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du Développement
Apicole

Official Sign Of Quality And
Origin (OSQO) :

An innovative example of
involvement in structuring
the honey market in
France

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Introduction

- A world honey market with little scope for differentiating honeys
- Strong demand and high prices, a buyers' market
- A requirement for beekeepers : an income safeguarded from global market price fluctuations
- European Union (EU) : aim towards traceability, agricultural product quality policy
- Tools : PGI, TSG, PDO, RL (France)
 - In the EU: 19 denominations registered

1. Characteristics of the French honey market

- **France** : amongst the EU's leading beekeeping countries (number of beekeepers and production levels)
- **40,000 tonnes consumed**
- **28,204 tonnes imported** in 2008
- **Backdrop of strong competition** between French and foreign honeys



The need for beekeepers to **get organized** so as to **limit the repercussions of global market changes** on their products

And a **public will to regulate this market**

1. Characteristics of the French honey market

Several solutions :

- **Organising collection and sales** : beekeepers join forces to supply a specific product or large volumes
- **Working on promotion** : collective trademark
- **Identification and characterisation of the honey process** (specific characteristics linked to origin, honeys' quality) **via OSQO** (PGI, PDO, Red Label and OF):
 - **An official initiative**
 - **Not exclusive** contrary to trademarks
 - **Supervised by the law**
 - **Supported by producers**
 - A system of **external control** guaranteeing the product



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2. OSQO's objectives

- **Desire to structure the industry** : commitment by producers
- **Desire to provide legal protection for the honeys against fraud** : maintain a high level of protection for its products
- **Tool for organising its economy** : market segmentation, resistance to health crises
- **Publicising an industry and its products** to reassure the consumer by speaking about product's positive values



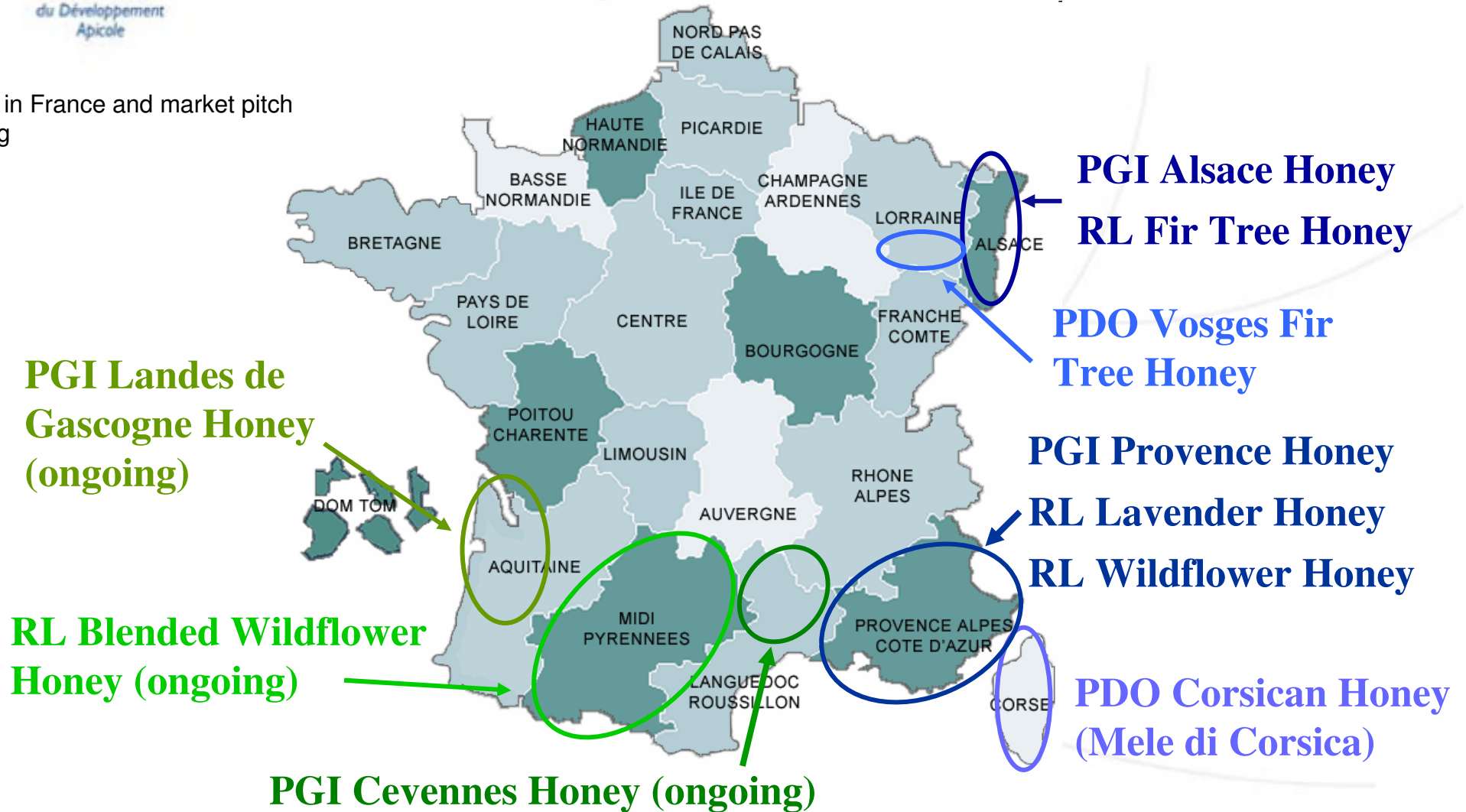
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3. How OSQO quality schemes work

- **National Institute for Quality and Origin (INAO) :**
 - Ensures coherent management and protection of OSQO
 - Establishes general control rules
- **Protection and management body (ODG), the association of producers :**
 - Drawing up specifications
 - Taking part in implementation of controls
 - Updating the list of operators involved
 - Protecting the registered geographical name
 - Promoting the name
 - *Contribution scheme, cost-sharing system*

4. Applications filed in France and market pitch

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Inventory of honey's OSQO in France

(with ongoing initiatives)

Centre National du Développement Apicole	Number of beekeepers	Quantity of honey declared	Quantity marketed in 2008
PGI Provence honey	163 beekeepers, 2 cooperatives et 8 trader-packers	485 T	240T
PDO Corsican Honey	76 beekeepers	265 T	265 T
Red Label Lavender Honey	65 beekeepers, 2 cooperatives et 3 trader-packers	160 T	80T
PDO Vosges Fir Tree Honey	15 beekeepers	2 T	2 T
PGI Alsace Honey	100 beekeepers	55 T	55 T
Red Label Alsace Fir Tree Honey	6 beekeepers	10 T	10 T
Beekeeping in OF (Organic Framing) source Agence Bio – 2008	219 beekeepers	600 T (estimation)	600 T (estimation)
PGI Cevennes Honey (ongoing)	60 beekeepers potential	140T potential at beginning 280T potential	
Red Label « Saveur de Fleurs » (ongoing)		40 T potential	

4. Applications filed in France and market pitch

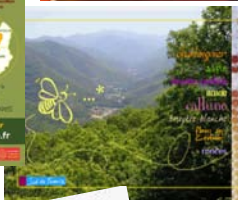
- Some figures:
 - OSQO honeys: **1,600 tonnes** (8% of national production) and **420 beekeepers**
 - Most important applications (volume): **PGI Provence Honey** and **PDO Corsican Honey** (Mele di Corsica)
- Results obtained:
 - **Definition of quality criteria:** high quality standard, increase in the overall quality of honey in the marketplace, range of 6 different honeys
 - **Organising the supply-side of honey**
 - **Tool for adding value to honey:** favourable price differential, in-house and external communication tools



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Examples of in-house and external tools

PGI Cevennes Honey
(ongoing)



PGI Provence
Honey



PDO Corsican
Honey



5. Difficulties in introducing an OSQO collective scheme

- **Requirement of time and money** for implementation and management of an OSQO
- **Management and protection costs** passed on to the operators involved
- **Cause of tensions within the industry:** different aims according to the actors
- Rules compatible with **reality** on the farm

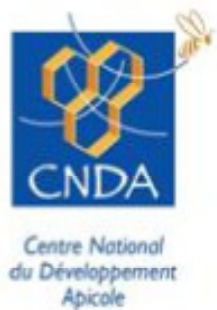


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Conclusion

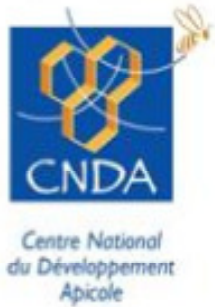
Complements other tools for adding value to and defending fairer world trade

- **Results obtained are satisfactory**
- **OSQO: development of regional beekeeping industries**
- Profession needs an **efficient technical tool** (research)
- **Answer to a common concern** of beekeepers: to have a decent living
- **Complements other tools for adding value of valuation and defence for to and defending fairer world trade**



Thanks for your attention





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