



alliance française

of Greater Orlando



AUGUST 2017 NEWSLETTER

ORGANIC AGRICULTURE IN FRANCE

France is known around the world for valuing quality cuisine, and a rapid growth of the nation's organic agriculture industry indicates that French consumers are increasingly turning towards organic in their own food choice.

The organic agriculture industry saw a dramatic boom in 2016, surpassing \$ 7.8 billion, up by 14.8%. Surveys conducted by the Ministry of Agriculture across France found that 65% of the respondents say they eat organic food regularly. These figures represent a massive increase from 2003 when only one third said they eat organic food regularly and 46% had never tried it.

The organic industry is responding to this increase in demand with rapid growth. Approximately 6% of French agricultural production was devoted to organic food by the end of 2016, up from 4.6% in 2015 (as only 1% in the United States.) France ranks ninth in the world with this percentage.

The rise in organic food is due to a combination of changing consumer preference and campaigns to raise public awareness of the benefits of healthy eating. The National Federation of Organic Agriculture has run a program called "Eating organic and local; it's ideal" with hundreds of events around France to promote the program. Even so, the industry's growth in 2016 exceeded expectations.

Additionally, the government has encouraged the meat industry to adapt to the market preference for organic items as a way to boost profits.

Organic food consumption is a positive step for France as a country, because avoiding pesticides and herbicides improves water quality around farms, increases the health of the soil, and better maintains the health of animals, resulting in higher quality food and healthier consumers.

The increased consciousness of healthy agriculture also reflects France's efforts as a world leader to combat climate change and honor the landmark Paris Agreement on climate change.

AUGUST CALENDAR OF EVENTS

- **Sunday, August 13:** Picnic (potluck)/pétanque, starting at 12:30 pm, at Mead Botanical Garden, Winter Park.
- **Friday, August 25:** AFGO Annual Meeting, starting at 6:30 pm. Location: AFGO office: 1516 East Colonial Dr., Suite 120, Orlando, FL 32803. All members registered as of June 30, 2017 are entitled to participate.
- **Saturday, August 26:** Movie night, starting at 6:00 pm, in AFGO office, with a potluck dinner followed by the projection of a movie. Exceptionally this time, it will be an American movie, subtitled in French, including French actor Gérard Depardieu. Film: "The Man in The Iron Mask" / "L'Homme au Masque de Fer".

