

● **NOUVELLE-AQUITAINE  
FOOD AND BEVERAGE AGENCY**



Creating value  
for our  
territory  
together

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*Nouvelle-Aquitaine vineyards.*





# Editorial

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## ● Choosing action

*Preserving the quality of life and the environment while transforming today's assets into tomorrow's opportunities: those are the main aspirations set by the Nouvelle-Aquitaine Region within the framework of the NEO TERRA roadmap.*

*As the leading agricultural and agri-food region in France and Europe in terms of value, our region seeks to unify all the players in order to mobilise energies, accelerate and support change, with the aim of achieving concrete, tangible results, and doing so by knowing how to combine willingness and pragmatism.*

*In Nouvelle-Aquitaine, we can take pride in offering consumers quality products resulting from authentic know-how products with character, including some known and recognised the world over.*

*Products that are at the core of French gastronomy and fly the territory's flag proudly.*

*The region's producers and companies are now committed to common values, joined by all the regional players, mobilised together within AANA, to offer our fellow citizens healthy, sustainable, environmentally-friendly nutrition providing a source of pleasure and creating value.*

**Unifying, co-constructing, supporting and innovating, such is the DNA of AANA, at the service of Nouvelle-Aquitaine's economic players.**

**Jean-Pierre RAYNAUD - President**

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*Cave Girondine.*



*Art of living à la française.*

# FOSTERING

## values of collective action

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The Nouvelle-Aquitaine Food and beverage Agency (AANA) takes action for the quality and promotion of regional agri-food and agricultural products.  
Our commitment is based on collective actions aimed at raising the profile of Nouvelle-Aquitaine know-how.

### ● How do we create value for our territory's producers and industries?

By pursuing a regional strategy of quality and innovation, in tune with economic, environmental and societal issues.

By communicating to promote Nouvelle-Aquitaine's products, on the local, national and international level.

By supporting the development of regional economic players.



Vassivière Lake.



Périgord Truffles.

## Leading agricultural region

in France and Europe  
(in total cultivated area)

**334 429** agri-food and agricultural jobs

**54 683** agricultural operations

**11 635** agri-food businesses

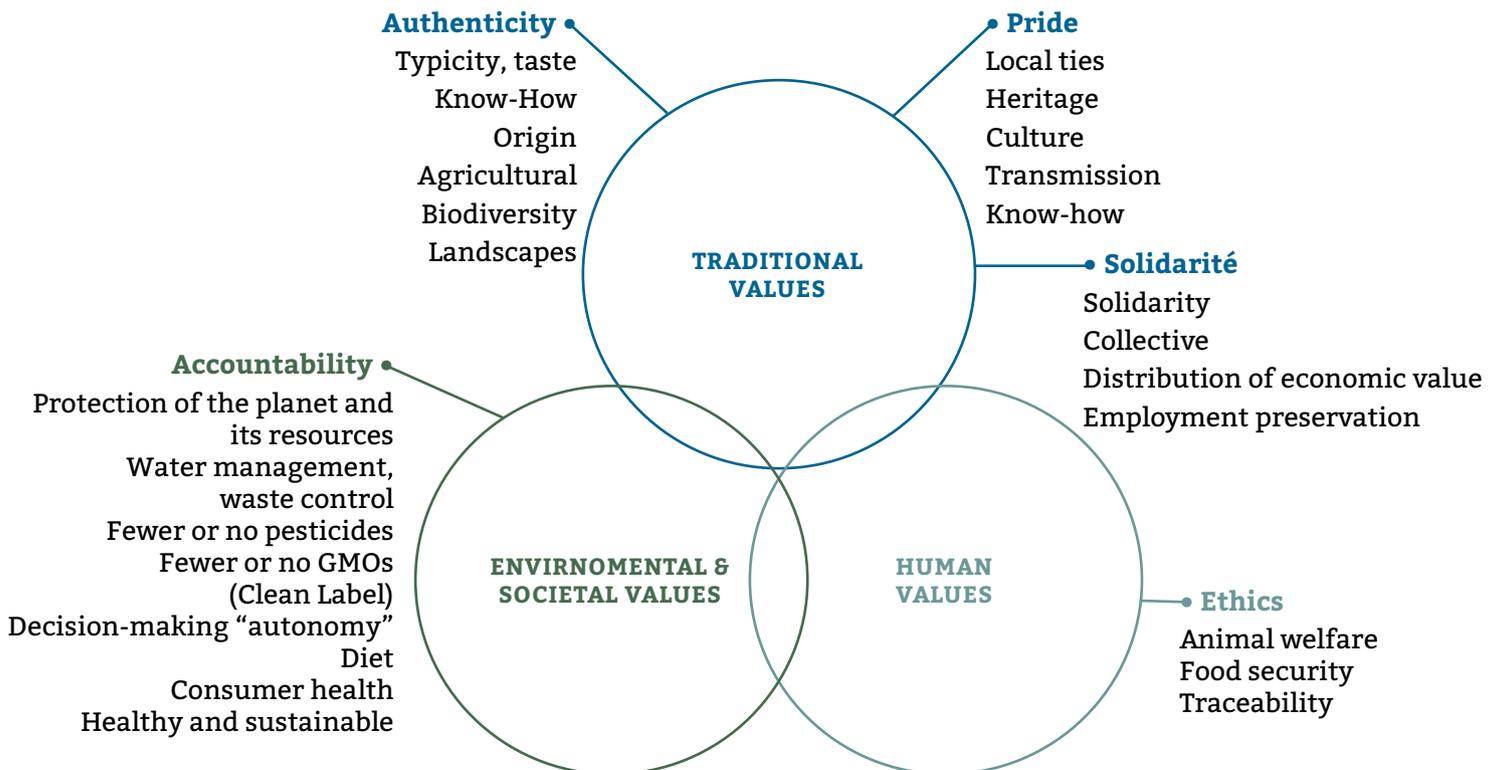
Source: Agreste

Nouvelle-Aquitaine is the leading agricultural and agri-food region in France in terms of value.

Among the regional players, AANA plays a unique, unifying role. Thanks to our different levels of action - **strategic, economic, prospective** - we are in a position to support all the industry's professionals in their development,

and make the general public aware of the wealth of our gastronomic heritage. Our action is based on strong values: **authenticity, pride, ethics, accountability and solidarity.**

### ● Our fundamental values





# TAKING ACTION

## for food and beverage quality and innovation

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Our aspiration is to be a resource centre to help the regional industries to rise to the new challenges of society and the environment: an ecological transition to healthy, sustainable nutrition.

Nutrition is more than ever the centre of attention.

Those challenges are observable in every sector of society: territorial identity, environment, agroecology, diet and health, continuity of farms and wine estates, compensation for producers and European cooperation.

Within the framework of the NÉO TERRA regional roadmap and so as to rise to the environmental challenges,

AANA is tackling all these fronts. In keeping with our ethical principles and accountability, we make our expertise available to the various industries to strengthen their quality approach, share the wealth of our gastronomic heritage, and boost new projects.



Marennes Oléron PGI oysters.



Charentes-Poitou PDO butter.

## ● Quality: a source of value for every player in the territory

Our teams work alongside producers,...

...companies and industries to guide them towards the most suitable quality strategies: the SIQO (Quality and Origin) certification, collective approach, regional banner, etc.

The objective: increase their economic competitiveness and promote the territory.

### Our expertise:

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**SIQO:**  
application for recognition, specifications

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**Industry Diagnosis:**  
structuring, development

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**Labelling:**  
training, regulations

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**Collective brands:**  
charter and specifications

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**Taste:**  
sensory descriptors, evaluation grids

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**Environment:**  
agroecology, eco-design

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**Regulations:**  
regulatory watch, hygiene guidance and traceability

*"We contacted AANA when we first began thinking about applying for SIQO (Quality and Origin) certification. Discussing it with them reassured us in our decision to choose an PDO (Protected Designation of Origin) for our pork and they made us realise the need for being organised the right way in terms of the industry, in order to fully commit to applying for recognition."*

**Mickaël Delanotte - Cul Noir Limousin pig breed cooperative**

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*"For years, Arcachon Bay oyster farmers had been thinking about how to join forces to create value for their products. AANA helped us draft the specifications, and ensured the feasibility of the approach."*

**Thierry Lafon - President - CRCAA (Regional Committee of Arcachon Shellfish Farming)**

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Poitou-Charentes lambs.



To meet new consumer expectations...

...SIQO-certified industries must now take up a three-fold challenge: **quality, respect for the environment and animal welfare.**

That challenge is also an opportunity to uphold their market shares on the national and international level. The ECOQUALINA project, supported by AANA, follows those lines.

## ECOQUALINA

Ecoqualina is a two-year collective multi-industry approach driven by AANA. It is aimed at developing the eco-design of high-quality industries, by integrating new criteria for improving environmental performance.

AANA called on the know-how of the Agri-food CRITT (Regional Centre of Innovation and Technology Transfer) in La Rochelle and the ITERG (Oils & Fats industrial technology centre) in Pessac, with financial support from ADEME (French Environment & Energy Management Agency) and the Nouvelle-Aquitaine region.



*Bayonne Ham (PGI).*

### The industries participating in the ECOQUALINA project:

- Lamb: "Label Rouge" PGI
- Cheese: Ossau-Iraty PDO
- Pork: Sud-Ouest PGI
- Ham: Bayonne PGI
- Butter: Charentes-Poitou PDO
- Prunes: Agen PGI
- Oysters: "Label Rouge" Marennes Oléron PGI





● **Strengthen partnerships on the national and European level**

Thanks to our unifying position, AANA facilitates the emergence of cooperative and collaborative projects.

In this context, we assist in raising EU funds, such as Erasmus+, Interreg, Enjoy, Cosme, etc. and finding European partnerships (Universities, Clusters, business clubs, cooperatives, industries, etc.)..

Our scope of intervention covers the whole project value chain: identifying needs and emerging ideas, developing and drafting the project, raising appropriate funds, supporting project management and follow-up.

**Some examples of partnerships**

**100 % LOCAL**

The objective: develop the supply of local products to Bordeaux's fast food restaurants.

**ENJOY, it's from Europe !**

Thanks to the ENJOY program, PDO Charentes-Poitou butter and Marennes-Oléron oysters will begin developing communication actions in China and Taiwan as from 2020.

**Passeurs de culture (Purveyors of Culture)**

The objective: partner up 4 European countries (Portugal, Spain, Italy and France)

Develop the skills of vocational school students in the field of food and local products as well as promote our gastronomic heritage.



Sharing on collaborative projects.

## ● And in the near future...

Mobilise, share and innovate: AANA plays the role of conductor, accompanying the different agricultural industries in their commitments and development.

A collaborative platform will make it possible to compile and spread information, access trade databases, and boost initiatives on major agricultural and agri-food topics:

- Quality and origin
- Societal issues, ecological transition and trends
- Territories, identity and products, gastronomy
- Commercialisation, markets
- Innovation



*Discussions and brainstorming on the challenges of tomorrow.*



# ENHANCING our territory's agri-food and agricultural products

Our calling: develop the reputation of Nouvelle-Aquitaine products and highlight their quality and diversity.

As a land of gastronomy and friendliness, Nouvelle-Aquitaine has countless strengths to build on! Backed by an active industry strategy in favour of SIQO (Quality and Origin) certification, our territory is focused on excellence.

## ● Meaningful collective communication

In line with our regional agricultural policy...

...the collective marketing campaigns conducted every year by AANA assert the brand image of our products.

Those marketing campaigns state our values loud and clear: pride, authenticity, solidarity, accountability and ethics.



2019 AANA Marketing Campaign.

over **20 millions people** reached

over **500 000** digital ads

Source : MédiaCompact



Producers meet-and-greet consumers during the Tuk-Tuk campaign.

## ● Support industries in their communication strategy

The objective: optimise each industry's communication plan, via recommendations for multi-channel communication.

AANA provides know-how and expertise.

- **Communication strategy:** advice and brainstorming regarding the communication themes and tools, personalised based on their activity and targets.

- **Media and press relations:** press files, press conferences, influencer strategy.

- **Digital strategy:** publications on social media, e-visibility on the website: [www.produits-de-nouvelle-aquitaine.fr](http://www.produits-de-nouvelle-aquitaine.fr), web series, newsletters, brand content.

- **Training courses adapted to each industry's issues:** social media, press relations, graphics software.

*"In some cases, the training courses help us to insource the tasks, and consequently lower spending. The hands-on cases conducted make it easier to assimilate technical knowledge."*

**David Carpentier - AREOVLA (Pyrénées Milk-fed lambs & Périgord Lambs)**

## ● Organising meet-and-greets between producers and consumers

Tradeshows and events – genuine showcases for our gastronomic heritage – are a unique opportunity for producers and artisans to introduce their products and know-how to consumers.

All kinds of wonderful stories are shared at tradeshows about people passionate about their work meeting curious, food-loving consumers.

**The authenticity of products and the pride of those who produce them: trade fairs are venues for exchanging views, sharing ideas and educating the palate.**

Dedicated to the region's agricultural and agri-food industries and companies, AANA makes it easier for producers to be present at events targeting the general public. AANA provides:

- Logistics and technical support
- Communication tools
- Organisation of demonstrations and tastings
- Awareness raising of quality procedures and labels, educating the palate.

Our teams are available at a number of regional and national tradeshows and events. Here are a few we participate in:

- Salon International de l'Agriculture – Paris
- Salon de l'Agriculture Nouvelle-Aquitaine – Bordeaux
- Toques et Porcelaine – Limoges
- Salon de la Gastronomie – Poitiers
- Gastronomades – Angoulême
- Salon International du Livre Gourmand – Périgueux
- Le TukTuk Gourmand that criss-crosses the Nouvelle-Aquitaine region
- Bordeaux Fête le Vin & Bordeaux Fête le Fleuve (Bordeaux Wine & River Festival)
- and more...



*Raising public awareness during culinary demonstrations, International Agricultural Show in Paris.*

## ● Awarding the excellence of local know-how

The 2nd ranked French Competition behind the General Agricultural Competition in terms of categories...

...the Nouvelle-Aquitaine "Concours Saveurs" highlights regional producers and artisans.

Every year, over 1000 products and recipes are in the running. The competition awards the best after blind tastings.

Thanks to the partnerships established with Departmental Councils, each

of the annual sessions emphasises Nouvelle-Aquitaine departmental territory.

The different medals - Gold, Silver, Bronze or the Jury's Distinction - honour **gastronomic innovations, recipes and products** as well as represent a selection criteria for consumers. **They increase sales and visibility of the award-winning products.**



Beer tasting during the Nouvelle-Aquitaine "Concours Saveurs" - Agen.

*"We want to offer a high-quality farm product. What's interesting about the competition is that we can perfect our cheese thanks to the jury's constructive criticism."*

**La ferme des Vergnauds (23) - Goat cheese from Limousin farm**

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*"The first time we participated, our beer won a Silver medal. It's a wheat beer with delicate aromas and strong bitterness. We reaped great benefits from the award and the sales of that beer doubled. The whole company gained in visibility and recognition."*

**Brasserie Gasconha (33) - Craft beer**

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## ● Educating the palate now and in the future

Tradeshows are the opportunity to chat with families and make children more aware of product quality: AANA also actively conducts educational initiatives targeting young learners.

Our academically-accredited partners go on assignment to schools.

Their missions are aimed at **educating children's palates**. In vocational

schools [i.e., agricultural, maritime, hospitality], tomorrow's professionals are the ones now being made aware of the region's gastronomic heritage.

# FACILITATING market access

The strength of collective actions is a source of lasting synergy.

The objective: contribute to developing the sales and market opportunities of Nouvelle-Aquitaine's agri-food companies and producers.

Regional companies need to canvas and meet buyers and distributors as well as invest and consolidate their markets. To help them do that, AANA acts as a facilitator for their local, national and international development.

## ● Raising the profile of our products and know-how in France and abroad

AANA has developed a range of services to collectively support regional companies on their markets in France and abroad.

AANA organises the collective presence of companies under the Pavillon of Nouvelle-Aquitaine label:

- **Organisation of get-togethers - events - BtoB or BtoC turnkey tradeshows:** registration, technical and administrative support, order follow-up, group services and shared costs
- **Logistics support** to facilitate travel, management of regional consolidation of samples, etc.
- **Training courses - Information:** "Market Access", "Country" Days, social media... in association with our regional partners

- **Communication - Promotion:** group stands, press relations, social media optimisation (SMO), etc.
- **Events:** culinary demonstrations, food-wine pairing, open tasting areas
- **Market entry:** concept stores for Maisons Sud-Ouest in China and So France in Singapore: to gain visibility and boost trade.



*Producers present their products to the attendees at the International Agricultural Show in Paris.*



*Meetings with professionals at the Sirha tradeshow in Lyon.*

Nearly **30** actions *conducted every year*  
Including **over 25** abroad  
Nearly **700** companies involved *a year*

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## ● **Creating innovative sales models on the Asian market**

### **Maisons Sud-Ouest France in China**

Since 2013, Maisons Sud-Ouest France have been distributing wines from Bordeaux and the Southwestern France in major Chinese cities. A favourable environment for discovering and selling products, meeting Chinese consumer expectations as fully as possible.

### **So France in Singapore**

The brand, created by AANA, ensures French gastronomic heritage is promoted abroad, especially products for Nouvelle-Aquitaine.

A public-private partnership with InVivo Group led to the creation of the first So France concept store in Singapore in 2018. The bistro-gourmet grocery

store includes a wine bar, a tasting area and a retail space for sale of gourmet products. Gastronomy-related events are held there on a regular basis (wine tasting, cooking classes, wine-food pairing, etc.).

For Nouvelle-Aquitaine produces, AANA provides logistics support for product sourcing, brand deployment and communication.

## ● **Representing Nouvelle-Aquitaine in France and abroad**

We take part in over 30 events internationally and nationally. We also do “country spotlights” and product sourcing operations.



*Tasting at the Bordeaux & Nouvelle-Aquitaine Wine Festival in Wuhan, China.*



*So France, the bistro-gourmet grocery store, a venue designed for epicureans in Singapore.*



## Our flagship actions

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### VINEXPO

New York, Shanghai,  
Hong-Kong,  
Paris, Bordeaux

### TAVOLA

Courtrai, Belgium

### PROWEIN

Düsseldorf, Shanghai,  
Hong Kong, Singapour

### ANUGA

Cologne, Germany

### FANCY FOOD SHOW

New York, USA

### HONG KONG WINE FAIR

Hong Kong

### BORDEAUX & NOUVELLE- AQUITAINE WINE FESTIVAL

Wuhan & Chengdu, China

### FOODEX

Tokyo, Japan

### TAN JUI HUI

Chengdu, China

### SIRHA

Lyon, France

### BORDEAUX FÊTE LE VIN

Bordeaux, France

### SIAL

Paris, France

### PARIS AGRICULTURAL SHOW

Paris, France

#### **Sirha - Lyon**

*"The advantage of the collective means benefitting from the strength of an institution, and arriving at a well-designed, fully-equipped stand. And last but not least, building a network with regional colleagues that are nearby."*

#### **Hubert Candelé - Artisanal dairy products from the Basque Country**

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#### **Wine Tradeshows – Les vignerons réunis de Monségur (Winegrower Cooperative)**

*"I benefit from AANA's support for the main wine tradeshows for the export market. Those joint efforts give me good brand visibility. But also makes procedures easier and provides better prices for shipping samples."*

#### **Valérie Gosselin Conche**

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#### **Huître 2.0 - Sud-Ouest Food Meeting (Oysters) – Bordeaux**

*"A very busy tradeshow. We made a huge number of contacts with Japan, Paraguay, India, and Dubai. Lots of interaction. Positive all-around! Having an international team like AANA's was a big plus."*

#### **Johan Leclerre - MOF head chef**

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## ● Helping companies with export regulations

On request, our teams provide companies with personalised regulatory and technical support in the following fields.

### **Export support**

**Regulatory follow-up:**  
watch, conditions of accreditation,  
health developments

**Registration assistance:**  
procedures per country, appropriate  
channels of information

**Audit and export regulatory  
recommendations:**  
product regulations hygiene consulting  
Labelling expertise

**Label compliance:**  
regulatory watch and  
recommendations

**Label publication:**  
regulatory watch, mandatory  
indications in English



Armagnac AOC.



# Our organisation

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## ● A collegiate, representative structure

An agency dedicated to the region's economic policy...

...AANA brings together all the professionals and representative entities concerned by the development of the agri-food and agricultural sectors in Nouvelle-Aquitaine.

Its collegiate structure and representative Board of Directors make it possible to take **the challenges of**

**the region's territories and industries into account when establishing annual strategic plans.**

The presence of many operational partners within our different entities allows us to cross-fertilise our actions and consolidate our concerted, coordinated collective operations.

## ● The different bodies: the lifeblood of collective action

AANA members are divided into 8 bodies:

- Institutional members
- SIQO-certified agri-food and agricultural industries
- Territorial quality approaches
- Wines and spirits
- Export
- Qualified Individuals
- Associate members

In all, there are over 150 professionals in Nouvelle-Aquitaine dedicated to the collective action for the development of the region's agri-food and agricultural industry.

Find all our members and partners on:  
[www.produits-de-nouvelle-aquitaine.fr](http://www.produits-de-nouvelle-aquitaine.fr)

## Governance

- **Jean-Pierre RAYNAUD:** President
- **Board**
- **Board of Directors**
- **General Meeting**

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