



ASPERGES
de France

International Asparagus Meeting

2022 November 23
Messe Karlsruhe





Asperges de France : about us


Association of French asparagus producers (white, violet, green and purple)

- ❖ Association founded in 2008 :
 - ✓ 1 president
 - ✓ 1 board of directors
 - ✓ 1 manager + 1 technical manager (total = 0,5 full time job)

- ❖ Recognized AOP (association of producer organisations) by the public authorities = official contact person for the French sector
 - ✓ Legitimacy of lobbying actions
 - ✓ Capacity and legality of data sharing*
 - ✓ Technical support
 - ✓ Joint communication

- ❖ Perimeter Asperges de France :
 -  7 members representing almost 150 producers

 -  1 300 ha in production

 -  6 000 T of asparagus
= 30 % of the French asparagus production



Asperges de France : our missions

Market

Analyse the production and the markets :

- Prior to the campaign (consolidating the production surfaces + salesforecast = tonnages),
- During the campaign (weekly meeting production + market)
- After the campaign (review production, sales, quotations, consumption)

Communication Consumption

Support and develop the asparagus consumption :

- Creation of a communication plan for each new campaign
- Regular appearances in the trade press (interview)
- Analysis and monitoring of the consumption of asparagus (panels available)

Technology

Linking research, experimentation and the producers :

- Plant health and technical priorities
- Modelling
- Study trip
- Organisation of national technical days (open to all)

Representation

Defending the interests of asparagus producers:

- Member of the interprofession organisation INTERFEL (commission participation, access to information)
- Preferential contact person of Public Authorities (for example: packaging issue : obtaining a delay of 3 years until removal plastic)
- Regular dialogue with the customers (supermarkets and wholesalers)



France : production asparagus in 2020

Source : FranceAgrimer

RÉPARTITION DE LA PRODUCTION FRANÇAISE

- + de 4 000 tonnes
- de 1 500 à 4 000 tonnes
- de 500 à 1 500 tonnes
- de 200 à 500 tonnes

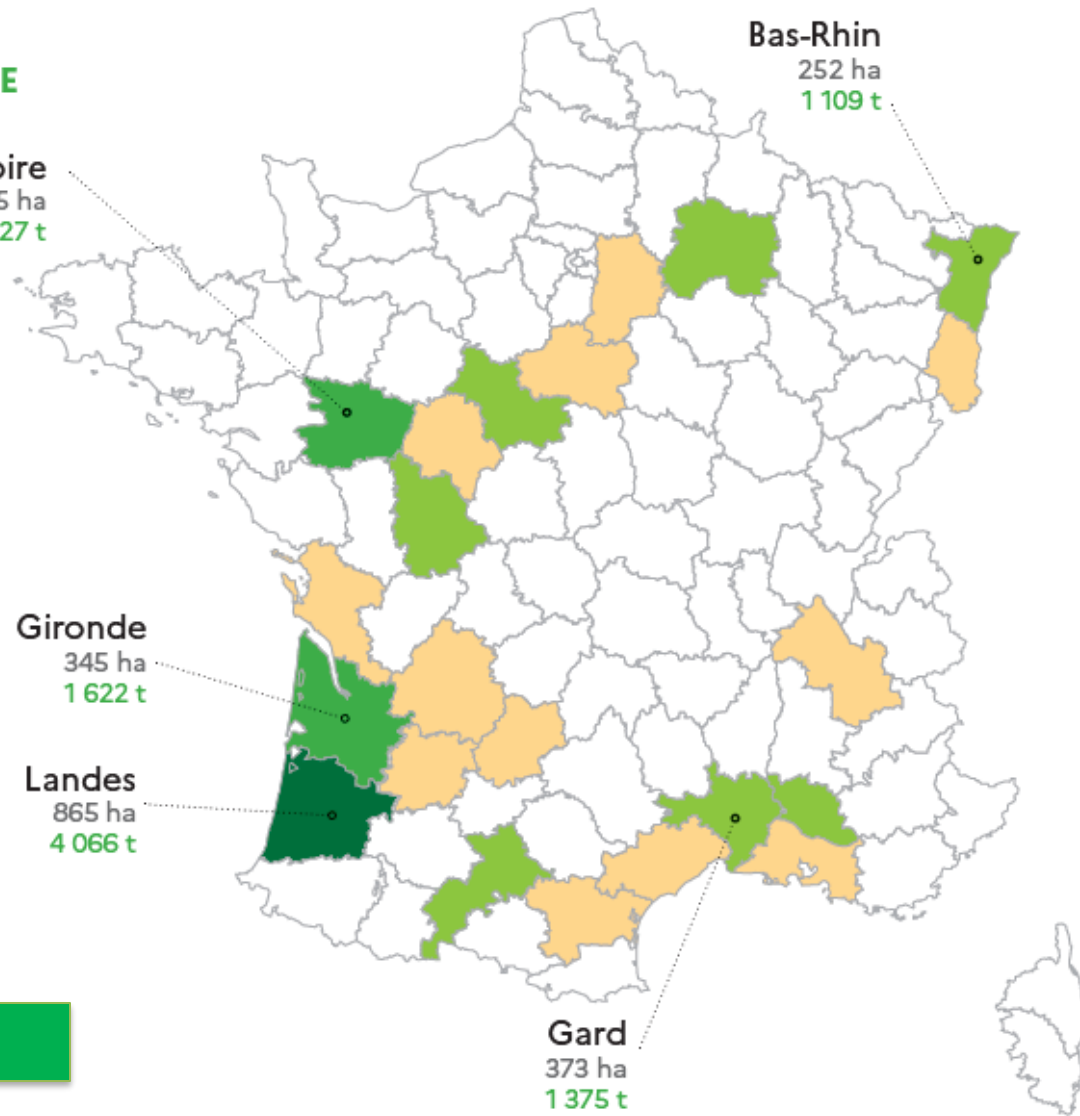
Total France :

4 731 ha / 20 256 t

5 premiers départements producteurs :

1. Landes
2. Maine-et-Loire
3. Gironde
4. Gard
5. Bas-Rhin

2021 : 25 000 T (source : French customs)





France : consumption at home 2022

Source : Kantar 2022

1 French household = 2,1 persons

27% of the French households buys at least once fresh asparagus during the campaign

2,4 kg = bought quantity per consumer household during the campaign

845 g = average shopping basket

2,8 acts of purchase during the campaign

52 % of asparagus purchase volumes are bought in supermarkets vs. 34% in 2010

84 % of purchases made by people over 50 / 6% by people under 35 years

1 kg green asparagus purchased = 2.7 kg white asparagus/violets purchased *

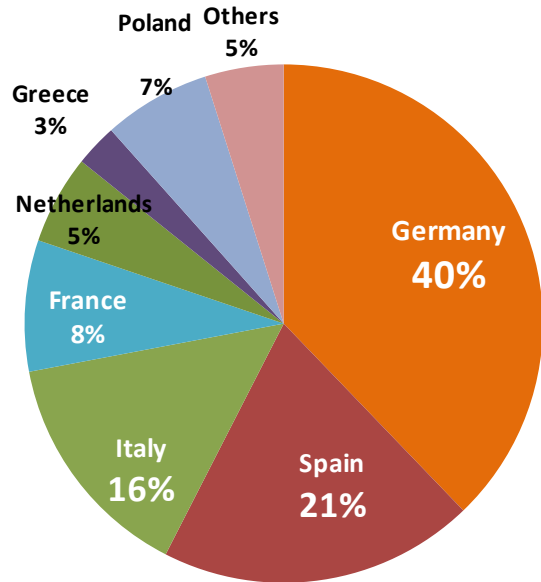
1% = percentage of the asparagus consumption among the vegetables (tomato = 24%, carrot = 16%)*



Asparagus production in Europe

Source : French customs

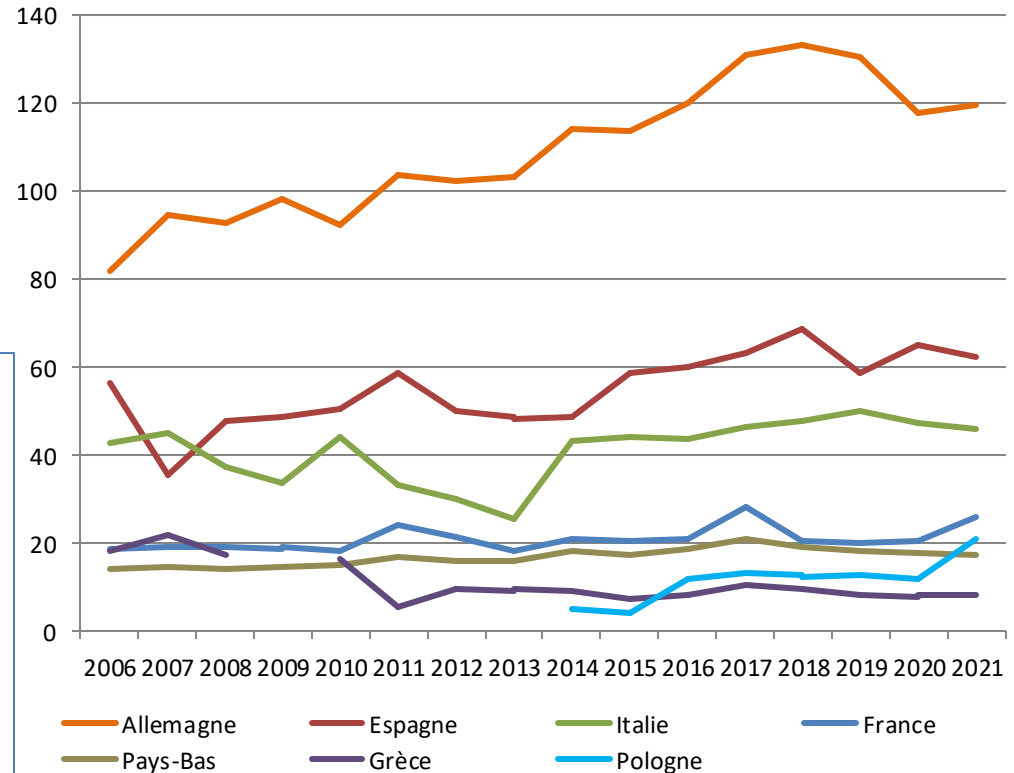
Parts of the UE production in 2021



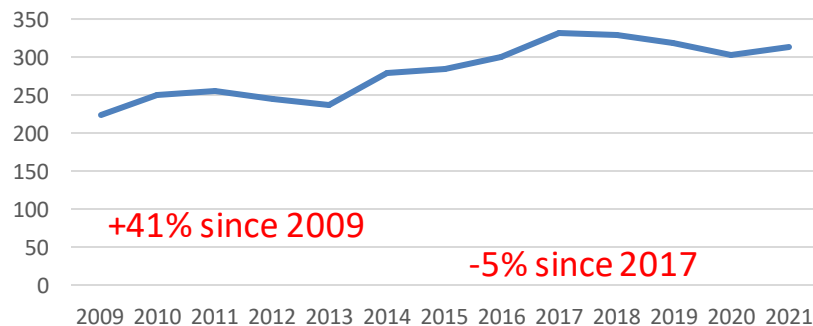
Production UE 2021 = 315 000T (+3% vs. 2020)

France 2021 = 25 000T (20 000T en 2020)

Evolution of the production per country



Evolution of the UE production





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Thank you !

Asperges de France

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