



2014 meetings

AEI on my plate

Introductory remarks of Michel Griffon

Using intensive organic methods is foremost a issue for farmers. However, the application of these methods can have **repercussions in different sectors** (for example goods produced via 'AEI process' are of a better general quality, and this should be reflected in their price). In particular cases these techniques can only be used if specific operators of one given sector agree (for example if millers refused to use mixed varieties). **Therefore the question of the validation of AEI must be considered by all actors.**

Indeed, sectors in which farmers use intensive organic techniques are distinct from conventional sectors, as the specifically 'organic' sector is distinct because the raw material (agricultural products) is specific.

The 4th AEI meetings (2014) will aim to analyse and explore the technico-economic characteristics of different sectors induced by AEI, economic, organisational and institutional consequences which may arise.

In order to identify which characteristics define 'AEI sectors », the interests of each category of actors in these sectors must be identified :

1. What can AEI producers expect from « AEI sectors »?
2. What can consumers expect from « AEI products »?
3. What do « AEI products » imply for the industries of those sectors?
4. What does « AEI products » mean in terms of distribution?
5. After analysing the interests of all involved, which kind of issues are raised by the development of 'AEI products'?

Potential examples of AEI sectors :

- Biscuit manufacture: regional brand with scope of work (methods) issued by AEI
- Milling and industrial bakery: own brand with scope of work issued by AEI provided by coops
- Home brand seasonal fruit with scope of work issued by producer groups
- Home brand market gardening with producer groups (Prince de Bretagne)
- Collective brand of «a region » or county issued by AEI (ex: Eure et Loire brand)
- Short distribution channels for institutional catering companies, contract with producer groups following AEI charter (ex: le Velay, slaughter and market gardening)
- Heat generated by regeneration used for the dehydration of fresh fodder (alfalfa) in a GIE promoted by AEI
- Dehydrated honeysuckle (nutritional and pest control qualities, pulse quality) as part of cheese making scope of work (ex: Chaource), coop sector
- Take advantage of culinary traditions or IGP labels (labels which guarantee the link between a product and its geographic origin) in order to strengthen an AEI sector (ex: black pigs from

Bigorre which are exported far, vin paillé de Corrèze (straw wine from Corrèze), Roscoff onions)

-Obtain IGP labels et create producer groups with a scope of work issued by AEI (ex: beans from Soissons)

- Create marketing platforms for AEI products (cooperative enterprises of general interest) and agreement with distribution and school canteens

- Create companies with distribution associated brands and AEI style scope of work (ex: red fruit from Laon)

- Local meat sector with production charter, local slaughterhouse and contract with butchers or distribution (ex: Meat from Vosges region)

- « National or regional » beef sector with charter issued by AEI and strict requirements on brand and promotion on regional market (Ex: Parc de la Brière)

- Cooperatives for the use of agricultural equipment for hedge management and production and marketing leaflets (Boischaut sud) following AEI

-Methanisation plants, supplied by farmers waste. These plants will be managed by cooperatives or local farmers and will provide electricity and heat.