



SOCIALLY-RESPONSIBLE AGRICULTURE AND FOOD

ECONOMY
SOCIETY
ENVIRONMENT

SHOW PRESS KIT

27 February > 6 March



EDITORIAL



Stéphane Le Foll
Minister of Agriculture,
Agrifood,
and Forestry
Government spokesman

The theme of this year's International Agriculture Show - Socially-Responsible Agriculture and Food - is an ideal opportunity to think about the part each of us plays in building and developing our models of production and consumption, which are very much part of our culture and heritage.

It's just as important to give meaning - the direction we choose to give our actions - to agriculture, as it is to other areas of our lives. This show is an ideal opportunity for everyone - consumers, producers and, more generally, citizens of France and even the world - to ask themselves a vital question: what do we want to eat?

What do we want to produce? How can we exercise control over our choices?
How do we bridge the gap between what we want and what we do?

Despite differences of opinion on these matters, these questions remind us of our responsibility, because each of us, by changing what we consume and buy and by breaking with convention, can raise awareness and have a major influence on the structure of the food sector and its products and services.

**Improving food safety around the world
requires a constant commitment to social responsibility, based on
the fundamentals of each country's food identity.**

A good example is France, where there is growing support for our local production sectors, through the "Viandes de France" logo, and a consumer shift towards products with a specific origin, history or production method. This forms the basis of our food and agricultural model, supported by our quality and origin labelling schemes.

By supporting French-origin products and the quality associated with them through our everyday purchases or by eating them in a canteen we are "taking a stand" in a globalised economy.

The way that food is marketed, and our physical or geographic proximity to producers not only helps strengthen our social relationships but also the trust that continuously strengthens the ties between consumers and producers.

The attachment felt by the French to agriculture and their regions springs from a strong sense of pride, which we need to build on as a key component of our society.

The role played by agriculture and food in recent debates at COP 21 gives us hope in the future and shows how, based on the solutions proposed, each of us, in their own way, can play a decisive role in the future of our planet. They include, in the agricultural sector, a soil carbon stock project to limit greenhouse gas emissions and increase soil fertility (the 4/1000 initiative), and, in the food sector, the fight against waste. Both are socially-responsible approaches that promote new ways of producing and consuming food, as does the agri-ecological initiative I have implemented since I became Minister of Agriculture, which aims at reconciling production and environmental protection.

Finding alternative ways of producing and consuming food, and taking a more collective approach, without wasting natural resources or increasing global warming are the challenges facing us in the future. To succeed, politicians need to make the right decisions, but we can't achieve this without everyone's support!

#CERISE
#SIA2016
#SIAPRO2016



27 February > 6 March



EDITORIAL

Jean-Luc Poulain

Chairman of CENECA
Chairman, Paris International Agricultural Show



Major players in our economy and rarely out of the news, farmers are regularly the subject of debate. That's why the International Agriculture Show has chosen "Socially-responsible agriculture and food" as this year's theme.

The show and its exhibitors will attempt to shed light on the environmental, economic and social challenges raised by this issue and the responses we can provide. Each player in the agricultural industry - whether in the livestock or plant sectors or producers of regional products - can help implement this type of agriculture to empower the authorities and, as a result, optimise our food practices.

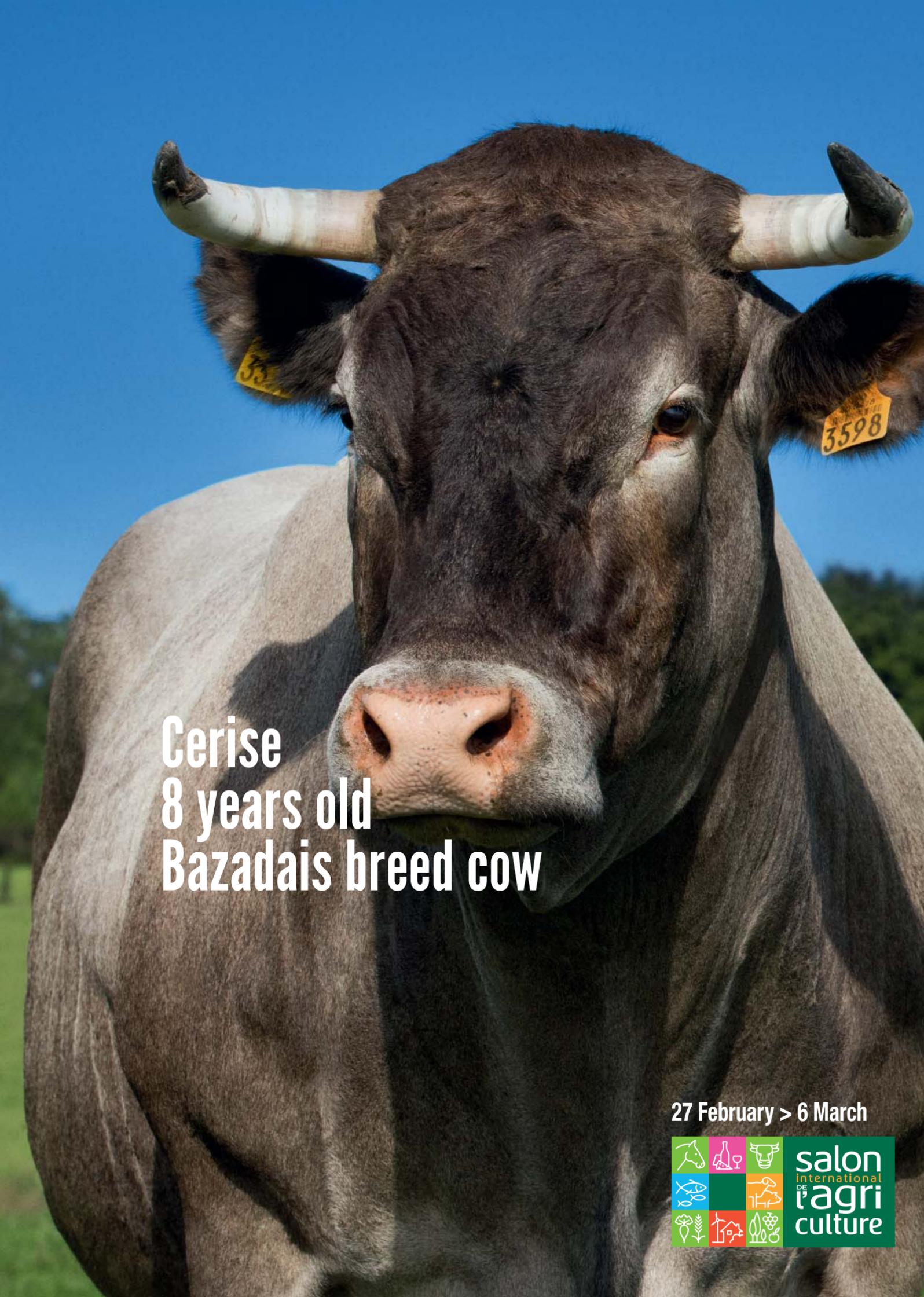
Alongside the exhibition itself, and because this issue goes far beyond our own borders, CENECA – the owner of the show – is organising an international forum to be held the day before the International Agriculture Show opens to the public. This forum is being organized in conjunction with the French authorities - the Office of the President of the Republic, the Ministry for Foreign Affairs and International Development, and the Ministry for Agriculture, Agri-food and Forestry, to highlight the need to analyse and take action on socially -responsible agriculture and food.

Under the patronage of the President of the Republic, this forum, which includes three roundtable discussions, will bring together leading figures from different countries, institutions, politicians and private partners to explore international perspectives, innovations and sanitary standards.

As every year, and particularly this year, with the insight the show intends to provide into this issue, it is rooted in current affairs and aims to provide people from both agricultural and urban areas, professionals from the agricultural and agri-food sectors, politicians, institutional players and, last but not least, anyone interested in agricultural developments, with an opportunity to come together to discuss and share their ideas.

In addition to providing a snapshot of the sector, through the animals shows organised as part of the Concours Général Agricole, which highlight the excellence of French cattle breeds, the presence of players from the plant sector and producers from our regions, who play an active role in maintaining quality standards in the food industry, this nine-day event will also give everyone a chance to reflect on and, I would say, support developments in the agricultural sector.

Aware of these issues, the public is expected to attend in large numbers. With almost 700,000 visitors every year - 1% of the French population - and benefiting from excellent media coverage, the show is one of the highlights in the calendar of this vital sector of our country's economy: agriculture.



**Cerise
8 years old
Bazadais breed cow**

27 February > 6 March



TRIBUNE



Jacques Carles
Executive Officer,
Momagri

Exploring the theme of “Socially-Responsible Agriculture and Food”, this year’s International Agriculture Show is an opportunity to reflect both on the place of agriculture in our society and the political decisions which will affect its future.

We all have a responsibility to define agricultural models and production systems in order to preserve the independence of our food industry and the diversity of its products and services, and to consolidate this activity in our rural regions. It is not only our competitiveness that is at stake, but also our share of the market, jobs - upstream and downstream - and the interests of our country.

It is important to bear in mind the realities of the 21st century. Agriculture and food are a geostrategic priority for the great powers: the United States, China, India, Brazil, Russia and Canada. This is also the case for countries where there is an imbalance between production and consumption, as is particularly the case for developing countries. Several factors have contributed to these developments: demographic growth, higher living standards in emerging countries, and the divisions arising from a world engaged in violent conflict, not to mention the growing instability of agricultural markets.

What role does Europe and France want to play in this situation? Are we going to stand by as the CAP slides towards a free trade zone where farmers, now deprived of an organised market, have effectively lost their economic visibility? We have to face up to the fact that the CAP reforms which recently entered into force, have thrown part of the agricultural sector into an unprecedented crisis, preventing it from coping with market imbalances and uncertainties by depriving it of a necessary means of action.

Many farmers are unable to see a future in farming or meaning in their work. This is where social responsibility must come into play. How, for example, can we accept the development model for the agricultural sector outlined recently by the European Commission in its report on the prospects for EU agriculture 2015-2025? This model is based on an increase in cheap exports coupled with a sharp reduction in jobs in the agricultural sector.

All of this in an unregulated market that’s open to speculation.

We mustn’t forget that this is the development model of poor countries which have no control over the future of their agricultural and food industries.

Is this the model we want for our country and for Europe, particularly in our role as an unrivalled reserve of knowledge, tradition, innovation and quality?

As the executive officer of Momagri, I would like to thank CENECA for putting social responsibility at the heart of the issues addressed at this year’s show. Because it was in this spirit of social responsibility that a group of French agricultural cooperatives came up with the idea of creating the Momagri think-tank. Determined to find solutions to market instability, price volatility, and the risks that impact on the incomes of farmers, Momagri benefits from a vital analytical capacity and influence in the sector.

As the world prepares to step up its efforts against global warming, it is time to build a movement of the same magnitude for food and agriculture. We hope that this show will provide us with a platform to launch such a movement!

SOCIALLY-RESPONSIBLE AGRICULTURE AND FOOD

“Socially-responsible agriculture and food” - the theme of the 53rd International Agriculture Show - reflects the extent to which issues affecting agriculture and food are central to our society.



In fact, 82% of French people have a positive opinion of the agricultural profession, which is “useful” according to 91%, and French agriculture has the biggest turnover of any European country. However, the agricultural sector is now facing a crisis on an unprecedented scale, the consequences of which could be irreversible.

Paradoxically, although agriculture is one of the most strategy sectors for the future of humanity, the future of French agriculture itself now hangs in the balance.

In fact, agriculture is a specific and strategic sector whose future will have an impact on everyone's everyday lives.

Culture, economics, politics and the environment clash and blend in the food we eat.

From the Arab Spring to global warming, food and agriculture are central to every major geopolitical issue facing the world today.

Eating is an action that unites mankind like no other: every day across the world, people who can feed

themselves and those who can't suffer the consequences.

This is reflected in recent developments in France where agriculture and food have rarely been out of the headlines, from the crisis affecting French livestock farmers to the controversy surrounding a **1000-cow mega-farm to the COP21 summit.**

Short-term solutions do not go far enough to meet the challenges now facing French agriculture: **we need to rebuild a relationship of trust and respect between the various players** in the sector by establishing a compact that restores farming and food to their rightful place.

Numerous initiatives have been put in place to achieve this, and they can have a real impact if everyone plays their part.

82%

of French people have a positive opinion of the agricultural profession

CHALLENGING TIMES

In an increasingly globalised and connected world, the challenge facing the French agricultural sector is the same as the challenge facing the global agricultural sector: how to feed people **in a way that is healthy, safe and sustainable.**

The first challenge is, of course, to combat hunger and malnutrition. Around 800 million people still suffer from hunger worldwide² and two billion people suffer from a shortage of vitamins and minerals³.

¹ Source: Le Figaro, “82 % des Français aiment leurs agriculteurs”, 22/02/2015.

² Source: FAO-IFAD-WFP, 2015. The State of Food Insecurity in the World 2015. Meeting the 2015 international hunger targets: taking stock of uneven progress

³ Source: OMS, <http://www.who.int/features/factfiles/nutrition/facts/fr/index3.html>.

The Millennium Development Goal set in 1990 - to halve the number of hungry people by 2015 - was almost achieved, although, because of the growth of the world's population, **there has only been a slight decrease in the number of people affected by food insecurity.**

Contrary to what we might think, food security is not only an issue affecting poor countries: although the United States is one of the world's richest countries, 14% of American households are affected by food insecurity and, in France, 3.5 million people rely on food aid.

3.5 MILLION
people rely on food aid

However, beyond the familiar challenges of food security, **we need to achieve the goals of food independence and the preservation of agriculture, which is a strategic asset.** Food security is only possible if a concerted effort is made to strengthen agricultural capacities.

However, these capacities will come under increasing physical pressure over the decades to come, due in particular to climate change. The effect of global warming will differ from one region of the world to another, but overall the most negative impact will be felt in its most deprived regions. More generally, **desertification, agricultural soil impoverishment and growing water shortages will put downward pressure on yields;** the drought in Russia in 2010 cut agricultural production by one third compared with official forecasts⁴. At the same time, farmers are being asked to reduce their own greenhouse gas emissions, which represent 10% to 12% of global emissions, and 21% of emissions in France, whereas numerous studies have recently

AROUND 800 MILLION
people still suffer from
hunger worldwide

shown that agricultural production is an excellent example of a carbon capture activity.

Once again, although poor countries are the first to be affected by this latest development, it would be wrong to assume that developed countries are somehow exempt from this trend.

The 2008-2009 food crisis and, more generally, repeated agricultural crises, underline the risks facing our agricultural sectors, which are increasingly under strain and subject to market instability and the vagaries of the weather. As part of ongoing efforts to comply with a growing body of regulations, the agrifood industry is disposing of large quantities of food products at different stages of the production chain, putting them under even greater strain. A total of 140 kg of food is wasted per capita in France every year, making it even harder to reassure disenchanted consumers.

140 KG
of food is wasted per
capita in France every year



Our farms are constantly required to adapt their production and their holdings to better meet the demands of consumers.

These challenges are not new and our success in meeting them depends in part on investment, innovation and our ability to capitalise on France's rich food heritage. We are laying the foundations of a new model of production, but also new ways of consuming, both of which lie behind the expression "Socially-responsible agriculture and food".

GOALS:
food security food
independence preservation
of agriculture



SOCIALLY-RESPONSIBLE AGRICULTURE AND FOOD: A MODEL TO FOSTER

Talk of social responsibility can, at first glance, seem naive or unrealistic: following the decline of the welfare state and the rise of abstentionism, the protest vote and community tensions, we seem more likely to withdraw into ourselves than to engage with others, to build walls rather than bridges. This is where the concept of social responsibility comes into its own, as an open and inclusive community of interests and values.

This "belonging to the city"⁵ does not require us to reject others but to promote what is dear to us. France produced the Universal declaration of human rights to show how **these rights apply to everyone. Set against this background, the idea of socially-responsible agriculture and food represents both an ethical requirement and a personal commitment.**

⁴Source: Libération, "Agriculture et climat, une relation contre-nature?", 20/02/2015.

⁵Source: le sens étymologique du mot citoyeneté

Our agriculture is fragile, and it is our responsibility to preserve it.

By changing their purchasing and consumption habits, consumers can change the economic situation by giving meaning to their food.

An ethical requirement because it is based on the conviction that agriculture is not a sector like other sectors and that it should not be subject to market forces alone. In fact, at an individual level, food is a fundamental right and an essential condition for everyone to achieve their full potential. On a national level, agriculture plays a central role in environmental protection and life in rural areas.

But it can only fulfil these roles if agricultural products are given a “fair price” that recognises and promotes the contribution agriculture makes to society and guarantees its sustainability. For the French philosopher Paul Ricœur, to be responsible is to assume responsibility for that which is fragile; **our agriculture is fragile, and it is our responsibility to preserve it.**

It's also a personal commitment because it is based on the conviction that consumers are neither powerless nor indifferent: by changing their purchasing and consumer habits, they can change the economic situation by choosing to give meaning to the food they eat. France has a role to play by giving the example and, if UNESCO declared French cuisine “world intangible heritage”, it was because our country has a very special relationship with food. 60% of French people say they eat primarily for pleasure, and 75% are proud of the French food model.

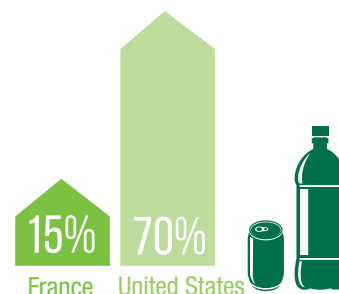


French people primarily eat for pleasure

Let's trust them: if we give them the keys to understand the impact and consequences of their choices, **French consumers can play an active role in deciding what food they eat.**

There is a particularly pressing need to promote this model **as we become increasingly aware of the damage an imbalanced relationship with food can cause:** in the United States where sugary drinks are king and snacking compulsive, more than two thirds of adults are considered to be obese or overweight⁶. This situation is not a statistical anomaly, or the result of the specific nature of American society: the export of American food conventions to its Mexican neighbour has led to a sharp rise in obesity rates in under a generation, as poverty levels drop and Mexico has become a middle-income country. Even in France, the rate of adult obesity has doubled in twenty years, although it still only affects 15% of the population.

Socially-responsible agriculture and food is, therefore, primarily about “eating well” in order to “live well”, and adopting a global, reasonable approach, in which economic balances are not only determined by the market but also by our values and the choices we make as a society.



ADULT OBESITY RATES IN THE UNITED STATES AND FRANCE

⁶ Source: Trust for America's Health – Robert Wood Johnson Foundation, The State of Obesity: Better Policies for a Healthier America, 2015.

PRACTICAL STEPS

The principles underlying socially-responsible agriculture and food are not just wishful thinking: **they are practical, viable and effective initiatives that place an emphasis on product quality, respect for the environment and social inclusion.**

Although the European agrifood industry is sometimes prone to crises of confidence, labels provide consumers with the reassurance that their product is origin-sourced, made in France or organic.

Although 88% of French people eat organic food at least once a month, they are also supportive of approaches likely to promote employment.

The additional costs can be high compared with conventional agriculture, and a fully organic agricultural model would seem difficult to attain.

Although it does not meet the strict criteria of organic food, for the Minister of Agriculture, Agrifood and Forestry, Stéphane Le Foll, this approach - ecological agriculture - is a movement that contributes to the development of French agriculture.

Another subject of importance for the future **is the use of new technologies in agriculture. These “precision” technologies range** from satellite imagery to remotely-controlled drones which allow farmers to aerially inspect their crops. These futurist tools allow us, for example, to optimise irrigation and the distribution of fertilizer, simultaneously reducing our impact on the environment and production costs.

Advanced agronomic research has a vital role to play in selecting and developing the most productive and resistant varieties. But the role of new technologies is not limited to production. New information and communication technologies have the potential to fundamentally restructure distribution practices through the organisation of shorter, more transparent circuits. Contrary to a pessimistic vision of science, which sees the “rise of the machine” as a dehumanising and totalitarian force, technological advances actually strengthen socialities by providing opportunities for exchange and commitment.

We are no longer in a position to push for an intransigent form of economic nationalism and, more than ever, we need to choose the model of agricultural production we want for France and the generations to come.

We are facing a dual challenge:

on the one hand, we need to avoid a rush towards a “lowest bidder” system and instead provide farmers with an income sufficient to sustain French agriculture and its know-how; we also need to recognise the economic, social and environmental role played by agriculture, partly by ensuring quality factors are taken into account.

EDITORIAL

Jacques Goudeau

*Director,
Paris International Agricultural Show*



Welcome to the Paris International Agricultural Show

This show puts agriculture back at the centre of our regions, society and lives. It's a melting pot of people, expertise and ideas. Every year, it gives the sector's professionals the opportunity to provide players in the agricultural sector and society as a whole a snapshot of the agricultural scene, to which we are committed and which is actively preparing for the future.

So... Welcome to the Paris International Agricultural Show, visited by almost 700,000 people from all walks of life: professionals from France and worldwide, and the general public, from Paris and the French regions. Although they have different reasons for attending the show, everyone is keen to discover the wealth and diversity of a French regional and global heritage.

For many people, agriculture means farmers, livestock and crops.

But it's much more than that. Agriculture involves a vast range of activities including production, processing, logistics, environmental management and protection.

Not to forget agricultural equipment, breeding (and we often forget that this includes horses) and animal care. Then there are all the areas connected with consulting, coordination, trade, research and education! All of them will be attending to show with the same desire to interact with the public.

The 53rd Paris International Agricultural Show will explore an important theme - Socially-Responsible Agriculture and Food - that will also be addressed during a forum coordinated by CENECA the day before the show opens, and will also be the subject of initiatives, displays, events and games organised by exhibitors, which will be concentrated on the Walkway between Pavilions 1 and 2 where visitors can discover the Paris International Agricultural Show's groundbreaking educational initiative.

The layout of the "Socially-Responsible Agriculture and Food" will focus on three interactive hubs: the environment, society and the economy.

The main goal will be to shed light on recent developments in the farming and food sectors.

Visitors are expected to enjoy the events and fun content on offer, and to take in activities and photograph messages to share on social networks!

The show will continue to strengthen ties between professionals from France and the world because the Paris International Agricultural Show is a network, a forum and a place to do business with a strong reputation in France and internationally. It will also provide an opportunity to take part in new and innovative events before and after the show, from the forum to the Walkway.

The show is a high point on the sector's calendar - and includes a visit to Cerise - whether you're a politician, professional or a member of the public.

To find out more about our great ideas download our app, which will tell you everything you need to know... and more.

Over the course of nine days, the Paris International Agricultural Show will do much more than provide a showcase for the agricultural industry. It will explain, exhibit, and help people explore the world of agriculture.

Its aim is to provide an insight into its expertise, and why it deserves recognition for the role it plays in our economic, social and environmental performance.

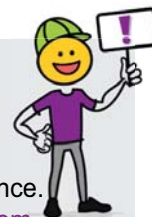
In short, it does what others never dare to do: forge ties between our rural areas and urban dwellers.

The whole show team joins me in wishing you an excellent visit!



THE EXHIBITION CENTRE IS BEING MODERNISED!

Follow Futé to visit the show with confidence.
Find out more at www.salon-agriculture.com



12



Plan decided as of 14/12/2015

Pavillon 1	Cattle, Goats, Pigs, Sheep
Pavillon 2.1	CGA products and wines
Pavillon 2.2	Crops and Plants - Gardens and Landscaping - Gardens and Products
Pavillon 3	Regions of France
Pavillon 4	Agricultural Services and Professions Farmyard animals Sea and fresh water Multi-sector Environment and Nature

Pavillon 5.1	Dogs
Pavillon 5.2	Agriculture and World Delicacies
Pavillon 5.3	World Livestock Agriculture and World Delicacies
Pavillon 6	Horses
Pavillon 7.1	Regions of France including Overseas and Products Made in France
Pavillon 8	Cheese and Dairy Produce Exhibition (reserved exclusively for professionals)

MEDIA BRIEF

Devoted to the theme of “Socially-Responsible Agriculture and Food”, 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 expected to attend 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. It’s a chance for everyone to get a close look at the areas covered by the show:

livestock breeding sectors,
crops and plants sectors,
culinary products,
agricultural occupations and services.

AND YOU CAN’T LEAVE WITHOUT
visiting the mascot of this year’s
show. An ambassador of southwest
France called Cerise.

Show highlights



+ more **1,200**
livestock breeders


+ more than **350**
breeds


7 species of animals
represented:
cattle, sheep, goats, pigs, horses,
donkeys and dogs.

+ more than **2,400**
ANIMALS
presented at the General Agricultural
Show - Animals Species

691,058

visitors in 2015



3,850

animals

1,050

exhibitors

from 22 countries*

16,338

wines and



4,656

farm, artisanal and industrial
products

competing in the General
Agricultural Competition
- Wine and Products*



 **230 TONNES** 
of straw

1,080 TONNES
of turf

100 TONNES
of hay

215
bales of wood
chips/shavings
(*2015 figures)

280 TONNES
of manure handled during
the Show 

13

#SIA2016



DATES

Saturday 27 February
to Sunday 6 March 2016
Paris Expo Porte de Versailles



OPENING TIMES

Daily 9 am
to 7 pm



ADMISSION

Full price

€ 13 including VAT

Children (ages 6 to 12)

€ 6 including VAT

Free admission for children under 6

Students (proof
required) € 6 including VAT

School groups

(must be purchased
before the show)
€ 6 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

€ 11 including VAT



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).**



CLOAKROOM

Cloakrooms are available for visitors
in Pavilions 1 and 7.1. € **3 including VAT**
per object left in the cloakroom*.

*subject to available space.

HOTLINE

If you would like further information
or have any questions, visitors can
contact the show's hotline by
telephone on **01 49 20 45 13**
or by email at:

sia_support@lenifrance.com



**Please note: Because of
construction works at the
Porte de Versailles Exhibition
Centre, you are advised to take
public transport.**

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.



Cerise - our mascot for 2016

Discover more about Cerise,
our mascot for 2016, and where
to find her at the show.



Full list of exhibitors and their products

View a complete list of 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

Get all the latest news
from the show



My photo of #SIA2016

A module to take "official" photos
at the Paris International
Agricultural Show



Animal competition schedule

View the schedule
for all animal competitions
at the General Agricultural Competition



GETTING TO THE SHOW

**We recommend
you travel by public
transport.**

The Paris Versailles Exhibition
Centre is currently undergoing
construction works, so there are
fewer parking spaces than usual,
so to save time...

**take the metro, tram
or bus!**

15

partagez !



PICK UP A FLOOR PLAN

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



For all visitors with children, the Paris International Agricultural Show offers a special experience that starts at Door B.

Throughout your visit, children's areas are available for families who want to take a break (Pavilion 4).



16

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.



The Paris International
Agricultural Show 2016 bag
featuring the show's mascot, Cerise, is available
from all mobile stores
for € 3 including VAT.

2016 EVENTS

PAVILION 1

PAVILION 2

THE WALKWAY

“Socially-responsible agriculture and food”, beyond words... exploring the challenges.
Event on the walkway between Pavilions 1 and 2.

Although many of us are familiar with the phrase “social responsibility”, to other it’s an abstract or vague concept. However when you apply this term to agriculture and food, it has a practical meaning and impact. The Paris International Agricultural Show has decided to help visitors learn more about the theme of this year’s show by organizing an

ground-breaking educational initiative: **a set design that places “Socially-responsible agriculture” in its context, focused on three interactive hubs exploring its environmental, social and economic impacts.**

The main goal will be to shed light on recent developments in the farming and food sectors. Visitors are expected

to enjoy the events and fun content on offer, and to take in part in activities and photograph messages to share on social networks!

The symbol of this year’s theme, the walkway bridges the basic role of this dynamic sector with the reality of an industry that’s constantly changing.

THE GENERAL AGRICULTURAL COMPETITION FOR ANIMALS

The best of French breeding and livestock

The animals section of the General Agricultural Competition is one of the top attractions at the Paris International Agricultural Show. The schedules for the world’s biggest animal competition are made available online and **followed live by more than 27,000 web users around the world.**

For livestock breeders, it provides a showcase for the best of French breeding and livestock, and promotes the exchange of technical and business information with national and international buyers.

+ more than 1,200
livestock breeders


+ more than 2,400
ANIMALS
presented at the General Agricultural Show - Animals Species

+ more than 350
breeds


7 species of animals represented:
cattle, sheep, goats, pigs, horses, donkeys and dogs.

17

PAVILION 4

GENERAL AGRICULTURAL COMPETITION RESTAURANT

Discover the very best of French agricultural produce in the General Agricultural Competition restaurant in Pavilion 4.



PAVILION 2.2

THE GREEN OASIS OF THE PLANT ODYSSEY.

Immerse yourself in a world of plants!
Exploring the theme of “Plants are vital”, this section is divided into four areas: “sow, protect, harvest and process”.



This life-size agricultural holding includes a farmhouse, cultivated plots, machines and tools to give visitors an in-depth look at the daily lives of French farmers and the agricultural sector. Every day, an educational kiosk also showcases professionals, products and innovations in the plant world.

The Plant Odyssey gives an insight into the importance of French crops in animal feed and its many links with the world of livestock breeding.

Focus on 2016 events:

- model farm visits accompanied by farmers,
- quiz on crops and plant sector,
- seeds “bingo”,
- 1...2...3... crop protection, from the field to the end product...
- climb the plant wall,
- welcome on-board the combine harvester,
- Plant discovery kiosk...

Plant Odyssey partners:

The Plant Odyssey plays host to ten partners from the plant sector: the Association des Brasseurs de France (French brewers association), AIBS (joint trade association for beetroot and sugar), CEDUS (Centre for sugar research and information), Crédit Agricole, FARRE (Ecofriendly integrated farming forum), GNIS (national joint trade group of seed and plant producers), Passion Céréales, Terre OléoPro (French oil and vegetable protein sector), UIPP (Union of industries involved in protecting plants), and INTERFEL (fresh fruit and vegetables interprofessional organisation).

PAVILION 4

THE LEARNING FARM A REALISTIC AND EDUCATIONAL LOOK AT LIFE ON THE FARM.



A key event organised by the Paris International Agricultural Show in partnership with SNVEL and FNSEA and with support from the Fondation Sommer and GIPSA, the Learning Farm explores the role played by pets in society.

Based around a realistic reconstruction of a modern farm, this top attraction sheds light on chain-production methods, the professionals who work in this field and the differences between production and working animals and their role in society.

#CERISE

#PROFILE

Her name is Cerise.

She is a Bazadais cow

She is the mascot
of the 53rd
du Paris International
Agricultural Show

ARE YOU READY FOR YOUR CLOSE-UP CERISE?

Cerise is preparing for her big appearance with elegance and finesse, with her generous curves wrapped in a dress with multiple nuances of grey. Her rounded buttocks, muscular thighs, sloping shoulders, and deep chest comprise some of the characteristic features of a thoroughbred Bazadais cow. Add a wide head, raised, light-coloured head and wax-yellow horns with an ovoid base and brown at the

tips, a pink-toned muzzle and mucous membrane and you have Cerise, daughter of Ugolin - her father -, and Sylvie - her mother.

Calm and composed, the 8-year-old star of the 2016 Paris International Agricultural Show is awaiting her public with dignity. We're sure she won't go unnoticed!

MORE ABOUT CERISE

Which pasture land did she grow up on?

Cerise grew up in Perquie in the Landes region, on the 160-hectare family farm run by Angélique and Joël Sillac. Joël took over the farm from his father 25 years ago and his children are carrying on the family tradition by studying agriculture at college. Along with his wife, he is currently rearing a herd of 160 animals composed of 60 cows, two bulls, 60 heifers, young calves and a dozen beef cattle. Unusually, this livestock farm, which produced quality beef, has since 1993 grazed two Vosges cows with its Bazadais cattle.

Joël is proud to present Cerise at the 2016 Paris International Agricultural Show:

"I'm proud to introduce the public to this breed and to show that these animals are adapted to all types of agriculture, climates, plains and mountains.

I'm also proud to help people learn about Bazadais cattle, its history and traditions, and its future, as a breed with excellent breeding and beef qualities.

But I'm also proud to pay tribute to the "fathers" of the breed, who protected it at a time of standardisation, and who passed on the desire to develop this breed to future generations."

The Bazadais - ambassador of South West France!

The Bazadais is probably one of the oldest breeds from the Midi region, and has existed since Roman times. Born on the slopes of the Massif Landais in the commune of Bazas, the Bazadais breed now counts 4,000 cows in France reared by 135 farmers, mainly in Aquitaine (Gironde, Landes, Lot et Garonne, Pyrénées-Atlantiques and Dordogne) and the Midi-Pyrénées (Hautes-Pyrénées, Haute-Garonne, Tarn, Ariège, Gers). Bazadais livestock farms also exist in other French regions including the Pays de Loire, Limousin, Brittany, Nord-Pas-de-Calais and Lorraine.

Originally used as a working breed to plough the vines and skid forestry estates, its numbers slumped following mechanisation of farms, to under 1,000 heads of cattle in the 1970s. Breeders now focus more on suckler cows and beef cattle thanks to the recognised quality of its meat. There are still a few livestock farms producing highly prized “bœufs gras”.

The Excellence Bazadaise selection body, which helps define the breed's future direction and sets specific

selection goals that help to genetically enhance and develop the breed, a technical and genetic programme was launched in 1978 to stem the breed's decline.

With its excellent beef and suckler qualities, Bazadais cattle combine hardiness and an aptitude for work and adapt to any terrain or climate. As a result, it's one of breeds with the highest presence outside France - in England, it is particularly popular for the ease with which it calves, in Spain for its remarkable meat yield, in South America and Australia, it is used to cross with other breeds to improve the growth of products with qualities that are highly appreciate.

A strong symbol of the region, the breed is traditionally celebrated during a festival called the Bœufs Gras de Carnaval, on the Thursday before Shrove Tuesday, and the Tribute to the Bull, which is held every year on 24 June to celebrate the feast of Saint Jean.



4,000 

Bazadais cows in France
reared by 135 farmers



en Aquitaine and Midi-Pyrénées,
but also the Pays de Loire,
Limousin, Brittany,
the Nord-Pas-de-Calais
and Lorraine.

CERISE A CONNECTED COW... #CERISE

A digital strategy to share Cerise and interact with her. To share the “Cerise story”, get web users to play games and publish photos, the Paris International Agricultural Show plans to take advantage of interest on social media - Facebook, Twitter, Pinterest - and digital media by using the #cerise hashtag

ON THE SHOW'S WEBSITE,

www.salon-agriculture.com, “short videos” give a behind-the-scene look at the shoot, plus an interview with Joël - Cerise's breeder, and other “snapshots” that you can also find on the mobile app.

IN-DEPTH LOOK AT FOUR KEY SHOW SECTORS

PAVILION 1

PAVILION 4

PAVILION 5.1

PAVILION 5.3

PAVILION 6

LIVESTOCK BREEDING SECTORS:

more than 3,850 ANIMALS under one roof.

PAVILION 1

Cattle; Sheep;
Goats; Pigs

PAVILION 4

Poultry; Farmyard animals

PAVILION 5.1

Dogs; Cats

PAVILION 5.3

World livestock

PAVILION 6

Horses; Donkeys

AND LAST BUT NOT LEAST

The General Agricultural Competition
for Animals in the rings and... Cerise.

In 2015, the main French livestock sectors, dairy, pork and beef, were hit by a series of crises resulting from price wars and occasional overproduction set against a backdrop of a collapse in global prices and the Russian embargo. And yet the French livestock sectors have never held so much potential or been so determined to meet the demands of consumers concerned about quality and safety and to forge new partnerships to excel in a globalised market based on competitive pricing. Diverse, varied, connected and innovative, the French livestock sectors are rising to multiple challenges - livestock rearing and production conditions, energy costs and competitiveness in the European and global markets - while delivering quality products to gain a competitive edge in these markets.

Meat and milk production, as part of a market economy, therefore needs to comply with the demands of national and international consumers. Agriculture is at a major turning point and livestock farmers and the businesses who increase the return on their products are more determined than ever to listen to the market and meet its needs. Livestock breeding has a bright future ahead of it, and that's just as well because France, its regions, expertise, technical institutions and innovations have so much to offer! Our livestock breeding sectors remain a major asset for France - on condition that efforts are made to extract value from production in particular regions by giving them the investment and support they need.

21

€27 BILLION

turnover in 2013
for the dairy industry



1 Economy:

A major livestock breeding centre, France is the EU Member State with the highest concentration of useable agricultural area (16.2% of EU UAA) with 27.8 million hectares in 2010. It benefits from a broad base of farmers who produce an extensive range of products for a strong and varied processing industry, to meet a growing demand for exports and the needs of consumers through concentrated distribution channels. In the face of increased competition, French livestock sectors are extracting extra value from their activities.

This includes informing consumers and helping them understand that it is always possible to make a responsible purchase.

In France, the organic sector, but also short supply chains, the "Drive" and new local distribution models specialising in "fresh produce" are instrumental in promoting local production, taste, fair pricing and information.

These innovations have prepared the ground and shown the way for traceability and the development of more direct links with producers. These links and this situational awareness are increasingly widespread.

The goal is to supply quality products through the involvement of players across the sector. Globally, the French dairy sector therefore 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. Our dairy industry is one of the flagships of our agrifood industry, with a turnover of more than 27 billion and a trading surplus of 3.6 billion in 2013. Players in the livestock sector simply want to express their talent and potential by responding effectively to the challenges raised by the food market.

② Sociological/social

According to a survey by Agreste, “French meat consumption dropped slightly over one year”.

This trend is primarily the result of a 2.1% drop in beef consumption and a 3.3% drop in lamb consumption.

However, there are slight variations between sectors. The consumption of pork has increased slightly, along with poultry.

Highly aware of new consumer demands for greater sanitary supervision and transparency on livestock conditions, livestock farmers are responding in a sustainable manner to the needs of socially-responsible consumers, and its impact on the relationship between farmers and the animals they rear. This issue goes beyond the agricultural sphere and forms part of a wider social approach, by including veterinary professionals and civil society.

③ Environment: a key sector in the fight against the greenhouse effect

Agriculture, and particularly livestock breeding, has many roles to play. Feeding humanity, fighting climate change and adapting to new developments, but also making a success of the agro-ecological transition and supplying raw materials for energy, the chemical industry and materials are among those roles. We need to make better use of available technology to improve the economic profitability of livestock farms upstream (through better use of genetics, robotic milking systems, smart data, etc.) and downstream (by investing in biogas units to improve the energy autonomy of holdings).

Livestock farmers, keen to extract greater value from their production, are now aspiring to these sustainable and eco-responsible approaches, in partnership with bodies working for

the sustainable use of our natural resources.

The technological, financial and regulatory framework needed to launch methanization in France requires more investment, but the social and political support for such a move has never been stronger. Payments for Environmental Services (PES) also make livestock farmers partners in the day-to-day management of the environment - part of our shared heritage. As a source of additional income for agricultural enterprises, the environment is now of long-term economic value. Livestock breeding, which has also been hit by climate change, as pointed out at COP21 in December 2015, has become a player in the **fight against climate change, based on the development of new technologies and united action by all players in the sector.**

PAVILION 2.2

PAVILION 2.3

CROPS & PLANT SECTORS:

A breath of fresh air. Large-scale farming and cereal crops.
A different view of natural living. New trends in the garden.

France once again demonstrated its capacity to produce both in quantity and quality in 2015 in the arable (cereals, oleaginous and proteaginous crops), fruit and vegetables, and wine-growing sectors. French regularity and reliability, which is prized in internal and international markets, is based on the coordination of “sowing to harvesting” expertise, and is made possible by France’s resilience to the vagaries of the weather (resistance to frost and heatwaves, water management, soil health and regional variety).

According to estimates issued on 1 November 2015 by the French office of statistics and forecasting (SSP), **the 2015 wine harvest has increased by 2% on 2014 and 5% on average over the last five years to 47.9 hectolitres.** According to INSEE, fruit and vegetables experienced a relatively satisfactory year despite the growing weight of imported fruit and vegetables and is expected to benefit from the new “Fruit, vegetables and potatoes from France” campaign to promote the excellence of French production to consumers and guarantee their traceability and origin.

The soft wheat harvest exceeded 40 million tonnes for the first time in 2015, and yields topped 78 quintals per hectare, while satisfying quality criteria. (Source: AGPB, August 2015)

Although farmers can confidently rely on a long-term export policy for soft wheat, other cereals, such as maize and colza, are experiencing more problems following a drop in yields and low prices. France also intends to consolidate its competitiveness and autonomy in the protein market through its dynamic dehydrated alfalfa sector, and the vegetable oil and protein sector more

generally. According to the harvest review of the beetroot ethanol (CGB) sector, the excellent beetroot harvest of 2015 is unlikely to cause sales problems, with a deficit forecast for international markets in the years to come, since the sector - from planters to sugar producers - is well-placed to benefit from these latest opportunities and determined to do so!

47.9 MILLION
hectolitres of wine harvested
in 2015



40 MILLION TONNES
of soft wheat harvested in 2015

1 Economy: agriculture - an economic and social asset

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

In a globalised and highly competitive environment, France's plant sector, and particularly its cereal production, enjoy a unique and enviable reputation for quality, consistency and reliability. **It's important to remind ourselves that 90% of French producers are exposed to competition in international markets.** To stay competitive and rise to this challenge, they need to adapt by acquiring the latest agricultural machinery, developing their responsiveness to new emerging markets, taking a flexible approach to international trade, maintaining exports and extracting more value from their production. They also need to increase their efficiency by working with organisations and businesses capable of providing them with support in areas other than sales (storage, transport, investment, distribution, etc.).

They need to build on this momentum, driven by France's advantage in food and non-food markets (energy, materials and chemical compositions sourced from renewable raw materials) offered by its plant sector.

2 Sociological/social: does sustainable farming have a future?

Cereals are the perfect example of how agricultural issues have a strategic and human role to play in the 21st century.

For example, France has an obvious "moral and political" responsibility to supply wheat to countries in the southern Mediterranean area, the Near and Middle East, which are experiencing high population growth, combined with a limited agricultural capacity and subject to complex political developments.

Feeding a growing population set against a backdrop of diminishing resources and the economic realignment of major world powers is one of the most complex challenges facing humanity this century.

(Source: "Géopolitique du blé - Un produit vital pour la sécurité mondiale", by Sébastien Abis, July 2015).

Farmers are increasingly expected to take a responsible, committed approach to their production, and specifically to produce more and better.

All players in the French agricultural sector therefore have a crucial role to play in 2015: they will be expected to feed (well) people in France and elsewhere, while respecting and preserving human health, biodiversity, and natural resources. For many years now, actors in our agricultural sectors have made practical changes and implemented sustainable agricultural practices in the field, through training, the reduction of inputs, the sharing of best practices and waste management.

Two effective and original approaches currently being taken by farmers are CEDAPA in the Côtes d'Armor region, and Terr'Avenir in Picardy. Launched in the Côtes d'Armor region by André Pochon, the autonomous agricultural development research centre (CEDAPA) is an association of more than 150 livestock farmers. **It is promotes farming with high yields, but which is also more cost effective, pollutes less and retains jobs.** Centred on people, it provides farmers with one-to-one support and capitalises on the experience **and results of these agricultural players who have spent years developing autonomous** and cost-efficient systems.

An innovative initiative in the agricultural sector founded to promote the social and economic responsibility of agricultural holdings (SER), Terr'Avenir is an umbrella organisation with seven members from across France. Attached to their production, region and roots, the heads of these agricultural enterprises who are

members of this organisation not only share **the same environmental philosophy: they have applied it in practice by implementing an internationally recognised and annually controlled standard, the Environmental Management ISO 14001.**

Building on their success, these organisations are now expanding their activities. Two new regions in addition to Picardy and 103 agricultural enterprises, representing 25,000 hectares, 350 people, and more than fifteen productions are now committed to this environmental, economic and social approach.

3 Environment: focus on seeds

Genetics and biotechnology feature among the four main technological innovation levers for agricultural development (along with digital technology, robotics and biocontrol) listed in the **Agricultural Innovation Mission 2025 action plan presented to the French ministers for agriculture**, research and digital technology in October 2015.

Both are key components of a sector of primary economic importance internationally and which has a strategic role to play in our plant production activities: seeds. Agriculture and plant improvements enhance biodiversity by creating new varieties adapted to the needs of humanity and by expanding our plant genetic heritage. Over the past forty years, French plant production has achieved its current volumes and level of excellence partly because of plant and seed selection research and development.

Of primary technical and economic importance, and the result of extensive research work, seeds are a key lever for producing more and better in a context of climate change and reduced access to resources (particularly water and soil).

(Source: GNIS)

CULINARY PRODUCTS

A chance to discover new culinary horizons

by exploring the French regions and overseas territories - showcases for our culinary heritage (Pavilions 3 and 7.1) - and world delights (Pavilion 5.1-5.2) to embark on a journey to 33 far-off destinations and learn about agriculture and food in other countries and talk with their producers.

France's constantly evolving culinary sector and food culture are its greater living immaterial heritage.

France is fortunate to have farms located in remarkable regions, producing products of an extremely high standard and 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 its quality, diversity and safety.

24

Despite some worrying changes in consumer habits (the decline of set meal times, particularly outside the home, snacking, the popularity of practical, cheap products, etc.), several encouraging trends are now emerging: **cooking has made a comeback as a fun group activity celebrated in cookery programmes and by celebrity chefs; French regional produce is increasing popular; and ambitious ideas and innovations are beginning to emerge.** But most encouraging of all are the changing habits of the younger generation. In the new "foodosphere", ultra-connected, well-informed, responsible young consumers are aware of what they are buying and the need to cut waste, and are taking back France's culinary heritage and, when they have the means, displaying a preference for quality, locally-produced food.

Building on its wealth of gastronomic products and these exciting new challenges, France is capable to combining innovation and tradition, excellence and the supply of all of these different markets, but also its regions and sectors, culinary tourism and culture, common sense and pleasure.

① Economy: fine foods - a key French cultural asset

France's regional products represent a major economic advantage, and its key players have prepared effectively for the "socially responsible" challenges ahead, which have made a major difference over the long-term. The leader of the French wines and spirits sector, Champagne, is making a decisive contribution to France's economic vitality, for example. The source of 30,000 direct jobs, it is the export leader in its sector with a presence in over 190 countries and, in volume, accounts for 13% of global sparkling wine consumption. In 2003, Champagne was the world's first wine region to calculate its carbon footprint and to outline key areas for action, giving rise to particularly innovative solutions.

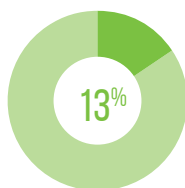
The Champagne sector is now one of the few economic sectors to have achieved absolute emission reductions.

All wine producers in the Champagne region are now part of this approach (Source: CIVC).

Although wines and spirits is one of France's most dynamic segments, some fresh and processed niche products are also performing well. In 2013, France exported oysters to the value of 64 million, for example. The consumption of foie gras outside France has increased by 15% every year for 10 years. It is favoured by a varied clientele, composed of fine food enthusiasts but also restaurant owners and retailers who are not only keen to sell this leading example of France's culinary heritage, but also "related" products such as fine meats, which naturally enjoy a reputation for taste and quality.

30,000 DIRECT JOBS

generated by the Champagne market



of worldwide consumption of effervescent wines



61.8 BILLION €

in turnover generated by French gastronomy

794,000 JOBS

in food service trades



The **share of gastronomic products in the economy as a whole is just as important, with a turnover of almost € 61.8 billion and employing 794,000 people in the restaurant sector - France's fifth largest employment sector**; the food preparation industry has a turnover of more than € 145 billion and employs 475,000 people; and the tableware sector has a turnover of more than € 1.7 billion. Lastly, the gastronomic industry accounts for 13.5% of spending by foreign tourists.

(Source: DGCIIS 2013)

② Sociological/social: historic professions regaining popularity

The production of gastronomic products helps preserve traditional occupations which would otherwise have disappeared under the pressure of globalisation. Consumers and restaurant customers are increasingly demanding when it comes to the history of products, their regional roots, traceability and impact on the environment, and socially-responsible food helps to put the spotlight on those which perform well against these criteria. Traditional occupations are finding new outlets, centuries-old expertise is once again valued and handed down, and bridges are being built between businesses and artisans.

In Cléder (Finistère), a company called La Légumière has made a major contribution to reviving forgotten vegetables, which are now back in favour, both in our baskets and our plates. After years of research, this pioneering family business produces 24 different varieties and more than 5,000 tonnes of these vegetables.

Livestock breeders (beef, lamb and poultry) are also committed to an approach based on quality and labelling, which has opened up new outlets with restaurant owners, fine food enthusiasts and butchers for whom taste and regional approaches, natural rearing practices, and animal welfare come top of their list of priorities.

Promoting regional produce and gastronomic products
This development of rural regions, and the culinary products produced by them, is leading producers to form alliances with artisans.

Various trades and professions are getting together and enriching each other, setting in motion a virtuous circle for a promising future.

③ Environment: optimal supply of culinary establishments

Fighting food waste and eating local and seasonal products are reflections of sustainable consumption: these behaviours, now considered normal by the French, are also applicable in other links of the food chain: agricultural production, wholesale markets, agro-food companies, mass

retailers, public or private institutional food services, etc.

In addition to the environmental benefits, encouraging short distribution channels and procuring at local level stimulates the local economy, through the promotion of local know-how and assets.

This is well understood by local actors who are implementing appropriate solutions. For example, to better match supply with demand in real time and with optimal efficiency, initiatives are taking shape using the most effective communication tools. The website www.restoaquitaine.com is putting consumers, municipalities and suppliers in contact with each other to ensure top-quality, local, organic institutional food services in Aquitaine. In the Yonne, the "Public Buyers' Club" has been working since the spring of 2015 on short distribution channels, in an effort match businesses with buyers involved in supplying products for institutional food services in cooperation with the Chamber of Agriculture and the department's main slaughterhouse.

Locavorism (i.e. eating locally) is also a growing trend in Ile-de-France under the impetus of the regional food and agricultural development and innovation centre (CERVIA), an organization created in 2007 and associated with the Ile-de-France region. This association is thus working for the promotion and development of the region's agricultural and farm products and know-how, and is also supporting the sustainability of food businesses in the region.



AGRICULTURAL SERVICES AND PROFESSIONS

Professions, people and know-how.

From crops to livestock farming to forestry, the issues facing agriculture and the expectations around them are constantly changing. Major players in the agricultural sector, including institutions, organizations and trade unions, are taking advantage of their participation to present, showcase and share their main concerns.

Motivated by an increased awareness of food and environmental challenges to come, farmers and farmers in training, along with all related business segments of the agricultural, agro-food and agro-industrial sectors (mechanization, chemistry, etc.) are gradually changing their ways of producing, training, working and communicating. The professionalization of the farming profession is being accompanied by an unprecedented technological revolution based on new partnerships, a new openness to markets and trends, development of their data, sharing in real time of know-how and equipment, the use of drones and sensors and much more.

"Digital technologies will give rise to very profound changes and transformations, and this is not limited to the agricultural world. We will need to innovate in all areas. And beyond technological innovation, we will need to innovate socially as well. This profession must change its social organization itself." Stéphane Le Foll

It is indeed impossible to ignore the digital revolution in agriculture, which has taken on a new dimension and scope. This is reflected by the emergence of new private players, the numerous studies and press articles relating to agriculture, and the many publications urging farmers to invest in a new field: the field of the Internet and its array of services.

From production to the distribution and consumption of agricultural products, the digital revolution is omnipresent. It is changing numerous long-standing practices in the agricultural chain by producing information at each stage, which is now accessible and distributable to the various stakeholders of this chain, beginning with consumers, stresses the White Paper published by Renaissance Numérique in November 2015, titled "The challenges of connected agriculture in the digital society". Farmers and breeders, who are henceforth less confined to their production or negotiation roles via the sector's traditional players, are in the process of "transforming their professions"; they now have a platform of extended tools and solutions at their disposal – exhibited at the first connected agriculture event in Angers on 15 October 2015 –, to streamline their tasks and make their production cycle more virtuous.

1 Economy: a giant leap forward in genetics

Genetic improvement of livestock breeds actively contributes to strategies designed to increase production and efficiency, by making it possible to breed animals capable of adapting to the constraints of breeders. In fact, France has a wealth of research institutes – both public and private, conducting developmental and fundamental research – which are assisting and supporting breeders in their quest for excellence and new challenges. Launched in 1969, and rolled out on a wide scale as of 1978, the National Agricultural Animal Identification and Traceability Plan has gradually incorporated a wide range of technological innovations. Besides the reliability of health checks of the national livestock herd and genetic information systems, **this exemplary plan facilitates the traceability of products** from the farm to the consumer's plate.

With animal genetics, the goal is to produce quality animals and improve the breed. The France Génétique Élevage Association is working to improve the genetics of more than 50 breeds of cattle, sheep and goats, representing an outstanding genetic heritage. To develop this potential, over 70,000 French breeders are

helping to implement effective genetic improvement programmes. Each stage is conducted by a technical organization that is a specialist in its function, which it fulfils efficiently.

France Génétique Élevage is responsible for steering, coordinating and continually improving this extremely wide-reaching national collective plan.

It ensures the ongoing integration of new scientific knowledge, technological innovations and Quality Management methods. All genealogical and animal husbandry data, etc., are recorded via a single National Genetic Information System feeding the national database of genetic data. Each year, it is used to record, track and develop information on over **4 million animals, 26 million basic milk testing results, 4.5 million inseminations, 1.6 million live weights, etc.** This breeding data exchange network and its associated services are implemented by regional IT service organizations (ARSOE) grouped together at national level in FIEA.

(Source: France Génétique Élevage)

70,000 FRENCH BREEDERS

are contributing to genetic improvement or

4 MILLION
head of livestock



② Sociological/social issues: training: what are the trends?

A look at training programmes available to young farmers and breeders to enable them to better manage their farms.

For several years now, agricultural education institutions and networks throughout France have been offering training programmes on the economic and environmental performance of farms. Farm managers are increasingly involved “from field to fork” and increasingly challenged by civil society, thus becoming over time committed agricultural decision-makers more likely to have diplomas and technical qualifications. They are facing huge challenges: **they must learn to correctly value their business to ensure it makes a profit, learn to better manage the increased free time made available through automation and remote control, and learn to diversify their sources of revenue and information.**

In addition to all the academic courses and field experiments, they must also learn to ask the right questions: How is my area of activity defined across the world, in Europe, in my country, region, and municipality? Is my farm identifiable, accessible and coherent? Can consumers find me easily? How should I best manage my various work areas, ranging from the milking parlour to my office and including my private living space? What is the best way to monetize my onsite production: a farm products store, a B&B, direct sales, etc.?

While developing their agricultural enterprises in view of external parameters (local specificities, the economic environment, transportation networks, etc.) farmers must strive to gain recognition for their expertise and strategies, including the final consumer's recognition. The issue of new occupational requirements and types of training needed will continue to be raised and debated. Depending on their personal preferences, farmers will take an approach oriented towards computers and electronics, or towards sales and data management, while developing a capacity for openness to the world, with the help of digital technology and by listening to their end customers in real time. **Young people pursuing advanced degrees in agricultural education,**

now more than ever before, need to acquire real adaptation and innovation skills, whether they are specializing in agronomy and animal science, day-to-day farm management or communication, while taking full advantage of all available digital tools. Setting up operations on a farm and getting their bearings in their work and living environments – the two are often intrinsically linked – are essential stages for young farmers in finding fulfilment in and optimizing their professional lives.

Farmers' lives are more nomadic than ever before, so they must receive training on how to open themselves up to the outside world, and be aware of belong to a territory and a network.

③ Environment: a major economic change!

Protecting the environment can provide substantial supplemental resources for farmers.

In France, this diversification takes various forms in agricultural enterprises: mini-hydroelectric dams, wind turbines, biomass (other than biogas), biogas (the production of energy and electricity from the decomposition of organic substances, such as plants, wastewater, household waste, manure or slurry), the combustion of straw or wood, solar energy using photovoltaic, etc. Sometimes viewed initially as a way of reducing their consumption of fossil fuels, more long term, the production of clean energy enables farmers to enhance, diversify and sustain their farm operations. France, which embarked on this approach belatedly, is now planning to deploy all engineering and consulting resources needed to help farmers advance in this direction.

Among new green energy sources, anaerobic digestion, by converting waste into energy, is making a significant contribution to the circular economy.

Currently cited as models and highly solicited for advice and sharing of experience, Mauritz and Jacques-Pierre Quaak, on their mixed farming operation located in Seine-et-Marne, have linked their anaerobic digester to

the local natural gas network, thus becoming producers and sellers of green energy. Their 350-hectare agricultural property is the first in France to produce biomethane with an initial investment of 5 million euros for the anaerobic digestion unit, 30 % of which was subsidized by the regional authorities and ADEME.

The gas is obtained by anaerobic digestion of manure and grain dust, among other things. Production is sufficient to heat and fully meet the demand of 3,500 households in neighbouring villages. Every year, 12,500 tonnes of waste are collected. Inside the the digester itself, after the waste is broken down, two other substances, in addition to the biogas, are extracted and stored. These liquid and solid substances known as “digestate” are used as replacements for 90% of the farm's chemical fertilizers!

The Quaak brothers' farm has just passed the 2 million cubic metre mark for biomethane injected into the network since their unit was launched

on 28 August 2013.

(Sources: La République de Seine et Marne, 20 July 2015, Libération “Du biogaz briard branché avec brio”, 28 May 2015 and La France agricole “Un gros travail d'information pour une activité naissante en France”, 30 November 2012).

Working differently while strengthening the vitality of farms: green energy is easily winning supporters and there are many other examples, such as in Saint Georges sur Loire, just a few kilometres from Angers, where six livestock farmers assisted by local stakeholders (the Chamber of agriculture, the Angers ESA, and the Naskeo company) have founded an economic and environmental interest group (GIEE) dedicated to dry anaerobic digestion. The electricity produced by cogeneration is injected back into EDF's distribution networks and is sufficient to heat two private homes, the offices of the Community of Communes, and a retirement home.

(Source: Alim'agri, Oct-Nov-Dec 2015)

In France, regulations are changing and throughout the country, collective actions are being taken to encourage farmers to follow this example and support green energy initiatives.

At stake: job creation, non-polluting and renewable energy production, and a new image and new role for agricultural enterprises in their direct environment.

2015 / AGRICULTURAL INDICATORS

TERRITORIAL BREAKDOWN

In 2014, about 475,000 French agricultural enterprises produced 73 billion euros of agricultural products on an agricultural surface area of 29 million hectares. For 10 years, with a share ranging from 17.7 % to 19.3 % of the EU-28's production in value, France has been the leading European producer. In metropolitan France, the breakdown of farms in the various agricultural business sectors was quite close in 2013 to the 2010 breakdown. However, the share of the field crops sector has increased. This sector is still the largest representing over one quarter of all farms. Cattle farms represent almost another quarter.

The number of corporate farms (154,000) is continuing to increase. Nearly 8 out of 10 of them are large operations. The 84,400 limited liability agricultural enterprises (EARL) in France comprise over half of all corporate farms.

(Source: GraphAgri France 2015/Figures published by the MAAF)

The average usable agricultural area (UAA) of farms has increased by 34 hectares in the last 25 years and by 5 hectares since 2010, reaching 62 hectares. The disappearance of some farms has resulted in the expansion of sustainable farms.

FOCUS

Overseas departments: usable agricultural area (UAA) comprises 30% of total surface area in Guadeloupe and Martinique, and barely one fifth in La Réunion. In 2013, the number of farming operations stood at 7,700 in La Réunion, 7,000 in Guadeloupe and 3,000 in Martinique. This number has stabilized in La Réunion and decreased by 10% in the Antilles since 2010. This decrease is affecting farms of less than 5 hectares, which remain quite numerous nonetheless (i.e. three-quarters of farms in Guadeloupe and two-thirds in La Réunion and Martinique).

Main agricultural crops: sugar cane, bananas, pineapple, citrus fruit and tubers.

(Source: GraphAgri France 2015/
Figures published by the MAAF)

28

475 000
farms in France



€73 BILLION OF
FARM PRODUCTS

FOCUS ON SETTING UP IN AGRICULTURE

In 2014, 4,945 decisions granting aid to persons setting up in agriculture were made and 4,432 DJAs (setup allocations to young farmers) were paid.

30% of subsidized setups in agriculture in 2014 comprise setups outside a family setting (hors cadre familial or HCF). The expression "outside a family setting" designates setups in which the young person's farm was not or will not be transmitted to him or her by family members up to three times removed. These setups cover various situations ranging from city dwellers without previous links to agriculture to children of farmers setting up in another location.

(Source: GraphAgri France 2015/
Figures published by the MAAF)

FOCUS ON LIVESTOCK FARMING

- France has the EU's largest cattle herd
- No. 1 beef producer in the EU
- No. 4 exporter worldwide of dairy products
- No. 7 producer worldwide of beef and milk
- Over 70 breeds of cattle, sheep and goats
- 17 cattle breeds in selection programmes
- 17 cattle breeds in conservation programmes
- 28 sheep breeds in selection programmes
- 7 dairy goat breeds in selection programmes
- 49 dairy products with an Official Indication of Origin and Quality
- 88 meats with an Official Indication of Origin and Quality

(Source: France Génétique Élevage)

FOOD CONSUMPTION IN FRANCE

Approximately one fifth of total household consumption in France is devoted to food. In annual

amount per capita, the consumption of cheese (24 kg in 2014) and meat (89 kg) is increasing slightly after several years of stability or decline. Consumption of cereals (113 kg, as an ingredient for pasta, semolina, flour, glucose, etc.) is stable. Consumption of milk and plain yoghurt (62 kg) and wine (42 l) has been trending lower for 10 years or more.

The decline in the consumption of milk products has been confirmed.

(Source: GraphAgri France 2015/
Figures published by the MAAF)

The average monthly food budget registered a decline of 6.1% versus 2014 and amounted to 365 euros in 2015. Price is still the number one criterion that motivates people's choices (for 75% of people polled). However, it is losing ground to a number of more quality-related criteria, such as the product's taste or its nutritional benefits, as well as whether or not it has been organically produced and how natural it is. When it comes to shopping, 40% of people living in France use supermarkets, 35% go to hypermarkets and 12% go to hard discount stores.

(Source: Sofinscope - Opinion Way opinion poll conducted for SOFINCO).



81% of French people believe that the best way to look after their health is to eat properly (healthy and varied diet). 3 in 4 French people think that products made in France are of high quality. **79% of French people say that they would be prepared to pay more for a high-quality product.**

(Source: ANIA, ANIA / OPINION WAY opinion poll: "The French and food"; June 2015)

FORESTS

Privately-owned forests account for three-quarters of total forested area in mainland France.

They belong to private natural or legal persons or to public bodies that are not covered by France's forestry regime. In 2012, more than 10 million ha of forest were divided up among approximately 3 million private owners (according to the land registry). The atmospheric carbon that is stored in the forests plays a role in preventing climate change. An average of 76 tonnes of carbon per hectare are stored in the trees. By ensuring that these trees are able to continue to grow, we can eliminate 20 million tonnes of carbon from the atmosphere per year (73 million tonnes of CO₂ equivalent). That's the equivalent of 14% of France's total greenhouse gas emissions (512 million tonnes of CO₂ equivalent in 2009)

(Source: GraphAgri France 2015 /
Figures published by the MAAF)

AGRO-FOOD

INDUSTRIES

In 2013, there were some 85,800 companies (legal entities) operating in France's agro-food sector (in the broadest sense of the term). It employed 678,500 full-time people (not including temporary staff).

Agro-food companies employ nearly 6% of all full-time employees working in non-financial and non-farming companies in France. However, they account for 10% of turnover, 12% of exports and 5% of added value.

Following a fall of 1.4% between 2011 and 2012, the added value generated by agro-food companies held steady between 2012 and 2013.

The agro-food sector plays a key role in France's export economy (10 to 12% of total French exports).

The flagship food categories are: wine and beverages, crops and dairy products.

(Source: APCA)

THE EU'S AGRICULTURAL PRODUCER

In 2010, the European Union produced € 331 billion worth of raw agricultural products (unprocessed).

France accounted for 18.5% of this total, contributing €61 billion worth of products.

Globally, France is Europe's leading agricultural producer, although this ranking varies depending on product. The EU's other main producer countries are Germany (13% of total European production), together with Spain and Italy (each accounting for 12% of total European production)

(Source: Assemblée permanente des chambres d'agriculture (permanent assembly of chambers of agriculture) and Agricultural accounts - Eurostat)

€331 BILLION OF
unprocessed farm products in the EU



FOCUS

Connected farmers

- 90% of farmers complete the administrative procedures for the CAP online
- 79 % use the Internet for personal and professional reasons
- more than 400 mobile apps have been developed to help livestock farmers
- 46% of crop farm tractors are fitted with GPS systems
- 56% of plots have 3G coverage and 12% have no network coverage whatsoever

(Source: "Renaissance numérique" White Paper on the challenges of connected agriculture in a digital society, which includes the 2014 BVA Ticagri survey of Internet savvy producers communicated by C. Gentileau, founder of NTIC Agriconseil)

- In 5 years, usage of farming forums has more than doubled, while the number of people using social networks has increased by 80%
- (Sources: 2010 survey of Internet savvy producers compiled by NTIC AGRI CONSEIL - IDDEM / 2014 survey of Internet savvy producers NTIC AGRI CONSEIL - BVA)
- The Internet provides farmers with 50% of the information they seek, but forums and social networks only account for 5% of this information (2014 survey of Internet savvy producers)

#SIAPRO2016

**Support livestock farming and the vegetable sector.
Take a stand alongside its exhibitors in order to promote agricultural services and professions and get people talking about them.
Invite people to discover the excellence and variety of products from regions throughout France as well as the rest of the world, and learn about the expertise that goes into making them.
Such are the aims that the Paris International Agricultural Show has set itself.
Aims that it has succeeded in meeting!**

New concrete and bespoke initiatives...

The Paris International Agricultural Show continues to be driven by a strong ambition – an ambition that has resulted in its establishing itself as an unmissable event for the general public. But it is also one of the nerve centres of agriculture in France. Because it showcases farming. Because it sets out to support all players across the sector including overseas delegations who are looking to establish useful contacts, and who have come either to purchase animals or simply to find out about working methods being used in the sector. And in 2016, the Paris International Agricultural Show will once again be meeting the expectations of everybody who comes to crowd the aisles of the Paris Exhibition Centre from 27 February to 6 March. This year's edition will therefore be featuring a number of new concrete and bespoke initiatives aimed at professional visitors from all over the world... people who – as is the case every year – will be seeking to set up numerous business meetings and make useful contacts up and down the show's aisles or in the special areas set aside for them. The show will have a programme specially for farming professionals – and more specifically for livestock farmers. A number of targeted services will be available for them, such as a specialist reception area, meeting rooms, guided tours, etc.

30

BESPOKE WELCOME FOR PROFESSIONALS...

Over a 9-day period, the Show serves as a platform for discussion, meetings and business for industry professionals working in the agricultural and agro-food sectors.

For 2016, it will feature a number of bespoke promotional tools designed to meet the requirements of these particular visitors, facilitating their presence at the show and ensuring that they get as much out of their visit as possible.

Before the show, all professional visitors can register in a special area of the website in order to get a professional accreditation.

At the Show, they can pick up a non-transferable badge in exchange for this accreditation from the Professional Reception area – in the entrance to Hall 1. This badge will grant them access to their special "Professional Area" in the

"Espace 2000" on the 1st floor of Hall 1. This is a private area – with Wi-Fi – where they can hold discussions and which is specially configured for business meetings. Professional visitors must pay for their tickets (full tariff is € 13). Professional visitors from overseas can obtain a letter that they can use to help them get a visa from www.salon-agriculture.com. They'll need to submit this letter with their visa request application. It will not grant them access to the show.

PARTICULARLY FOR PROFESSIONALS IN THE LIVESTOCK AND VEGETABLE SECTORS!

The Paris International Agricultural Show is a major event for the French livestock breeding sector. As the venue for the General Agricultural Competition for animal species, it is also a significant centre for business. Professionals can meet while viewing the presentation programmes or animal competitions, as well as to consult the times and dates of scheduled auctions.

The Show provides professionals from the livestock rearing sector with their own International Business Club. This modestly-sized area is naturally located right next to the Presentation Ring in Hall 1.

A private area for professional meetings between visitors – buyers or key influencers – and genetics specialists or experts from specialist bodies.



GENERAL AGRICULTURAL COMPETITION

Professional competitions



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 in the western suburbs of Paris. It set out first and foremost to promote breeding animals (cattle, sheep, pigs, poultry), then over the years it started to feature agricultural-related products and expertise (grains, fodder crops, farming machinery, etc.). Since then, the General Agricultural Competition 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.

31

KEY FIGURES FROM THE LAST EDITION



ANIMAL COMPETITION

7 animal species:

cattle, sheep, goats, pigs, horses, donkeys and dogs.

299 breeds
+ than 2400 animals

+ more than 1200
breeders



CONCOURS DE JUGEMENT DES ANIMAUX
PAR LES JEUNES (ANIMAL JUDGING BY
YOUNG PEOPLE COMPETITION)

9125 young people

73 départements

385 finalists

including 49 overseas finalists from 23 different countries



WINE COMPETITION

3846 producers

3147 tasters

16,338 wines tasted

3741 award-winning wines



CONCOURS DES JEUNES PROFESSIONNELS DU VIN
(EUROPEAN COMPETITION FOR YOUNG PROFESSIONALS IN THE WINE SECTOR)

17 schools

522 candidates

71 finalists

including 26 young Europeans from 17 different countries



PRODUCT COMPETITION

1700 producers

3571 tasters

4656 farm, artisanal and
industrial products tasted

1182 award-winning products





GENERAL COMPETITION FOR ANIMALS

Boosting business for professionals

The General Agricultural 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.

Breeders 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 breeding does best in terms of genetics.

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 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 in order to promote the qualities of their particular breeds in the eyes of buyers from France and – above all – from overseas.

The Paris 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 27,000 web users all over the world!**



27,000
people watch the cattle
competition live over the
Internet

Breeds competing and on display

	COMPETING	ON DISPLAY
CATTLE	19	15
SHEEP	15	36
GOATS	-	10
PIGS	5	4
HORSES	17	14
DONKEYS	9	-
TOTAL	64	80

**and...
more than 180
breeds of dog!**

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 programmes and as such help establish sales contacts. The 300 or so breeds either taking part in the competition or on display representing the 7 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.**

The animals are selected at the farms from among the prizewinners of inter-regional heats.

It takes more than 6 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 1 March and Wednesday 2 March: 220 animals are taken out and around 150 are moved in.



YOUNG PEOPLE CAN ALSO GET INVOLVED IN THE GENERAL AGRICULTURAL COMPETITION

Another of the General Agricultural Competition's missions is to promote young professionals and their technical and business training programmes. This is done through 3 competitions: The animal judging by young people competition (CJAJ), the European competition for young professionals in the wine sector (CJPV) and the national agricultural schools trophy (TNLA).



Altogether, more than 9000 students and young professionals take part in these competitions every year. For the finalists, the finals held at the **Porte de Versailles exhibition centre represent the end of their training or their very first steps as professionals.**

The CJAJ and CJPV competitions recognise the talents of agriculture, hospitality and business students, as well as those of recently established young farmers and young wine professionals who have just set up or begun working. The young people who take part in the Paris finals have been short-listed in regional heats.

**+ MORE THAN
9000** students and young
professionals take part in these
competitions every year

FOCUS ON

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 working.

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 agriculture 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).

THE EUROPEAN COMPETITION FOR YOUNG PROFESSIONALS IN THE WINE SECTOR (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 having to blind-recognise 5 single-grape wines, rating 4 wines compared with the rating delivered by a professional panel and an optional communications test, the theme of which for 2016 is **"Wine produced using alternative means?: moving towards reasoned and reasonable wine-growing in the face of major environmental, economic and health issues"**. For the finals, the 3 leading French candidates and 3 leading European candidates are required to take part in a guided tasting session (in addition to the first 3 trials).

THE NATIONAL AGRICULTURAL SCHOOLS TROPHY

The National Agricultural Schools Award recognises the best institutions based on five 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.**

5 TRIALS

as a team



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

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

Rigorous selection & assessment process

Every year since 1870, the General Agricultural Competition has been recognising 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, 6700 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 140 commissioners, aided by 70 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 fun and enjoyable to eat.

The competition is divided into two major categories: the competition for products and the competition for wines.

+ MORE THAN
10,000 volunteer
tasters, 6700 of whom are
involved in the finals

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 will see the introduction of lamb and pork into the competition, both boasting official quality labels.

THE 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.



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 prizewinners 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 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.

50%

of French consumers purchase prize-winning products



The Prix d'Excellence rewards a producer's expertise over time.

THE PRIX D'EXCELLENCE

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 Prix d'Excellence in each product category.

They are awarded to producers who have taken part in the last three editions and who have obtained the best possible results in their respective categories over this period. As such, the Prix d'Excellence rewards a producer's expertise over time – and not just the quality of a given product.

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 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.

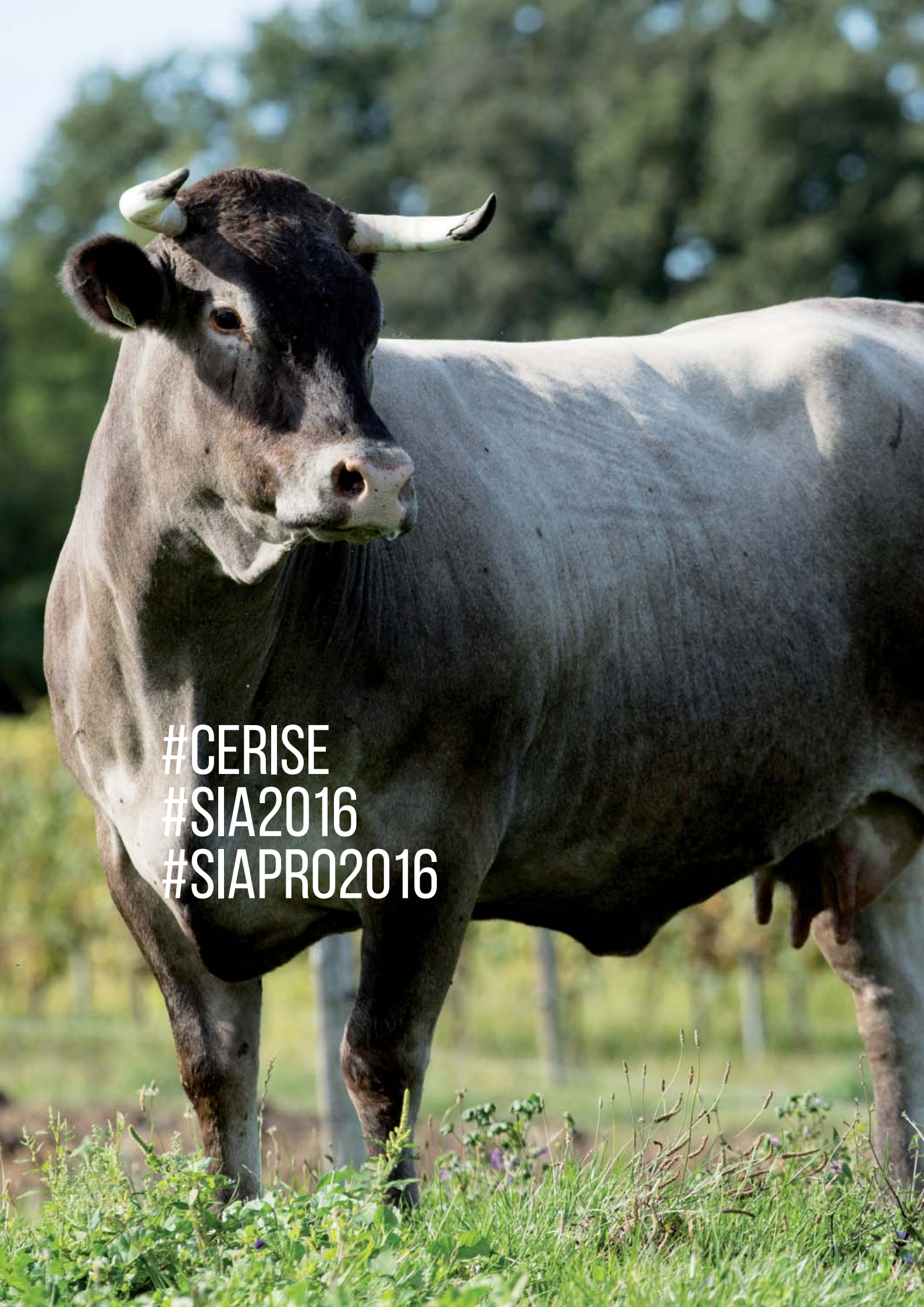
Unlike fallow fields covered with wild flowers, which are planted at the edges of cultivated fields, flower meadows as defined by the competition are uncultivated, species-rich pastures that are mowed or grazed to feed cattle. The meadows can be wetlands, dry grass, grass on medium-height and tall mountains, trails, moors, etc.

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.

In 2016, a student flower meadow competition will be launched and staged for the first time as an experiment.

It will be aimed at young agriculture students and will reward students for the best analysis and best presentations.



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