



Fruits & vegetables producers committed with
responsible agriculture

www.demainlaterre.org





Demain la Terre Project



- Creation of the Organization in november 2004
- Creation of the 'Demain la Terre' standard in 2009/2010

⇒ *A third way, the one of responsible agriculture*





Demain la Terre Project



Demain la Terre, for fruits and vegetables *healthier, safer, for all*

- Fruits and vegetables from a *responsible farming* approach
- Fruits and vegetables production Charter, with 3 priorities: *health, quality*, respect for *Men* and *the environment*
- *Demain la Terre*, it is :
 - A group of committed and responsible producers
 - A voluntary and controlled approach
 - The guarantee of healthier and safer productions
 - The strength of a group
 - A network of partners





Demain la Terre Members

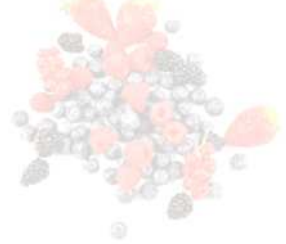




Demain la Terre in some figures (2017)



- 13 member companies, more than 160 committed growers
 - Around 165 000 tons of 'Demain la Terre' fruits and vegetables, more than 1,25% of the fruits and vegetables French production
- Cumulative turnover around 137 M€
 - More than 3100 ha production concerned
- Over 2160 employees involved (permanent and seasonal)





The Demain la Terre Charter[©]



• 3 standards:

- Production France
- Production out of France
- Processing

• Obligation of means AND results

• Control process defining the operating rules of the certification

• External controls:

- Single producer company
- Multiproducer protocol

=> Continuous improvement measured each year





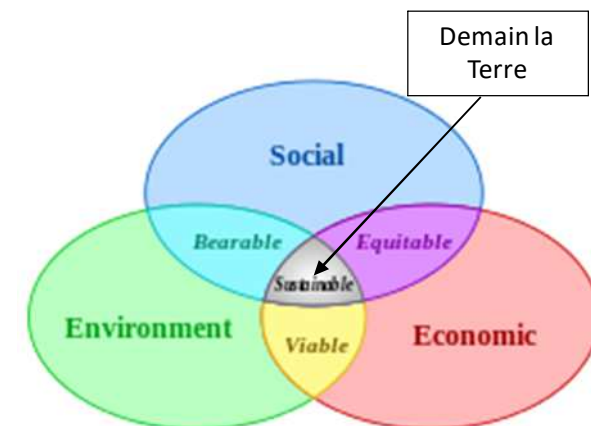


The Demain la Terre Charter[©]



8 items of sustainable development:

-  Ensuring healthier and more secure fruits and vegetables (inputs)
-  Protecting water resources
-  Preserving the quality of our soil
-  Save biodiversity and natural ecosystems
-  Reducing energetic consumption
-  Limit plastic consumption and recycle waste
-  Sustainable economic relationship with stakeholders
-  Developing more caring companies and society



ENVIRONMENT – 1/3 of criteria

ECONOMIC – 1/3 of criteria

SOCIAL – 1/3 of criteria

=> CSR strong connotation, with ISO 26 000 in background





Main goals of Demain la Terre



NATURALITY OF PRODUCTS AND POSITIVE IMPACTS ON HEALTH

- Erase crop protection product *residue* in fruits and vegetables
- Strong *prevention of pollution* of the environment (water, soil, biodiversity)
- *Biodiversity* and *pollinators* protection
- Corporate *Social* Responsibility
- Drastic *control and traceability* of all production steps





Demain la Terre : some results



- Flowers for bees, fundamental for pollination and in balance of the nature: the equivalent of 16 soccer fields sowed every year
- Plant trees to preserve biodiversity: the distance Paris - Rouen already planted
 - Ongoing search for energy conservation: laying more than a square kilometer of solar panels, installation of several cogeneration plants...
- Donations to « food banks » can feed each year more than 3500 families (over 730 tons in 2017)
- Average return of 60% of seasonal employees in companies between 2015 and 2016





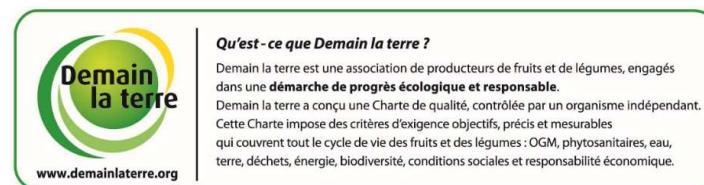
Valuing «on pack» Demain la Terre



Charter logo
on packs



Explanation and example
of action label



Demain la Terre presentation and explanation

Sample of recovery “on pack” about commitments for Sustainable Development (Demain la Terre) and health



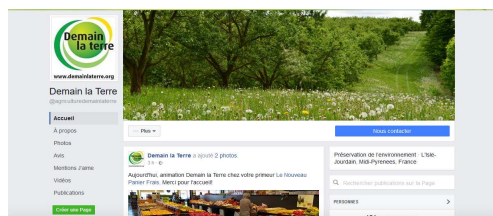
Communication about Demain la Terre



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Presentation movies





Communication about *Demain la Terre*



Paris International Agriculture Show





Communication about *Demain la Terre*



●● Collective commercial operations





Demain la Terre, it is also...



French ministry of
agriculture's
environmental
certification equivalence



Recognition with the
National Strategy for
Biodiversity



Partnership



«Ecophyto» network



Ecodesign /
certification for
proceed products





Contact & information



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