Promoting Quality Products
Through a Public Label

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Chairman Board of Control &
Quality Commission at INAO -
National Institute Origin & Quality
In France, more than 1100 products are registered with a Sign of Quality and Origin (SIQO) Representing together an annual turnover of 30 billion €
⇒ nearly 1 French farmer out of 3
⇒ more than 500 groups of producers (agri-food sector and wine sector)
⇒ In France, 725 GIs (2nd position of the EU) and 440 red label products (315 for the meat and poultry sector).
⇒ The largest turnover in the EU (almost 40% of the total turnover of EU GIs)
In France, Label Rouge was created in 1965 as a COLLECTIVE AND PUBLIC BRAND under the incentive of French poultry producers.

**For the Ministry**, the global aim was:

- To promote better quality products
- To better inform the consumers as regards the quality
- To strengthen the national agriculture against cheap & lower quality imports.

**For the poultry producers**, the aims were:

- To protect their tradition
- To offer a guarantee of quality to the consumers versus the new industrialization of agriculture (thus ensure a solid market share for themselves)
According to the first 1965 Decree,

The labeled products had to:

- Comply with the National Specifications for same food stuff if they exist
- Distinguish themselves from the similar products usually commercialized
- Offer specific properties additional to the official specifications, which differentiate them from the corresponding standard products.
As per this original decree, any request of label for a product should include:

• All information regarding the raw materials composing the final product, the detailed production or processing methods, and the specific characteristics of the product.
• Explain how the public institution who owned the label would organize the controls (at every level of the chain)
• How the certifying body would deal with new beneficiaries of an existing labellized product.
• A model of the packaging showing how the consumer would be informed of the guaranteed specifications covered by the red label on the product.
• The Association statutes (bylaws)
Today’s French Framework for the LABEL ROUGE

1/ Background:

- The original philosophy has not changed: is a public brand usable by an Association of producers/manufacturers - but not by a single private company.

- Label Rouge is the result of a Strategic Public Policy aimed at:
  
  • Enhancing the quality of the products in order to offer a better market segmentation and to adapt to new customers’ expectations.
  • Enhancing the traditional agricultural production know-how and the production areas
  • Promoting a fair distribution of the added value of quality products throughout the supply chain.
Today’s French Framework - 2/ How it works:

**Chain of responsibilities**

- **MINISTRY OF AGRICULTURE**
  - Owns the Label, which itself is defined in the French Law (Rural Code)
  - Confirms the decision of INAO **National Institute for Origin and Quality** to grant the Label to a product and officializes it.
    - Public institution implementing the law re quality labels
    - Dual governance
    - Conduct the procedure of registration (and previous steps of evaluation re. the Association and the labeled product) through official publication.
      - Freely chosen by the ODG, will help the Association to organize the controls which will take during the labeled product life.
      - Will control the Association and the producers and communicate with INAO about the results.
- **ODG Association**
  - The Association draws up the specifications for the future Labeled product, then organizes its implementation after registration
  - Protects and promotes adequately the labeled product
  - Produces/processes according to specifications
  - Submits to controls
- **Producer/Association member**
- **Control Body**
  - Accreditation
  - Supervision

**INAO**
Before instruction

First contacts and exchange
INAQ/Association

Investigating the request

1. Deposit of the complete dossier by the applicant
2. Analysis of the complete dossier by the applicant
3. Examining the acceptability of the dossier by the Permanent Commission
4. Work of the Investigation Commission and the services of the INAO
5. Examining the conformity of the dossier for access to the SIFO by the National Committee
6. PNO
7. Vote of access to the SIFO (CDC + visit reconnaissance ODG) by the National Committee

Next:

1. Work of the applicant, the control body and the services of the INAO on the controllability of the conditions of production of the cahier des charges
2. Approval of the control plan

HOMOLOGATION

Transmission to the ministry

Homologation
Today's French Framework - 2/ How it works:

**Dual governance**

<table>
<thead>
<tr>
<th>INAO</th>
<th>Wines and spirits PDO</th>
<th>Wines and Ciders PGI</th>
<th>PDO dairy and foodstuff products</th>
<th>PGI, TSG, Red Label</th>
<th>Organic Farming</th>
<th>Approval and Inspection board</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>35 members including representatives of control bodies</td>
</tr>
</tbody>
</table>

- **About 60 members in each committee, appointed for 5 years: professionals (farmers, manufacturers) + members of the Administration and experts**

- **6 National Committees (one for every sector) take part in the decisions:**
  - => Check applications, define quality, origin and control criterias, study and give an official advice.
  - • defines principles of controls
  - • Gives an official advice on the certification of control bodies or control procedures.
Today’s French Framework - 2/ How it works:

Application: the Request

The Specifications + Control Plan

Project feasibility

The Superior Quality
I – Project feasibility will demonstrate how and why the project is solid.
- Information on the product and its history
- Description of the Association (ODG), its members and choice of the Control Body
- Elements of market survey
- Superior quality of the future Label Rouge product

II – The Specifications + Control Plan
- How the product is produced/processed
- Traceability description
- Guaranteed quality specifications of the final product + project of packaging
- The 2/3 guaranteed specifications (CCC)
- How and what will be controlled and by whom

III – Evaluation of the Superior Quality of the product
- Versus standard product on the market
- Demonstration
- Who are the consumers for this product
- How will the superior quality of the product be proven in the future
Today’s French Framework - 2/ How it works:

**Application**: the Request

- **Project feasibility**: INAO administratives + small committee
- **Specifications**: INAO + large committee
- **Control Plan**: INAO Control Board + control committee
- **Superior Quality**: INAO + commission quality experts + small committee
Today’s French Framework - 2/ How it works:

- Approval and vote by the relevant committee
- Supervision by the Ministry through attendance at every committee
- Signature by the Director of INAO after vote

OFFICIAL REGISTRATION
SOME FIGURES: Label Rouge for poultry represents today:
- 61% of whole chickens purchased by French households
- 25% of chickens (whole + cuts up) purchased by French households

Source: Kantar worldpanel 2016
Marketing keys to success:

- The label needs to have a strong reputation which clearly connotes / implies:
  * State (public, official)
  * No « stain »
  * Strong points (food safety, taste, origin and methods of production...)
- The logo needs to be identified and well known from the public and be associated with these.
- The packaging, the presentation, the reputation of the certified products need to reflect the superior quality that the National Label stands for.
- The products that are certified cannot be deceptive.
A public Label can be a amazing opportunity for a National Agriculture and the business / farms.

It is a factor of improvement of the practices and development for the whole sector.

It can also be a favorable factor for the public health of the country as it helps sustaining good practices and paving the way to progress.
CASE STUDY

Poultry Production

A general concept of production including quality, animal welfare and local production
SPECIAL SLOW GROWING BREEDS

- Breeds selected for their low growth rate (81 days min) = high meat quality

- Label Rouge = Authentic and historical slow growth!

- Chicken crosses from old regional breeds (about 45), produced by 2 breeders of “colored” broilers in the world
| **Small poultry houses** | Maxi size : 400 m²  
Maximum 4 poultry houses/site of farm: 1600 m² maxi per site  
Integration in the landscape  
With natural light and natural ventilation |
|----------------------------|----------------------------------------------------------------------------------------------------------|
| **Low stocking density**   | 11 broilers/m² and 25 kg /m² maximum  
4400 broilers max in a poultryhouse |
| **Open air rearing**       | Open air access at 42 days max, grassy open air with trees  
Open space with 2 m² min/broiler  
Doors open from 9 am until dusk |
| **Feed quality**           | Exclusively vegetarian and mineral, with 75% of cereals |
| **High level of hygiene**  | A lot of biosecurity measures in farms (sanitary barriers...)  
Use of antibiotics only when necessary, to treat sick animals ; no systematic use of antibiotic.  
No treatment the 10 last days before slaughtering. |
<p>|                           | At least 2 weeks of depopulation and disinfection between 2 flocks |</p>
<table>
<thead>
<tr>
<th>Collection and transport to the slaughterhouse</th>
<th>Animal welfare is respected both before and during slaughter:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Distance between farm and slaughterhouse: less than 100km or duration of farm-slaughterhouse transport less than 3 h</td>
</tr>
<tr>
<td></td>
<td>Period between removal and slaughter: 12 h max</td>
</tr>
<tr>
<td></td>
<td>Waiting time after transport: at least 30 mn</td>
</tr>
<tr>
<td>Slaughtering</td>
<td>Age of 81 days min. (81 to 110 days)</td>
</tr>
<tr>
<td></td>
<td>When cutting: 6 hours min after slaughtering, to guarantee a high quality of cuttings (breast fillets legs)</td>
</tr>
</tbody>
</table>
IN BRIEF: THE SPECIFICITIES OF POULTRY

1. A general concept of production including quality and animal welfare:
   - rustic colored slow growing breeds
   - extensive rearing in small farms and small buildings
   - large meadows or forest access
   - low density inside and outside
   - high sanitary level
   - high quality and tasty meat

2. An official Label of Quality
   - A collective and regional organisation
   - Based on specifications respected by the whole chain
   - Certified by an independent certifying body
   - Supervised by the National Authority (Ministry of Agriculture and Ministry of Economy)
At each step of production:

- Internal controls by the ODG
- Third-party controls by an independent certifying body (standard ISO 17065)

= each flock is controlled twice in farms.

### Table: Minimal numbers of controls

<table>
<thead>
<tr>
<th>Step of production</th>
<th>Minimal numbers of controls by the ODG</th>
<th>Minimal numbers of third-party controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breeder</td>
<td></td>
<td>1 control/3 years</td>
</tr>
<tr>
<td>Hatchery</td>
<td>1 control/ 2 years</td>
<td>1 control/year</td>
</tr>
<tr>
<td>Feed production</td>
<td>1 control/year</td>
<td>2 controls/year</td>
</tr>
<tr>
<td><strong>Farms</strong></td>
<td><strong>1 control/flock</strong></td>
<td><strong>1 control/flock</strong></td>
</tr>
<tr>
<td>Slaughterhouses</td>
<td>1 control/year</td>
<td>4 controls/year</td>
</tr>
</tbody>
</table>

⇒ In all, more than 25 000 inspections are made on Label Rouge poultry every year.
### Comparison Main specifications

#### Label Rouge Chicken / Standard Chicken

<table>
<thead>
<tr>
<th></th>
<th>Standard Chicken</th>
<th>LR chicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breed</td>
<td>Fast growing</td>
<td>Slow growing</td>
</tr>
<tr>
<td>Age</td>
<td>38 days max</td>
<td>81 days min</td>
</tr>
<tr>
<td>Poultry house Size</td>
<td>No spec</td>
<td>400 sqM max</td>
</tr>
<tr>
<td>Chicken number</td>
<td>No spec</td>
<td>4 400 max / house</td>
</tr>
<tr>
<td>Density</td>
<td>20/25 per sqM</td>
<td>11/sqM max</td>
</tr>
<tr>
<td>Outdoors</td>
<td>NA</td>
<td>2sqM min/chicken</td>
</tr>
<tr>
<td>Description of outdoor space</td>
<td>NA</td>
<td>detailed</td>
</tr>
<tr>
<td>Food</td>
<td>National Regulation</td>
<td>100% plants, cereals and minerals.</td>
</tr>
</tbody>
</table>
Sensory tests (hedonic tests by naive assessors and descriptive quantitative test by expert assessors) are carried out each year by certified laboratory for each label.

⇒ Results for Label Rouge versus standard poultry:
   - Better look
   - Firmer
   - More intensive odor and flavor
   - Preferred by the consumers
A COMPLETE TRACEABILITY

Following the bird from its grandparents to the consumer

With an individual identification number on each carcass or parts labelling
A REINFORCED MICROBIOLOGICAL MONITORING PLAN

Regular microbiological analysis are realised by farmers organizations and slaughterhouses in accordance to the European regulation
But with a more important frequency than conventional standards productions.

➡️ The results for Label Rouge poultry are particularly good
Promoting Quality Products Through a Public Label

THANKS FOR YOUR ATTENTION