



RÉPUBLIQUE  
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# Simple program for promotion of organic farming (2023-2025)

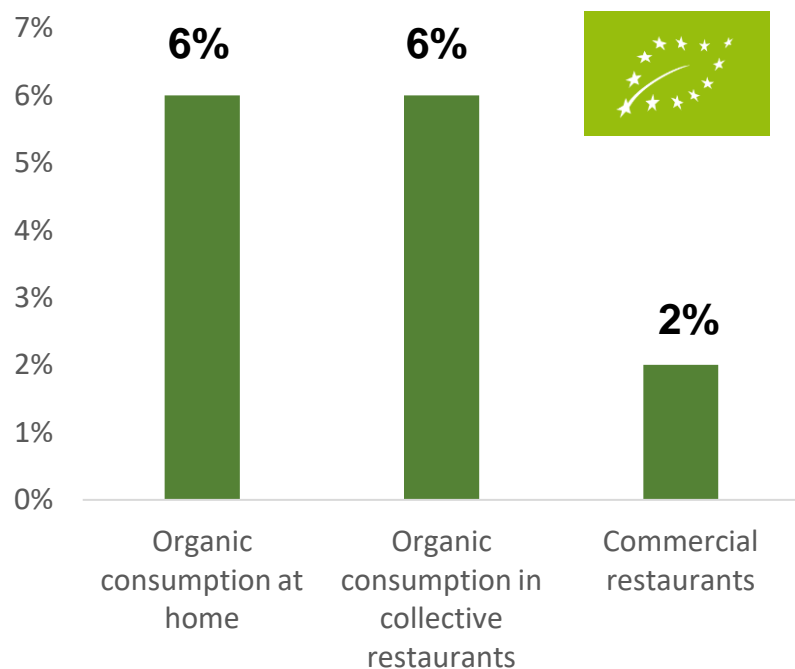
## « DU BIO, CHEF ! »

Budget: 2M€ excluding tax  
(including 70% EU co-financing)

*Gulfstream Agency will support Agence Bio for the implementation of the program  
which will start in March, the 14th.*

**GULFSTREAM.**  
GROUP

## Context



While the French organic market had boomed until 2021

- ⇒ organic products are mostly consumed at home
- ⇒ Restaurants remain a blindspot of the French organic market, whether starred, bistronomic, fast-food restaurants, chained or independent...
- they buy less than 2% of their food cost in organic product
- In the meantime, Michelin developed the Green Star, several sustainable emerged in the sector proving there are ready to go greener

While struggling to recruit (300 000 jobs not filled), hospitality sector needs to trigger its "transition" to be more attractive.

⇒ It must play its part by supporting organic farmers

Our goal : more organic food on the menus of the 176 000 restaurants and 80 000 institutional catering establishments of France



Our promotion proposal will aim to convince catering professionals about the organic products benefits

→ to get them involved in **food transition**

→ to make them a key player in the **farming transition**








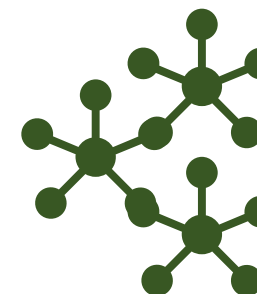
→ to convince guests/consumers to extend their commitment to the restaurant and therefore to support the initiatives of professionals who have chosen organic farming.

If restaurants reached 10% of organic purchase, it would create a 1,5b€ additional market

If public institutional catering establishments reached 20% of organic purchase set by the French law EGALIM, it would create a 1.4b€ additional market

## OUR STRATEGY : CREATE A CONTAGION EFFECT

-  Identify pro-organic chefs
-  **Connect them** by creating a community of committed chefs, representative of the restaurant's diversity
-  Develop a **peer-to-peer discourse**, with reassuring testimonials from leaders
-  **Trigger** a virtuous dynamic with a network of ambassadors (2 per French Region= 26)
-  Promote pro-organic chefs, highlight their commitment



## A 360° COMMUNICATION PLAN FOR 3 TARGETS

- 📌 The campaign core : the chefs community
- 📌 **A special campaign identity** positioning organic consumption as an ecological behaviour to adopt in day-to-day life
- 📌 A **digital deployment** : website and 4 social networks
- 📌 **Events “In Real Life”** such as BtoB and BtoC fairs
  - Omnivore
  - Sirha
  - Salons des Maires
  - ...

⇒ Events with almost no presence of the organic topic so far
- 📌 Advertising in the professional press in particular
- 📌 Press relation focused in cooking and professional press

1. Professionals : chefs, unions and associations, cooking students and teachers, wine waiters
2. Citizens/ clients of restaurants
3. Medias



## PROGRAM IMPACTS : OUR BET

- ▶ Short-term effects (n+1): A campaign that unites chefs who integrate organic and raises community awareness of the values and advantages of organic : **25 000 chefs and other professionals** reached thanks to the web platform created in particular.
- ▶ Medium-term effects (n+2/3): A campaign that facilitates the use of organic in out-of-home catering.
  - For collective catering : an annual growth of **20% in purchases of organic products**, i.e. a purchase amount of **721 million € in 2025**.
  - Commercial catering : **15% of annual growth**, i.e. a purchase amount of **154 billion euros** in 2025.
- ▶ Long-term effects (after n+3): A campaign that increases organic consumption in all consumption occasions : French market could reach **18.55 billion euros**, i.e. **9%** of total household food consumption, in 2025.

## 2 KEY MESSAGES

### WHY

#### *ORGANIC FARMERS MUST BE SUPPORTED*

We will demonstrate the environmental, social and economic positive impact of organic labeled products

Organic farming plays an essential role in the ecological transformation of production systems :

- ⇒ +30% of biodiversity
- ⇒ Reduction of greenhouses gases
- ⇒ Preservation of water quality
- ⇒ Employment
- ⇒ Attractiveness for new generations

### HOW

#### *INCREASING ORGANIC WITHOUT DETERIORATING MARGINS*

We will provide a toolbox and testimonies of chefs on

⇒ How to be competitive even with higher percentage of organic purchase with specifics actions on :

- ⇒ Anti-food waste practices
- ⇒ Homemade menus
- ⇒ Respect for seasonality
- ⇒ Sourcing strategy
- ⇒ Plant proteins
- ⇒ Energy saving cooking techniques

⇒ How to market organic products on the menu



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**THANK YOU !**



L'AGENCE  
**BiO**