, a list of the prize-winners is published at www.concours-agricole.com.

The medals that are awarded at the General Agricultural Competition are marks of trust, authenticity and the respect for know-how shown by France's agro-food sectors and are endorsed by French consumers.

(50% of them purchase products that have been awarded medals at the Paris General Agricultural Competition/Source: Opinion Way - July 2015)

And for the producers who win prizes, the medals are a fantastic way of boosting their business, raising their profiles in distribution channels in France and increasing their export sales.

PRIZE FOR EXCELLENCE, FOR PEOPLE COMMITTED TO FLAVOUR

Every year, the General Agricultural Competition awards Gold, Silver and Bronze medals to wines and products of particularly high quality. This quality is the result of the work done by men and women who are completely devoted to their professions and their products.

Every year, as a means of showcasing their talents, the General Agricultural Competition awards a Prize for Excellence in each product category. It is awarded to producers who have taken part in the last three shows and who have obtained the best possible results in their respective categories over this period. The Prizes for Excellence were created in 2000 in recognition of the lasting quality of their work. In 2017, 34 producers were awarded for their work.

The men and women who are awarded this prize are driven by a common desire to defend and pass on an age-old gourmet heritage. Some are craftsmen, others are company managers. Some work on mainland France, others are from overseas... but they all share the same passion for what they do, the same commitment to serving consumers. Their different backgrounds and personal stories can all be discovered at the Paris International Agricultural Show.

The Prize for Excellence rewards a producer's expertise over time.

In 2017, the General Agricultural Competition is publishing a Mook providing further information about the Prize for Excellence winners: unique stories, rich and varied regions, unique know-how... these people who are so passionate about their crafts are revealed within its pages. This Mook pays homage to the commitment of these professionals who defend and pass on our gastronomic heritage and contribute to the wealth and reputation of France.

The book is on sale at a price of €15 at the Paris International Agricultural Show in the General Agricultural Competition office - Hall 4 or from the website www.concours-agricole.com.



THE FLOWER MEADOW COMPETITION

For high-quality farm production that does not upset the agro-ecological balance

The Flower Meadow Competition joined the General Agricultural Competition in 2014. Unlike fallow fields covered with wild flowers, which are planted at the edges of cultivated fields, flower meadows as defined by the competition are uncultivated, species-rich pastures that are mowed or grazed to feed cattle.

The meadows can be wetlands, dry grass, grass on medium-height and tall mountains, trails, moors, and so forth.

The Flower Meadow Competition rates the management methods used to increase the levels of biodiversity on these land plots. It was expanded to national level by a group of organisations, including the Assemblée Permanente des Chambres d'Agriculture, the Fédération des Parcs Naturels Régionaux and Parcs Nationaux de France, which receive support from the French National Agronomic Research Institute (INRA) and the Scopela design firm.

These prizes are awarded in recognition of the work done by livestock farmers whose good management practices have been able to preserve and even enrich this precious resource.

The Flower Meadow Competition for Young People is to be held for the first time in 2017. All candidates between 15 and 25 years of age must perform five tests which are:

- preparation of the project,
- inspection of the land plots,
- summary of the ecological equilibrium,
- presentation of the results per livestock farmer,
- composition of the file for the General Agricultural Competition.

The Flower Meadow Competition takes place on Thursday, 2 March, from 3:00 pm in the Ministry of Agriculture space, Hall 4.



Press guide

Devoted to the theme of "Agriculture: passion and ambition!" the French public's favourite show will open for nine days and offer visitors the chance to discover more about agriculture. Thousands of visitors - public and professional - are once again attending the Exhibition Centre at the Porte de Versailles to find out more about the expertise and sectors of exhibitors, who have decided to highlight and explore this major topic, partly by organising events. Its a chance for everyone to get a close look at the areas covered by the show:

- Livestock breeding sectors,
- Crops and plants sectors,
- Gastronomic products,
- Agricultural occupations and services.



Practical information



Dates

Saturday 25 February
to Sunday 5 March 2017

Paris Expo Porte de Versailles



Times

Daily 9 am
to 7 pm



Reception & services

Visitors with reduced mobility:
The show provides easy access for people with reduced mobility by providing them with a dedicated reception point
(close to Door A, central aisle)



Admission

Full price
€14 including VAT

Children (ages 6 to 12)
€7 including VAT

Students
(proof required)
€7 including VAT

School groups
(must be purchased
before the show)
€7 including VAT

Disabled visitors
(disability card
must be shown)
€9 including VAT

Companion
(one companion per
disabled person)
€9 including VAT

Group of 15 to 49 people
€12 including VAT



Hotline

If you would like further information or have any questions, visitors can contact the show's hotline by telephone on **+33 (0)1 49 20 45 13** or by email at: **supportsia2017@leni.fr**

KEY FIGURES

Between 620,000 and 650,000 visitors expected in 2017
611,015 visitors in 2016

More than 3,200 animals



Nearly 1,000 exhibitors from 21 countries



21,994 products and wines
participating in the General Agricultural Competition in 2016, including
5,407 award-winners



230 tonnes of straw



1,080 tonnes of turf

100 tonnes of hay

215 bales of wood chips

280 tonnes of manure

handled during the show



1,300 breeders

344 breeds



7 species

represented by the General Agricultural Competition:
cattle, sheep, goats, pigs, horses, donkeys and dogs.

2,600 animals

competing in the General Agricultural Animal Competition

Map



1	Bovins, Ovins, Porcins, Caprins / Cattle, Goats, Pigs, Sheep
2.1	CGA des produits et vins / CGA products and wines
2.2	Cultures et Filières Végétales - Jardin & Potager Crops and Plant sectors - Garden and kitchen garden
2.3	Les 13 Régions de France & leurs Produits The 13 regions of France & their products
3	Les 13 Régions de France & leurs Produits The 13 regions of France & their products
4	Services & Métiers de l'Agriculture / Agricultural Services & Professions Basse-cour / Farmyard animals Mer & Eau Douce / Sea & freshwater Multi-filières / Multi-sector Environnement & Nature / Environment & Nature

5.1	Régions & Produits de France d'Outre-Mer Regions & products of overseas France
5.2	Agricultures & Délices du Monde Agriculture & World Delicacies
5.3	Agricultures & Délices du Monde - Produits de France Agriculture & World Delicacies - Products Made in France Élevages du Monde / World Livestock
6	Équins / Horses
8	Canins / Dogs

Tips

Preparing for your visit

Buy your tickets in advance online from www.salon-agriculture.com
Tickets are on sale 24/7.

Download the mobile app.

Make your visit easier and get the latest news by downloading the show's app to...

- Organise your visit and manage your contacts.
- Put together your own themed itinerary.
- Manage your selections, locate them and view notes at the blink of an eye!



View useful information about the show.



Fine, the mascot for 2017: find out everything there is to know about Fine, our mascot for 2017, and where to find her at the show.



Complete list of exhibitors and their products: find all exhibitors and save them to make sure you don't forget them during your visit!



Ticket office: buy your tickets now from our online ticket office.



News: Keep up with the latest news about the show.



The General Agricultural Competition
Animal competition schedule



Pick up a floor plan

Make finding your way around the show easier with the extra-large floor plan available free at entrances.

Fasten the "Zero lost children" bracelet around your children's wrist

A stress-free visit? Because the aisles of the show are often very busy, and to avoid the stress of accidentally losing sight of your child in the crowd, we offer all parents coming with their children special bracelets marked with their name and phone number.

These bracelets are available at Door B, at all checkouts, from security guards and at information desks.

And you can't leave without


The unmissable visit to the mascot for 2017, a Bretonne Pie-Noir ambassadress named Fine, before leaving with the bag featuring the show's mascot, which is available from the mobile shops for €3, incl. VAT.



CATTLE RINGS PROGRAMME

Pavilion 1 - Presentation Ring

	25 Samedi Saturday	26 Dimanche Sunday	27 Lundi Monday	28 Mardi Tuesday	01 Mercredi Wednesday	02 Jeudi Thursday	03 Vendredi Friday	04 Samedi Saturday	05 Dimanche Sunday	
9 am 9:30 am					Trophy for the best Abondance breed scorer		Trophy for the best suckler cattle scorer (Salers, Rouge des Prés)			
9:30 am 10 am			Trophy for the best dairy cattle breed scorer (Brune, Simmental)	Presentation of Brune breed		Presentation of Bazadaise breed				
10 am 10:30 am	Presentation of French livestock breeding		Presentation of Charolais breed	Presentation of Charolais breed	Trophy for the best European bovine scorer	COMPETITION OF THE VOSGIENNE BREED	Trophy for highest-scoring Charolais breed entrant			
10:30 am 11 am		Trophy for the best Montbéliarde breed scorer	Presentation of Abondance, Hérens and Villard-de-lans breeds							
11 am 11:30 am			Presentation of Abondance, Hérens and Villard-de-lans breeds	Trophy for the best Gascon breed scorer	COMPETITION BRETONNE PIE NOIR BREED		Trophy for the best Bazadaise breed scorer			
11:30 am 12 pm									Presentation of Villard-de-Lans breed	
12 pm 12:30 pm	Presentation of Limousin breed	Presentation of Limousin breed	COMPETITION ROUGE FLAMANDE BREED	Awarding of trophy for best Gascon breed scorer		COMPETITION WHITE-BLUE BREED	Awarding of trophy for the best suckler cattle scorer (Salers, Rouge des Prés)	Presentation of Limousin breed		
12:30 pm 1 pm	Presentation of Abondance, Hérens and Villard-de-lans breeds	Presentation of Savoie Mont Blanc breeds		Presentation of Abondance, Hérens and Villard-de-lans breeds				Presentation of Abondance, Hérens and Villard-de-lans breeds	Presentation of Abondance, Hérens and Villard-de-lans breeds	
1 pm 1:30 pm	Presentation of Villard-de-Lans breed	COMPETITION PIE ROUGE BREED	Presentation of Bretonne Pie Noir breed and local Breton breeds	Presentation of Vosgienne breed		Trophy for the best	Trophy for the best Charolais breed scorer	Presentation of Savoie Mont Blanc breeds		
1:30 pm 2 pm				Presentation of Blonde d'Aquitaine breed		Blonde d'Aquitaine breed scorer	Awarding of trophy for the best Bazadaise breed scorer	Presentation of Vosgienne breed		
2 pm 2:30 pm	Presentation of Salers breed	Presentation of Vosgienne breed	Auction Limousine breed		NATIONAL AGRICULTURAL COLLEGES TROPHY (handling test)	NATIONAL AGRICULTURAL COLLEGES TROPHY (handling test)	NATIONAL AGRICULTURAL COLLEGES TROPHY (handling test)	Presentation of Salers breed		
2:30 pm 3 pm		Presentation of Salers breed		Awarding of trophy for the best dairy cattle scorer (Brune, Simmental)				Opening Regional Grand-Est		Presentation of Villard-de-Lans breed
3 pm 3:30 pm								Presentation of Aubrac breed		Presentation of Aubrac breed
3:30 pm 4 pm		Presentation of Bazadaise breed						Presentation of Bazadaise breed		Presentation of Bazadaise breed
4 pm 4:30 pm		Presentation of Villard-de-Lans breed		Presentation of Salers breed	Auction Blonde d'Aquitaine breed					
4:30 pm 5 pm	Presentation of Charolais breed	Presentation of Charolais breed								
5 pm 5:30 pm			Presentation of Vosgienne breed	Training Trophy for the best European bovine scorer						
5:30 pm 6 pm			Presentation of Salers breed							
6 pm 6:30 pm										
6:30 pm 7 pm			"Become a livestock farmer" presentation		Presentation of Villard-de-Lans breed by "future livestock farmers"	Parade of winners of the Foundation for Animal Agro-Biodiversity Prize				

 Dairy breed competition

 Suckler breed competition

Programme arrêté au 10/02/2017 / Programme as of 10/02/2017

Live on www.salon-agriculture.com and www.concours-agricole.com.

Pavilion 1 - Grand Ring

	25 Samedi Saturday	26 Dimanche Sunday	27 Lundi Monday	28 Mardi Tuesday	01 Mercredi Wednesday	02 Jeudi Thursday	03 Vendredi Friday	04 Samedi Saturday	05 Dimanche Sunday
9 am 9:30 am			Trophy for the best Prim'Holstein breed scorer			Trophy for the best Limousin breed scorer	Trophy for the best Parthenaise scorer		
9:30 am 10 am		Trophy for best Normande breed scorer and presentation of Normandy breeds	Presentation of Villard-de-Lans breed						
10 am 10:30 am									
10:30 am 11 am			COMPETITION JERSEY BREED	COMPETITION SIMMENTAL BREED					
11 am 11:30 am					COMPETITION TARENTEISE BREED	COMPETITION LIMOUSIN BREED	COMPETITION PARTHENAISE BREED	NATIONAL AGRICULTURAL COLLEGES TROPHY (presentation test)	NATIONAL AGRICULTURAL COLLEGES TROPHY (presentation test)
11:30 am 12 pm		COMPETITION NORMANDE BREED							
12 pm 12:30 pm				Nord-Pas-de-Calais breeding and livestock day					
12:30 pm 13 pm									
13 pm 13:30 pm					COMPETITION ABONDANCE BREED		Presentation of Vosgienne breed		
13:30 pm 14 pm	12 th National Final of the Ovine Olympics for Young Shepherds			Presentation of Abondance, Hérens and Villard-de-Lans breeds			Presentation of the Villard-de-Lans breed		
14 pm 14:30 pm				Presentation of breeds from northern France		COMPETITION CHAROLAIS BREED			Presentation of awards National Agricultural Colleges Trophy
14:30 pm 15 pm			COMPETITION PRIM'HOLSTEIN BREED	Presentation of Savoie Mont Blanc breeds				GRAND PARADE	
15 pm 15:30 pm				Presentation of local Poitou-Charentes Vendée breeds	COMPETITION SALERS BREED		COMPETITION ROUGE DES PRÉS BREED		
15:30 pm 16 pm		COMPETITION MONTBÉLIARDE BREED							
16 pm 16:30 pm				Presentation of Villard-de-Lans breed					
16:30 pm 17 pm				Presentation of Charolais breed				Presentation of Charolais breed	
17 pm 17:30 pm							Presentation of Bretonne Pie Noir breed		
17:30 pm 18 pm					COMPETITION AUBRAC BREED	COMPETITION BLONDE D'AQUITAINE BREED	Presentation of Charolais breed		
18 pm 18:30 pm		Presentation of Bretonne Pie Noir breed and local Breton breeds							
18:30 pm 19 pm		Presentation of local Poitou-Charentes Vendée breeds					Presentation of Salers breed		

 Dairy breed competition

 Suckler breed competition

Programme arrêté au 10/02/2017 / Programme as of 10/02/2017

Live on www.salon-agriculture.com and www.concours-agricole.com.

SHEEP/GOATS RINGS PROGRAMME

Pavilion 1

	25 Samedi Saturday	26 Dimanche Sunday	27 Lundi Monday	28 Mardi Tuesday	01 Mercredi Wednesday	02 Jeudi Thursday	03 Vendredi Friday	04 Samedi Saturday	05 Dimanche Sunday			
9 am 9:30 am	Awards for the Ovine Olympic breeds	COMPETITION ILE-DE-FRANCE BREED	Documentary films on sheep sector occupations	COMPETITION BERRICHON DU CHER BREED	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations			
9:30 am 10 am	Documentary films on sheep sector occupations		COMPETITION BLEU DU MAINE			COMPETITION MOUTON CHAROLLAIS BREED			Sheep shearing demonstration	Sheep shearing demonstration		
10 am 10:30 am	Ovine sector, products and regions				ANIMAL JUDGING COMPETITION FOR YOUNG PEOPLE (CJAJ) - GOATS		ANIMAL JUDGING COMPETITION FOR YOUNG PEOPLE (CJAJ) - SHEEP	Breeder presentation	Quiz game	Quiz game		
10:30 am 11 am			Breeder presentation								Presentation of Texel & Ile de France breeds	
11 am 11:30 am			COMPETITION SUFFOLK BREED		COMPETITION HAMPSHIRE BREED		Transhumance	Demonstration of herding dogs	Demonstration of herding dogs			
11:30 am 12 pm								Quiz game				
12 pm 12:30 pm	Group trial Ovinpiades for Young Shepherds		Parade of animals from Vendée	Presentation of goat breeds	Sheep shearing demonstration							
12:30 pm 1 pm												
1 pm 1:30 pm												
1:30 pm 2 pm		Presentation of mountain sheep breeds				Presentation of mountain sheep breeds						
2 pm 2:30 pm	Documentary films on sheep sector occupations	COMPETITION TEXEL BREED	COMPETITION ROUGE DE L'OUEST BREED	COMPETITION MOUTON VENDEEN BREED	Presentation of mountain sheep breeds	COMPETITION AVRANCHIN, COTENTIN & ROUSSIN BREEDS	Presentation of mountain sheep breeds	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations			
2:30 pm 3 pm	Ecopasture and maintenance of green areas by sheep				Presentation of goat breeds		Presentation of Mouton d'Ouessant breed	Sheep shearing demonstration	Sheep shearing demonstration			
3 pm 3:30 pm					AWARDS ANIMAL JUDGING COMPETITION FOR YOUNG PEOPLE (CJAJ) - GOATS			Quiz game	Quiz game			
3:30 pm 4 pm					Documentary films on sheep sector occupations					COMPETITION MOUTON BOULONNAIS BREED	Presentation of Mérinos de Rambouillet breed	AWARDS ANIMAL JUDGING COMPETITION FOR YOUNG PEOPLE (CJAJ) - SHEEP
								Official quality labels in the sheep sector	Documentary films on sheep sector occupations		Sheep shearing demonstration	Breeder presentation
4:30 pm 5 pm	Documentary films on sheep sector occupations		COMPETITION SOUTHDOWN BREED		COMPETITION CHARMOISE BREED	Presentation of sheep breeds	Wool forum and health challenge of wool and skin	Sheep shearing demonstration	Sheep shearing demonstration	Sheep shearing demonstration		
5 pm 5:30 pm								Presentation of the World Shearing Championships 2019	Quiz game	Quiz game		
5:30 pm 6 pm								Demonstration of herding dogs	Breeder presentation	Documentary films on sheep sector occupations		
6 pm 6:30 pm								Breeder presentation	Quiz game	Quiz game		
6:30 pm 7 pm	Presentation of the Ovinpiades awards	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations	Sheep shearing demonstration	Documentary films on sheep sector occupations	Documentary films on sheep sector occupations				

Programme arrêté au 10/02/2017 / Programme as of 10/02/2017

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PIGS RINGS PROGRAMME

Pavilion 1

	25 Samedi Saturday	26 Dimanche Sunday	27 Lundi Monday	28 Mardi Tuesday	01 Mercredi Wednesday	02 Jeudi Thursday	03 Vendredi Friday	04 Samedi Saturday	05 Dimanche Sunday
9 am 9:30 am			Gascon Pig presentation	Presentation of Porc de Bayeux	Basque Pig presentation	Cul Noir Limousin Pig presentation	Presentation of Porc Blanc de l'Ouest		
9:30 am 10 am									
10 am 10:30 am									
10:30 am 11 am									
11 am 11:30 am	Presentation and weighing of all Pig breeds								
11:30 am 12 pm				BAYEUX PIG COMPETITION	BASQUE PIG COMPETITION		COMPETITION BLANC DE L'OUEST PIG		
12 pm 12:30 pm			GASCON PIG COMPETITION AND NOIR DE BIGORRE PDO PRESENTATION			CUL NOIR LIMOUSIN PIG COMPETITION			
12:30 pm 1 pm		COMPETITION BEST CHARCUTERIE & DELICATESSEN TRAINEE IN FRANCE							
1 pm 1:30 pm									
1:30 pm 2 pm									
2 pm 2:30 pm									
2:30 pm 3 pm					Presentation of PDO sectors				
3 pm 3:30 pm									
3:30 pm 4 pm	Presentation and weighing of all Pig breeds			Presentation of North West Region (Cattle/Sheep)		Auction	Presentation of West Region (Cattle/Sheep)	Presentation of breeds	
4 pm 4:30 pm									
4:30 pm 5 pm			Presentation of West Region (Cattle/Sheep)						
5 pm 5:30 pm									
5:30 pm 6 pm					Presentation of West Region (Cattle/Sheep)	SYRPA'WARDS CEREMONY			
6 pm 6:30 pm									
6:30 pm 7 pm									

Programme arrêté au 10/02/2017 / Programme as of 10/02/2017

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DOGS RINGS PROGRAMME

Pavilion 8

25 Samedi Saturday		26 Dimanche Sunday		27 Lundi Monday		28 Mardi Tuesday		01 Mercredi Wednesday		02 Jeudi Thursday		03 Vendredi Friday		04 Samedi Saturday		05 Dimanche Sunday	
GROUPS 5 & 10 SPITZ AND PRIMITIF TYPE DOGS & SIGHTHOUNDS		GROUP 9 PLEASURE AND COMPANION DOGS		GROUP 2 PINSCHERS AND SCHNAUZERS, MOLOSSERS AND MOUNTAIN DOGS AND SWISS HERDING DOGS AND OTHER BREEDS		GROUP 1 SHEEPDOGS AND HERDING DOGS		GROUP 6 STAG HOUNDS AND BLOOD HOUNDS		GROUP 7 POINTERS		GROUPS 4 & 8 TECKELS & GAME DOGS, RETRIEVERS AND WATER DOGS		GROUP 3 TERRIERS		FINAL	
10 am - 10:25 am	Best subject or champion per work discipline	10:10 am - 10:55 am	Special event featuring cats	10 am - 10:30 am	Special event featuring cats	Special event featuring cats	Special event featuring cats	Special event featuring cats	Special event featuring cats	10 am - 10:25	Best subject or champion per work discipline	10 am - 10:25	Special event featuring cats	9:30 am - 10 am	Special even featuring cats		
10:30 am - 11 am	Special event featuring cats			10:35 am - 11 am	Best subject or champion per work discipline	Best subject or champion per work discipline	Best subject or champion per work discipline	Best subject or champion per work discipline	Best subject or champion per work discipline	10:30 am - 11 am	Special event featuring cats	10:30 am - 11 am	Best subject or champion per work discipline	10:30 am - 11 am	10:05 am - 10:30 am	Final best subject or champion by work discipline	
11:05 am - 11:45 am	Certificate of aptitude for standard compliance - male	11 am - 11:40 am	Certificate of aptitude for standard compliance - male	11:05 am - 11:45 am	Certificate of aptitude for standard compliance - male	Certificate of aptitude for standard compliance - male	Certificate of aptitude for standard compliance - male	Certificate of aptitude for standard compliance - male	Certificate of aptitude for standard compliance - male	11:05 am - 11:45 am	Certificate of aptitude for standard compliance - male	11:05 am - 11:45 am	Certificate of aptitude for standard compliance - male	11:05 am - 11:45 am	Final certificate of aptitude for standard compliance - female		
11:55 am - 12:35 pm	Certificate of aptitude for standard compliance - female	11:45 am - 12:35 pm	Certificate of aptitude for standard compliance - female	11:50 am - 12:40 pm	Certificate of aptitude for standard compliance - female	Certificate of aptitude for standard compliance - female	Certificate of aptitude for standard compliance - female	Certificate of aptitude for standard compliance - female	Certificate of aptitude for standard compliance - female	11:50 am - 12:35 pm	Certificate of aptitude for standard compliance - female	11:50 am - 12:35 pm	Certificate of aptitude for standard compliance - female	11:45 am - 12:05 pm	French sheepdogs - male and female		
														12:10 pm - 12:35 pm	French minority breeds		
12:40 pm - 1:30 pm	Dog presentation	12:40 am - 1:30 pm	Dog presentation	12:45 pm - 1:30 pm	Dog presentation	Dog presentation	Dog presentation	Dog presentation	Dog presentation	12:40 pm - 1:30 pm	Dog presentation	12:40 pm - 1:30 pm	Dog presentation	12:40 pm - 1:30 pm	Dog presentation		
1:35 pm - 1:55 pm	Special events	1:35 pm - 1:55 pm	Special events	1:35 pm - 1:55 pm	Special events	Special events	Special events	Special events	Special events	1:35 pm - 1:55 pm	Special events	1:35 pm - 1:55 pm	Special events	1:35 pm - 1:55 pm	Special events		
2 pm - 2:30 pm	Special event featuring cats	2 pm - 2:30 pm	Special event featuring cats	2 pm - 2:30 pm	Special event featuring cats	Special event featuring cats	Special event featuring cats	Special event featuring cats	Special event featuring cats	2 pm - 2:30 pm	Special event featuring cats	2 pm - 2:30 pm	Special event featuring cats	2 pm - 2:30 pm	Special event featuring cats		
2:35 pm - 3:30 pm	Male Champion	2:35 pm - 3:30 pm	Male Champion	2:35 pm - 3:30 pm	Male Champion	Male Champion	Male Champion	Male Champion	Male Champion	2:35 pm - 3:30 pm	Male Champion	2:35 pm - 3:30 pm	Male Champion	2:35 pm - 3:05 pm	Final Male Champion		
														3:10 pm - 3:35 pm	Final Female Champion		
3:35 pm - 4:30 pm	Female Champion	3:35 pm - 4:30 pm	Female Champion	3:35 pm - 4:30 pm	Female Champion	Female Champion	Female Champion	Female Champion	Female Champion	3:35 pm - 4:30 pm	Female Champion	3:35 pm - 4:30 pm	Female Champion	3:40 pm - 4:05 pm	Final Elite breeder batch		
														4:10 pm - 4:30 pm	Special events		
4:35 pm - 5 pm	Breeder batch	4:35 pm - 5 pm	Breeder batch	4:35 pm - 5 pm	Breeder batch	Breeder batch	Breeder batch	Breeder batch	Breeder batch	4:35 pm - 5 pm	Breeder batch	4:35 pm - 5 pm	Breeder batch	4:35 pm - 5 pm	Final Kennel batch		
5:05 pm - 5:25 pm	Special events	5:05 pm - 5:25 pm	Special events	5:05 pm - 5:25 pm	Special events	Special events	Special events	Special events	Special events	5:05 pm - 5:25 pm	Special events	5:05 pm - 5:25 pm	Special events	5:05 pm - 5:25 pm	Grand Prize, General Agricultural Competition		
5:30 pm - 5:55 pm	Kennel batch	5:30 pm - 5:55 pm	Kennel batch	5:30 pm - 5:55 pm	Kennel batch	Kennel batch	Kennel batch	Kennel batch	Kennel batch	5:30 pm - 5:55 pm	Kennel batch	5:30 pm - 5:55 pm	Kennel batch	5:30 pm - 6 pm	Special events		
6 pm - 6:10 pm	Best of the day	6 pm - 6:10 pm	Best of the day	6 pm - 6:10 pm	Best of the day	Best of the day	Best of the day	Best of the day	Best of the day	6 pm - 6:10 pm	Best of the day	6 pm - 6:10 pm	Best of the day				
6:15 pm - 7 pm	Special events	6:15 pm - 7 pm	Special events	6:15 pm - 7 pm	Special events	Special events	Special events	Special events	Special events	6:15 pm - 7 pm	Special events	6:15 pm - 7 pm	Special events				

Programme arrêté au 10/02/2017 / Programme as of 10/02/2017

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EQUINES PROGRAMME

Pavilion 6

	25 Samedi Saturday	26 Dimanche Sunday	27 Lundi Monday	28 Mardi Tuesday	01 Mercredi Wednesday	02 Jeudi Thursday	03 Vendredi Friday	04 Samedi Saturday	05 Dimanche Sunday
9 am			Weigh-in	Weigh-in					
10 am									
10:15 am		Presentation of Trait du Nord and Breton breeds		Presentation of ponies and small horses	Presentation of ponies and small horses		Carrousel draft horse	Presentation of Percheron and Trait Poitevin breeds	
10:15 am	Pony debut	Presentation of ponies and small horses		Presentation of Norwegian Fjord and Dartmoor breeds	Presentation of Norwegian Fjord and Dartmoor breeds			Presentation of breeds of donkey	Presentation of Trait Auxois and Carrousel Normand breeds
10:30 am		Presentation of Norwegian Fjord and Dartmoor breeds					Pony debut		
10:45 am						ANIMAL JUDGING BY YOUNG PEOPLE COMPETITION (CJAJ) - HORSES			Presentation of Regional Horses
10:45 am									
11 am		National Donkey Trophy							
11:15 am	Presentation of breeds of donkey		CONFORMATION AND GAIT COMPETITION ARDENNAIS, BOULONNAIS BREEDS TRAIT DU NORD						Presentation of Percheron and Trait Poitevin breeds
11:15 am									
11:30 am	Equestrian show								
11:30 am									
11:45 am									
11:45 am									
12 pm		Presentation of Regional Horses							
12 pm				CONFORMATION AND GAIT COMPETITION BRETON, TRAIT AUXOIS, TRAIT POITEVIN BREEDS	CONFORMATION AND GAIT COMPETITION PERCHERON, COMTOIS, COB NORMAND BREEDS				
12:15 pm						Presentation of Cob Normand and Boulonnais breeds			
12:15 pm		20 years of donkeys at the SIA - Trekking donkeys							
12:30 pm									
12:30 pm	Draught animals of the Future Trophy								
12:45 pm		Presentation of Cob Normand and Boulonnais breeds							
12:45 pm									
1 pm									
1 pm		Presentation of Ardenais and Comtois breeds							
1:15 pm									
1:15 pm		Equestrian show							
1:30 pm									
1:30 pm		Presentation of Trait Auxois and Carrousel Normand breeds							
1:45 pm									
1:45 pm	Presentation of Regional Horses	Presentation of Percheron and Trait Poitevin breeds	Final Young Draught Horse Challenge						Carrousel draft horse
1:45 pm									
2 pm									
2 pm	Presentation of Norwegian Fjord and Dartmoor breeds			20 years of donkeys at the SIA - Trekking donkeys					
2:15 pm									
2:15 pm	Presentation of Ardenais and Comtois breeds		Presentation of Breton and Trait Poitevin breeds						
2:30 pm									
2:30 pm	Presentation of Cob Normand and Boulonnais breeds			Presentation of Regional Horses					
2:45 pm									
2:45 pm		Regional Horse Breed Trophy							
3 pm									
3 pm	National Donkey Trophy								
3:15 pm									
3:15 pm									
3:30 pm									
3:30 pm									
3:45 pm	Equestrian show								
3:45 pm		Presentation of breeds of donkey							
3:45 pm	Presentation of Percheron and Trait Poitevin breeds								
4 pm									
4 pm									
4:15 pm	Presentation of Trait Auxois and Carrousel Normand breeds								
4:15 pm									
4:30 pm									
4:30 pm									
4:45 pm									
4:45 pm	Presentation of breeds of pony and small horses from France								
5 pm									
5 pm									
5:15 pm									
5:15 pm	Presentation of regional horses								
5:30 pm									
5:30 pm									
5:30 pm	Presentation of Trait du Nord and Breton breeds								
5:45 pm									
5:45 pm	Presentation of Norwegian Fjord and Dartmoor breeds								
6 pm									
6 pm									
6:15 pm									
6:15 pm	20 years of donkeys at the SIA - Trekking donkeys								
6:30 pm									
6:30 pm									
6:30 pm	Pony debut								
6:45 pm									
6:45 pm		Presentation of ponies and small horses							
6:45 pm		Presentation of Norwegian Fjord and Dartmoor breeds							
7 pm									

Programme arrêté au 10/02/2017 / Programme as of 10/02/2017

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PRODUCTS AND WINES PROGRAMME



WINE COMPETITION 2017

Finals Schedule

All the finalist wines from regional heats are tasted and judged during the final, which is held in Paris at 10:30 am on Saturday 25 February and Sunday 26 February 2017. Here is the schedule for the final.

SATURDAY 25 FEBRUARY 2017

Beaujolais
▼
Vallée du Rhône
(départements: 07, 26 and 84)
▼
Savoie
▼
Centre and Pays de la Loire
(départements: 18, 37, 42, 44, 49, 63 and 86)
▼
Languedoc-Roussillon
▼
Jura

SUNDAY 26 FEBRUARY 2017

Alsace
▼
Burgundy
▼
Champagne
▼
Lorraine
▼
Provence
(départements: 13 and 83).
▼
Corsica
▼
Bordeaux
▼
South-West
(départements: 17, 24, 31, 32, 46, 47, 64 and 81)

PRODUCTS COMPETITION 2017

Finals Schedule

All finalist products are judged at the Paris International Agricultural Show on Saturday 25, Sunday 26, Monday 27 and Tuesday 28 February 2017. The competition takes place as follows.

THURSDAY 19 JANUARY 2017

VARIOUS PRODUCTS

times to be determined

▼
Meat
Hot delicatessen items

SATURDAY 25 FEBRUARY 2017

VARIOUS PRODUCTS

9:30 am

▼
Slaughtered poultry
Cuts of poultry
Fattened duck and goose products
Liqueurs
Vanilla

SUNDAY 26 FEBRUARY 2017

VARIOUS PRODUCTS

9:30 am

▼
Espelette pepper
Olive products
Charcuterie
Trout

MONDAY 27 FEBRUARY 2017

VARIOUS PRODUCTS

9:30 am

▼
Beers
Cognac
Eaux-de-vie
Pommeau
Oysters
Walnut oil

DAIRY PRODUCTS

10 am

▼
National competition
(cheese, butter, milk, cream, and so forth)

TUESDAY 28 FEBRUARY 2017

VARIOUS PRODUCTS

9:30 am

▼
Fruit juices
Ciders and perries
Rums and French-style punches
Aperitifs
Jams
Saffron
Apiculture products



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