

FRUIT AND VEGETABLES INDUSTRY

KEY INFO IN

10
POINTS

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▶ FRANCE: EUROPE'S #3 PRODUCER OF FRUIT

In 2017, with 8.3 million tonnes (mt) of produce (including grapes), France was Europe's third largest producer of fruit after Spain and Italy. It is also the fourth largest producer of vegetables (5.6 mt) and the third largest producer of potatoes (8.5 mt) (Eurostat). There are nearly 30,900 vegetable-producing and 27,600 fruit-producing farms in France. (FranceAgriMer, the French agency for agricultural and seafood products, 2018)

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▶ DIVERSE OUTPUT

The production of fruit and vegetables and potatoes generated revenues of over €7.7 billion in 2017, of which €700 million was for processing (INSEE, FranceAgriMer). Revenues from sales amounted to €17 billion (CTIFL, 2017). The top three fruits produced were apples (53%), peach-nectarines (7%), and prunes (6%). The top three vegetables were tomatoes (14%), carrots (10%), and onions (8%). (Agreste, 2017)

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▶ THE FRUIT SECTOR: A MAJOR EXPORTER

Forty-three percent of French fruit production (1.3 mt) was exported in 2017, worth €1.5 billion. The top three fruit exports were apples (46% of the total export value), walnuts (11%), and apricots (6%). France also exported 3.1 million tonnes of fresh vegetables worth €1.6 billion. (French Customs Authorities)

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▶ DIVERSITY OF REGIONS AND OUTPUT

The French fruit and vegetables sector is very diverse and active throughout the country. There are currently more than 50 official quality and origin labels in France, with examples including Agen prunes, Cévennes sweet onions, Limousin apples, and Paimpol beans.

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▶ INCREASED CONSUMPTION

In 2016, the French bought 84kg of fresh vegetables (up 2% compared with 2015), and 85kg of fresh fruit (up 1.4%) per household. The top five vegetables among French people were tomatoes, carrots, melons, salad greens, and courgettes. The top five fruits were apples, bananas, clementines, oranges and peach-nectarines. (FranceAgriMer)

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▶ REVOLUTIONIZING THE FRUIT AND VEGETABLE SECTOR

A winner at the 2017 SIVAL Innovation awards, the Toulouse-based startup Naïo Technologies has created DINO, a straddling robotic weeder for vegetable beds. It is particularly useful for salad crops, which it weeds autonomously thanks to its weeding and hoeing tools.

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▶ 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. The new Smart Agri Food Innovation competition, organized by Terralia and French Tech Culture, will reward innovation projects that aim to make agriculture more sustainable and efficient.

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▶ HIGH-QUALITY APPLES

Thanks to the development of club varieties (Pink Lady, Ariane), strong brands (Blue Whale, South of France) and a “high-end” sector, French producers have successfully managed to promote French apples (FranceAgriMer). The Limousin Golden Delicious variety was awarded a protected designation of origin (PDO) in 2005 and another in 2007. In 2016, apple exports accounted for 38% of national production. (French Customs Authorities)

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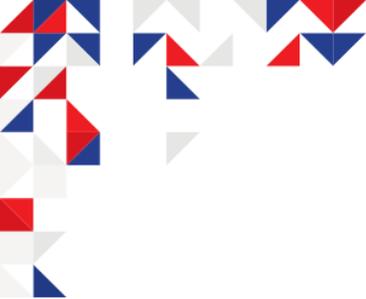
▶ WELL-STRUCTURED SECTORS

Key players in the fruit and vegetables industry are grouped together in interprofessional organizations: the Interprofessional Organization for Fruits and Vegetables (Interfel) and the National Association for Processed Fruits and Vegetables (Anifelt). There are also about 300 producer organizations in France. (FranceAgriMer)

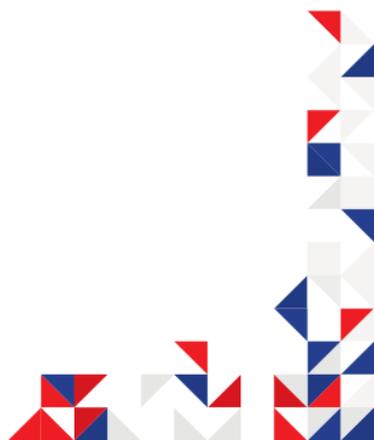
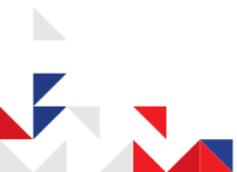
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▶ R&D AND COMPETITIVENESS

The aim of the Technical Center for Fruits and Vegetables (CTIFL) is to improve the competitiveness of companies in the sector by providing them with technical support. For example, in 2015 and 2016, CTIFL evaluated the potential of the innovative high-wire cucumber cultivation, which can help to limit inputs and instead increase results and quality compared with a conventional crop. (CTIFL)



More information on
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**AGRI-FOOD:
FRANCE'S
#1
INDUSTRY**

(INSEE)



FRANCE: EUROPE'S
#3
PRODUCER OF FRUIT
(EUROSTAT)



FRANCE: THE WORLD'S

#6

**EXPORTER OF AGRI-
FOOD PRODUCTS**

(UN COMTRADE)



169 KG

**THE TOTAL AMOUNT
OF FRESH FRUIT AND
VEGETABLES PURCHASED
PER HOUSEHOLD IN 2016**

(FRANCEAGRIMER)