



*Food quality assurance and certification schemes
managed within an integrated supply chain
Brussels, Thursday 7 April 2005*

Presentation of the French "Label Rouge"
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The Label Rouge presentation

- * Why having created such a quality scheme?
- * Definition of quality as it is conceived in the system
- * Description of the system
- * Representativeness in the national food chain
- * Pros and cons



Why having created such a quality scheme?

- ❖ Label Rouge began 40 years ago
- ❖ Poultry became more industrialised after the 2nd world war
- ❖ During the 60s, a traditionally-raised poultry production started:
 - slow-growing poultry,
 - feed ration consists of at least 75% cereals
 - slaughter age : 81 days
 - free-range production practice





Definition of Quality as it is conceived in the system (1)

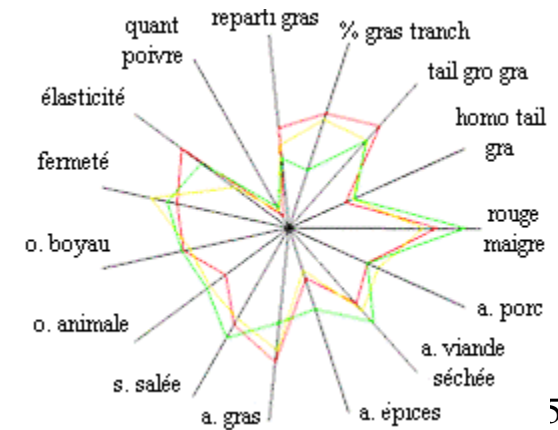
- ❖ The “label rouge” certifies that the product possesses a specific set of characteristics establishing a level of quality higher than that of a similar product of standard type





Definition (2)

❖ At every stage production and finishing, the product must meet a series of controls and requirements in terms of quality and taste, involving in particular the establishment of sensory profiles and the use of hedonic testing in addition to technical datasheets laying down minimum criteria





Description of the system (1)

- ❖ A group of producers and associates submits a label rouge specification (details of the production, processing and monitoring process; results of sensory tasting and profiles)
- ❖ A label Commission (CNLC) gives advice to 2 ministries (Agriculture and Consumption)
- ❖ If positive the label is registered and controlled by an accredited certifier



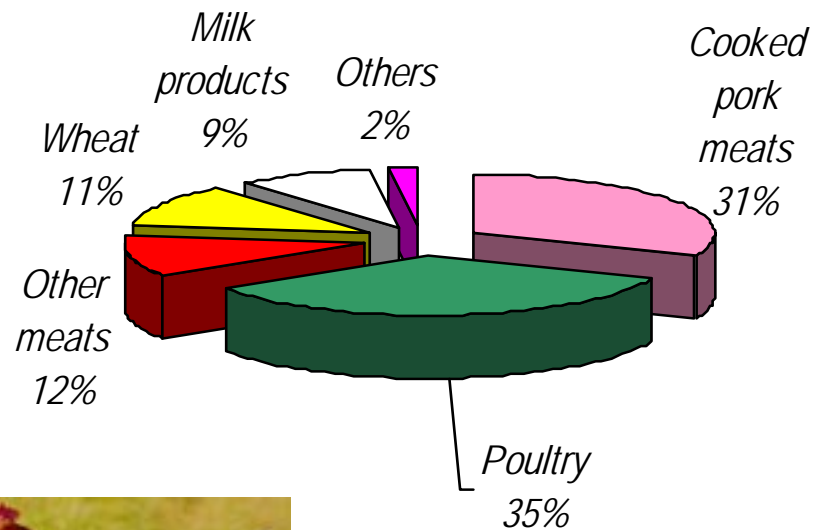
Description of the system (2)





Representativeness in the national Food chain (1)

% of each product in Label Rouge turnover





*Representativeness in the national Food chain (2)
% of some Label Rouge products in the national
production*



Poultry : 15% of the national production (tonnage),
but 60% of the whole chicken sold
and 40% of the guinea-fowl tonnage



Cooked pork meats : 5% of the national production



Pros and cons for economic operators

• Pros

- Collective promotion tool for products



- Market stabilisation in the event of crisis

• Cons

- It could take at least 12 months to get approval





Pros and cons for consumers

- **Pros**

- Consumers have a good image of the official quality signs and trust them
- On the whole, food quality is progressing

- **Cons**

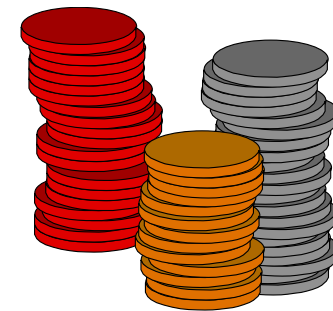
- Products are more expensive





Pros and cons for the gouvernement

- Pros
 - Useful tools for long-term economic development :
 - sector organisation
 - profitable outlets without resorting to public aid





For further information....

❖ E-mail adress : agriculture.gouv.fr

❖ And enjoy your lunch with Label Rouge products.....

