

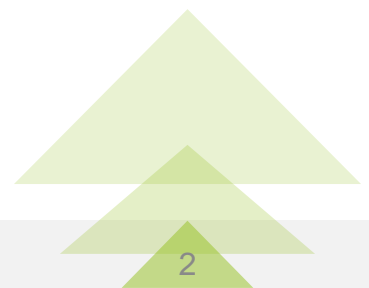
PUTTING PRODUCTION AT THE HEART OF THE SUPPLY CHAIN

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Regional Chamber of Agriculture of Normandy



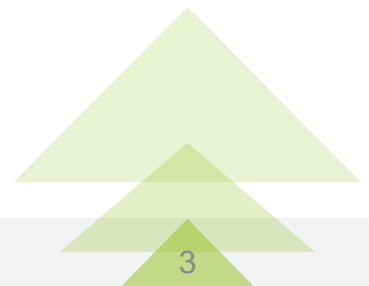
PRODUCERS REGULARLY ISOLATED FROM DISCUSSIONS ON THE DISTRIBUTION OF VALUE

- A market price that applies to everyone
 - Decision-making power delegated to structures disconnected from the field
 - Strong national and international competition
 - A lack of involvement by producers in the future of their production
- ➔ Recreate a space for dialogue, giving a voice to every player: producer, processor, distributor, etc.
- ➔ Rebalancing the balance of power



2 EXAMPLES IN NORMANDY

- A new sector: Hops
- A historic industry: beef

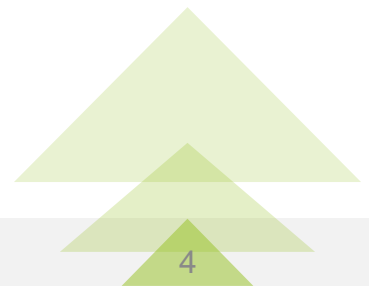


EMERGENCE OF HOPS IN NORMANDY

A new sector:

- No technical and economic references
- Little knowledge of the potential market
- No suppliers, no advice, no technical support

A blank page in 2019!



EMERGENCE OF HOPS IN NORMANDY

Creation of the "Houblons de Normandie" association, bringing together all the hop growers under a common banner:

- Hop growers
 - Brewers, hop users
- Everyone can have their say on the construction of the sector
- Neutral coordination by the Chamber of Agriculture



EMERGENCE OF HOPS IN NORMANDY

Starting from scratch, the players were able to work together to create the conditions for success:

- Variety trials by brewers
- Market research
- Visits to hop farms and breweries to find out more about the business and the constraints specific to each profession
- Collective promotion of the sector
- A climate of trust between producers and buyers

➔ Balanced relationship, easier to discuss price under these conditions

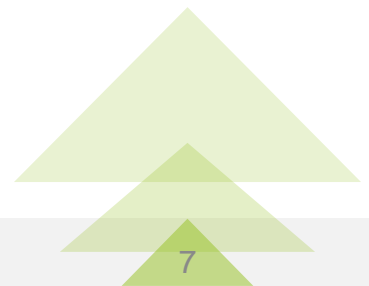


PROMOTING NORMANDY BEEF

A historic, traditional sector:

- Many technical and economic references
- Known market
- All the players are present in the region
- Often conflicting relations between production and downstream

A history hard to forget



PROMOTING NORMANDY BEEF

Creation of a working group that meets every month and brings people together:

- Breeders
- Slaughterers
- The distributor

Neutral coordination by the Chamber of Agriculture



PROMOTING NORMANDY BEEF

The programme:

- Visits to farms and slaughter houses
- Sensory analysis of meat in the laboratory
- Definition of production rules (no GMOs, no antibiotics, grass rearing, etc.)
- Establishing a price that is remunerative for the farmer and secure for everyone.
- In-store promotion

