

# Quality schemes: AGPFGA

## Association Gersoise pour la Promotion du Foie Gras

### innovative solutions for Short Food Supply Chains

Campden BRI Hungary

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<b>PU</b>	<b>Public</b>	
<b>PP</b>	<b>Restricted to other programme participants</b>	
<b>RE</b>	<b>Restricted to a group specified by the consortium</b>	
<b>CO</b>	<b>Confidential, only for members of the consortium</b>	

**1. Title of the case description**

Quality schemes- AGPFGA

**2. Indicate your role in the Smart Food Supply Chain:**

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other: .....

**3. Indicate the region(if applicable): France, Occitanie**



#### 4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	food quality	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	trust	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	ethical aspects	x													
	accessibility	x						x							
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources														
	product development support														
	access to markets and consumers						x	x				x			
	access to infrastructure														

**1: Farming**

**2: Primary production**

**3: Transport**

**4: Processing and packaging**

**5: Storage**

**6: Logistics**

**7: Sale**

**8: Product integrity, authenticity, transparency**

**9: Marketing concepts**

**10: Food chain management and networking for enhancing cooperation among chain actors**

**11: Business modelling**

**12: Policy environment**

**13: Legal requirements**

**14: Labelling**

## 5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

The product must have:

- ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers
- to provide the expected quality
- to provide distinguishable quality
- ability to access the consumer willingness to pay for specific products of SFSCs.

- **Describe the enabling function(s) and the practical benefit(s)-(e.g. for which types of problems and opportunities is used and can it be used, and how)**

### AGPFGA

L'Association Gersoise pour la Promotion du Foie Gras et de l'Aviculture

The 1901 Law Association was created in March 1983. It operates as an inter-branch departmental department. Each family of Gers production (from hatching to manufacturing company) is represented on the Board of Directors at least by one member.



- Traditional livestock keeping ensures the high quality, region specific products.



- Contact with the producers, who know the secrets for the preparation of the livers, confit and breast.
- Some municipalities offer a carcass cutting service, accompanied by recipe cards prepared by local restaurateurs.



- Contact with local restaurants



- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organisational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

The organisation has traditional basin for the production of fat geese. The goose or goose fat was at the center of all negotiations such as barter, inheritance or the payment of rents in the 19<sup>th</sup> century.

The Association operates as an interprofession at the departmental level since the 20<sup>th</sup> century.

The Gers goose is usually fattened with white corn. The Gers is the only department to have dedicated this tradition and therefore offers a unique product in France.

### **Complex product traceability**

Two trademarks are in use by AGPFGA:

Label Rouge:

### **Label Rouge is a production method based on an approved specification that is respectful of animal welfare and protects the environment**

Since 1960, Label Rouge poultry has been reared using traditional, free-range production methods based on an official Label Rouge specification approved by the French public authorities.

These special production methods ensure the poultry's welfare and protect the environment whilst producing poultry meat with superior organoleptic properties that only Label Rouge can guarantee.

The establishment of the Red Label by the Goose Farmer's Association of the Gers allows to maintain the traditional production of geese in the Gers, which is a trademark to ensure high-end products for their supplies of foie gras and goose meat. This is a trademark to guarantee the product's quality.



- The other trademark which ensures the product's origin, the Protected Designation of Origin trademark to label the "SOUTH WEST FOIE GRAS DUCK" origin and the authenticity of origin. The guarantee of origin certifies that the waterfowl (duck of barbarism or mule duck) were raised, stuffed, slaughtered and cooked in the South West or the geographical area mentioned on the label.



From breeding to sale, traceability is validated by controls carried out throughout the year by independent bodies approved under the control of INAO (National Institute of Origin and Quality)

- With its reputation in terms of gastronomy and especially as a traditional department for the production of foie gras, GERS has adopted the approach of the IGP to develop ranges of products signed "GERS".

technological

non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

Foie gras, confits, cassoulets, duck breasts, rillettes and other products traditional Gers are prepared and sold in restaurants and stores throughout the country. With more than 4,500,000 ducks and 120,000 geese produced per year, the Gers is one of the main departments producing foie gras.

- **Describe the distribution channels of the product(s)**

- restaurants
- stores throughout the country



- **Describe what makes the innovation work.**

- directly from producers, combining tradition and modernism
- the fat halls of the department of Gers offer almost every morning of the week, fresh products: carcasses and foie gras of ducks and geese
- Quality products are found throughout the year
- most growers traditionally feeding small batches of animals grown on extensive grassland, whole-grain white corn, and slaughtering on the farm themselves
- The know-how acquired over generations that allows farmers to produce high quality foie gras, is based on specific techniques such as probing animals during fattening to determine the level of fattening of the liver.



- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**

- a: List the relevant necessary resources (including the estimated cost) for the specific innovation.  
Please list the relevant ones only (list is annexed)**

materials, human, technology, infrastructure, financial

- b: List the relevant necessary capabilities for the specific innovation.  
Please list the relevant ones only (list is annexed)**

food safety, food quality, trust, ethical aspects, accessibility to consumers, access to markets and market success, access to infrastructure, management, production, processing

## **6. Describe the results, achievements and typical failures**

Fluently acting organisation with constant and always new customers as well.

**7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)**

- a well built, established system
- ensure food quality and safety, otherwise the product's origin due the trademark systems
- good reputation
- brand
- customers trust is built up
- supply and demand in balance

## 8. Aspects, methods for transfer of methods for other SFSC members

“A South West labeled

Today, France is the world's leading producer of Foie Gras and ¾ of production is assured in the Southwest. In 2000, the region was granted IGP (Protected Geographical Identification) certification for its ducks. A label of recognition and guarantee of sure value, which guarantees that all the ducks from which the products stamped "Southwest" are produced are bred and processed within this beautiful region.”

The same trademark system is transplantable and acceptable based the own organisation’s needs.



MAISON  
**DELPEYRAT**  
1890

MARQUE DE CARACTÈRE  
DEPUIS 1890

LA PAS  
PRODUIT

Un Sud-Ouest labellisé  
Aujourd'hui, la France est le premier producteur mondial de Foie Gras et les ¾ de la production sont assurés dans le Sud-Ouest. En 2000, la région se voit dotée de la certification IGP (Indication Géographique Protégée) pour ses canards. Un label de reconnaissance et gage de valeur sûre, qui garantit que tous les canards à partir desquels sont élaborés les produits estampillés « Sud-Ouest » sont élevés et transformés au sein même de cette belle région.

IGP

ORIGINE CERTIFIÉE  
**PÉRIGORD**

ORIGINE CERTIFIÉE  
**GERS**

“À chaque Foie Gras, son instant de plaisir”

**9. Recommendations for members of other SFSCs for further applications**

Application of the method and system.

**10. More information is available at (web), if it is relevant**

<http://www.foie-gras-gers.com/acheter-producteurs-ferme.aspx?type=n&ID=62#producteurs>

<http://www.volaillelabelrouge.com/en/what-is-label-rouge-poultry/>

<https://www.delpyrat.com/des-produits-nobles/le-foie-gras/comprendre-choisir>

## **Annex**

### **1. Checklist for necessary resources (tangible and non-tangible):**

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial\*

\*: estimated cost:

0 - 10 000 Eur  
10 001 - 50 000 Eur  
50 001 - 100 000 Eur  
100 001 - 300 000 Eur  
300 001 – 1 000 000 Eur  
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

## 2. Checklist for the necessary capabilities

- **food safety:**
  - basic skills to comply with the EU food safety regulations
  - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
  - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP
  
- **food quality:**
  - ability to define the target segments of consumers for SFSCs
  - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
  - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
  - food quality culture (motivation, responsibility for food quality);
  - production experiences which help to provide the expected quality reliably, uniformly;
  - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
  - meeting (local) legal requirements, application of the labelling rules;
  - ability to access the consumer willingness to pay for specific products of SFSCs.
  
- **trust:**
  - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
  - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
  - application of the labelling rules and branding (mandatory and voluntary);
  - ability to meet third party certification requirements
  
- **ethical aspects**
  - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
  - culture for ethical food production and supply;
  - ability to implement necessary measures to ensure ethical food production and supply;
  - ability to access the consumer willingness to pay for products meeting ethical aspects
  
- **accessibility to consumers:**
  - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
  - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
  - collecting marketing information;
  - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
  - ability to define, develop or maintain unique quality of products and augmented services;
  - ability to develop and implement new business models;
  - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
  - collecting marketing information;
  - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
  - ability to define, develop or maintain unique quality of products and augmented services;
  - ability to develop and implement new business models;
- **shared use of available resources:**
  - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
  - the level of value chain management culture;
  - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
  - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
  - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
  - access to innovative technologies; distribution and marketing solutions and methods. management systems;
  - access to local input for R+D covered by other aspects
  
- **access to markets: and market success**
  - effective promotion, customer service, efficient and innovative sales methods;
  - ability to understand consumer's needs;
  - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
  - unique value propositions;
  - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
  - stock control;
  - ability to access to required raw materials within a restricted geographical area
  
- **access to infrastructure:**
  - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;
  
- **management:**
  - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
  - improving; ability to motivate, authorize staff;
  
- **production, processing:**
  - management system, production experience, specific controlling, monitoring, continuously;
  - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
  - any additional specific resources necessary for the application of the specific innovation.