

# INTERBIO

Nouvelle-Aquitaine

Committed to support actors of the organic sector



[interbionouvelleaquitaine.com](http://interbionouvelleaquitaine.com)

ASSOCIATION INTERPROFESSIONNELLE BIO RÉGIONALE



# INTERBIO NOUVELLE-AQUITAINE : An example of gathering of all the organic sector

# Our working principles



## INTERBIO IN SOME FIGURES

**296**

MEMBERS  
REPRESENTING 5 600  
ORGANIC PRODUCERS  
AND € 2 BILLION IN  
TURNOVER

**13**  
EMPLOYEES

**3 SITES**  
SPREAD OVER THE  
REGION NOUVELLE  
AQUITAINE

**1 M€**  
TURNOVER

An interbranch organization in favor of Nouvelle-Aquitaine organic sector

## OUR GOALS

To federate all the actors of the regional organic sector to talk with one voice

To represent the interests of our members towards the Public bodies and conventional farming organizations

To contribute to the development and growth of the regional organic sector from the farmers to the retailers

To ensure the promotion of regional and organic products

To support the introduction of organic products in collective catering

# OUR ORGANISATION : HOW IT WORKS ?





1. To establish a real regional strategy
2. To exchange, debate, predict
3. To lead interbranch discussions between the actors
4. To communicate about the different works and studies of the sector

# Some historical figures : 20 years

## 2002

- 18 organisations members
- 1 employee
- Turnover of 65 k€

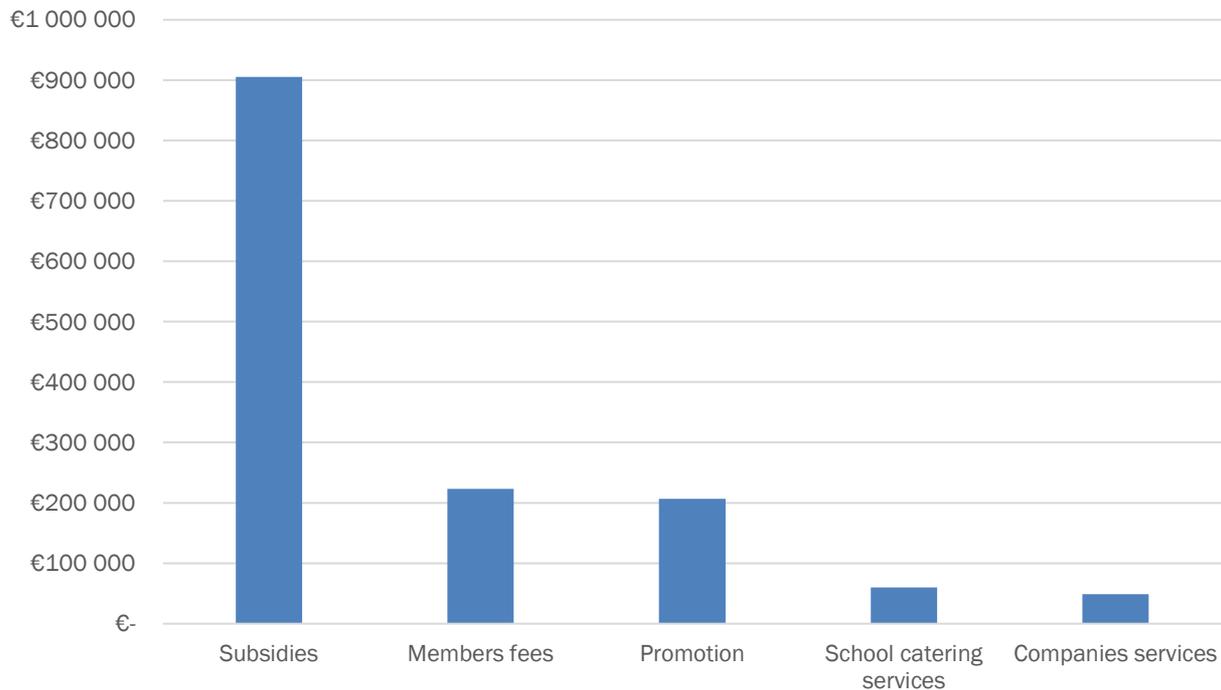
## 2022

- 295
- 13
- 1,3 million euros

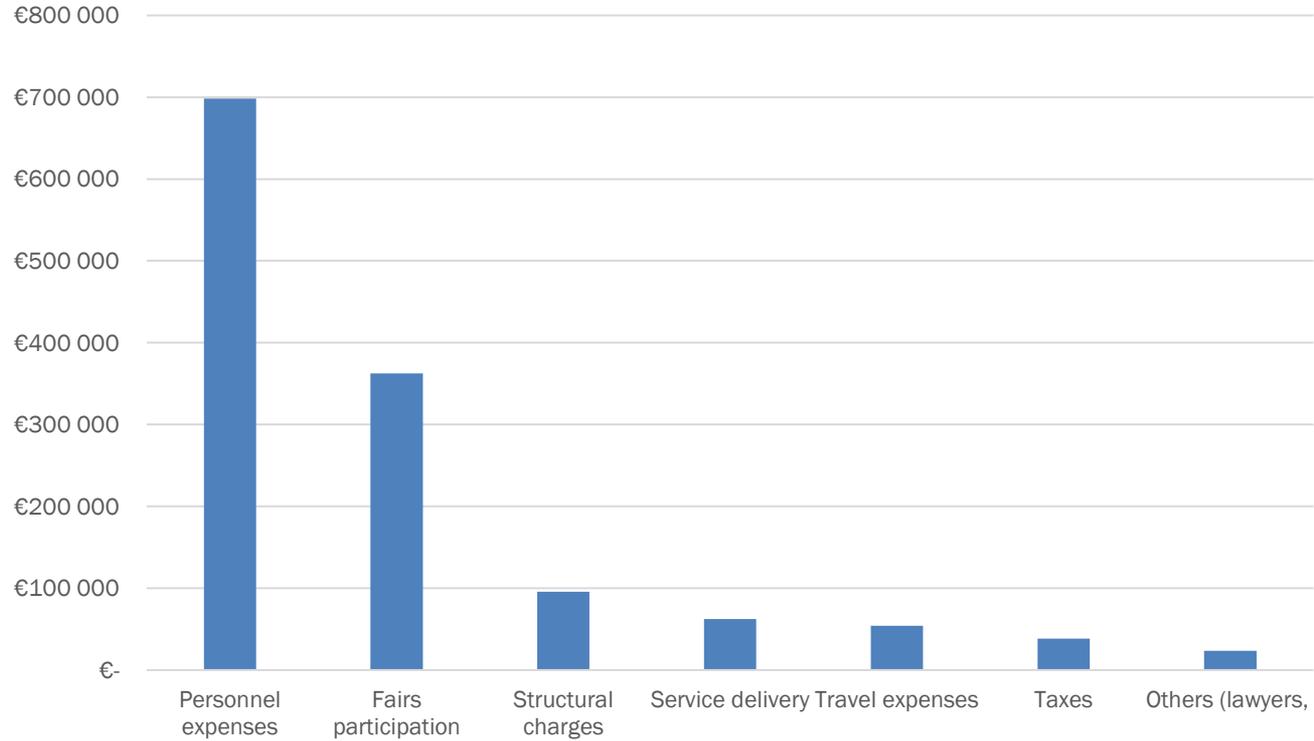
- 2004 First collective action : participation to Biofach
- 2006 creation of regional brand : Bio Sud-Ouest
- 2008 second employee : work on first interbranch commissions created for teh fruits and vegetables and crops, and first participation to Natexpo (national organic fair)
- 2010 first regional forum on organic in school catering (3rd employee)
- 2012 creation of regional brand Territoire bio Engagé
- 2016 reaching 200 hundreds members, merging with two other organisations
- 2020 work on organic value chain (fair trade)
- 2022 : welcoming of the 16th European organic Congress, 20th year anniversary, 4th president elected, 45 companies on Natexpo stand (biggest stand)

# Our Budget

## Financial Products



## Financial Expenses



# ACTION 1 : To structure and develop the regional organic sector

IN 2021, OUR SUPPORT TO STRUCTURE THE REGIONAL ORGANIC SECTOR:

**50 M<sup>€</sup>HT**  
OF INVESTISSEMENTS

**29**  
«UPSTREAM -  
DOWNSTREAM»  
GRANT FILES  
SUPPORTED

**79**  
PROJECTS  
SUPPORTED  
= 54 COMPANIES

**15 M<sup>€</sup>HT**  
OF SUBSIDIES  
RELEASED



# To structure and develop the regional organic sector

## 1. TO GATHER THE SECTOR THROUGH INTERBRANCH COMMISSIONS BY SPECIES

- Follow-up on sectorial data: structuration, markets, consumption, regulations, etc.
- Realisation of balance sheet of harvesting and forecasts for future orientations: volumes and needs
- Exchanges of information, news, for each sector
- Identification of needs for collective actions



## To structure and develop the regional organic sector

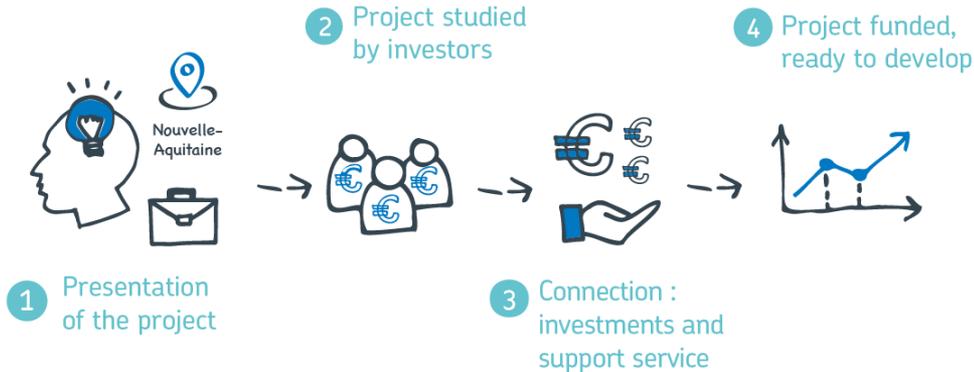
### 2. TO SUPPORT INDIVIDUAL OR COLLECTIVE BUSINESS PROJECTS

- Adapted quick advice : sourcing, subsidies, regulations, process, etc.
- Assistance in setting up grant applications
- Network of « Club des Financeurs » (investors club)

# « CLUB DES FINANCEURS » of Nouvelle-Aquitaine (investors club)

**For Who?** All economic operators and project leaders located in Nouvelle-Aquitaine

**How does it work?**



IN2021, THE INVESTORS CLUB IS :

**25**  
PUBLIC AND PRIVATE  
INVESTORS

**5**  
CONNECTIONS  
BETWEEN  
PROJECT LEADERS  
AND INVESTORS

**1**  
ONLINE NETWORK  
PLATFORM

- › Created in 2018
- › 1<sup>st</sup> regional version of the investors' club of Agence Bio
- › An online platform that allows investors and project leaders to connect



# To structure and develop the regional organic sector

## 3. TO TRAIN COMPANIES

- A diversified training offer, adapted to the needs of agri-food companies
- Training courses, financed by official training funds (OPCA)
- Qualified speakers

# ACTION 2 : To support the introduction of organic products in collective catering

IN 2021 OUR SUPPORT IS :









# To support the introduction of organic products in collective catering

## 3. TO PROMOTE REGIONAL ORGANIC PRODUCTS

- Organization of professional meetings, in favor of organic and local collective catering : supplier fairs, conferences, cooking demonstrations
- Work and studies in partnership with institutions and partners, for the implementation of specific tools



# To support the introduction of organic products in collective catering



PORTAIL RÉGIONAL DE LA  
**RESTAURATION  
COLLECTIVE**  
en Nouvelle-Aquitaine  
BIO, LOCALE & DE QUALITÉ

## THE PARTNERS :



## 4. TO COORDINATE REGIONAL ACTIONS

- We are a member of the Regional Pole of Skills, and cosigners of National/Regional Roadmap for sustainable and local food in Nouvelle-Aquitaine
- Coordination of regional action plans, for the development of organic products in collective catering.  
Leading of regional portal of collective catering.

# ACTION 3 : To promote the regional organic products

IN 2021, OUR CERTIFICATION LABEL BIO SUD OUEST FRANCE IS :



IN 2021, «ORGANIC TERRITORY» IN NOUVELLE-AQUITAINE IS :





# To ensure the promotion of regional organic products

## 1. MANAGEMENT OF A REGIONAL BANNER « BIO SUD OUEST FRANCE » ON PROFESSIONAL AND CONSUMERS FAIRES

- We provide with turnkey booths at renowned organic fairs: Biofach, Natexpo, Marjolaine

## 2. ORGANIZATION OF THEMATIC EVENTS

- Creation of annual events related to the news and needs of the sectors: buyers meetings, sectorial exchange forums, etc.

## 3. COMMUNICATION ON THE REGIONAL ORGANIC OFFER

- Realisation of a biennial guide to regional organic companies



# BIO SUD OUEST FRANCE

You can be sure that you eat organic and regional !

1. Organic agriculture certified products

2. Raw materiel coming from South-West of France



3. Products processed in South-West of France

5. An independant control realized by certifying bodies

4. A commitment to fair income for producers and processors through contracting

## THE GOALS

- › Promoting regional production and supply
- › Supporting contractual relations between producers and organic companies in Nouvelle-Aquitaine
- › Providing clear identification of organic and regional products with a product sticker.

# TERRITOIRE BIO ENGAGÉ (committed organic territory)



This label rewards local authorities and establishments that have achieved:

- › Over 15% of their utilized agricultural surfaces is organic
- › More than 22% of products in the collective catering meals are organic



Label for local authorities :  
for surfaces and collective catering



Label for institutions/ establishments :  
schools, administration restaurants, centralizer kitchen

# ACTION 4 : To represent the organic sector



# Organic sector must have a place!



## 1. REPRESENTATION OF THE ORGANIC SECTOR IN LINK WITH THE PUBLIC BODIES

- Construction of an action plan at the regional level, every five years, between the representatives of the State and the Region to settle common objectives to develop organic in terms of actions, measures and grants.

## 2. REPRESENTATION OF THE ORGANIC SECTOR INTO THE CONVENTIONAL ORGANIZATIONS

- To ensure a good place for organic sector in the policies of chamber of agriculture, cooperatives and agri-food associations

## 3. REPRESENTATION OF ORGANIC ABROAD

- Representation of the regional organic sector at the and european level, and also in case of international cooperation

## POSITIVE RESULTS

- Biggest regional organic association in France (it worth it ;)
- Faithful memberships
- Good participation to the meetings
- Number of candidates to the board
- Became referent on many issues (local brands, organic in collective catering, organic value chain studies, international cooperation)

## BUT WHAT HAS BEEN HARD ?

- Creation of trust conditions between all the actors of the chain, from the farmers to the processors
- Dealing for grants every year
- Concurrence of some other organisations (sometimes members)

## CHALLENGES TO COME

- Adaptation to the new market situation
- Keep on convincing on the need of organic at every level (policital and farmers organisations)

**To stay tuned !  
Thank you Ekoagros !  
And best wishes  
for organic in Lithuania !**



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