

#PacteSociétal
#PlanDeFilière

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LA VIANDE,
MANGEZ-EN
MIEUX.**

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responsable et durable.



**Livestock & Meat
Inter-Branch Organization**

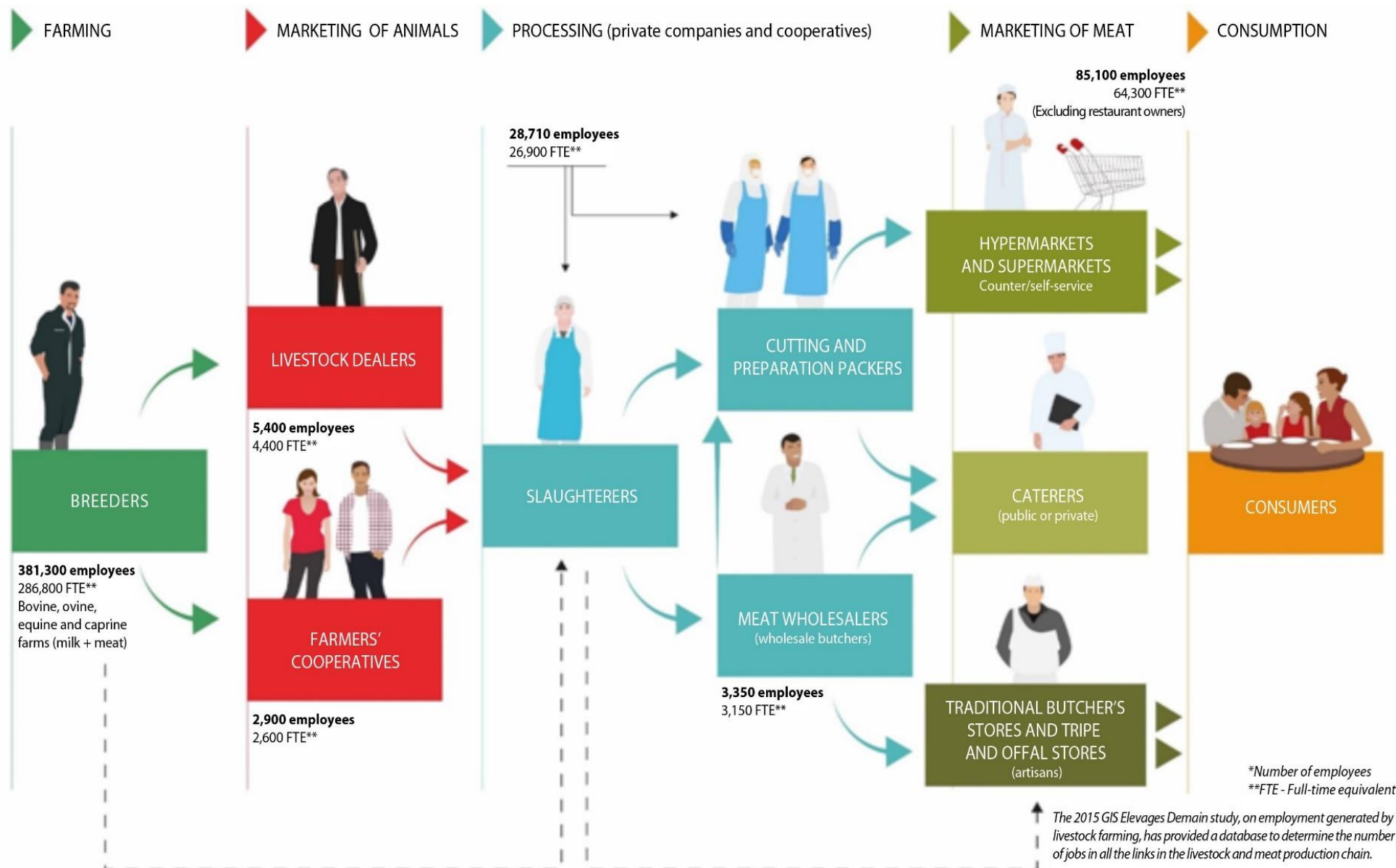




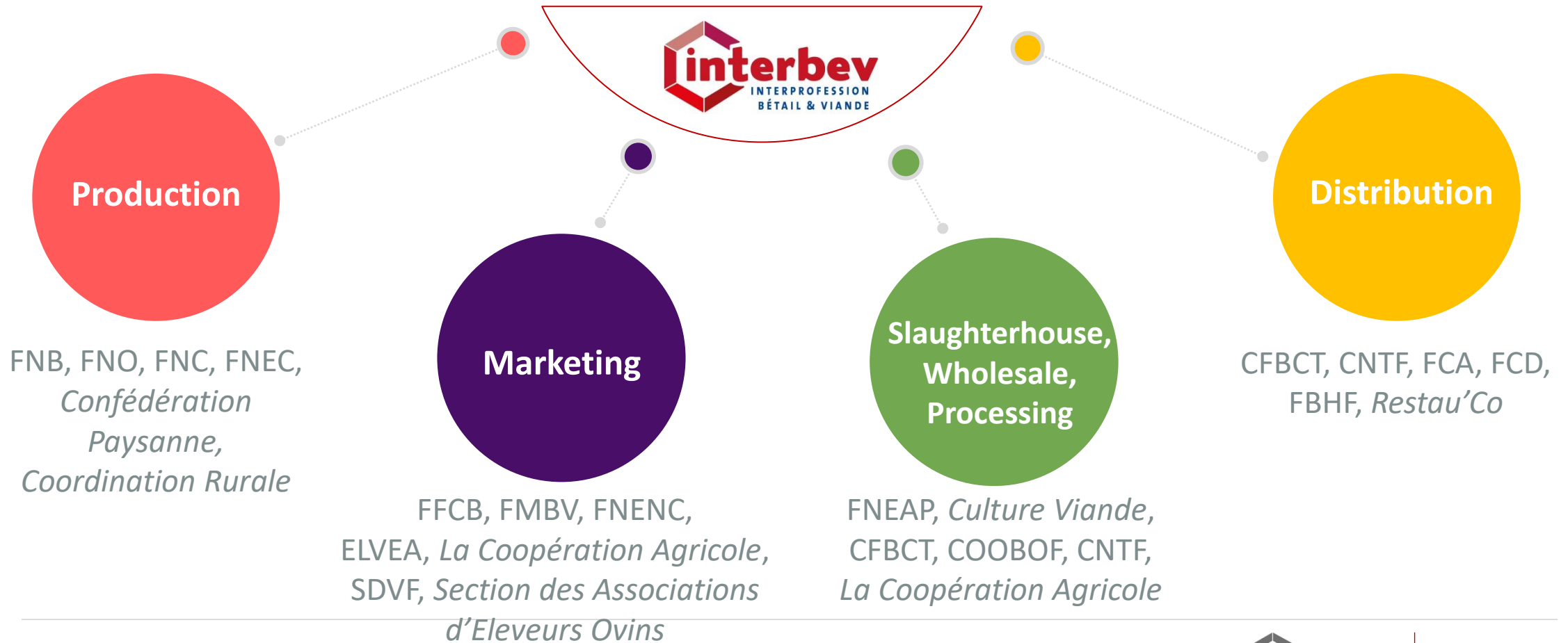
REPRESENTING THE ENTIRE FRENCH SUPPLY CHAIN

All links in the chain, from breeding to distribution

INTERBEV, representing the industry and its 506,760 employees



INTERBEV, 22 national organizations grouped into 4 colleges



INTERBEV, our key **national** and **regional** missions



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A CORPORATE SOCIAL RESPONSIBILITY (CSR) APPROACH

The global strategy of an engaged, socially-responsible, and sustainable industry

INTERBEV: LOVE MEAT, EAT IT BETTER

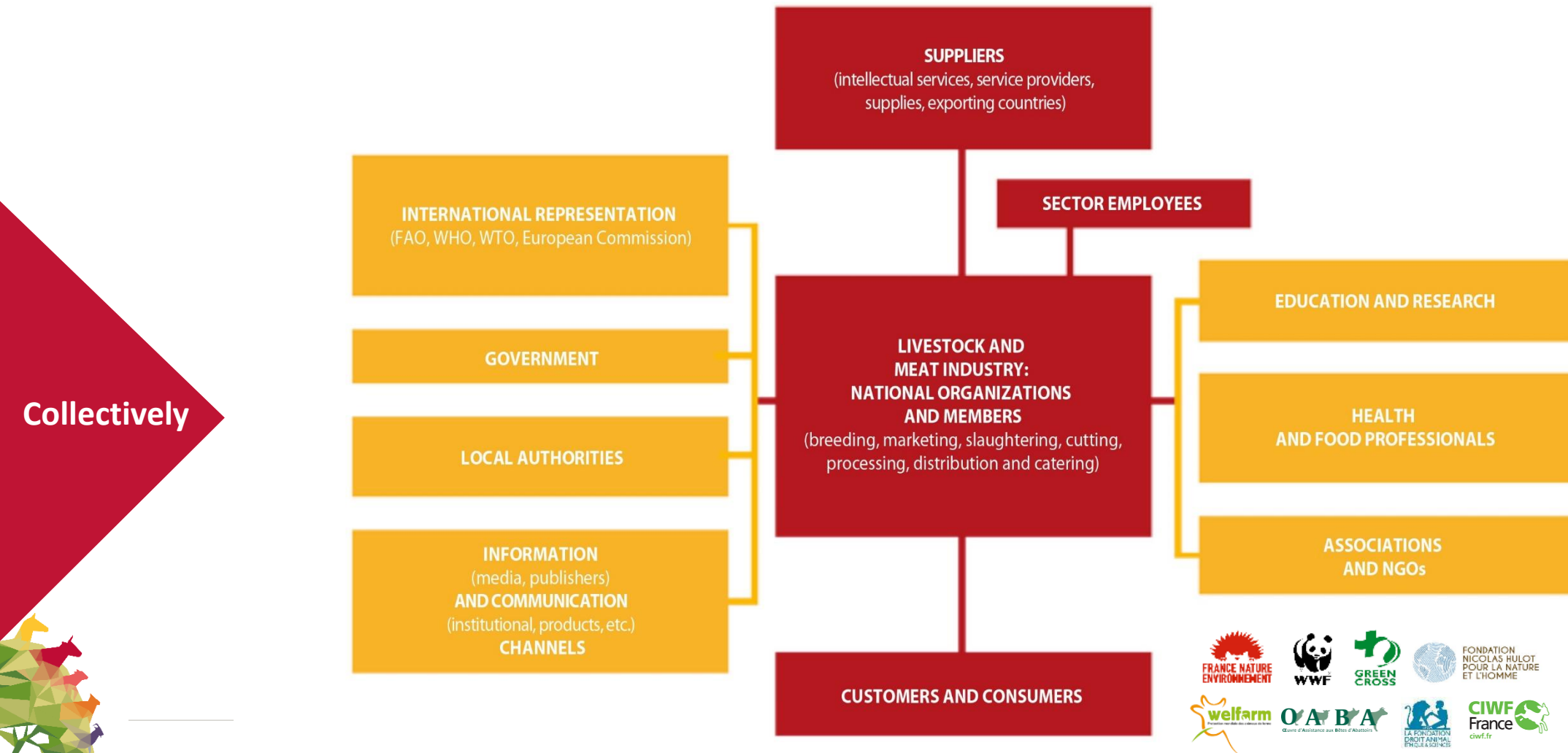
A CSR approach

- A collective approach to social responsibility in the livestock and meat industry, pioneered by INTERBEV
- Aim: Contribute a global response to the expectations of society and industry players in terms of good production and consumption practices, with supporting evidence and guarantees
- Approach regulated by the internationally recognized **AFNOR ISO 26000** social responsibility standard
- 1st agri-food organization to receive the AFNOR label attesting to a **confirmed commitment to CSR** (level 3 out of 4 in 2018, confirmed in 2021)



LOVE MEAT, EAT IT BETTER

Open to dialogue



4 social responsibility pillars with commitments, tools and indicators



- Action to preserve the environment



- Action for animal well-being, protection, and health

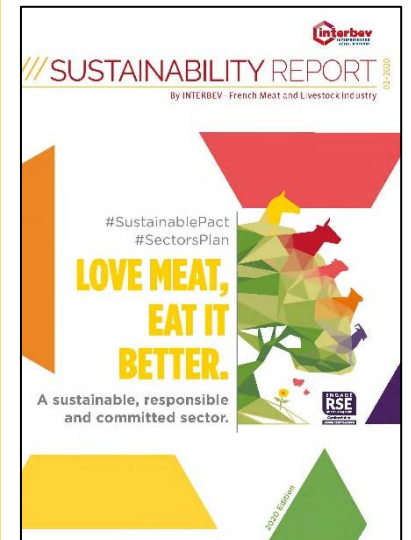


- Action for fair remuneration of industry players and for job attraction



- Action for high-quality, sensible, and sustainable nutrition

Find out more about the [INTERBEV social responsibility report](#)

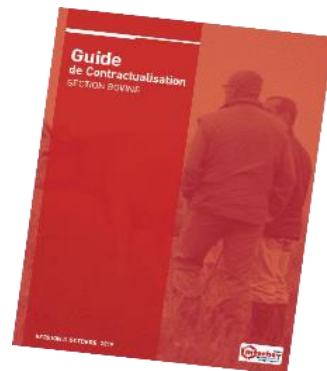


Action for fair remuneration of industry players and job attraction

- Ensure fair remuneration for people working in the industry

Objective: $\geq$ twice the minimum wage in income per beef farmer by 2025

→ Encourage use of contracts with collectively-defined production cost indicators



- Promote the value of this work and attract new generations

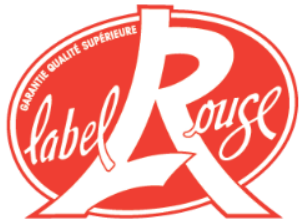


The interbev-business.fr web app



Action for high-quality, sensible, and sustainable nutrition

- Promote responsible sourcing of high-quality meat



Objective : a

40%

"Label Rouge" beef supply
(French QA label)



Objective :

x2

AB certified bovine,
ovine and veal meat



Objective :

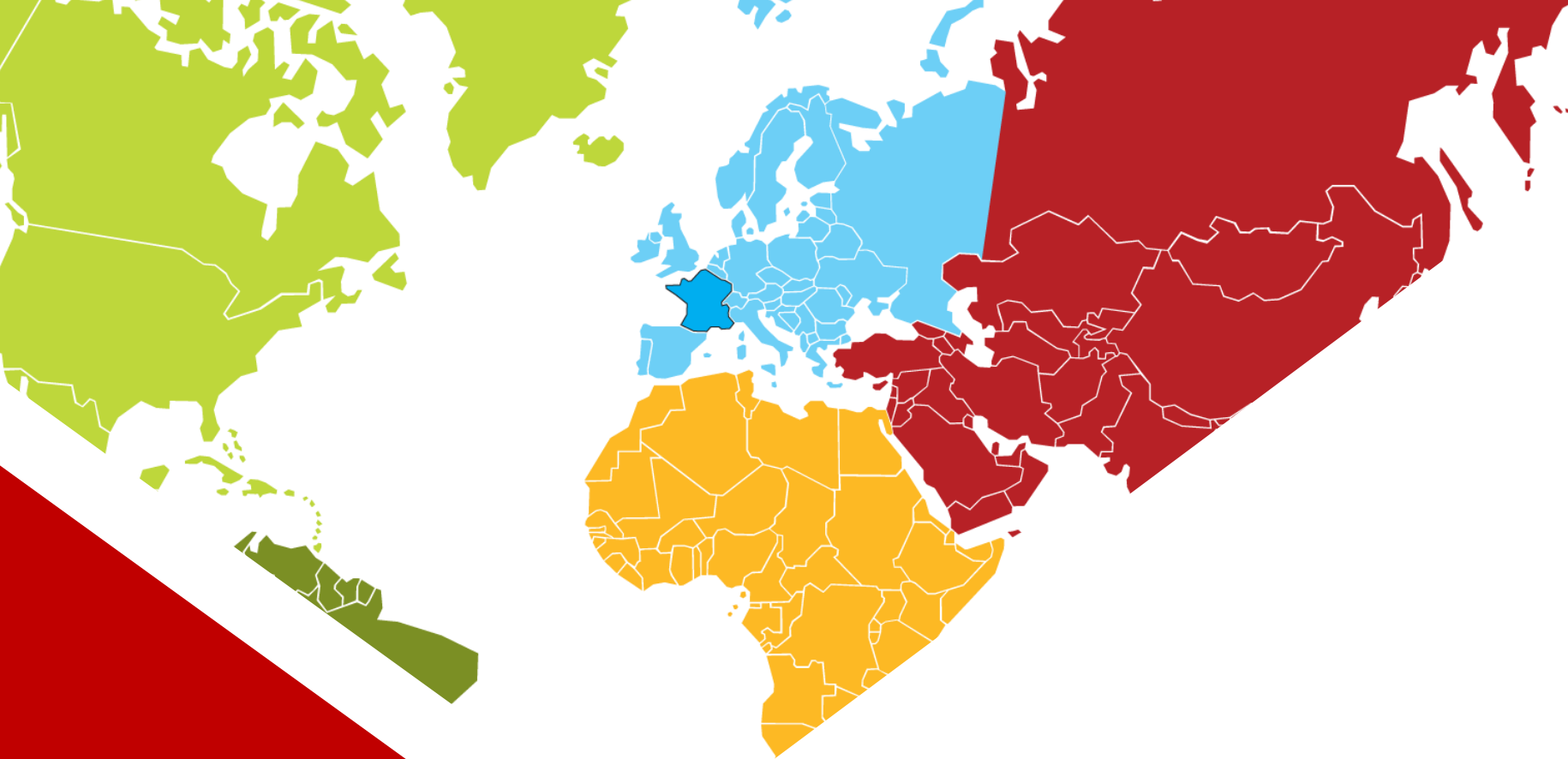
80 %

French meat in the catering
industry by 2028
(48% in 2017)¹

"Où va le bœuf" study

- Encourage balanced and reasonable meat consumption





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FOREIGN TRADE

To promote exports of French beef

Foreign trade: promoting French beef for export

- Promote French cattle and beef on the foreign markets targeted by the Foreign Trade Commission (traditional and new markets)
- Allow federations/companies to benefit from the organization's collective expertise and resources
- Represent the industry in the bodies promoting French agri-food products set up by the Ministry of Agriculture and its partners



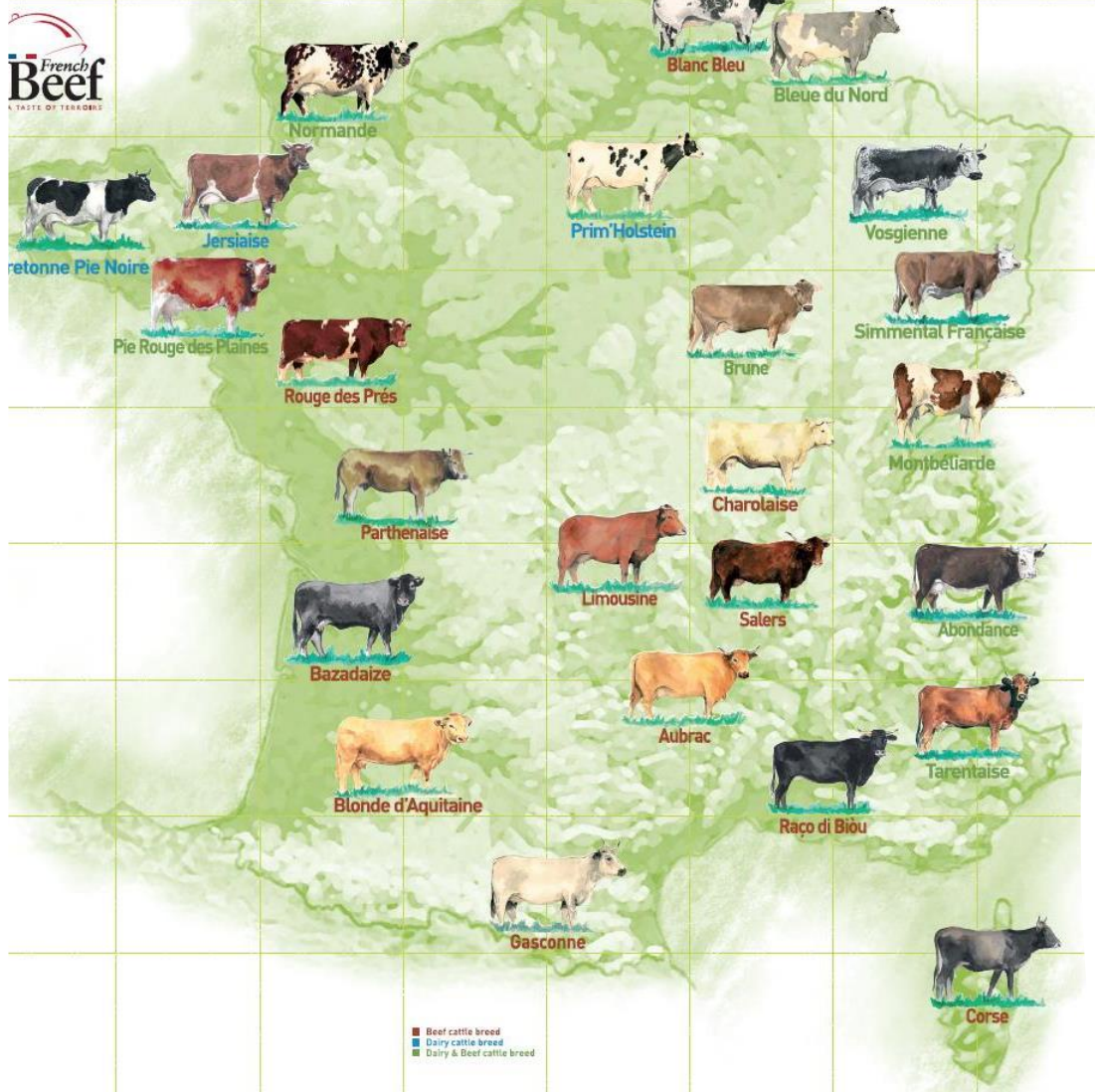
Export communication: the French beef industry in Europe and other countries



- **382 800 tonnes CWE** exported in 2023
- **1.47m live cattle** exported in 2023



French Bovine Breeds



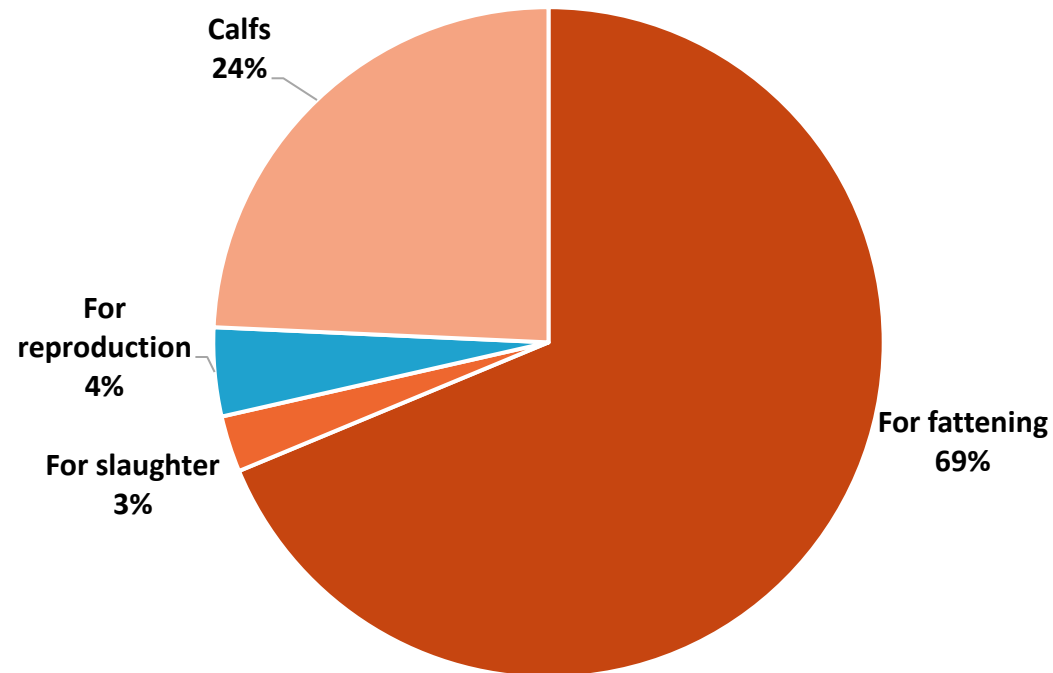
French Bovine Breeds

- 59 bovine breeds
- Average of 60 cattle on French farms
- French specificity : very diverse purebred breeding according to terroirs, structured around breeding organizations

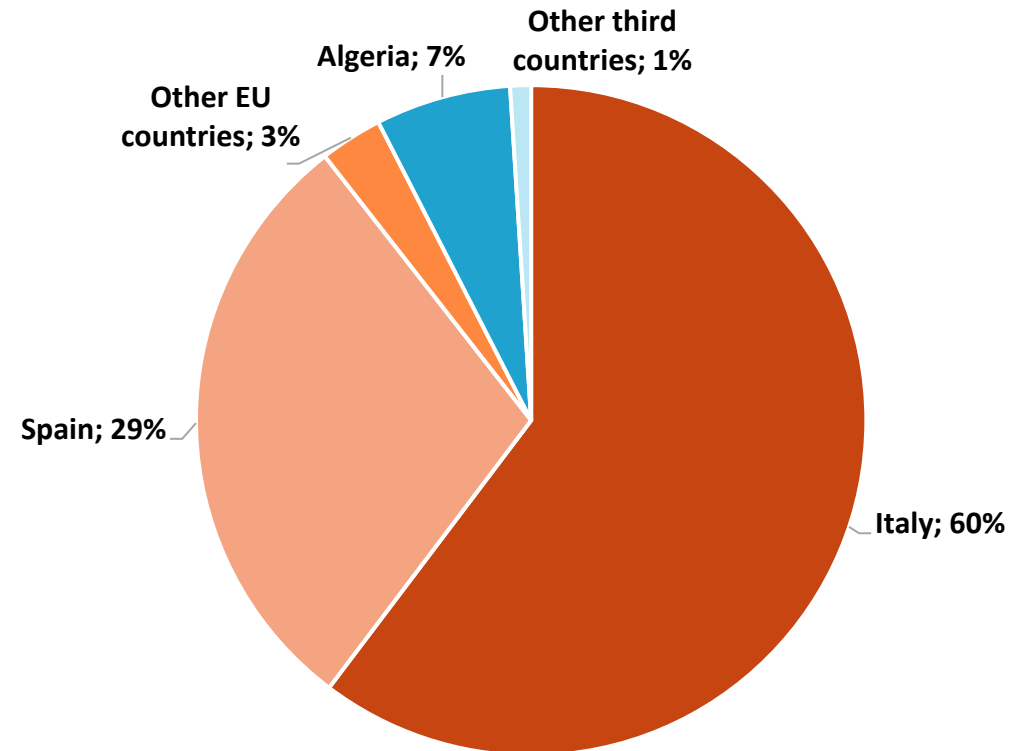


What kind of live cattle does France exports ?

Live cattle exported in 2022 (categories)



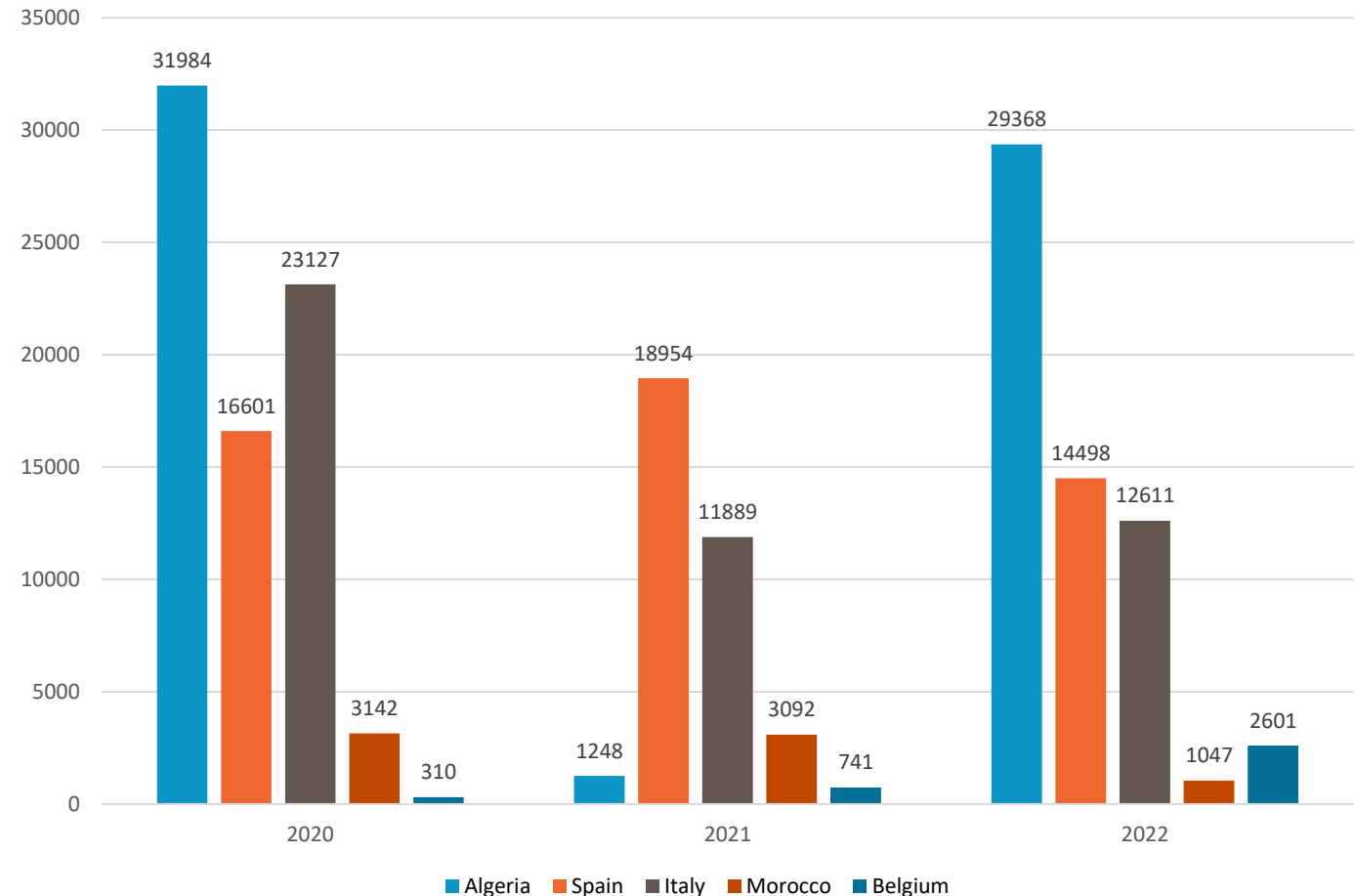
Live cattle exported in 2022 (countries)



Where does the breeding cattle go ?

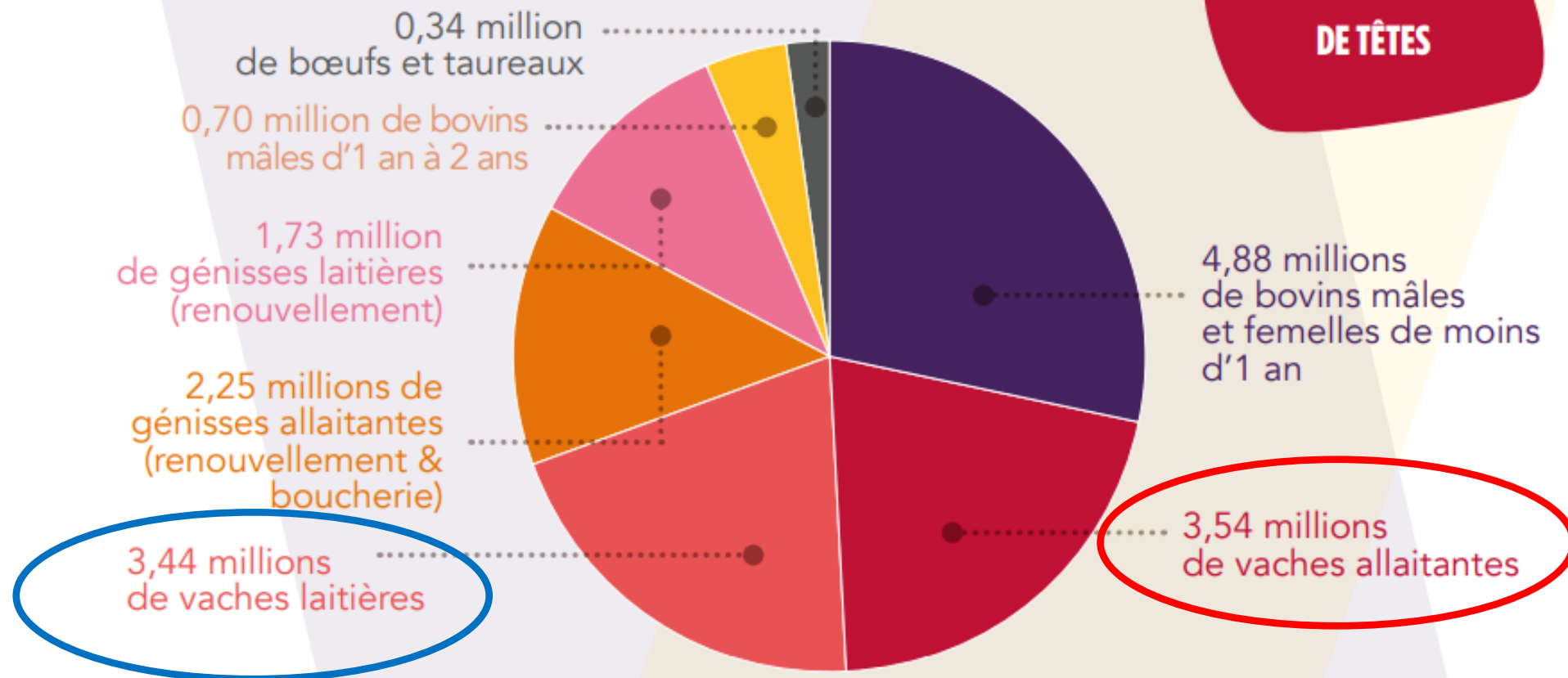
- France exported 65 783 breeding cattle in 2022.
- First client of french breeding cattle in 2022 was : Algeria (44,6%), Spain (22%) and Italy (19%).
- Place of third countries :
 - **48% on number, 58% on value**
 - **Maintain price for export**
 - **Competition exists (Spain, etc.)**

Destinations of breeding cattle 2020-2022



Cheptel français

(Chiffres 2022 - Sources : GEB - Institut de l'Élevage d'après SPIE - BDNI, Eurostat et USDA)



Cheptel bovin européen et français en 2022 (en millions de têtes)



(27) :

75,7



:

16,9



RSE

Filière bovine française

(Chiffres 2022 - Sources : GEB - Institut de l'Élevage d'après SPIE - BDNI)

129 600 ÉLEVAGES
détenteurs d'au moins une vache
(-3,4 % vs 2021)

52 200 ÉLEVAGES
possédant plus de
5 vaches laitières
(-4,0 % vs 2021)

74 300 ÉLEVAGES
possédant plus de
5 vaches allaitantes
(-3,1 % vs 2021)

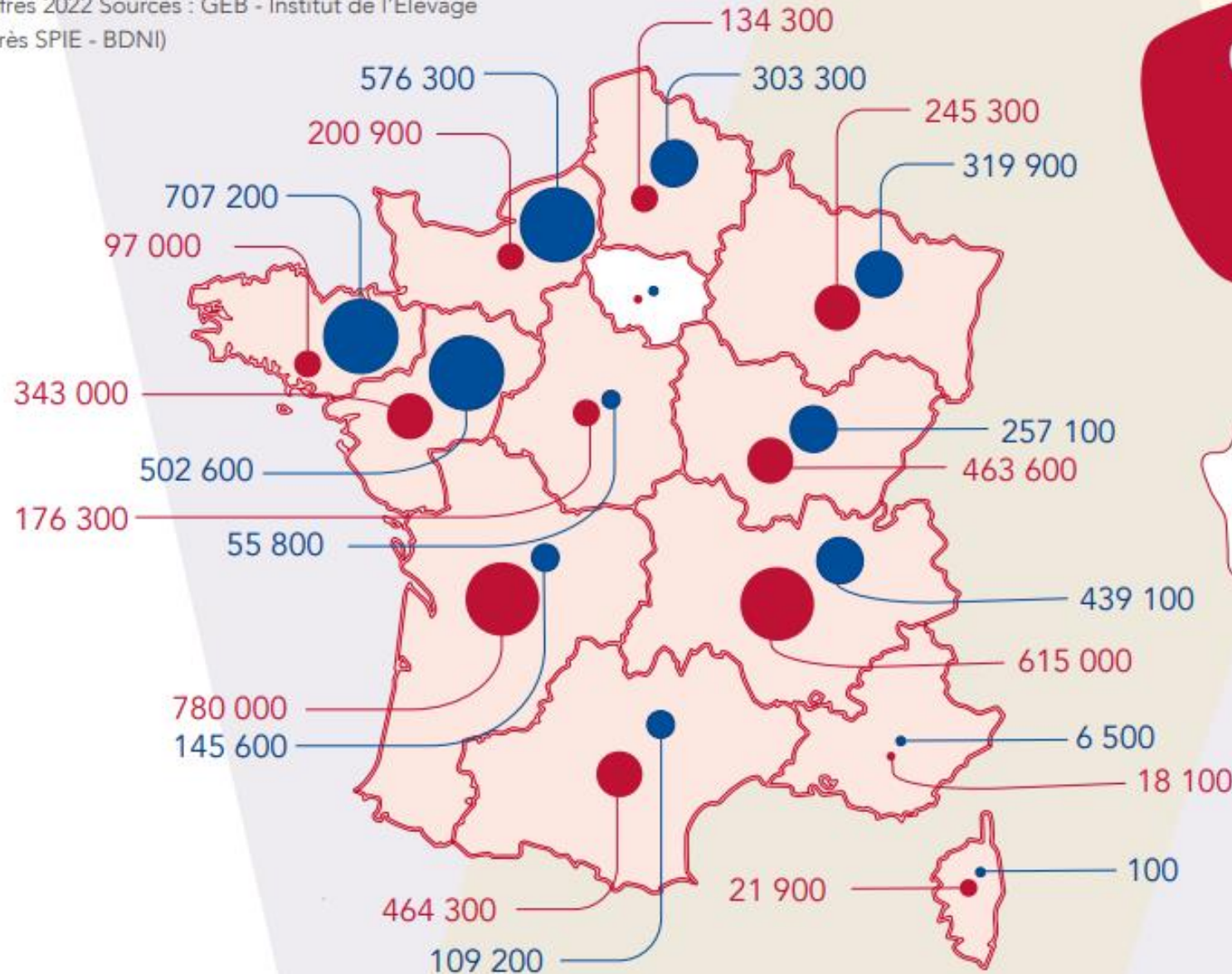
⋮

dont **52 700** ÉLEVAGES
de plus de 20 vaches allaitantes
(-3,3 % vs 2021)



Répartition géographique des vaches en France

(Chiffres 2022 Sources : GEB - Institut de l'Élevage
d'après SPIE - BDNI)



**60 vaches en moyenne
dans les élevages
allaitants français***

*de plus de 20 vaches

Île-de-France

• 5 500

• 4 500

Vaches allaitantes ●
Vaches laitières ●



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Organic farming in French meat industry





Organic farming in Figures (2022 – source Agence Bio)

A national market of **12 billions euros**



2 876 052 ha

Surfaces bio en 2022



10,7 %

Part des surfaces bio dans la
surface agricole française



60 483

Fermes engagées en bio en 2022



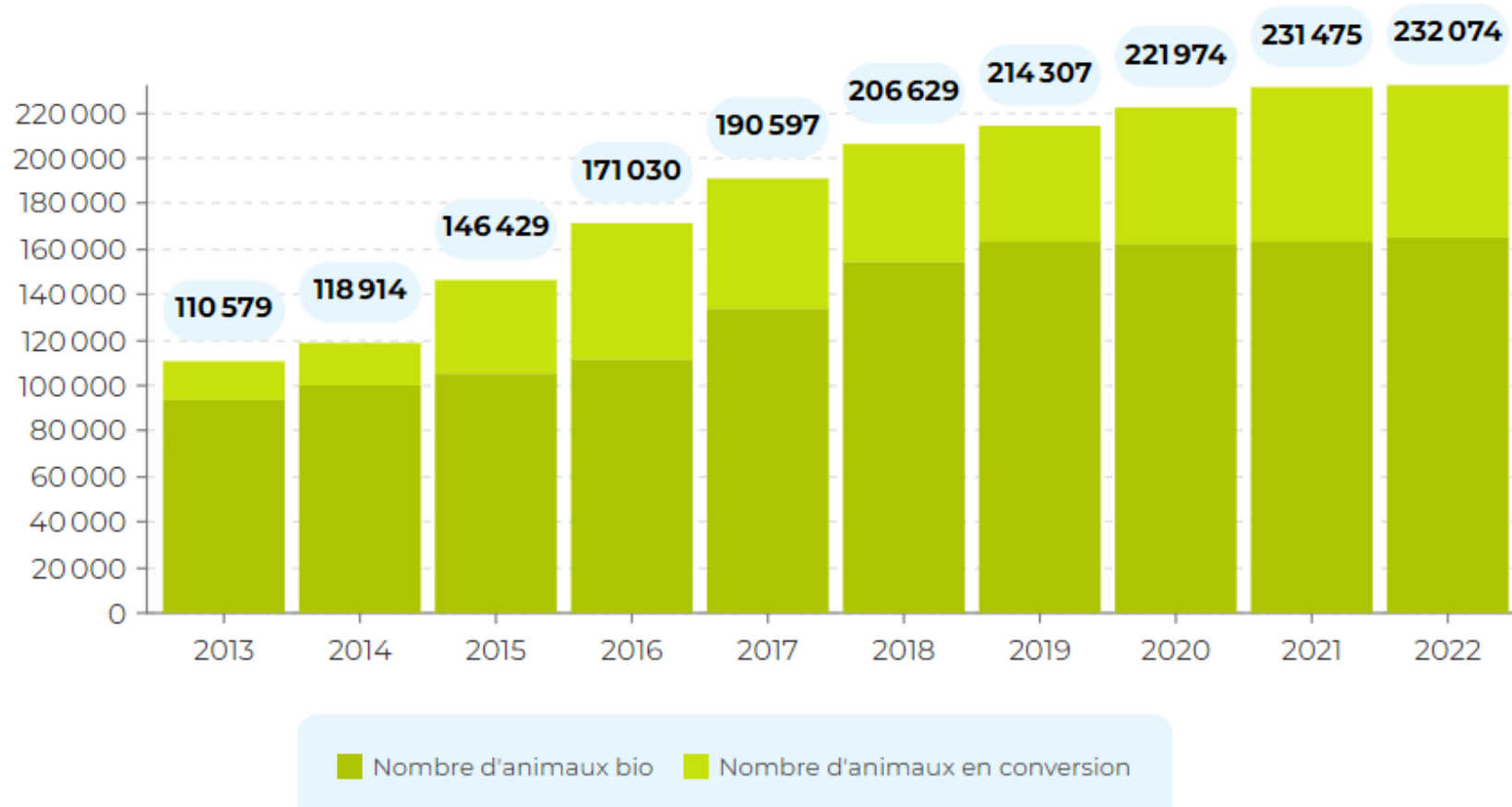
14,0 %

Part des fermes françaises
engagées en bio



Organic farming in Figures

Suckling cows

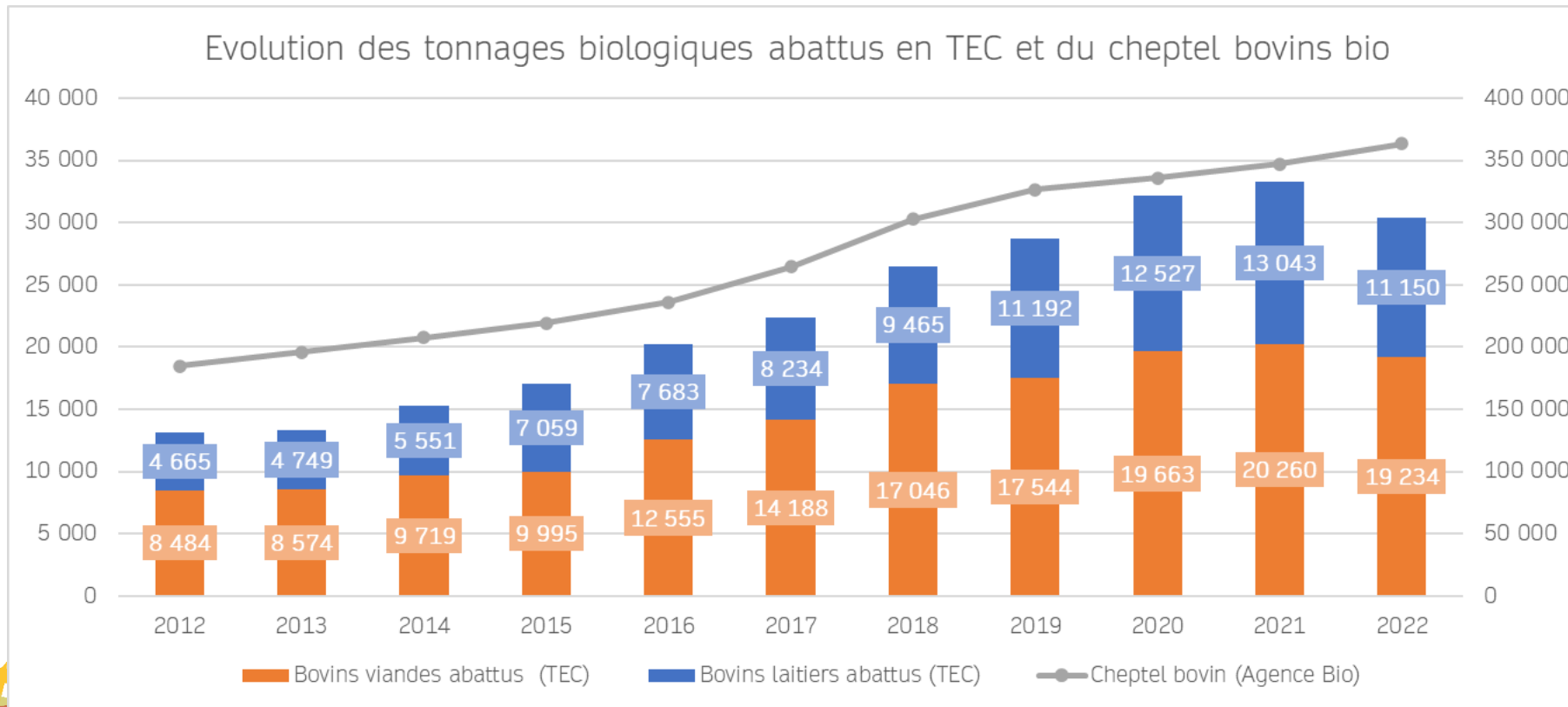


**6 730 breeders of organic cows
in 2022 (+5% vs 2021)**

**A total number of 232 074 cows
in 2022 (-1% vs 2021)**

(2022- source Agence Bio)

2022: high decrease of cattle slaughtered with -9,6% (-15% GBL, -6% GBV)



- Des volumes en baisse pour la 1ere fois
- Proche du niveau de 2019
- Tendance 2023: -20%

Some numbers of organic cattle

Organic milk cattle (40% of volumes)

11 150 Tonnes slaughtered in 2022 (-15% vs 2021)

Means 36 296 organic cattle

5 256 breeders

Organic meat cattle (60% of volumes)

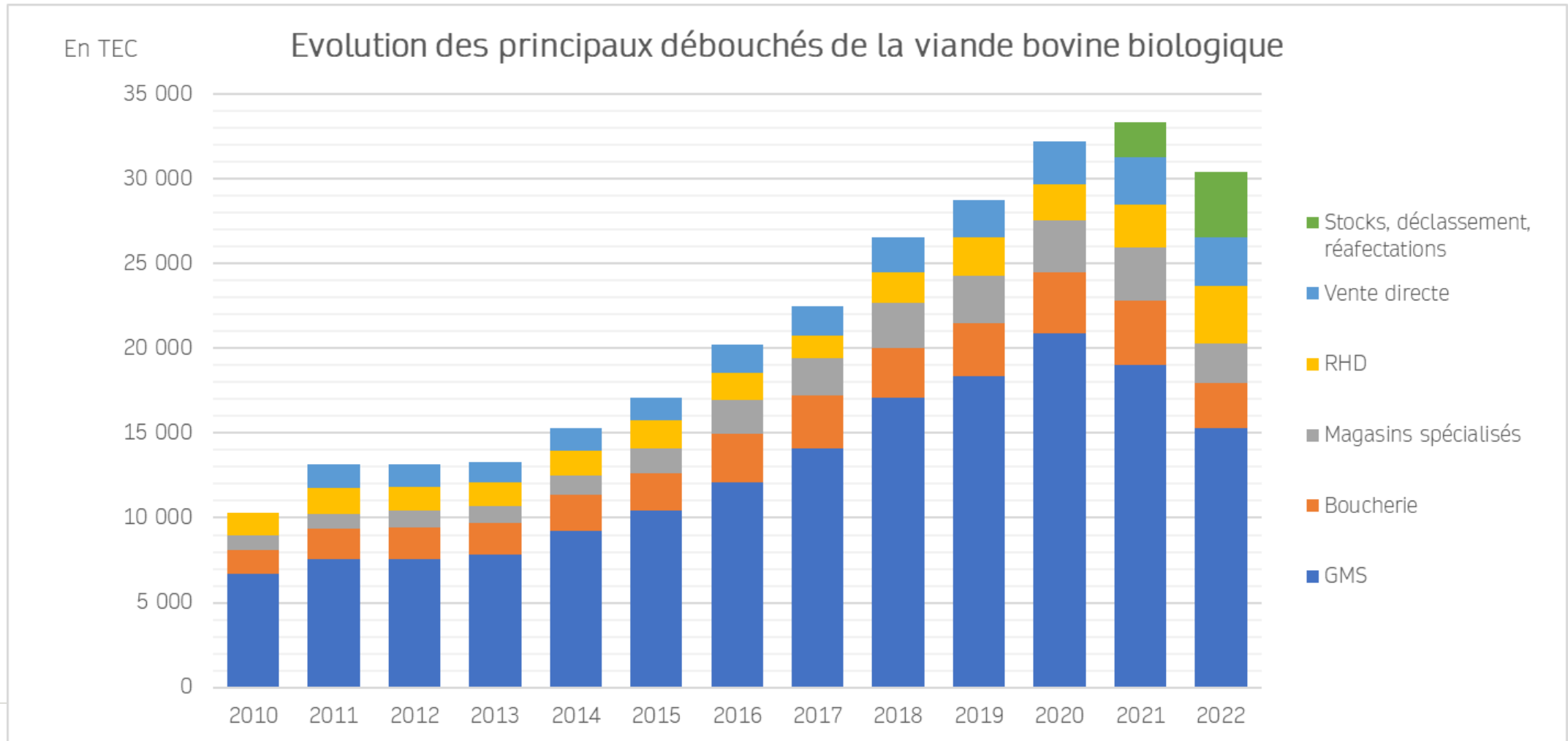
19 234 Tonnes slaughtered in 2022 (-6% vs 2021)

Means 51 977 organic cattle

6 599 breeders



2022: high decreased of sales in supermarkets (-20%), Butchers (-30%), specialized shops (-26%)



Current situation

- The organic sector in general experienced a historic decline in 2022
- The organic meat sector is part of this trend. 2 years of decline in consumption (in volumes: -22% in 2022, -21% in 2023, source Nielsen)
- A situation that is still very complicated at the start of 2024; for some a “declining stability”
- Less valuation in organic, the animals go into the conventional circuit
- At the production level, monitoring of producer commitments (Agence Bio figures).
- Tendencies :
 - dairy cattle breeding: -4%, meat cattle: -1.7%
 - Decrease mainly due to the cessation of conversions (complete stop)





DÉFINIR DES ORIENTATIONS POUR LES FILIÈRES BIOS

Your Footer Here



Current thoughts

Ambition Bio 2027 Program = A national plan giving the strategic orientations of the sector and objectives to be achieved by 2027, led by Ministry of Agriculture

The Ambition Bio 2027 program defines an operational roadmap of 27 priority actions broken down into measures that revolve around 3 axes :

- Axis 1 “stimulate demand for organic products and strengthen consumer confidence”
- Axis 2 “consolidate and develop resilient organic sectors anchored in the territories”
- Axis 3 “supporting operators in facing the societal and environmental challenges of today and tomorrow”



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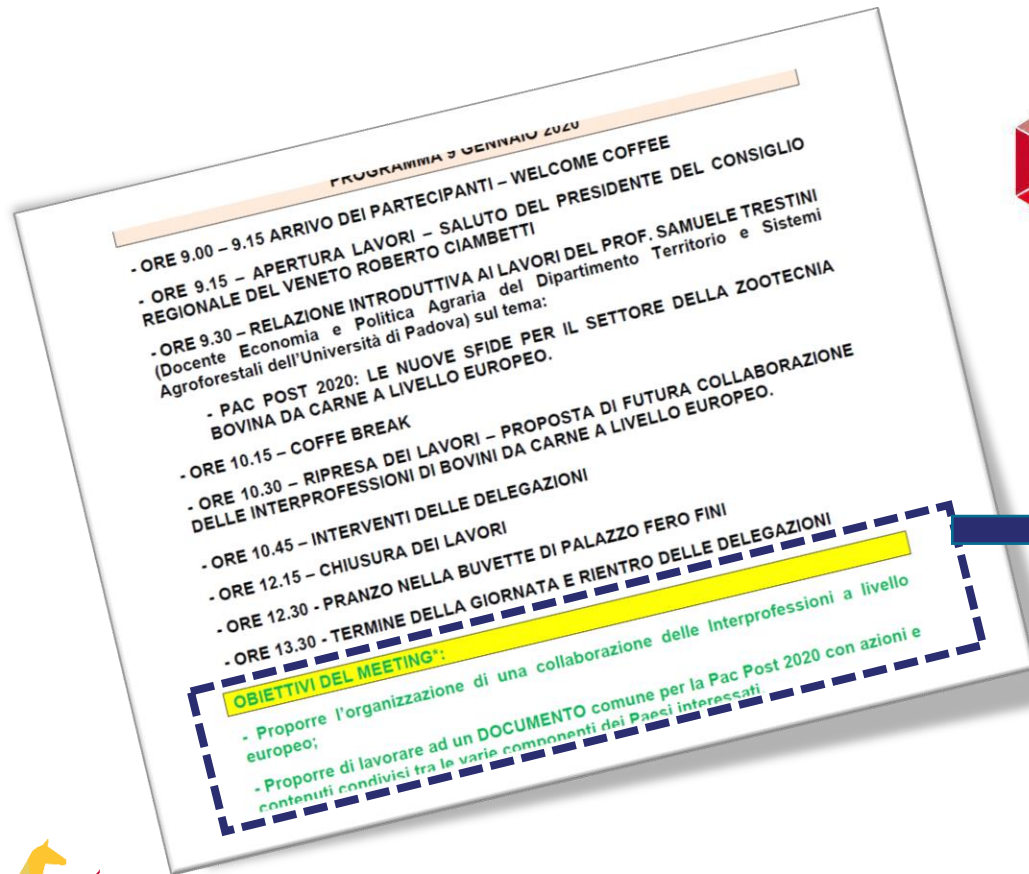
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Sustainable European Livestock and Meat Association



A project initiated in 2020...



INTERPROFESSIONS MEETING

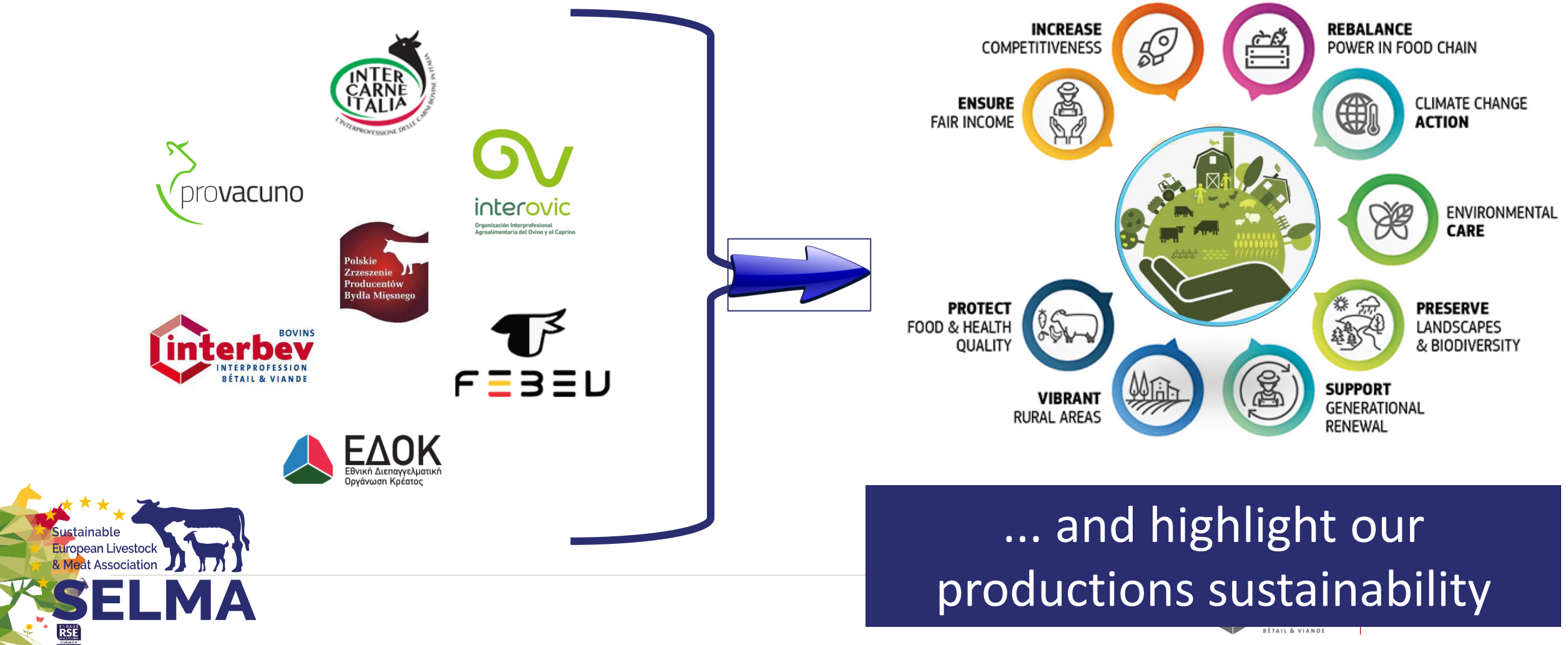
Venezia, 8 and 9 of January 2020, Veneto Regional Council Headquarters

MEETING OBJECTIVES:

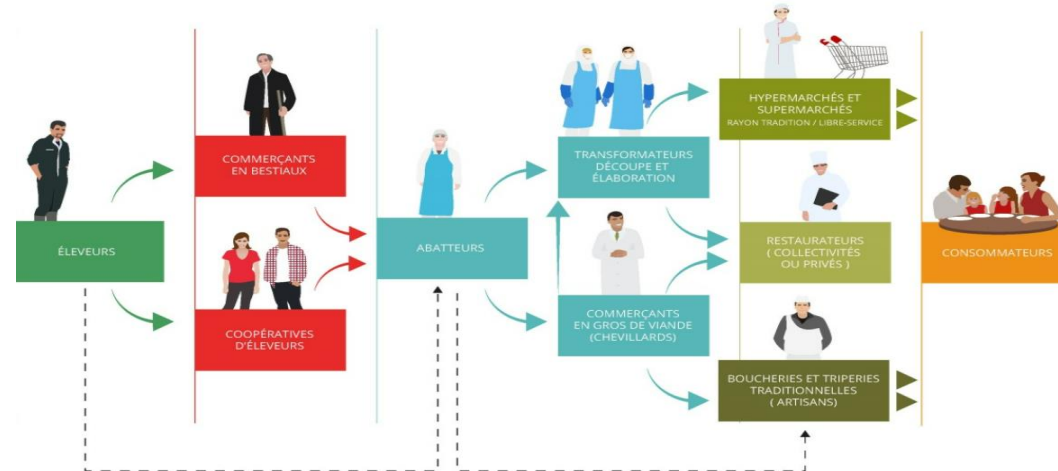
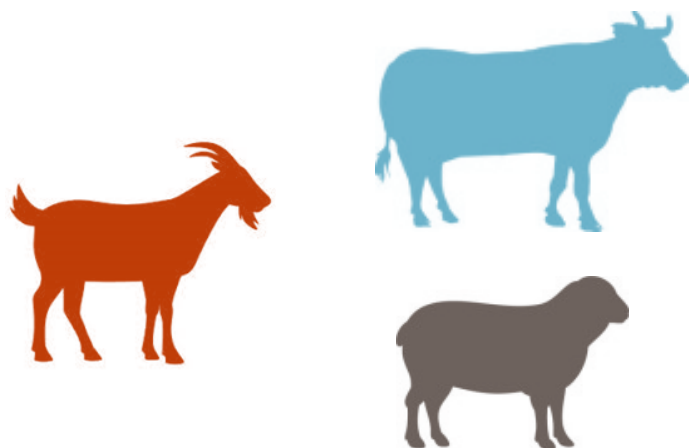
- To propose the organisation of a collaboration of the Interprofessions at European level;
- Propose to work on a common document for the Post 2020

... and made concrete in October 2023: obtention of the Belgian royal recognition decree of the AISBL

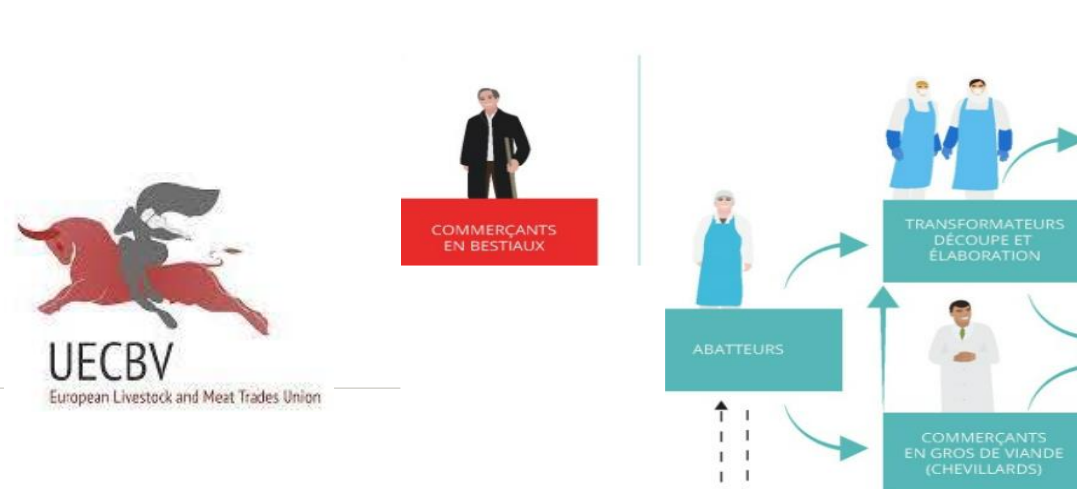
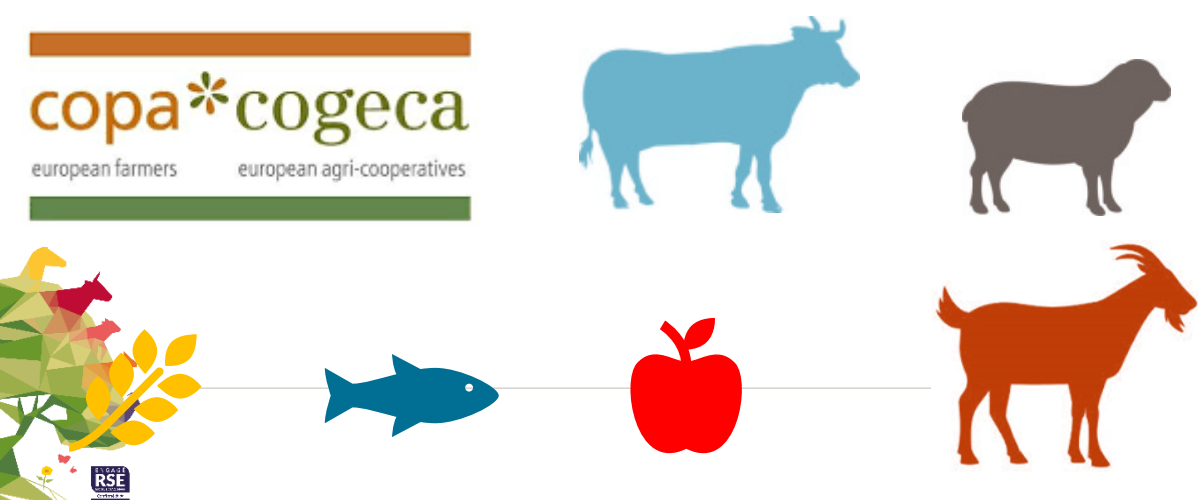
Joining forces to talk to the European Commission...



An association that represents all the links in the beef, sheep and goat sectors



Complementary to Copa-Cogeca and UECBV, more specific and representing the entire sector



Next steps

Bringing together the countries concerned...



...to exchange ideas for joint projects



Defending the place of meat in Europe



Promoting the European beef, goat and sheep sectors



Promoting the sustainability of the European meat sector







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