



# ORGANIC FARMING CONFERENCE



## The Price of Organic Products

**Thursday 14 November 2019**

**From 9:30 am to 5:30 pm**

**Espace du Centenaire (Maison de la RATP)**

189, rue de Bercy - Paris 12<sup>e</sup>

The law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all aims to better distribute the value within the agricultural sectors.

While the organic market is booming and demand is greater than supply, it is a good time to **change the commercial relations and introduce new practices**, especially taking into account the specificities of the organic sector.

During this day, we will discuss the **strategies of the different economic actors for a fair price** of organic from an economic, environmental and social point of view, as well as on the challenges to take up facing the big economic and planetary stakes.

### Opening

**9:30 am** - Opening by Didier Guillaume, French Minister of Agriculture and Food

**10:00 am** - Introduction by Ademe  
« Towards a Functional Economy with High Environmental and Social Value in 2050 ».

### Round tables

**11:00 am** - Aisle head display or opportunity for a change?

**2:00 pm** - The progress of the law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all.

**3:30 pm** - Partners at all costs?

### Closing adress

**5:00 pm** - Closing adress by Agnès Pannier-Runacher, State Secretary to the Minister of Economy and Finance  
*(to be confirmed)*

You will be able to:

- **react directly** via an interactive platform and via the social networks **#EnjeuxBIO**
- **have access** to the streaming **videos** and PowerPoint **presentations of speakers** on the Agence BIO website

Wifi available



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# The **Price** of **Organic** Products

## Welcome coffee

9:00 - 9:30 am

Animation by **Jean-Louis Caffier**, journalist

## Opening & Introduction

### 9:30 am Opening of the Organic Farming Conference

- Opening by **Philippe Henry**, Chairman of Agence BIO
- Opening Address by **Didier Guillaume**, French Minister of Agriculture and Food

### 10:00 am Introduction

« Towards a Functional Economy with High Environmental and Social Value in 2050 »

- Introduction by **Arnaud Leroy**, Chairman of Ademe
- Forward-looking dialogue by **Patrice Vuidel** and/or **Brigitte Pasquelin**, authors of the study

## 1<sup>st</sup> round table

### 11:00 am Aisle head display or opportunity for a change?

- **Michel-Edouard Leclerc**, Chief Executive Officer of E. Leclerc
- **Pierrick De Ronne**, Chairman of Biocoop
- **Benoit Soury**, Director of organic products at Carrefour, representative of FCD
- **Emmanuel Vasseneix**, Chairman of the Saint-Denis-de-l'Hôtel's Dairy

- Discussion with the audience -

## Organic Lunch

12:30 am - 2:00 pm

## 2<sup>nd</sup> round table

**2:00 pm**      **The progress of the law for the balance of commercial relations in the agricultural sector and for a healthy, sustainable food and accessible to all**

- **Jean-Baptiste Moreau**, Member of Assemblée nationale
- **Daniel Sauvaitre**, General Secretary of **Interfel**
- **Caroline Le Poutier**, General Director of **CNIEL**
- **Claude Chou**, Member of **Forébio**, Director of **Probiolor**

- Discussion with the audience -

### 3<sup>rd</sup> round table

**3:30 pm**      **Partners at all costs?**

- **Maxence d'Audiffret**, Chairman of **Biscuit factory Jean et Lisette**
- **Damien François**, in charge of the agricultural channels at **Bjorg, Bonneterre et Compagnie**
- **Nathalie Roskwas**, « C'est qui le patron ?! »
- **Stéphanie Pageot**, National Secretary of the **National Federation of Organic Farming (FNAB)**
- **Olivier Andrault**, Agriculture and food officer at **UFC Que-Choisir**

- Discussion with the audience -

### Conclusion

**5:00 pm**      **Conclusion of the Organic Farming Conference**

- Closing Address by **Agnès Pannier-Runacher**,  
State Secretary to the Minister of Economy and Finance *(to be confirmed)*

## Map & Access

**Espace du Centenaire (Maison de la RATP) - Near Gare de Lyon**  
189, rue de Bercy - Paris 12e

### METRO (Underground)

M1 et M14, Gare de Lyon  
M5, Quai de la Rapée  
M5 et M10, Gare d'Austerlitz

### RER

RER A and D, Gare de Lyon  
RER C, Gare d'Austerlitz

### TRAIN

Gare de Lyon  
Gare d'Austerlitz

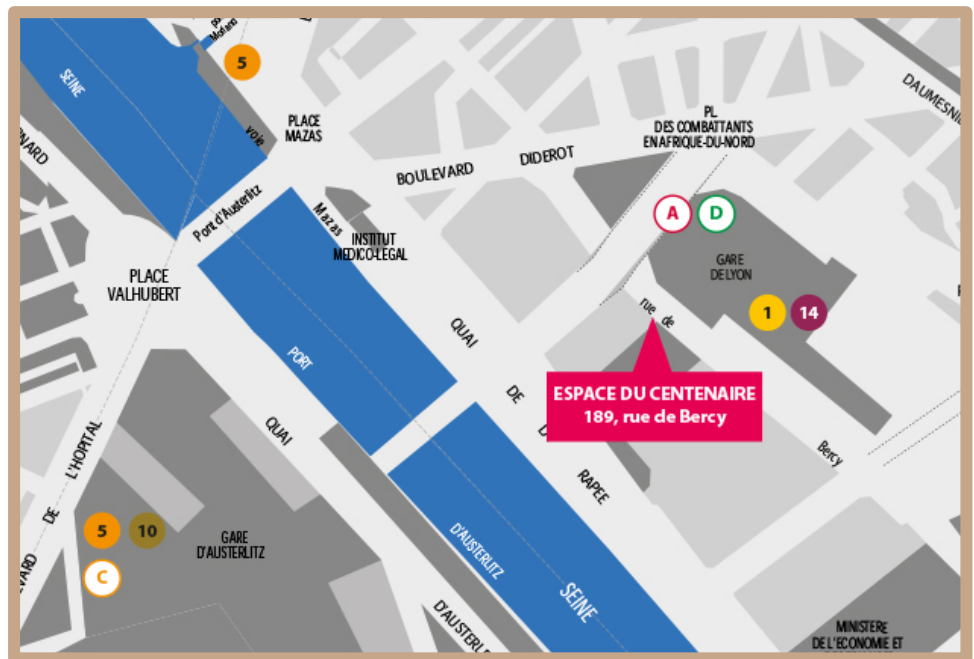
### CAR PARKS

#### Paris Lyon

193 rue de Bercy, 75012 Paris  
58 quai de la Rapée, 75012 Paris

#### Meteor Lyon

193 rue de Bercy, 75012 Paris



- WIFI available -

## For further information...

The entire seminar will be broadcast live on the website of Agence BIO.  
You can react on social networks **#EnjeuxBIO**

<https://www.agencebio.org/agenda/assises-de-lagriculture-biologique/>

More information on our website:

<https://www.agencebio.org/accueil/actualites/les-evenements-de-lagence-bio/assises-de-lagriculture-biologique/>



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