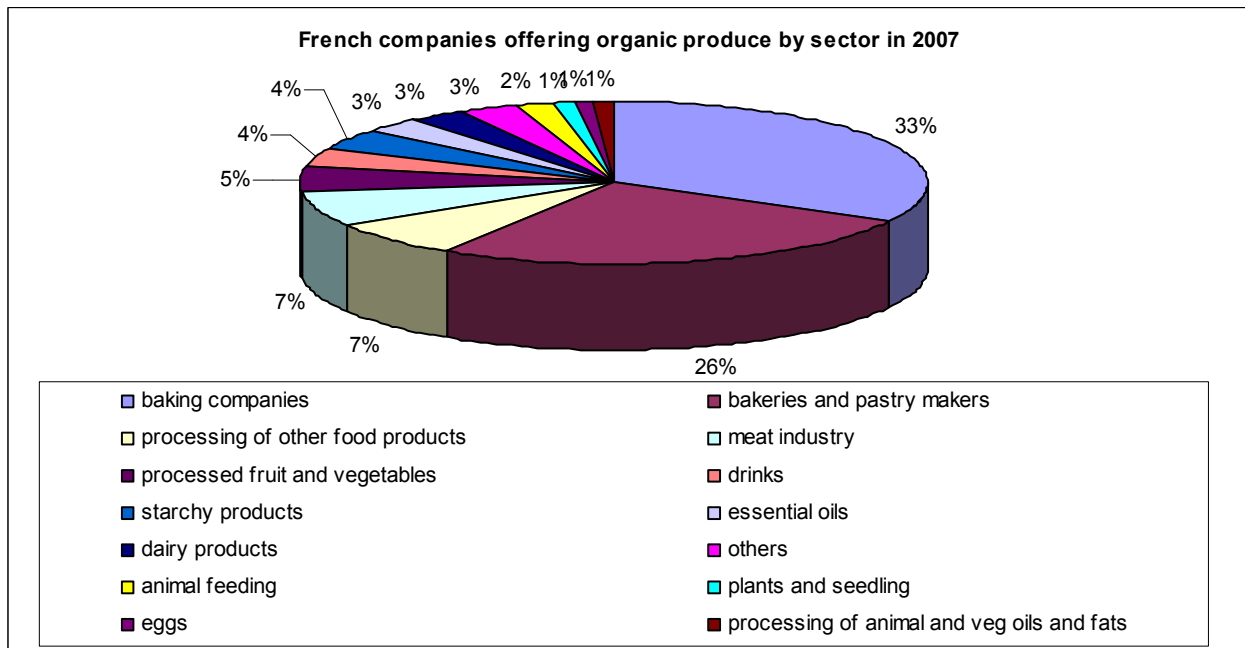


ORGANIC FOOD AND DRINK IN FRANCE IN 2007

→ Organic Farming in France:

- Number of organic growers: 11 978 (2% of all French farmers)
- Organically managed land: 557 133 ha (2% of all French agricultural areas)
- Yearly evolution of farms in conversion : +12.4% vs. 2006 (11% of all certified areas in FRANCE in 2007)
- Types of organically managed land:
 - o 343 861 ha (62%): permanent and temporary pasture
 - o 110 404 ha (20%) : cereals and other crops
 - o 32 155 ha (6%) : orchards and vineyard
 - o 9 248 ha (2%) : vegetables
 - o 3 131 ha (under 1%) : aromatic plants

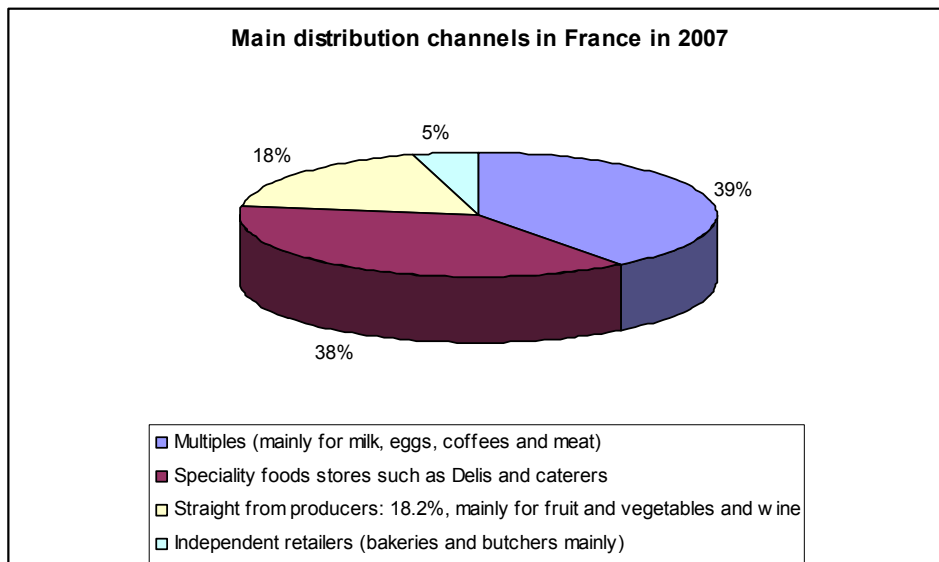
→ 6 402 Processors and/or distributors in 2007, including 5 031 packers / processors and 1 371 certified distributors



Source: Agence BIO (French Agency for organic products)

→ Turnover: €1.9 Billion (GBP 1.64 Billion) in 2007 (+10% vs. 1997 overall)

→ Sources of growth for Organic certifications: cosmetics, fair trade and contract catering



Source: Agence BIO

→ Over one in 4 French person buys organic products at least once a month:

- 42% of French people buy organic at least once a month
- 23% at least once a week
- 6% do it every day

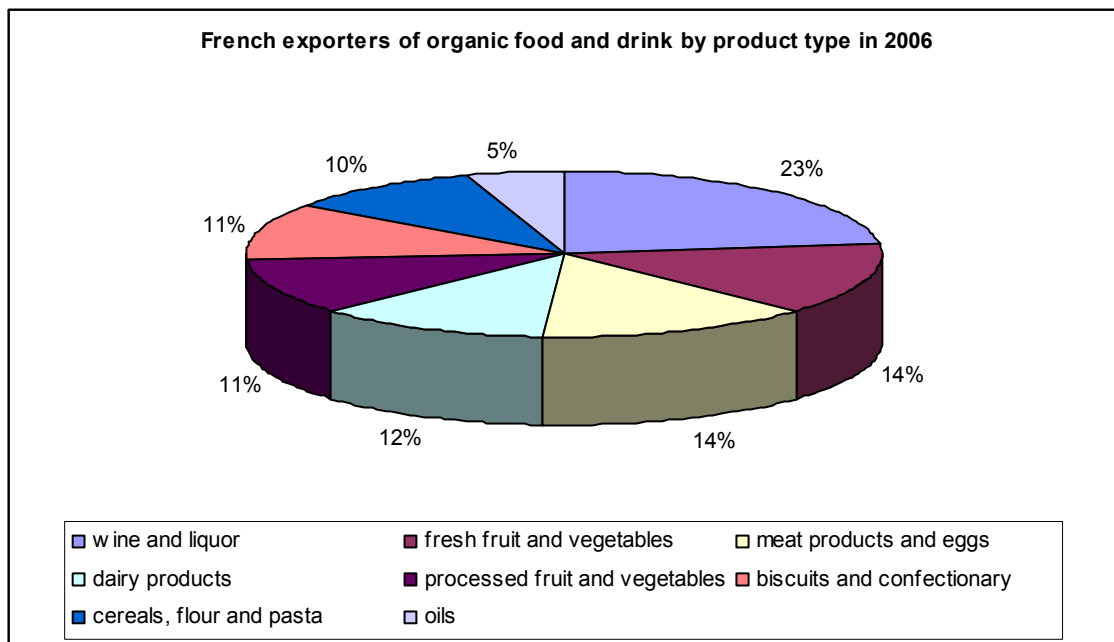
→ Most consumed organic products in France:

- Fruit and vegetables (by 78% of consumers),
- Dairy products (74%),
- Eggs (62%),
- Other grocery products (57%),
- Meat (52%), including an increasing consumption of organic poultry (48% vs. 40% in 2006),
- Bread (43%)

→ Predicted trends:

- Speciality foods stores will develop further by expanding their shops
- In multiples, organic food and drink products are expected to keep growing
- Foodservice and independent retailers would also benefit from further sales of organic products

→ French exporters of organic food and drink:



Source: Agence BIO / UBIFRANCE

Sources : Ubifrance and Agence BIO (« Chiffres clés 2007 » and « baromètre CSA/Agence BIO de la perception et de la consommation des produits biologiques 2007 »)