

November 2010.

For the Association DEMAIN LA TERRE, AGOODFORGOOD® created the first sign of superior quality(*) in the fruits and vegetables sector that satisfies the criteria of sustainable development.

After 3 years of research and development, the association Demain la Terre just gave birth to a « sustainable development » sign of superior quality for the fruits and vegetables sector. This quality sign is a private initiative of Demain la Terre, but aims at serving the whole sector.

It takes place in the legal framework set by the French Ministry of Agriculture during the « Grenelle de l'Environnement », aiming at reducing by 50% the use of phytosanitary products in agriculture by 2018.

It also answers the consumers' pressing call for the availability of fruits and vegetables at a reasonable price, while encouraging food security and promoting a sustainable agriculture that is responsible towards Nature as well as towards Humanity.

This « sustainable development » sign of superior quality involves 9 technical constituents : phytosanitary inputs, GMOs, water, soil, energies, wastes, economics, social aspects and biodiversity. More than 100 relevant, concise and measurable criteria are audited, subdivided into various adaptations according to different agricultural techniques, i.e. arboriculture, viticulture or cultures under cover.

Candidates are first confirmed by a control comitee that brings together three colleges : professionals, experts and civil society. For instance, the UNAF (french beekeepers' national union), as an expert, helped define the biodiversity criteria that allows protection of the pollination insects. Eventually, the candidates are controlled by ECOCERT, the European leader in Organic Agriculture certification.

The first products wearing the Demain La Terre sign are to be found in stores in the early months of 2011.

() In France, the word « label » is reserved to the official labels like « Label Rouge », « Agriculture Biologique » or « Appellation d'Origine Contrôlée ». For this reason, we replaced the word « label » by « sign of Superior quality » in this text.*

DEMAIN LA TERRE is a French non-profit association (1901 law) that brings together the stakeholders of the fruits and vegetables sector who are pioneers in sustainable development. It promotes the emergence of an alternative agriculture, midway between the exclusively organic products and the conventional ones, by putting the stress on control, perfect command, innovation, alternative solutions, formation and transparency of information. www.demainlaterre.org

AGOODFORGOOD® is a consulting agency in sustainable development that was founded in 2005. It specialises in mass consumption and distribution issues and intervenes in missions dealing with strategy, communication, labellisation as well as eco-conception of products and services. www.agoodforgood.org

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