FRUIT AND VEGETABLES INDUSTRY

KEY INFO IN

10 POINTS
FRANCE: EUROPE’S #3 PRODUCER OF FRUIT, VEGETABLES, POTATOES

With a total area of 550,000 hectares and annual production of 9 million tonnes (mt) of fruit and vegetables and 5.3 mt of ware potatoes, France is Europe’s third largest producer. Agricultural output is worth €8.1 billion and the sector employs 650,000 people. (FranceAgriMer, the French agency for agricultural and seafood products)

THE FRUIT SECTOR: A MAJOR EXPORTER

Fifty-two percent of French fruit produced (1.5 million tonnes), is exported, 85% of it to European Union countries and 15% to non-EU countries (French Customs Authorities). Nearly half of all apples grown in France are exported around the world. France is Europe’s leading exporter of ware potatoes (1.7 million tonnes).

FRUIT AND VEGETABLES ON TOP FORM!

French households buy 166 kg of fruit and vegetables a year. Fresh potato sales total 1 million tonnes, with 900,000 tonnes bought loose. France is also the world’s leading jam exporter. (Comtrade-GTA)
DIVERSITY OF REGIONS AND OUTPUT

The French fruit and vegetables sector is very diverse and active throughout the country. For example, France has more than 50 official quality and origin labels, including products such as Agen prunes, Cévennes sweet onions, Limousin apples, and Paimpol beans.

SOUND AND DEPENDABLE LOGISTICS

Supply chain management in the fruit and vegetables sector is a pre-requisite to meeting society’s expectations. The Blue Whale cooperative, Europe’s leading exporter of apples, was recognized at the 2016 Fruit Logistica international fresh produce trade show in Berlin for its export logistics innovation in developing rail freight to transport apples from growing areas to the Mediterranean port of Fos-sur-Mer.

EXCELLENCE, FRENCH STYLE

French produce is recognized throughout the world for its exceptional quality. For example, the Ile de Noirmoutier cooperative has successfully promoted its output to thousands of top French chefs. Two-star chef Alexandre Couillon highlights the quality of early potatoes from Noirmoutier.

PRODUCE IN KEEPING WITH BIODIVERSITY

In 2008, the UGP Ban banana growers’ union introduced a sustainable banana plan in Guadeloupe and Martinique to better protect resources and promote biodiversity. Meanwhile, Brittany cooperative Savéol nurtures beneficial insects to fight crop pests as an alternative to pesticides, breeding a total of 117 million insects every year!
VEGETABLE GARDENS OF THE FUTURE

European innovation clusters like Terralia and Végépolys run a network of partnerships between businesses, research centers and training institutions to respond to key technological challenges facing the industry. This year, the annual FoodTech prize, awarded in recognition of iconic innovations in the sector, went to smart vegetable gardens.

A CLOSE RELATIONSHIP BETWEEN PRODUCTION AND PROMOTION

Producer organizations and processing plants work closely together, with particularly strong contractual relationships. Fruit, vegetables and potatoes are also promoted by cooperatives representing all parts of the industry.

A GROWTH SECTOR

New processed fruit and vegetable products (fresh, frozen, canned, prepared and refrigerated) are produced all over France by world-class organizations such as Bonduelle, the global leader in ready-to-use vegetables, Andros, and Materne, as well as cooperatives including Prince de Bretagne, Paysan Breton, d’Aucy, Lunor and Florette.
For further information, please visit:

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FRANCE: EUROPE’S
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PRODUCER OF FRUIT, VEGETABLES, POTATOES
Agri-food industry: France's #1 industry
France: Europe’s #1 Agricultural Producer
€171 billion in sales, including 21% in exports