

1.1 OPENING PLENARY SESSION

What kind of food supply model would be desirable, sustainable and fair for future generations?

Thursday, 20th November, 9a.m to 12.30p.m, Orleans Theater

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« How do food producers, processors, distributors and restaurant professionals, from across the globe take into account the trends that may affect the future food supply model when defining their scope of service? Throughout the world what are the new modes of production, processing and distribution capable of leading the way towards determining this new food supply system? »

Xavier BEULIN –President of Open agrifood Orléans

850 million of people worldwide do not have enough food to live correctly while 2, 5 billion have the access to the internet.

There is a double challenge: food challenge and problem of natural resources (land, water and climate). The French are known for a double excellence: the farm and food diversity and gastronomy which show its social aspects and identity.

This event wants to raise awareness among all the actors of the food supply system (seeders, processors and consumers). The goal is to have an ethical and scientific validation thanks to the different committees.

Philippe VASSEUR – President of the Ethics Committee of Open Agrifood Orléans

« From the field to the plate » is the slogan of this event. Philippe VASSEUR defines the different challenges: economic, political, demographic, and societal. The ethical charter highlights one essential value, the diversity: there is not one single model, but different ones which must coexist.

François BONNEAU – President of the Regional Council of France's Centre Region

The Centre region is the first cereal region in Europe, and has a diversified production. It is deeply involved in carrying out the necessary agricultural changes. It is essential to create a new model concerning the production and the environment. The word "revolution" is topical. We must increase the possibilities of development for future generations. A win-win system must be created to guarantee the peace all over the world, and food shouldn't be a source of conflict. We have to question our model of society.

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Takao FURUNO – Founder of Duck Rice (Japan)

He has been in farming for 37 years. His company is producing rice and duck meat. He was inspired by a Chinese method, used 2000 years ago, which he has adapted to Japan and it consists in associating the paddies with ducks. Moreover, inspired by the European model of mixed farming, he puts a fence around the paddies to protect the animals from predators and uses their excrements as fertilizers. Furthermore, ducks enable to control insects and weeds. By this way, the rice productivity is increasing because of ducks movements in the paddies, which produces a kind of massage on the plants. Catfishes are also present in the rice field and take part in the biodiversity and fig trees surround the area. So, we have four elements: duck, rice, fig, fish, which, together participate in the production. It is a virtuous circle since these techniques have shown their efficiency with a better productivity than traditional crops. Mixed farming, simultaneous growth of species and crop rotation are among the approaches that could improve farm practices and this will enable to meet the food challenge in the future.

Franck RIBOUD - Danone President

Danone is a company with a capital of 25 billion euros turnover. But the social aspect is important with the launching, in the 70's, of a "social and economic project". The company is building "Danone Communities" an investment. Its aim is to promote the social business within Danone different sectors. It is a question of binding economic and social development thanks to food. Business must be efficient to have viable projects and we must keep in mind that economic performance and social support are on the same level.

The group wants economic performances, but not by neglecting the other actors of the food supply chain. Danone's trademark is: to give a value to the products, make actors aware of their responsibilities to go ahead with respect.

The goal is to advance alone, without waiting after the others. Nobody must be blamed. It is a question of helping each other and improving together.

The company needs the producers to exist that is the reason why it supports them, but it must keep its competitive price.

Bagoré BATHILY - Founder of the shepherd's dairy (Senegal)

In Senegal, 60% of the population lives thanks to agriculture, 50% are less than 17 years old, and the 4 million breeders do not have the means to develop their production.

Bagoré BATHILY, is a veterinary surgeon; he worked in Mayenne, then in Senegal he decided to create a dairy which employs 150 employees, and supplies from 800 producers. In eight years, the sales turnover has been multiplied by ten, its dairy is the second in Senegal.

The businessman had to find a model of solid business in order to be competitive, to survive, and then to guarantee social and environmental actions to secure the future. He has relied on long-term financing tools (Grameen CA, Phitrust), and on competences contributions (Danone Communauties).

9 billion people will live on Earth soon, it is the moment to find solutions!

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Pacita Juan - Founder and Managing Director of Echostore (Philippines)

First, she explains that we have a risk of coffee shortage by 2020 because of the climate changes and the diseases in Central and South America. Six years ago, she built her company with a sustainable and fair production of coffee, sugar and cosmetics. She thinks that consumers have to help producers and pay the price for quality.

In her company, women have an important role: picking up and sorting beans, marketing and purchase. She based her organization on women to have an impact on the world. That is why she decided to name her company Echostore, E for environment, C for community, H for hope and O for organization.

Moreover, this company plays a society role in the Philippines because her project has enabled Catholics and Muslims to reconcile thanks to coffee.

In another way, children help parents in lots of tasks, and it builds a family project.

At last, she explains that AWCA experts show to the population how to choose beans and how to transform coffee. It permits to educate them and to develop the coffee quality. With a production of 22 000 tons of coffee every year in Philippines, Echostore ally with success business and social values.

Nicolas Steisel - Founder and CEO of EXKI

At first he explains the concept of his company EXKI which is a quality fast food. For him, sustainable farming deals directly with the corporate social responsibility of the company.

The question is: How to use the corporate social responsibility when you are a big company which is unfairly labelled?

For the WWF, there are two big problems, biodiversity loss and the disorder of nitrogen cycle. And for EXKI, we have four challenges, health (vegetables and freshness), work (training of employees), environment (challenges with WWF) and partnership (fair coffee).

In his mind, it's very important that employees feel owners of the company, because it's thanks to them that the company's values can be transmitted to the client.

EXKI searches to link the immediate satisfaction and the consumption for the health and the long term well-being. The corporate social responsibility of the company is an asset for the economic sustainability.

Paolo DI CROCCE – Slow Food International Director.

P.DI CROCCE begins with a FAO's assessment: the current food supply chain is not able to resolve the hunger in the world while obesity is one of the most important reason of death worldwide. 1 billion people do not have an access to food when 1,5 billion people are suffering from eating problems with bad food : overweight and obesity which cause more death than underweight. The worldwide production and consumption organization is illogical: governments and nations have to realize that there are global changes which impact the planet.

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The good clean food has to be healthy and tasty, food has to be linked to pleasure. If we want a good quality of products, it is part of our consumers' responsibility and the consumer doesn't only think about the cost but about value and general development. A US survey shows that a family spends 12,4% of the budget for food and 18,4% for transports. It shows that we do not give enough value to food, we have to find the responsibility in spite of the proverb "we are what we eat". For example, the European population wastes 40% of the food they buy.

Moreover, we are not respectful regarding producers and we should enjoy our food: prices do not have to impact producers. The economic situation is a real problem for producers and a real threat: 3,7 million of them are not able to pursue their activity. We have to understand the real cost of food, give more dignity to farmers by giving the real value to food and accepting to pay the price for quality.

Finally, we have to teach young generations with the food changes if we do not want them to pay the consequences in the long term such as obesity, diseases and overweight. On the one hand, the obesity cure in the US costs \$ 178 billion. On the other hand the UN members spend \$40 billion to struggle against hunger worldwide: it shows the lack of common objectives. We have to change our way to see the world, work together for our collective interests to give everyone an access to a good quality food, in compliance with the environment and the planet.

Final discussion, debate about the audience's questions → *"succeed together"*

"Nothing is never won, but nothing is lost": the consumer has to decide. He has an important power in changing his choices which are a society challenge. We see the world through our models but we have to see it globally, understand others' issues to work together and help each other about our own issue. The key is the dialogue and the mutual effort for a common and lasting objective.

The producer has the choice to get involved in a , good and fair way to produce. But to reach it, awareness is necessary. In a globalized context, where information goes so fast, we need to popularize the agriculture industry. By this way, we can succeed together and improve the situation. The producer and the consumer have to be interconnected.

Two messages have to be given to farmers: it is important to believe that we can succeed in this challenge with quality and not quantity. We tend to make production homogenised worldwide, but it is necessary to return to diversity.

Besides, hope is important. The farmer's image must be enhanced. France is considered as a winner in the farming sector in terms of expertise.

Most of the speakers are really optimistic for the future because the young generation is better informed on social, economic and environmental challenges. Consequently, there are strong probabilities that they will react.

"Parents don't know how to tell the wonderful farm world to their children" Takao FURUNO

Finally, everyone is a co-producer. It is essential for the consumer to take an interest in the origin and the quality of the product. But is he free to do so?

Laws must guarantee the quality, environment and sustainability of productions; they must not protect the existing system which leads to overconsumption and hides some products which do not comply with the quality, animals' health and food security.