

Biofruit Congress - Madrid, oct 2019



**COLLECTIF
NOUVEAUX
CHAMPS**
Des producteurs engagés!



Pioneers



We are a French grass-roots movement of fruit and vegetable growers committed to achieving agricultural and environmental progress.



Listening to consumers, we stand up for good food for all, by working to inspire confidence in everyone.



In order to fulfil this pledge, we are proud to present our new range of 'zero pesticide residue' products. We believe this is a powerful achievement in favour of sustainable development.





The origin of the project

Bold and swift, a very popular project!

- An open day organised by **Les Paysans de Rougeline** (cooperative growers' association) in April 2017 launched the first selection of fruit and vegetables (tomatoes and strawberries) with 'Zero Pesticide Residues'.
- Others involved in the industry were motivated to understand more about the initiative, and exchange information about it.
- The first meeting was in **September 2017**
- The intention to establish a **cooperative** aimed at achieving "Zero Pesticide Residues" in France was confirmed
- **7 founding-member businesses** who have been working together for six months, and supported by the consultancy firm Sève Conseil, aim to conceive a methodology applicable to all kinds of fruit & vegetables (concept, brand label)
- The **official launch** of the cooperative "Collectif Nouveaux Champs" was announced on 7 February 2018 ...

Answering consumers health concerns

79% of French citizens think that there is a probable risk of food harming their health

93% of French citizens think that the existence of pesticides in their food affects their health

89% of French citizens want to be informed about the existence or non-existence of pesticides in food products (through labelling)



Sources:

- Survey “The perception of risks when considering anxieties about food” “First analysis of the results of the survey “Anxieties” 2016 (OCHA- Toulouse University - CREDOC) JEAN-PIERRE POULAIN Toulouse University Professor, CERTOP-CNRS, Chair of Food Studies: Food, Cultures and Health, Taylors University Kuala Lumpur
- IFOP/WWF opinion poll
- Olivier Dauvers – Source SIAL

A strong production commitment ...

- **The involvement of voluntary growers**, aware of the issues and concerned about standing up for agricultural practices that respect humans and the environment
- **Specifications and a benchmark** based on analysis of the risk throughout the whole industry and controlled by an independent organisation
- **Committed agricultural practices** flanking a combination of measures allow us to aim for our pledge of “Zero Pesticide Residues”
- **Complete traceability** from the field to the shelf
- The analyses of fruit with regard to the target active substances, performed by an **independent laboratory certified by COFRAC**



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One equation

**Combination of means
+
Commitment to the result
=**





The pledge

Commitment to the result and the means of achieving it

- The Zero Pesticide Residues programme guarantees consumers the **absence of residues of researched active substances**
- The absence of residues is determined, for each active substance analysed, by a result below the limit of quantification, the smallest measurement quantifiable by laboratories with an “acceptable” degree of precision.
- Laboratories are unable to guarantee the precision of measurement below this limit of quantification. At the present time, measuring instruments are able, for the majority of residues, to achieve a limit of determination of 0.00001 g/kg.
- A **pertinent list of active substances** (monitoring and utilisation) is prepared for each type of fruit or vegetable
- An **independent COFRAC-certified laboratory** undertakes the analyses of fruit & vegetables in the scheme

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After 18 months...

Some encouraging figures since the beginning

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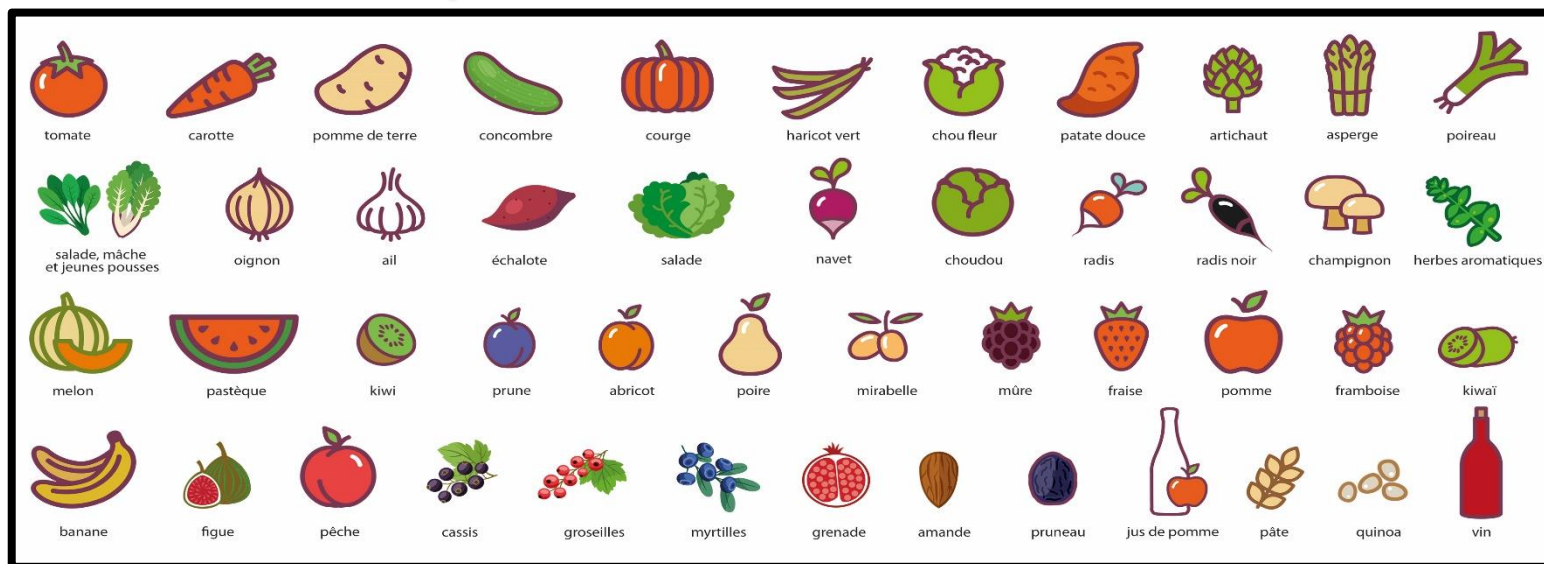


59 M€ of revenues

23 000 tons of fruits & vegetables produced

46 millions of products sold

31 different varieties sold



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Eat more fruit and vegetables!

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Questions

