



# FranceAgriMer on International markets

ICAR Congress

Bourg en Bresse, June 22, 2011





## FranceAgriMer : National board for Agriculture and Fisheries

Public establishment under supervision of the Ministry of Finances and the Ministry of Agriculture

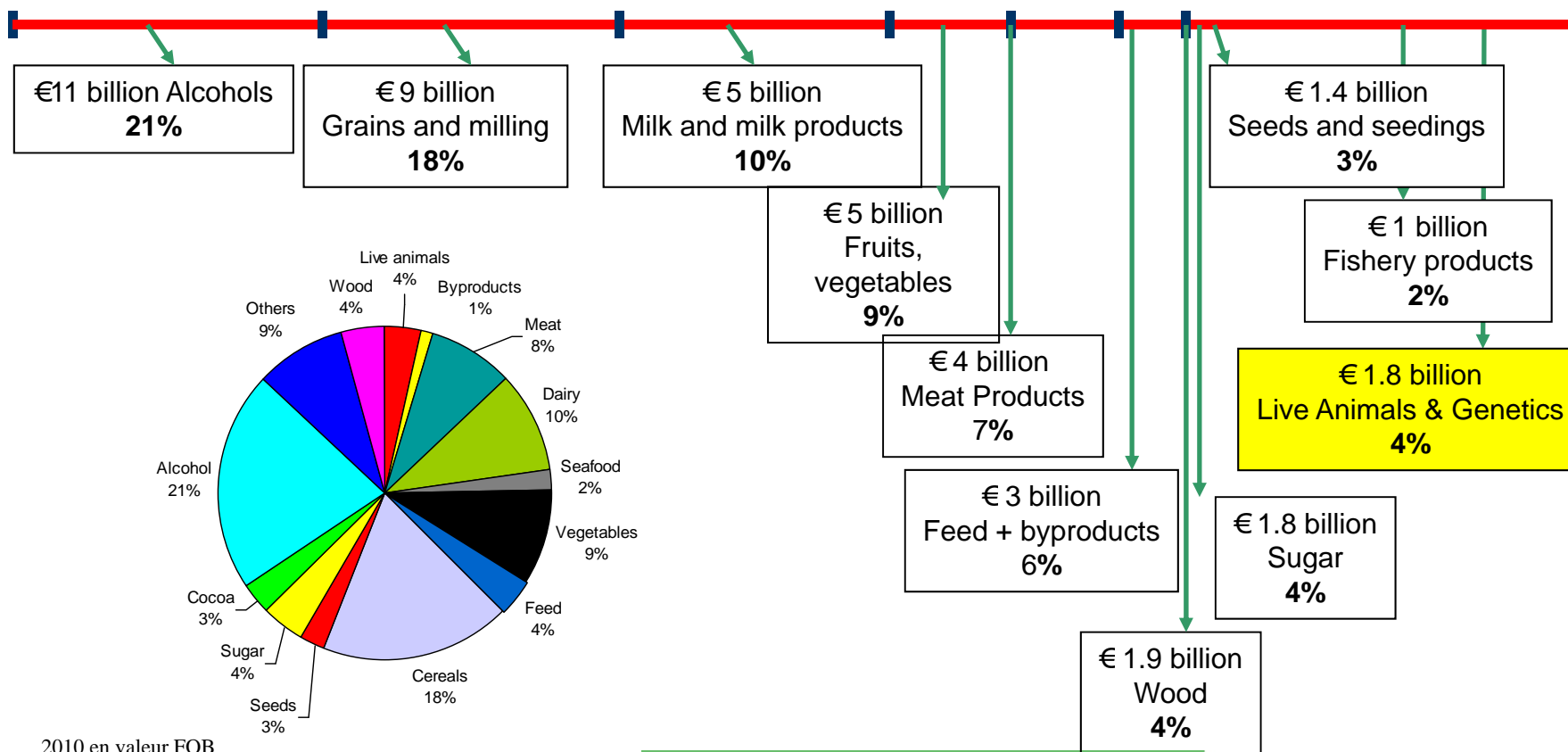
Support “France Génétique Elevage” and sponsor of ICAR 2011 meeting :

- ▶ Interest towards international market
- ▶ Stakes for exports and international cooperation
- ▶ Economic importance : factor of development for bovine genetic sector
- ▶ Opportunity to share high level expertise



# Export turn over by sector

**The french agriculture & food sectors turnover in exports 2010 €52,6 billion**

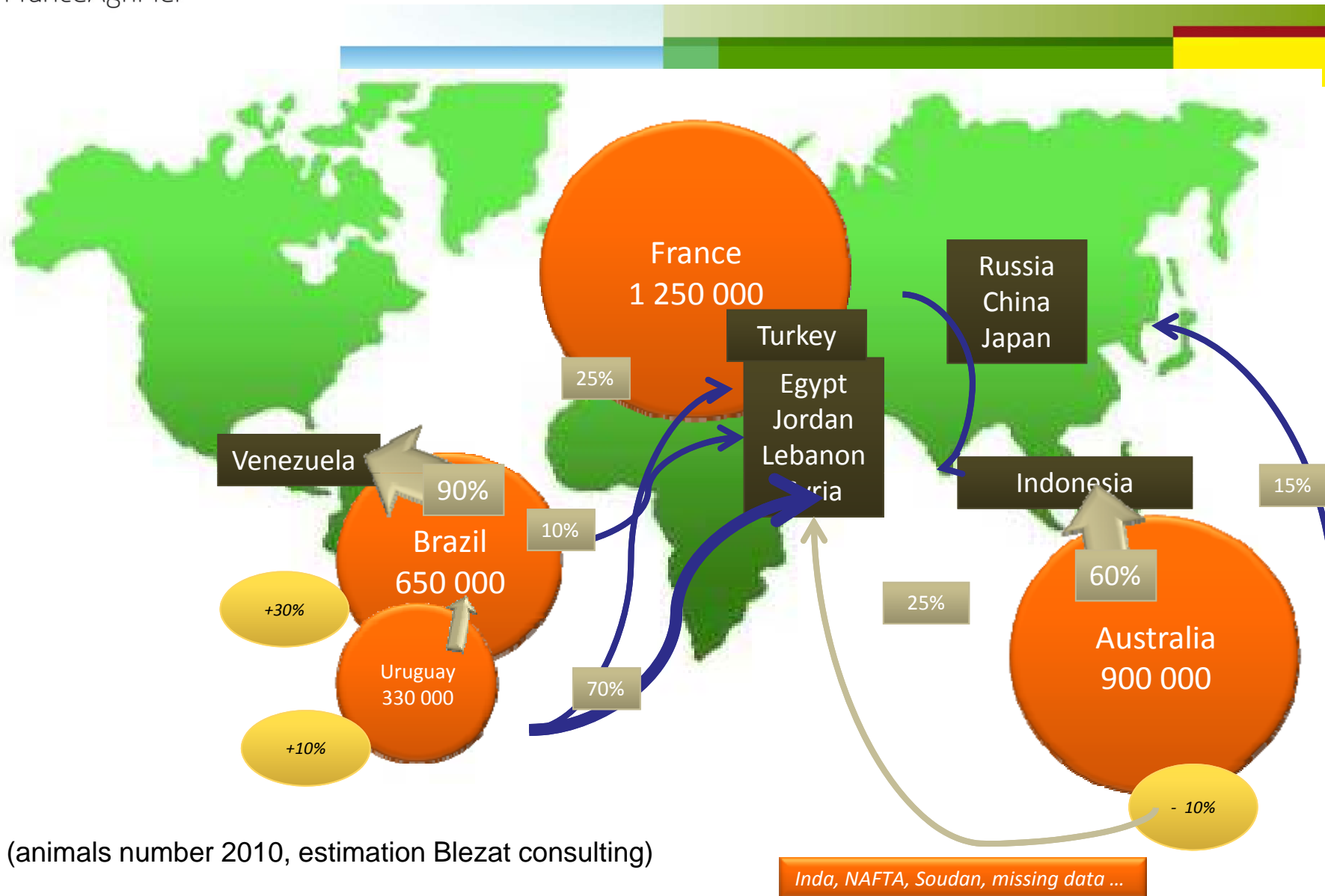


2010 en valeur FOB

ÉTABLISSEMENT NATIONAL DES PRODUITS DE L'AGRICULTURE ET DE LA MER

Source : FranceAgriMer d'après Ubifrance

# FRANCE – 1<sup>st</sup> live cattle world exporter



(animals number 2010, estimation Blezat consulting)

## Bovine markets

2010 - 1000 €	World	EU27	3rd countries	% 3rd countries /world
Total Agri&agro	52 670 942	36 005 168	16 665 774	31,5 %
Total beef cattle	1 731 483	1 551 145	180 338	10%
Bovine semen	9 836	3 828	6 008	<b>60%</b>
Breeding cattle	68 477	49 520	18 957	28%
Fattening cattle	1 003 711	992 936	10 775	1%
Slaughtering cattle	164 350	103 947	60 403	37%

# French Bovine sector exports: semen and live animals

- Turn over export 2010 :
- Embryos : no data – not recorded since 2000
- Semen : 10 M€ worldwide; 6 M€ to 3rd counties (**60%**)
- Breeding cattle : 68 M€; 19 M€ to 3rd counties (30%)
- Fattening cattle : 1 000 M€; 10 M€ to 3rd counties (10%)
- Slaughtering cattle: 164 M€; 60 M€ 3rd countries (36%)

- **12 months 2010/2009**

- + 1% in EU (1,3 billion €)
- **X 3 on 3rd countries (96 M€)**

- 3rd countries

- + 33% en semen (+1.5M€)
- + 114% en breeding cattle (+10M€;+5300 heads)
- + 164% en fattening cattle (+44M€; +45000 heads)

- Semen :

- ++ Iran, Argentina, Equator, South Africa, Turkey, Egypt, Botswana, Colombia, Bangladesh, Thailand, China

- -- Mexico, Tunisia, Brazil, Australia

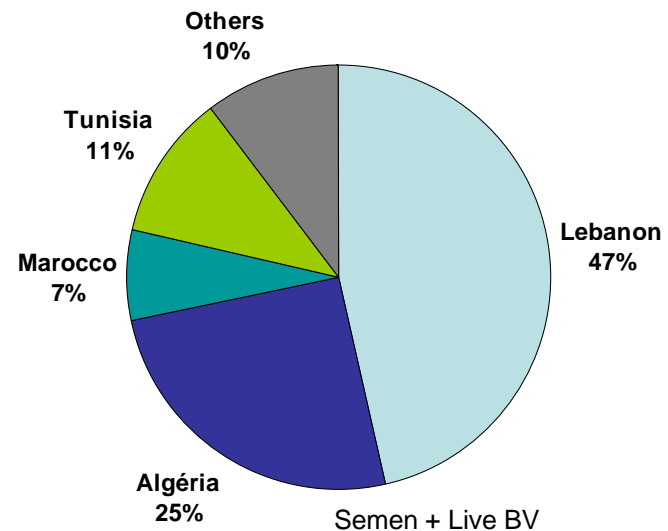
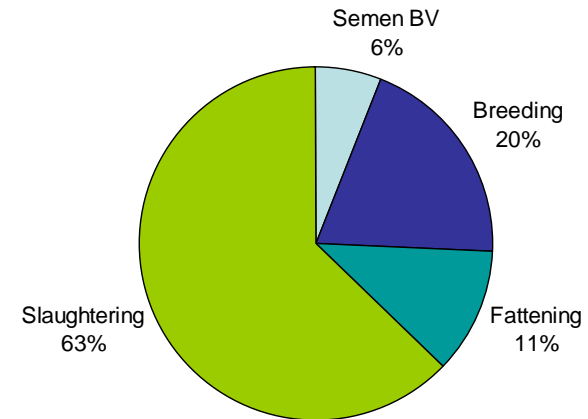
- Breeding cattle:

- ++ Algeria, Morocco, Kuwait , Lebanon,

- -- Tunisia, UE, Suisse

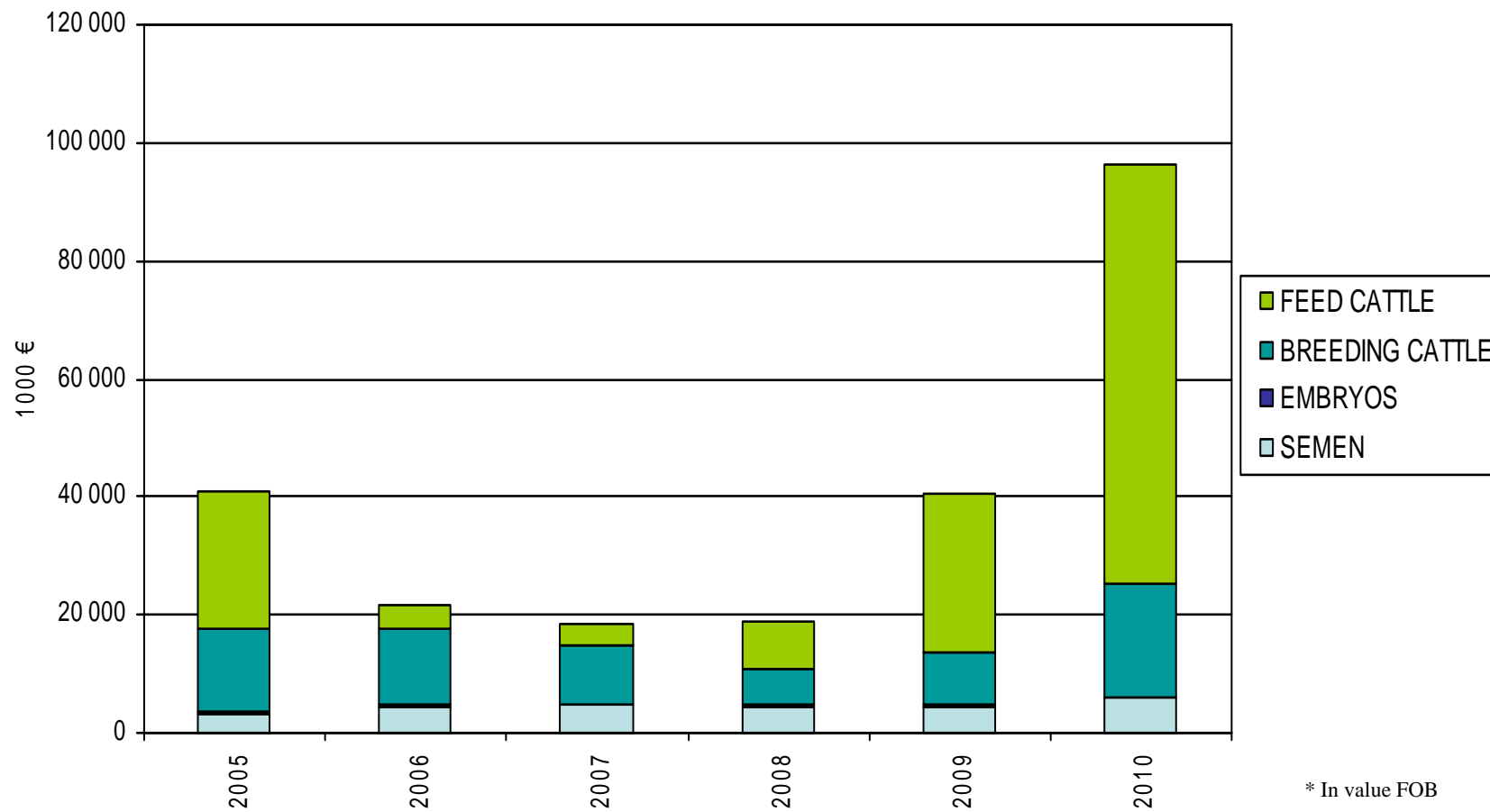
- Fattening and slaughtering cattle:

- ++ Lebanon, Algeria, Morocco, Tunisia, Suisse



Semen + Live BV  
Turn over in third countries for 2010

# Bovine markets in third countries



## Bovine markets

<b>1st quarter 2011/ 2010</b> Turn over - 1000 €	1st quarter 3rd countries	% 3rd countries / world	% 2011/2010
Total Agri&agro	4 847 485	100%	+38%
Total beef cattle	54 292	13%	+45%
Bovine semen	2 013	62%	<b>+27%</b>
Breeding cattle	9 150	46%	<b>+152%</b>
Feeding cattle	3 352	1%	+29%
Slaughtering cattle	20 496	41%	+70%

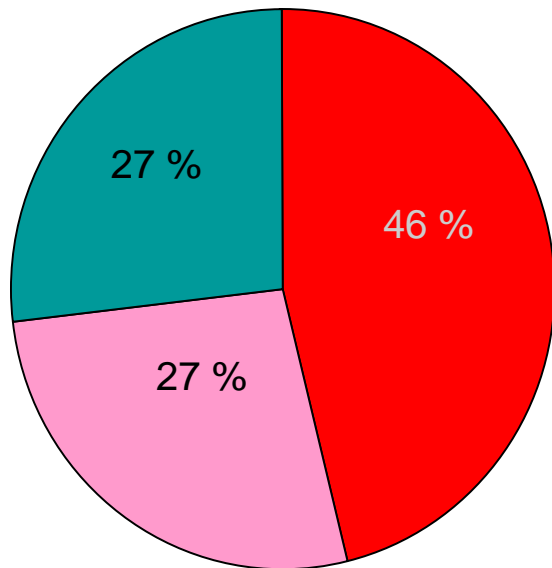


# The significance of sanitary barriers for trade



*The 3 / 4 of products traded in the world...*

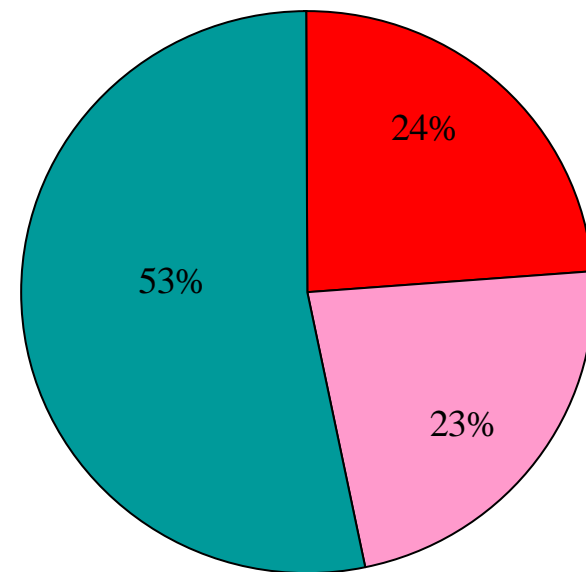
*... and nearly half of those exported by France in 2010...*



**very sensitive products:**  
fish, meat, dairy products,  
semen, live animals

**sensitive products:** fruits  
and vegetables, cereals,  
processed products , ...

**less sensitive products:**  
coffee, wine, spirits,  
tobacco, oil, sugar, ...



CA export FR 2010 en €

***...are sensitive or very sensitive from the sanitary point of view***

Source: DGAL- General directorate for food



## Our missions for exports



Facilitate access to international markets and facilitate Sanitary and Phytosanitary (SPS) negotiations

Assure the interaction between Ministry of Agriculture / Exporters for daily assistance in exports

Provide information and consultancy for the exporters : Exp@don sanitary data base / technical groups / SPS export committees ...

Logistical and financial support : auditing missions, missions abroad

Promotion of the French food safety system and exporting sectors such as genetics

Prioritization of the negotiation issues with the sectors: matching of products and countries

# Prioritization of SPS negotiations with the business sectors

## Preparation of FranceAgriMer export comitees

FranceAgriMer	<ol style="list-style-type: none"> <li>1. Collect of business sectors claims</li> <li>2. Economical analysis</li> <li>3. Prioritization by economical interest</li> </ol>
Ministry of Agriculture	<ol style="list-style-type: none"> <li>1. EU Priorities</li> <li>2. Workforce (staff, time) evaluation</li> <li>3. Evaluation of Faisability vs Difficulty of negotiation</li> </ol>



## FranceAgriMer export SPS Comitees : talks

Seeds and seedings

Vegetal products

Animal genetics

Animal products

Feed By-Products



## Definition of an action plan for 2011

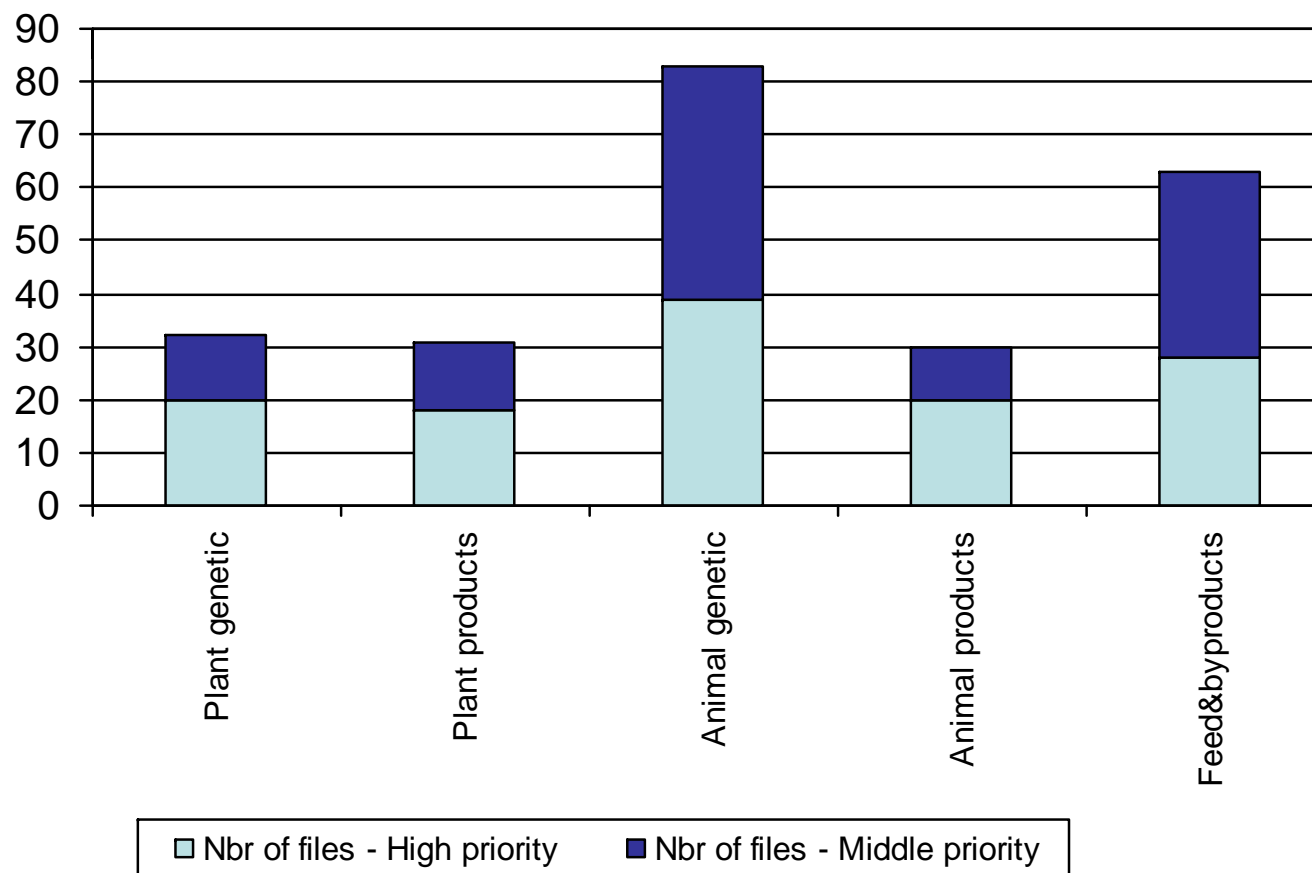
Ministry of Agriculture	<ol style="list-style-type: none"> <li>1. Analysis of the conclusions of the 5 sections</li> <li>2. Consulting of the Agriculture attachés and Trade services in French embassies</li> </ol>
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RÉPUBLIQUE FRANÇAISE

MINISTÈRE DE  
L'ALIMENTATION  
DE  
L'AGRICULTURE  
ET DE LA PÊCHE

## Priority SPS negotiations according to business sectors



# EXP@DON : The sanitary database dedicated to exports : health certificates



MINISTÈRE DE L'ALIMENTATION, DE L'AGRICULTURE ET DE LA PÊCHE  
ETABLISSEMENT NATIONAL DES PRODUITS DE L'AGRICULTURE ET DE LA MER



FranceAgriMer

EXP@DON

CONDITIONS SANITAIRES ET PHYTOSANITAIRES POUR EXPORTATIONS PAYS TIERS

Résultats de la recherche pour : RUSSIE [RU] - /Vétérinaire/denrées animales et produits d'origine animale/Lait et produits laitiers

Statut/Date maj	Pays	Produit-Usage [code produit]	Documentation complémentaire	Commentaire	Certificat(s) sanitaire(s)	Fiche technique	Code d'accès au certificat	Date de mise à jour du certificat
✔ 15/02/2007	RUSSIE	Vétérinaire/denrées animales et produits d'origine animale/Lait et produits laitiers [LAI]					RUPLJAN07	16/03/2007
							RUPCPLJAN07	16/03/2007

Opened since

Approved health certificate

opérateurs est appelée sur le fait qu'il existe plusieurs modèles de certificats :

- Officiel négocié (logotype vert)**, validé par un accord entre l'administration française et les autorités du pays importateur; il est non modifiable par les DDSV et SRAL signataires;
- Officiel non négocié (logotype violet)**, certificat élaboré à partir de la réglementation et des exigences officielles du pays tiers, telles que portées à la connaissance de la DGAL.
- A titre de renseignement (logotype jaune)**, non officiel et modifiable par les opérateurs commerciaux, sous leur responsabilité.

Les différents statuts sanitaires et phytosanitaires sont définis par les logos suivants :

- ✔ : Ouvert.
- ✘ : Fermé.
- ⊙ : Indéterminé.

# Combining negotiation / influence / promotion



ETABLISSEMENT NATIONAL DES ROBOTIS DE L'AGRICULTURE ET DE LA MER



**ПРИГЛАШЕНИЕ**