Beat: Health

AUCHAN RETAIL FRANCE is Launching Its 100th Responsible Commitment Network

To Improve Traceability Of The Products

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USPA NEWS - As a Campaigner for Good, Healthy and Local (starting in 2004), the New Brand "Auchan Retail France" is creating its "Filière Responsable Engagée Pour Vous" (Responsible Industry Committed To You) at the Heart of the Company's Project. Nowadays, 82% of French Customers would like to have more Information regarding the Quality and Origin of Products (mostly Foodstuffs).

As a Campaigner for Good, Healthy and Local (starting in 2004), the New Brand "Auchan Retail France" is creating its "Filière Responsable Engagée Pour Vous" (Responsible Industry Committed To You) at the Heart of the Company's Project. Nowadays, 82% of French Customers would like to have more Information regarding the Quality and Origin of Products (mostly Foodstuffs).... Consumers are now Aware of the Precise Origin and Journey of the Products they consume, in a Fully Transparent Manner.

Anchan Retail France is well implicated in this Crucial Issue, working in Partnership with Agricultural Stakeholders and the People involved in the Product's Transformation... Allowing to make known to Customers Traditional Craftsmanship. The 100 Responsible Industry includes : Fuits & Vegetable, Beef & Poultry, Delicatessen, Fish, Cheese, Creamery, Caterer, Bakery, Grocery.

This Responsible Industry relies on Four Pilars : Environmental, Economic, Social, Customer Satisfaction. Thanks to the Vitality and Competitiveness of its Agriculture, France thus still ranks among the World´s Major Agricultural Powerhouses. But with the Stated Ambition of the United States, Brazil or Russia in an Unregulated Environment, the Competitiveness of French Agriculture is jeopardized, even Opposite Germany within the European Union. The Strength of French Agriculture has long been based on Assets in Terms of Innovation or Agronomic Research (a Top Priority of all Governments in the Second Half of the 20th Century).

Although there is Industrial Farming, there are still many Other Farmers who have decided to use Traditional Techniques and Bio-Farms. There are many Small Farms producing High Quality Products. Remember that the Tradition of the French Cuisine has much to do with this Success, as People are seeking Genuine Regional Products. The Type of Farming is Very Defendant on the Region as the Climate and Soils vary so much, but also on Ministry and EEC Decisions. From the Mountains to the Plains and Coasts, you will find Breeds Specific to their Home Regions and Diverse Methods adapted to the Terrain.

During a Press Lunch, Auchan Retail France introduced to the Audience Five French Producers (Partners) :

** Pierre BASTIDE : Producer of Veal from Aveyron and of Segala. The Aveyron is the No.1 Producer of Meat in the South of France and is Particularly renowned for the Quality of it´s Meat, the Label Rouge guarantees the Superior Quality. The Veal Calves of Aveyron and Ségala belong Traditionally to the Regions of the Plateau of Ségala in the Tarn and the Districts (Cantons) of the Bordering Departments (Aveyron, Lot, Tarn, Tarn-et-Garonne). Here the Farmers have developed a Breeding Tradition Unique in Europe thanks to a Know-How of Several Generations which has been enriched with Current Methods of selecting and looking after the Herds. Due to European Law which came into force in 1992, the IGP protects the Name of Product which comes from a Specific Geographic Area. This guarantees the Reputation, the Quality or a Specificity of a Product for which the Production and/or Transformation and/or Manufacturing must take place in this Geographical Area.

** Emilie FLECHARD : Producer of Camembert "Au Lait Cru" from Normandy (AOP - Protected Designation of Origin). Camembert is a Moist, Soft, Creamy, Surface-Ripened Cow's Milk Cheese. It was first made in the Late 18th Century at Camembert, Normandy, in Northern France. It is Similar to Brie, which is Native to a Different Region of France. It can only be made from Raw, Unpasteurized Milk from Normandes Cows. A Cheese from Normandy, Camembert is perhaps the Most Famous French Cheese, and is known and imitated Worldwide. A Ripe Camembert should be just Soft on the Inside, but not too runny. The Crust of a Camembert is usually eaten.

** François PEYRAC : Producer of French Organic Honey. The Appreciation of the French for Honey and their High Regard for Bees

is rooted deeply within their History. France is divided into 22 Regions and every one produces Honey. The Largest Producer is the Rhone-Alps Region and the Smallest is the Island of Corsica. France has one of the Oldest and Best Managed Honey Industries in the World. In most Cases Honey is Organic when it is taken from its Natural Location, the Bee Hive. In order for a Food to be labeled as Organic it must be grown in Safe Soil, have no Modifications and must remain Separate from Conventional Products, or Products that are not Organic. No Unnatural Pesticides, Bioengineered Genes or other Synthetic Products can be used in preparing or storing the Honey. When Honey is collected using Safe Practices in a Natural Bee Hive, it is still in an Organic State.

** Patrick SANCOURT : Producer of Goat Cheese Ossau Iraty "Lait Cru" AOP (Appellation d'Origina Protégée - Protected Designation of Origin). This Specific Cheese is Exclusively produced in South-Western France, in the Northern Basque Country and in Béarn. Its Name reflects its Geographical Location, the Ossau Valley in Béarn and the Irati Forest in the Basque Country. It has been recognized as an Appellation d'Origine Contrôlée (AOC) Product since 1980. It is one of only Two Sheep's Milk Cheeses granted AOC Status in France (the other is Roquefort). It is of Ancient Origin, Traditionally made by the Shepherds in the Region. According to the Official Description, the Cheese Crust is Yellow-Orange to Gray, and the Body Color ranges from White to Cream depending on how it has been matured. It is Smooth, Creamy and Firm.

** Ludovic BILLARD : Producer of Organic Milk. Organic Milk refers to a Number of Milk Products from Livestock raised according to Organic Farming Methods. In most Jurisdictions, use of the Term "Organic" or Equivalents like "Bio" or "Eco", on any Product is regulated by Food Authorities. In general these Regulations stipulate that Livestock must be: allowed to graze, be fed an Organically Certified Fodder or Compound Feed, not be treated with most Drugs (including Growth Hormone), and in general must be treated Humanely. As Far Back as History goes, France has been a Land of Milk. Milk is produced everywhere in France ! A Temperate Climate and Ample Rainfall make Ideal Conditions for Pastures and Fodder Crops, the Basis of Sustainable Farming.

Also, Keynotes were given by :

** Olivier LOUIS : Communication Manager Auchan
** François DE BELLAIGUE : In Charge of Food Trade Auchan Retail France
** Christophe BROSSAULT : In charge of Auchan Industry

Other Products being part of the Auchan Retail Industry : Sashimi Tuna, Seabass and Seabream, Caviar from Aquitaine, Samba Potatoes, Cherry Tomato, Banana, Kiwi, Fine Clementine from Corsica, Buzet Wines (AOP), Whelks, Organic Carrot, Comté Cheese (AOP), Goat Cheese "Le Périal", Organic Mussel, Organic 400 grames Breads, Organic Pork, Lyré Farmer Chicken, Organic Beef, Organic Minced Meat...

Source : Press Lunch on February 07, 2019 at "Ecole de Paris des Métiers de la Table" in Paris.

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