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International Markets Bureau

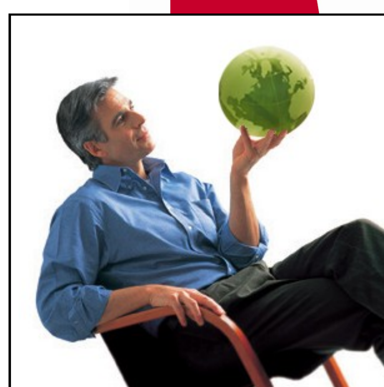
MARKET INDICATOR REPORT | MAY 2011

Organic Packaged Food

In France

AGRICULTURE BIOLOGIQUE

Source: http://www.agencebio.org/



Growing Forward

Canada

EXECUTIVE SUMMARY

French consumers have developed a strong understanding and acceptance of health and wellness foods and beverages. Their preferences clearly lean toward naturally healthy products and organic packaged foods, categories in which marketing efforts have successfully communicated the benefits of such products. The French organic market was valued at US $ 1.635 billion in 2010, and according to Datamonitor, the most successful product innovations in 2009-2010 were organic extensions of existing brands.

According to EuroStats, the market for organic products is expanding steadily in the European Union (E.U.), reaching approximately EUR 16 billion (US $21 billion) in 2007. Of this total, France recorded the third-largest share of any E.U. country, behind only Germany and the United Kingdom.

Consumers in France are becoming increasingly proactive in looking for clear information about the benefits of food products, in order to look after their health in a preventative way. However, when the added-value of products is not perceived as convincing, and/or if the price positioning is too high, French consumers have avoided the product.

High premium prices and a lack of available products in mainstream points of sale have hampered the consumption of organic products over many years. However, organic products have been positioned as a more mainstream choice by retailers in recent years, driving sales growth.

Furthermore, the desire to save money has led to more home-cooking amongst French consumers, and they are seeking organic products for at-home meal solutions. This back-to-basics trend is driven by the nostalgia for simpler times as well as growing *terroir* movements, which encourage the consumption of localized, natural, and even typically uncultivated goods.

France is quickly becoming a mass market for organic products, and as demand outpaces domestic production capacity, the country will rely on imports well into the future.

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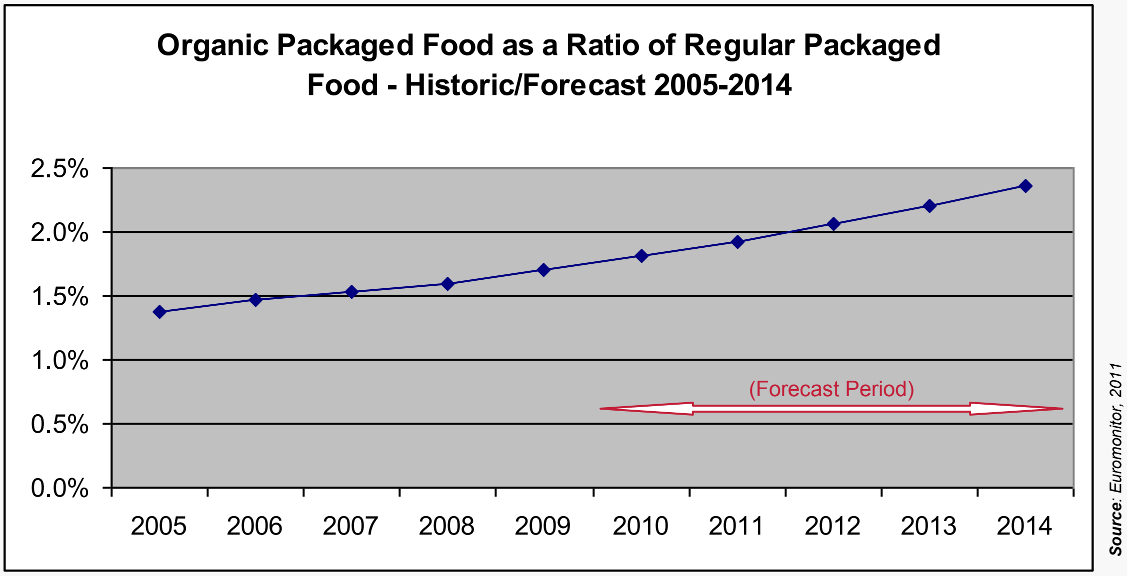
MARKET TRENDS



France Market Sizes of Organic and Regular Packaged Food - Historic/Forecast - Retail Sales Value in US$ million

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Organic Packaged food	1,137	1,223	1,309	1,400	1,509	1,635	1,781	1,949	2,136	2,342
Packaged Food	82,689	83,677	85,588	87,719	88,876	90,552	92,385	94,456	96,698	99,182

***Source**: Euromonitor, 2011*

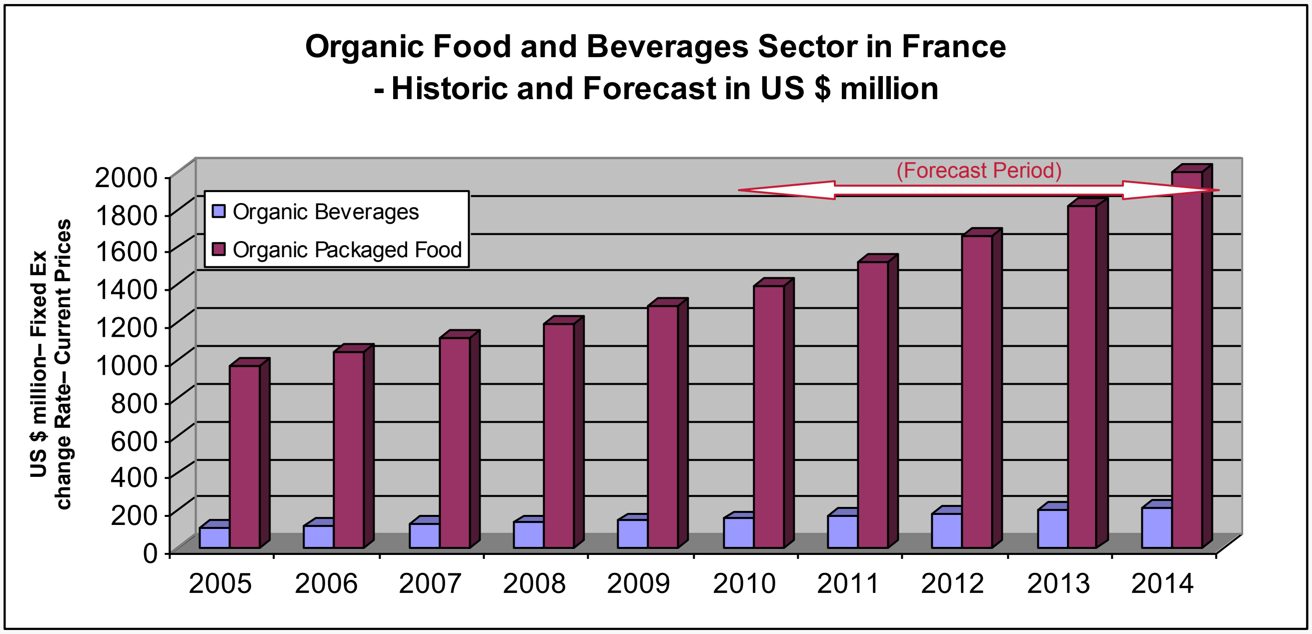
According to a 2007 survey by the French Ministry for Ecology, 77% of French consumers approve the government's decision to suspend the marketing of MON810 (a variety of genetically modified corn developed by the Monsanto Company and marketed with the trade name YieldGard). Moreover, 72% of respondents consider it "important" to be able to consume products without genetically modified organisms (GMOs), while 71% would require that a product be labelled "without GMO" indicating absolutely no traces of genetically modified elements. Labelling in France is not currently obligatory for products containing less than 0.9 % GMO (Web in France Magazine, 2008).

In 2009/2010, market players looked for new opportunities for growth, especially in the organic sector where the launch of new products intensified, led by national brands and private label. Consumers were offered increased diversity of choice, greater accessibility and lower prices. As a result, the demand for organics has gained momentum, and is evolving from a niche market to a growing mass market.

Distributors have dramatically extended their offerings of organic products. Many even launched their own organic private label. Discounters engaged in extensive marketing campaigns around organics, giving this range much more attention than other product categories. Such a strategy focused on the low cost image of the discounter as well as the quality image of organic products. Targeted consumers were those who have thus far avoided buying organics on the basis of their high prices. Such strategies have enabled discounters to increase their distribution share of organics products.

In 2009, private label continued to lead in the organic packaged food sector with a 22% market share. Private label, and its traditional positioning in the lower price segments, benefited from the economic downturn, as consumers tried to find a balance between quality products and saving money. Retailers such as Auchan or Carrefour even created special sections of organic products within their facilities, where private label was given high visibility. All these elements, coupled with the fact that private label continues to invest in extending its organic ranges, have widened the gap in market share between it and branded alternatives.

ORGANIC PACKAGED FOOD SALES



***Source**: Euromonitor, 2011*

France Organic Food and Beverages Market Sizes - Historic/ Forecast - Retail Sales Price - US$ million

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Organic Beverages	103.6	117	126.3	134.6	144.8	156.2	169.2	184.2	200.7	218.7
Organic Packaged Food	972.7	1041.3	1112.7	1190.6	1284.5	1392.3	1517.5	1661.6	1821.7	1998.8

***Source**: Euromonitor, 2011*

Forecast Sales of Organic Packaged Food by Subsector: % Value Growth 2009-2014 and % Constant Value Growth

	2009-14 %	2009-14 CAGR %	2009-14 Absolute
Organic Baby Food	49.8	8.4	41.8
Organic Bakery Products	59	9.7	182.8
Organic Confectionery	24.7	4.5	3.7
Organic Dairy Products	51.2	8.6	266.2
Organic Ice Cream	22.5	4.1	0.4
Organic Oils and Fats	35.2	6.2	26.6
Organic Ready Meals	65.4	10.6	10.4
Organic Rice	49.6	8.4	28.1
Organic Sauces, Dressings and Condiments	55.4	9.2	4
Organic Snack Bars	-1.5	-0.3	-0.1
Organic Soup	86.8	13.3	15.3
Organic Spreads	44.6	7.7	26.6
Organic Sweet and Savoury Snacks	-	-	-
Other Organic Food	79.6	12.4	148.5

***Source**: Euromonitor, 2011*

PACKAGED FOOD TABLE

France Organic Packaged Food Market Sizes - Historic/Forecast Retail Sales Value in US$ million										
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Organic Baby Food	**69.7**	**72.6**	**76.9**	**79.9**	**84**	**89.7**	**96.7**	**104.9**	**114.5**	**125.8**
Organic Milk Formula	29	29.9	30.8	31.5	32.2	33.5	35.2	37.3	39.8	42.6
Organic Dried Baby Food	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Organic Prepared Baby Food	38.6	40.5	43.8	46.2	49.5	53.6	58.6	64.5	71.4	79.5
Other Organic Baby Food	1.8	1.9	2	2.1	2.2	2.4	2.6	2.9	3.2	3.6
Organic Bakery Products	**233.4**	**249.1**	**266.5**	**287.8**	**309.8**	**336.5**	**367.9**	**404.9**	**446.2**	**492.6**
Organic Biscuits	45	52.7	61.4	73	84.6	98.1	113.9	132.4	153.6	177.6
Organic Bread	173.6	179.9	186.8	194.9	203	213.6	226.4	241.3	257.5	275.2
Organic Breakfast Cereals	7.8	8.7	9.8	11	12.6	14.3	16.3	18.7	21.5	24.7
Organic Cakes	7.1	7.7	8.4	8.9	9.7	10.5	11.4	12.5	13.7	15.1
Organic Confectionery	**12.7**	**13.4**	**14.1**	**14.5**	**14.9**	**15.4**	**16.1**	**16.8**	**17.7**	**18.6**
Organic Chocolate Confectionery	9.3	9.9	10.5	10.7	11.1	11.5	12	12.6	13.2	13.9
Organic Sugar Confectionery	3.4	3.5	3.6	3.8	3.8	3.9	4.1	4.2	4.4	4.6
Organic Dairy Products	**393.8**	**425.2**	**453**	**483.9**	**520.5**	**563.2**	**611.6**	**665.7**	**724.2**	**786.7**
Organic Ice Cream	**1.5**	**1.6**	**1.8**	**1.8**	**1.9**	**1.9**	**2**	**2.1**	**2.2**	**2.3**
Organic Oils and Fats	**62.6**	**66.1**	**69.4**	**71.9**	**75.7**	**79.9**	**84.7**	**90.2**	**96**	**102.3**
Organic Butter	22.7	23.7	24.7	25.3	26.4	27.8	29.4	31.3	33.4	35.8
Organic Olive Oil	16.5	18	19.2	20.4	22	23.7	25.5	27.5	29.4	31.4
Organic Spreadable Oils and Fats	9.1	9.6	9.9	10.1	10.5	10.9	11.4	12	12.6	13.3
Organic Vegetable and Seed Oil	14.2	14.8	15.7	16.2	16.8	17.5	18.4	19.4	20.6	21.8
Organic Ready Meals	**10.9**	**12.1**	**13.5**	**14.6**	**16**	**17.5**	**19.3**	**21.4**	**23.7**	**26.4**
Organic Rice	47.1	48	50.8	52.2	56.6	60.8	65.6	71.2	77.6	84.7
Organic Sauces, Dressings and Condiments	**5.1**	**6**	**6.4**	**6.8**	**7.3**	**7.9**	**8.6**	**9.4**	**10.3**	**11.3**
Organic Snack Bars	**6.4**	**6.4**	**6.2**	**6.1**	**6.2**	**6.2**	**6.2**	**6.2**	**6.2**	**6.1**
Organic Fruit Bars	1.9	2	1.9	1.9	2	2	2	2	2	1.9
Organic Granola/Muesli Bars	1.6	1.6	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.4
Other Organic Snack Bars	2.8	2.8	2.8	2.7	2.7	2.7	2.7	2.7	2.7	2.7
Organic Soup	**11.8**	**13.7**	**15**	**16**	**17.7**	**19.8**	**22.4**	**25.4**	**28.9**	**33**
Organic Spreads	**45.7**	**48.2**	**51.8**	**55.8**	**59.5**	**63.7**	**68.4**	**73.8**	**79.7**	**86.1**
Organic Honey	25.9	27.1	28.6	31.3	33.8	36.7	39.9	43.4	47.2	51.3
Other Organic Non-Honey Spreads	19.7	21.1	23.2	24.5	25.7	27	28.6	30.4	32.5	34.8
Organic Sweet and Savoury Snacks	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Organic Fruit Snacks	-	-	-	-	-	-	-	-	-	-
Organic Nuts	-	-	-	-	-	-	-	-	-	-
Other Organic Sweet and Savoury Snacks	-	-	-	-	-	-	-	-	-	-
Other Organic Food	**126.5**	**137.2**	**149.8**	**165.9**	**186.6**	**207.9**	**233.2**	**262.9**	**296.7**	**335.1**

Source: *Euromonitor, 2011*

▶ KEY MARKET SEGMENTS — DATA FROM 2005-2014

France Organics Market Sizes - Historic/ Forecast Retail Volume in 000 Tonnes										
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Organic Baby Food	**7.8**	**8**	**8.4**	**8.7**	**9.1**	**9.6**	**10.2**	**10.9**	**11.7**	**12.7**
Organic Milk Formula	2.2	2.2	2.3	2.3	2.4	2.4	2.5	2.6	2.7	2.9
Organic Dried Baby Food	0	0	0	0	0	0	0	0	0	0
Organic Prepared Baby Food	5.4	5.5	5.8	6	6.4	6.8	7.3	7.9	8.6	9.3
Other Organic Baby Food	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5
Organic Bakery Products	**38.2**	**40.2**	**42.3**	**44.6**	**46.9**	**49.4**	**52.3**	**55.7**	**59.4**	**63.5**
Organic Biscuits	3.1	3.6	4.2	4.9	5.6	6.3	7.1	8.1	9.1	10.4
Organic Bread	33.1	34.4	35.8	37.3	38.7	40.3	42.1	44.3	46.5	49.1
Organic Breakfast Cereals	1.1	1.2	1.3	1.5	1.7	1.8	2	2.3	2.5	2.8
Organic Cakes	0.9	1	1	1	1	1	1	1.1	1.2	1.2
Organic Confectionery	**0.6**	**0.6**	**0.6**	**0.6**	**0.6**	**0.6**	**0.6**	**0.7**	**0.7**	**0.7**
Organic Chocolate Confectionery	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Organic Sugar Confectionery	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Organic Dairy Products	*** Not calculable***									
Organic Ice Cream - '000 litres	**136.8**	**146.9**	**157.4**	**166.7**	**175.5**	**182.8**	**190.1**	**197.3**	**204.3**	**211.1**
Organic Oils and Fats	**10.6**	**11.1**	**11.9**	**12.5**	**13.2**	**13.9**	**14.6**	**15.3**	**16**	**16.8**
Organic Butter	3.1	3.4	3.6	3.8	4	4.2	4.4	4.6	4.8	5
Organic Olive Oil	1.3	1.2	1.3	1.4	1.5	1.7	1.8	2	2.1	2.3
Organic Spreadable Oils and Fats	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.3	1.3	1.3
Organic Vegetable and Seed Oil	5.1	5.5	5.9	6.2	6.5	6.8	7.2	7.5	7.8	8.2
Organic Ready Meals	**1.5**	**1.7**	**1.9**	**2**	**2.2**	**2.4**	**2.6**	**2.9**	**3.1**	**3.5**
Organic Rice	**10.4**	**10.7**	**11.3**	**11.6**	**12**	**12.6**	**13.4**	**14.2**	**15.1**	**16.2**
Organic Sauces, Dressings and Condiments	**0.6**	**0.7**	**0.8**	**1.1**	**1.2**	**1.3**	**1.4**	**1.5**	**1.6**	**1.8**
Organic Snack Bars	**0.9**	**0.9**	**0.8**	**0.8**	**0.8**	**0.8**	**0.8**	**0.8**	**0.7**	**0.7**
Organic Fruit Bars	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2
Organic Granola/Muesli Bars	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Organic Snack Bars	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Organic Soup	**2.4**	**2.8**	**3.1**	**3.4**	**3.7**	**4.1**	**4.5**	**5**	**5.6**	**6.2**
Organic Spreads	**2.6**	**2.9**	**3**	**3.3**	**3.5**	**3.6**	**3.9**	**4.1**	**4.3**	**4.6**
Organic Honey	1.5	1.6	1.7	1.9	2	2.1	2.3	2.4	2.6	2.8
Other Organic Non-Honey Spreads	1.1	1.2	1.3	1.4	1.5	1.5	1.6	1.7	1.7	1.8
Organic Sweet and Savoury Snacks	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Organic Fruit Snacks	-	-	-	-	-	-	-	-	-	-
Organic Nuts -	-	-	-	-	-	-	-	-	-	-
Other Organic Sweet and Savoury Snacks	-	-	-	-	-	-	-	-	-	-
Other Organic Food	**15.8**	**17.3**	**19.2**	**21.1**	**23.6**	**25.8**	**28.4**	**31.3**	**34.6**	**38.3**

***Source**: Euromonitor, 2011*

EXPENDITURE

French Expenditure on Organic Packaged Food - Historic/Forecast - Retail Sales Value in US$ Per Capita

	2009	2010	2014
Organic Baby Food	1.3	1.4	2
Organic Bakery Products	5	5.4	7.7
Organic Confectionery	0.2	0.2	0.3
Organic Dairy Products	8.3	9	12.3
Organic Ice Cream	0	0	0
Organic Oils and Fats	1.2	1.3	1.6
Organic Ready Meals	0.3	0.3	0.4
Organic Rice	0.9	1	1.3
Organic Sauces, Dressings and Condiments	0.1	0.1	0.2
Organic Snack Bars	0.1	0.1	0.1
Organic Soup	0.3	0.3	0.5
Organic Spreads	1	1	1.3
Other Organic Food	3	3.3	5.2
Total Organic	**24.2**	**26.1**	**36.7**

***Source**: Euromonitor, 2011*

Organic Package Food as % of Total Packaged Food Expenditure - Historic/Forecast 2010-2014

	2009	2010	2014
Organic Baby Food	4.8	5.1	6.6
Organic Spreads	4.2	4.4	5.3
Organic Snack Bars	4.1	4.2	4.2
Organic Dairy Products	2.4	2.6	3.4
Organic Oils and Fats	2.4	2.6	3.2
Organic Soup	2.2	2.5	3.7
Organic Bakery Products	1.4	1.5	2.1
Organic Ready Meals	0.3	0.3	0.4
Organic Sauces, Dressings and Condiments	0.3	0.3	0.4
Other Organic Food	0.2	0.2	0.3
Organic Confectionery	0.2	0.2	0.2
Organic Ice Cream	0.1	0.1	0.1

***Source**: Euromonitor, 2011*

Year on Year Growth (%) of the French Organic Packaged Food - Historic/Forecast 2010-2014

	2009-2010	2010-14
Organic Baby Food	5.6	35.1
Organic Bakery Products	7.5	40.9
Organic Confectionery	2.5	16
Organic Dairy Products	7.1	34.5
Organic Ice Cream	1.9	14.5
Organic Oils and Fats	4.5	23.2
Organic Ready Meals	8.4	45.4
Organic Rice	6.3	34.1
Organic Sauces, Dressings and Condiments	7.1	38.3
Organic Snack Bars	-1.2	-5
Organic Soup	11	60.4
Organic Spreads	6	30
Other Organic Food	10.3	55.1
Total Organic	**7.2**	**37.9**

***Source**: Euromonitor, 2011*

The organic products sectors continued to show a positive growth in 2009 peaking at 8%. This continuous positive growth reflects that the trend for organic products has profound and stable roots, motivated by consumers interested in their health.

Overall, French consumers continued to buy organic products despite the economic unpredictability of 2008-2009. The organic sector showed resilience, although the products are often positioned at the mid to high price end of the market.

PRICING AND MARKET SHARES

Organic Packaged Food Unit Prices (Retail) - Historic/Forecast - In US $ per kg	2009	2010	2014
Organic Confectionery	23.7	24.3	27
Organic Spreads	17.2	17.5	18.8
Organic Ice Cream (US $ per litre)	10.8	10.6	10.9
Organic Baby Food	9.3	9.4	9.9
Other Organic Food	7.9	8	8.8
Organic Snack Bars	7.6	7.8	8.5
Organic Ready Meals	7.2	7.3	7.6
Organic Bakery Products	6.6	6.8	7.8
Organic Sauces, Dressings and Condiments	6.3	6.2	6.4
Organic Oils and Fats -	5.7	5.8	6.1
Organic Soup	4.8	4.9	5.3
Organic Rice	4.7	4.8	5.2

***Source**: Euromonitor, 2011*

***Source**: Mintel, 2011*

Top 10 Companies' Market Shares (by Global Brand Owner) Based on Retail Sales - % Breakdown

	2007	2008	2009
Distriborg Groupe SA	7.2	7.3	7.7
Lactalis, Groupe	5.6	5.7	5.4
Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire)	4.1	4.3	4.5
Otsuka Pharmaceutical Co Ltd	-	-	4.2
Triballat-Noyal SA	3.5	3.5	3.4
Vitagermine SA	3.2	3.2	3
Hipp GmbH & Co Vertrieb KG	2.5	2.4	2.3
Groupe Léa Nature	2.2	2.2	2.1
Biofournil SA	1.9	2.1	2.1
Wessanen NV, Koninklijke	2	1.9	2

***Source**: Euromonitor, 2011*

Top 10 Brand Shares (by Global Brand Name) Based on Retail Sales - % breakdown

Brand	Company name (GBO)	2007	2008	2009
Bjorg	Distriborg Groupe SA	7.2	7.3	7.7
Lactel	Lactalis, Groupe	5.4	5.4	5.1
Candia	Sodiaal SA (Société de Diffusion Internationale Agro-alimentaire)	4.1	4.3	4.5
Vrai	Triballat-Noyal SA	3.1	3.1	3.2
Céréal	Otsuka Pharmaceutical Co Ltd	-	-	2.6
Hipp	Hipp GmbH & Co Vertrieb KG	2.5	2.4	2.3
Jardin Bio	Groupe Léa Nature	2.2	2.2	2.1
Biofournil	Biofournil SA	1.9	2.1	2.1
Bjorg	Wessanen NV, Koninklijke	2	1.9	2
Babybio	Vitagermine SA	2.2	2.1	1.9

***Source**: Euromonitor, 2011*

Organic food is becoming a mass market in France. However, domestic production capacity is not sufficient to meet the growing demand, and France will need to rely on imports for years to come.

Increasingly crowded retail space is making many brands re-invent themselves. Simply being organic is no longer good enough as organic foods have become "commoditized" in the marketplace. Consumers are becoming increasingly sensitive to the ethics of a company, so a responsible attitude regarding the environment will become a competitive asset for organic market players.

There is growing pressure for leading brands to differentiate themselves, as private label leverages organic values and wins consumers by marketing products at competitive prices. This will only intensify with the increasing mainstream presence of organic products. Niche players will be pushed to occupy very specialized sectors, such as in organic ice cream.

Organic Hot Drinks

France Hot Drinks Organic Beverage Market Sizes Historic/ Forecast - Retail Sales Value in US$ million

	2009	2010	2014
Organic Chocolate Based Flavoured Powder Drinks	17.6	18.6	25.3
Organic Coffee	56.9	61.4	84.5
Organic Fresh Coffee	52.5	56.8	79.1
Organic Instant Coffee	4.5	4.6	5.4
Organic Tea	20.7	21.8	28
Organic Black Tea	1.4	1.5	2.1
Organic Fruit/Herbal Tea	15.1	15.7	19
Organic Green Tea	4.2	4.6	6.9
Other Organic Hot Drinks	2.3	2.5	3.7
Total Organic Hot Drinks	**97.5**	**104.3**	**141.5**

French Expenditure on Hot Drinks Organic Beverages - Historic/ Forecast - in US$ Per Capita

	2009	2010	2014
Organic Chocolate Based Flavoured Powder Drinks	0.3	0.3	0.4
Organic Coffee	0.9	1	1.3
Organic Fresh Coffee	0.8	0.9	1.2
Organic Instant Coffee	0.1	0.1	0.1
Organic Tea	0.3	0.3	0.4
Organic Black Tea	-	-	-
Organic Fruit/Herbal Tea	0.2	0.3	0.3
Organic Green Tea	0.1	0.1	0.1
Other Organic Hot Drinks	0	0	0.1
Total Organic Hot Drinks	**1.6**	**1.7**	**2.2**

Organic Hot Drinks as % of Total Beverage Expenditure of Hot Drinks Beverages Historic/Forecast 2010-2014

	2009	2010	2014
Organic Coffee	1.8	1.9	2.3
Organic Fresh Coffee	1.9	2	2.4
Organic Instant Coffee	1.2	1.3	1.5
Organic Tea	3.7	3.8	4.5
Organic Black Tea	0.6	0.7	1
Organic Fruit/Herbal Tea	7.3	7.4	8.2
Organic Green Tea	4	4	4.7
Other Organic Hot Drinks	0.1	0.1	0.1
Total Organic Hot Drinks	**2.4**	**2.5**	**3**

Year on Year Growth (%) of the French Organic Hot Drinks Beverages Sector Historic/Forecast

	2009	2010-14
Organic Chocolate Based Flavoured Powder Drinks	5.9	36.1
Organic Coffee	7.9	37.6
Organic Fresh Coffee	8.3	39.2
Organic Instant Coffee	2.8	17.7
Organic Tea	5.3	28.5
Organic Black Tea	6.7	40.1
Organic Fruit/Herbal Tea	3.8	21.1
Organic Green Tea	10.2	50
Other Organic Hot Drinks	8.6	48.6
Total Organic Hot Drinks	**7**	**35.7**

Unit Prices - Historic/ Forecast US$ per kg Based on Retail Sales Price

	2009	2010	2014
Organic Chocolate Based Flavoured Powder Drinks	40.3	39.9	40.9
Organic Coffee	18.7	19.8	22.5
Organic Fresh Coffee	17.8	18.9	21.6
Organic Instant Coffee	46.2	48.1	57.6
Organic Tea	51.7	51.8	53.4
Organic Black Tea	50.1	50.9	55.9
Organic Fruit/Herbal Tea	48.5	48.7	51.3
Organic Green Tea	69.3	66.7	59.5
Other Organic Hot Drinks	9.8	10.1	11.5
Total Organic Hot Drinks	**23.7**	**24.6**	**27.1**

***Source for all** : Euromonitor, 2011*

***Source**: Mintel, 2011*

Organic Soft Drinks and Juices

French Soft Drinks Market Sizes - Historic/ Forecast 2010-2014 Retail Sale Price - in US $ million

	2009	2010	2014
Organic Concentrates	2.8	3.7	7.7
Organic Fruit/Vegetable Juice	52.6	57	81.7
Organic 100% Juice	24.6	27.4	42.5
Organic Juice Drinks (Up To 24% Juice)	21	21.9	27.8
Organic Nectars (25-99% Juice)	7	7.7	11.4
Other Organic Soft Drinks	-	-	-
Other Organic Soft Drinks	55.4	60.7	89.5

French Expenditure on Organic Soft Drinks per Capita in US $ - Historic/Forecast

	2009	2010	2014
Organic Concentrates	0	0.1	0.1
Organic Fruit/Vegetable Juice	0.8	0.9	1.3
Organic 100% Juice	0.4	0.4	0.7
Organic Juice Drinks (Up To 24% Juice)	0.3	0.3	0.4
Organic Nectars (25-99% Juice)	0.1	0.1	0.2
Other Organic Soft Drinks	-	-	-
Other Organic Soft Drinks	0.9	1	1.4

Organic Soft Drink as % of Total Soft Drinks Expenditure - Historic/Forecast 2010-2014

	2009	2010	2014
Organic Concentrates	0.5	0.6	1.1
Organic Fruit/Vegetable Juice	1.9	2	2.3
Organic 100% Juice	1.3	1.4	1.7
Organic Juice Drinks (Up To 24% Juice)	4.2	4	3.8
Organic Nectars (25-99% Juice)	2.1	2.3	3.4
Other Organic Soft Drinks	0.6	0.6	0.8

Year on Year Growth % of the French Organic Soft Drinks Sector Historic/Forecast

	2009	2010-14
Organic Concentrates	30.8	110.8
Organic Fruit/Vegetable Juice	8.3	43.4
Organic 100% Juice	11.1	55.3
Organic Juice Drinks (Up To 24% Juice)	4.4	26.8
Organic Nectars (25-99% Juice)	10.2	48.3
Other Organic Soft Drinks	9.5	47.5

Unit Price - Historic/Forecast US $ Per Litre Based on Retail Sales Price

	2009	2010	2014
Organic Soft Drinks	3.5	3.6	3.9
Organic Concentrates	1.9	1.9	2
Organic Fruit/Vegetable Juice	3.7	3.8	4.3
Organic 100% Juice	3.4	3.5	4.1
Organic Juice Drinks (Up To 24% Juice)	3.7	3.8	4.1
Organic Nectars (25-99% Juice)	5.1	5.5	6.2
Other Organic Soft Drinks	-	-	-

***Source for all** : Euromonitor, 2011*

***Source**: Mintel, 2011*

DISTRIBUTION CHANNELS

The French market for organic packaged food and drinks is the one of the fastest growing in Europe, with sales increasing by over 10% in 2009. This can be partly attributed to the widening availability of organic products. Distribution is increasing in department stores, supermarkets, and hypermarkets, however, specialist retailers still lead in terms of product sales.

Retailer private labels are also changing the landscape of the French market. Consumers are attracted to the low prices of certified organic food and drink products offered by mass market retailers.

Organic Distribution Channels
% breakdown based on Retail Sales Price

	2007	2008	2009
Store-Based Retailing	63.5	66	66.7
Supermarkets/Hypermarkets	49.2	50.2	51.5
Discounters	1.5	1.9	2.8
Small Grocery Retailers	10	11.2	11.3
Convenience Stores	2.1	2.2	2.2
Independent Small Grocers	7.2	7.8	7.9
Forecourt Retailers	0.8	1.1	1.2
Other store-based retailing	2.8	2.8	1.1
Other Grocery Retailers	2.8	2.8	1.1
Non-Grocery Retailers	-	-	-
Non-Store Retailing	36.4	34	33.3
Direct Selling	33.6	30	28
Internet Retailing	1	2	3
Vending	1.9	2	2.3
Home shopping	-	-	-
Total	**100**	**100**	**100**

***Source**: Euromonitor, 2011*

CERTIFICATION

In France, organic certification was introduced in 1985, signified by a green and white logo of "AB - Agriculture Biologique." Certification for the AB label fulfills the E.U. regulations for organic food. The certification process is overseen by a public institute (Agence française pour le développement et la promotion de l'agriculture biologique, usually shortended to "Agence bio") established in November 2001. However, the actual certification authorities include a number of different institutes like Aclave, Agrocert, Ecocert SA, Qualité France SA, Ulase, and SGS ICS.

AGRICULTURE BIOLOGIQUE

***Source**: http://www.agencebio.org/*

PRICING SAMPLES 2010

Brands	Company name	Outlets	Pack size	Price (EUR)
Organic Chocolate Based Flavoured Powder Drinks				
Kalibio Choc'o Déj Poudre Chocolaté	Vitagermine SA	Internet retailing	500 g	5.6
Jardin Bio - Cacao pur	Le Jardin Biologique	Supermarket/hypermarket	250 g	3.21
Organic Fresh Coffee				
Casino Bio Max Havelaar Café Mexique	Casino	Internet retailing	250 g	3.8
Lobodis Café Equitable Hin-Lao Arabica d'Asie	SAS Lobodis	Internet retailing	250 g	3.75
Organic Instant Coffee				
Café soluble instantané bio Alter Eco	Alter Eco	Internet retailing	100 g	5.9
Auchan bio max havelaar Café pur arabica dosette	Auchan groupe	Internet retailing	150 g	1.99
Organic Black Tea				
Cook Thé noir Jardin de Nelliyampathy	Cook	Internet retailing	180 g	7.75
Alter Eco - Thé Noir TigerBlend Bio	Alter Eco	Internet retailing	100 g	5.5
Organic Fruit/Herbal Tea				
Le Jardin bio Infusion reine des prés frene myrtille	Le Jardin Biologique	Internet retailing	30 g	3.27
Gayelord hauser Infusion bio minceur	Distriborg France	Internet retailing	30 g	3.24
Organic Green Tea				
Destination Nature thé vert nature bio gunpowder	Destination	Internet retailing	100 g	2.9
Bjorg équitable thé vert	Distriborg France	Internet retailing	38 g	2.78
Other Organic Hot Drinks				
Kalibio Choc'o Déj Poudre Chocolaté	Vitagermine SA	Internet retailing	500 g	5.6
Vitabio - Petit déj cacao bio	Vitagermine SA	Internet retailing	500 g	5.44
Organic Concentrates				
Moulin de Valdonne sirop de fraise	Teisseire France SA	Internet retailing	0.5 litres	3.3
Moulin de Valdonne sirop de framboise et groseille	Teisseire France SA	Internet retailing	0.5 litres	3.3
Moulin de Valdonne sirop de poire	Teisseire France SA	Internet retailing	0.5 litres	3.3
Organic 100% Juice				
Vitabio - pur jus de myrtille	Vitagermine SA	Internet retailing	0.5 litres	6.99
Vitabio Superfruits Cranberry Banane Myrtille Acérola	Vitagermine	Internet retailing	4 x 0.7 litres	5.95
Organic Juice Drinks (Up To 24% Juice)				
Bjorg Jus de Carottes	Bjorg	Internet retailing	0.75 litres	3.48
Bjorg Citronnade Pétillante	Bjorg	Internet retailing	4 x 0.25 litres	3.23
Le JArdin Bio - Jus de Carotte	Le Jardin Biologique	Supermarket/hypermarket	1 litres	2.89
Organic Nectars (25-99% Juice)				
Pressade nector bio multivitaminés	Pressade SA	Internet retailing	1.5 litres	2.5
Natege bio - Nectar de fruits rouges biologique,	Natege bio	Supermarket/hypermarket	0.75 litres	2.33
Organic Milk Formula				
Hipp Biologique jusqu'à 6 mois	Hipp & Co	Internet retailing	900 g	20.66
Babybio Lait Poudre de 0 à 6 mois	Vitagermine SA	Internet retailing	900 g	20.2
Organic Dried Baby Food				
Babybio 2 Lait de suite	Vitagermine SA	Internet retailing	900 g	16.9
Babybio Lait nourrisson 1er âge	Vitagermine SA	Internet retailing	900 g	16.46
Organic Prepared Baby Food				
Hipp Petites pâtes aux légumes	Hipp France	Internet retailing	2 x 250 g	3.5
Babybio Menu Soir Carotte Potimarron Semoule Riz Dès 8 Mois Petits Pots	Vitagermine SA	Internet retailing	2 x 200 g	3.45
Organic Biscuits				
Kalibio Biscuits ABC	Vitagermine SAS	Supermarket/hypermarket	375 g	3.32
Bjorg Fourrés aux myrtilles bio	Distriborg France	Internet retailing	175 g	3
Bisson cookies tout chocolat	Bisson SA	Internet retailing	200 g	2.91

***Source**: Euromonitor, 2011*

ANNEX

For more information on organic products, labelling standards or the French market, please consult the following resources:

AAFC Publications

Market Trends: Organic (Nov. 2010)

Food Labels in Europe: Changes to E.U. Labelling Regulations and New Eco-Labels in France (Sept. 2010)

Inside France Seafood Trade (March 2010)

Packaged Food Sales in France (May 2010)

Health and Wellness in France (Aug. 2010)

France: How to Cope with a Traditional Marketplace (Feb. 2011)

France: A Modern Foodservice Sector (Feb. 2011)

Key Resources on Organic Standards, Regulations, and Labelling
Canada Canadian Food Inspection Agency, Organic Product Regulations http://www.inspection.gc.ca/english/fssa/orgbio/orgbioe.shtml Canadian General Standards Board: Organic Production Standards http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/organic/index-e.html
European Union* **Note: the regulations surrounding food labelling in the E.U. are currently under review, and may be subject to further amendments. For detailed information or the latest updates, please consult:* The European Commission http://ec.europa.eu/food/food/labellingnutrition/nutritionlabel/index_en.htm The European Food Information Council http://www.eufic.org/article/en/health-and-lifestyle/food-choice/artid/Nutrition-labelling-how-where-and-why/
Global International Taskforce on Harmonization and Equivalence in Organic Agriculture http://www.itf-organic.org/ International Federation of Organic Agriculture Movements http://www.ifoam.org/about_ifoam/standards/index.html

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Aussi disponible en français sous le titre :
Aliments biologiques emballés en France