



MINISTÈRE
DE L'AGRICULTURE
DE L'ALIMENTATION
DE LA PÊCHE
DE LA RURALITÉ
ET DE L'AMÉNAGEMENT
DU TERRITOIRE

LE MINISTÈRE DE VOTRE ALIMENTATION

« Food prices – from crisis to stability »

World Food Day 2011

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Food Policy in France

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Directorate General for Food



Trends and key challenges prompting public policy action

A legislation setting national strategic objectives « to eat better »

A national operational food plan with four strategic working areas

➤ Trends and key challenges prompting public policy action

A legislation setting national strategic objectives « to eat better »

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Global challenges...

Global Food security / 2050 horizon

Access to food : 1 billion people under nourished

Health / chronic diseases linked to nutritionally unbalanced diets, under nutrition and obesity coexist in many countries

...necessitate public policy response :

- agriculture is not a sector that can be only market driven,
- Food policy requires a coordinated action plan covering many different areas

Trends and key challenges prompting public policy action

- **A legislation setting national strategic objectives « to eat better »**

A national operational food plan with four strategic working areas

A new « Public policy for Food » was defined by a legislation enacted last summer : **loi n°874-2010 du 27 juillet 2010 de modernisation de l'agriculture et de la pêche**

A law setting national strategic objectives « to eat better ! »

- Long term political strategy
- Comprehensive vision of Food, covering all related themes (culture, social issues, health, environment, economy,...)
- Government Project involving all relevant actors for Food policy : ministries, local governments, public institutes and agencies, and all private or associative actors

A law setting national
strategic objectives « to eat better ! »

Art.L.230-1. du Code rural et de la pêche maritime :

La politique publique de l'alimentation vise à assurer à la population l'accès, dans des conditions économiquement acceptables par tous, à une alimentation sûre, diversifiée, en quantité suffisante, de bonne qualité gustative et nutritionnelle, produite dans des conditions durables.

Elle vise à offrir à chacun les conditions du choix de son alimentation en fonction de ses souhaits, de ses contraintes et de ses besoins nutritionnels, pour son bien-être et sa santé.

The national Food Policy must assure access for all to **affordable** (to everyone) **food** that is **safe**, **diverse**, in **sufficient quantity**, of **good nutritional quality**, **tasty**, **obtained** in **sustainable conditions**.

The new “Public Policy for Food” is defined by Government in :

le programme national pour l'alimentation (National Food Plan)

- after formal consultation process
(Conseil supérieur d'orientation et de coordination de l'économie agricole et alimentaire et Conseil national de la consommation)
- with the involvement of the National Council for Food
Government reports every 3 years to Parliament

- Food security ;
- Food safety ;
- Animal health and welfare, plant health ;
- Education, information (taste, food diversity and balance, specific needs, food hygiene, knowledge on products and their seasonality, produce origin, production modes, environmental impact of agricultural activities ;
- Loyalty of commercial claims and consumer information rules ;

- Tasting and nutritional quality of produce and Food supply ;
- Production and distribution modes of agricultural and food products respectful of environment and limiting waste ;
- “terroirs” preservation and promotion ;
- Local marketing of local products development ;
- Local products supplying Food services / catering;
- French Food and culinary heritage.

Trends and key challenges prompting public policy action

A legislation setting national strategic objectives « to eat better »

- **A national operational food plan with four strategic working areas**

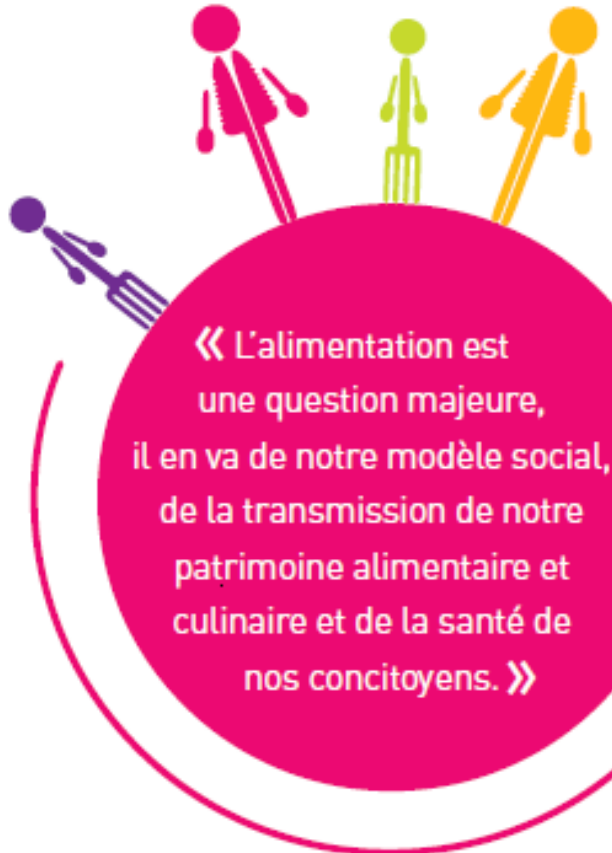
National Food Plan : A vision to share

An action plan with four strategic working areas, and a motto :

« Eating well is everyone's business ! »



« Food is of paramount importance ; our social model, the transmission of our food and culinary heritage, and the health of our fellow citizens are at stake. »



Bruno Le Maire
ministre de l'Agriculture
l'Alimentation, de la Pêche, de la
Ruralité et de l'Aménagement
du Territoire.



Le Programme national pour l'alimentation (PNA)



Many Ministries involved

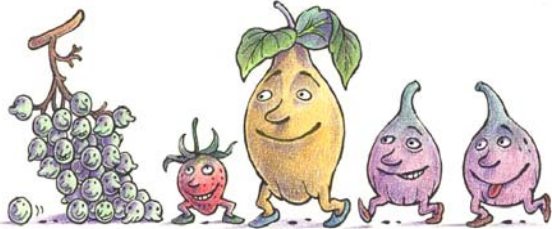
- Agriculture, alimentation (pilote)
- Santé
- Consommation
- Éducation
- Culture
- Industrie
- Emploi
- Budget
- Outre mer
- Développement durable
- Affaires Etrangères
- Commerce extérieur
- Tourisme
- Cohésion sociale
- Justice
- Économie numérique
- Jeunesse
- Aînés
- Espace rural
- Recherche

Four working areas :

- Facilitate access for all to quality food ;
- Enhance the quality of the Food supply ;
- Improve knowledge and information on Food ;
- Preserve and promote the French gastronomic and culinary heritage.

- Facilitate access for all to quality food :
 - The young
 - the neediest
 - Patients in hospitals
 - seniors (at home or in institutions)
 - prisoners

European « School Fruit Scheme »



The School fruit
Scheme addresses
health,
education,
social,
economical issues



In France : since the beginning in 2008-2009, the number of children that benefit doubles each year. Currently : 500 000 children

- **Examples of actions :**
 - Improve food aid
 - Better organisation
 - On line « stock exchange »
 - Nutrition rules for meals in food services (in schools, universities, hospitals,...)
 - « approve » (label) exemplary school restaurants for their « welcome quality », role of the Chef , food quality...
 - Enhance food quality for Seniors (fruit baskets in hospital, recipes adapted to Seniors'needs...)

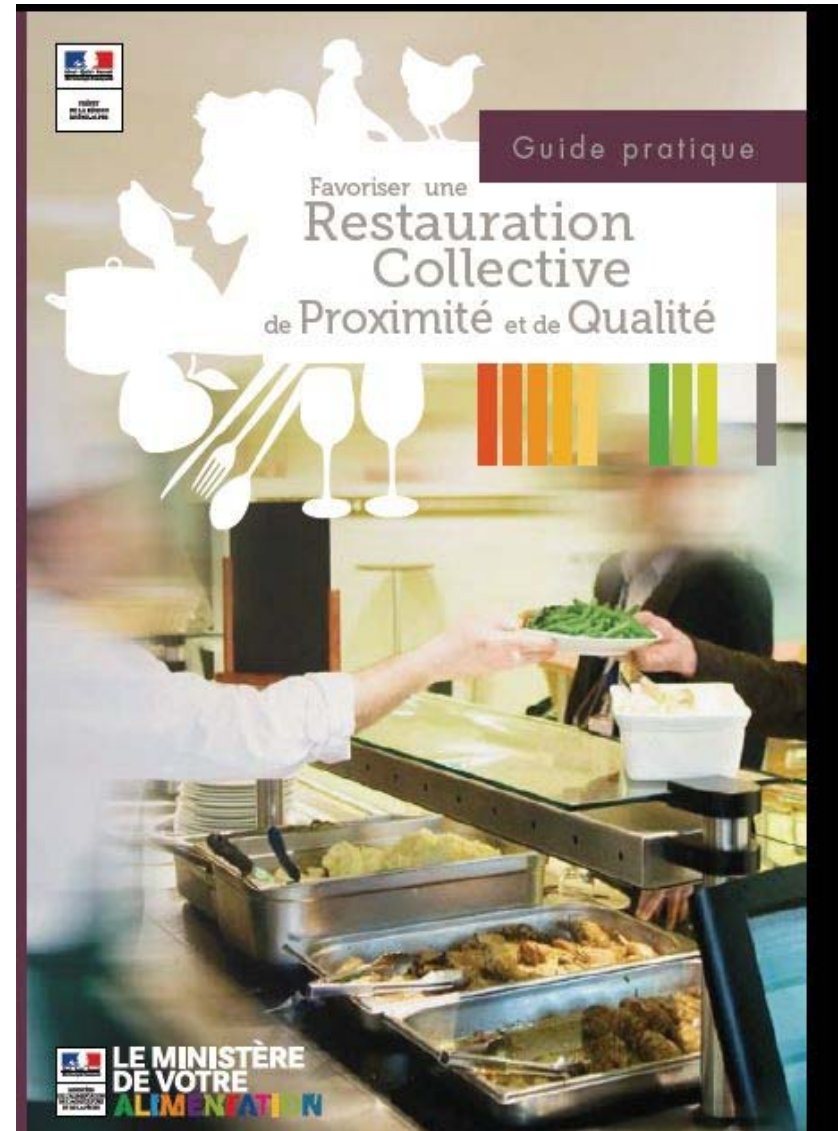
- Enhance the quality of the Food supply

Examples of actions :

- Encourage collective commitments for the quality of food (based on taste, sustainable development and nutrition)
- Develop local marketing of local food products
- Develop organic farming
- Limit food packaging
- Reduce waste
 - Conduct studies to better understand causes of food waste through the food chain
 - Reduce food waste
 - Inform the consumer / raise awareness

Different actions targeting food services :

- nutritional requirements
- Food waste reduction
- introduce organic and local products in food services
- « Pleasure to eat at the school restaurant »



- Improve knowledge and information on Food

Examples of actions :

- Food labelling
- Mobile phones applications
- « Taste » classes in schools
- « Food houses »



Programme de formation
des enseignants
sur les classes du goût

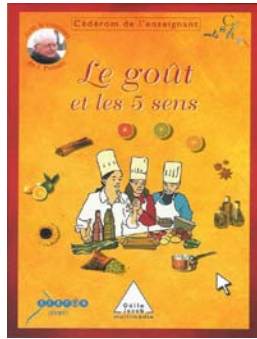


27 et 28 janvier 2011, à Paris
Colloque de lancement
d'un réseau national



- **observation** : overweight rate increases among young people, food practices evolution, limited impact on behaviour of educative programmes focusing only on nutrition
- A response via a **joint programme** from Agriculture and food, National education ministries
- **private public partnerships** (network, sponsors)
- pilot phase conducted in 6 régions, then extension to all regions

network for « taste » education



**RÉSEAU NATIONAL
POUR L'ÉDUCATION AU GOÛT DES JEUNES**

« Display of environmental impacts on produce or products »

- New right for the consumer created by « Grenelle de l'environnement »
- multi-criteria display
- Expression of product sustainability as close of reality as possible



- Preserve and promote the French gastronomic and culinary heritage

Examples of actions

- Make food and gastronomic heritage part of European Heritage days
- Links between agriculture secondary schools and secondary schools for vocational training (hotel business / cooking,...)
- Promote products and culinary know-hows (identification signs of Quality or Origin)
- Value undertakings of restaurant Chefs for the quality of meals : « Maître Restaurateur » title
- Promote restaurants serving « terroir » products
- Make food a strong element for tourism

- Preserve and promote the French gastronomic and culinary heritage

Safeguard Measures to be implemented after UNESCO registered on 19 November 2010 «le repas gastronomique des Français » on the World non material heritage list

(important ritual in French culture for every important event of French social life)

- Food and food models
- New socioeconomic tools to better understand food behaviours
- Broaden the scope of « ex ante » evaluation of public policies

- Link between agriculture and food
- Seasonality, diversity, quality
- Food safety, food hygiène
- Use of produce
- Discovery of culinary heritage
- Cooking considered again as an art
- Sharing during a meal

Thanks for your attention !

