



How to engage the consumer?

EPP Congress 2024

**CSR, approach of the
french pig industry**

Apolline Pissot

INAP^{ORC}



CSR, approach of the french pig industry

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INAP *OR* RC



Corporate Social Responsibility (CSR), approach of the french pig sector



Apolline PISSOT - CSR Manager at INAPORC

INAPORC : a long interbranch organisation



Animal Feed

204 companies
4.9 million tons of
feed produced/year



Breeding

14,000 farms
23.8 million pigs
raised/year



Slaughtering/Cutting

165 slaughterhouses
150 cutting workshops
2.2 million tons of
meat produced/year



Processing

309 companies
1.2 million tons of
processed meat
products
manufactured/year



Distribution

23,000 stores
15,000 artisanal
butcher shops
6,000 artisanal
delicatessens

What are the actions of INAPORC ?

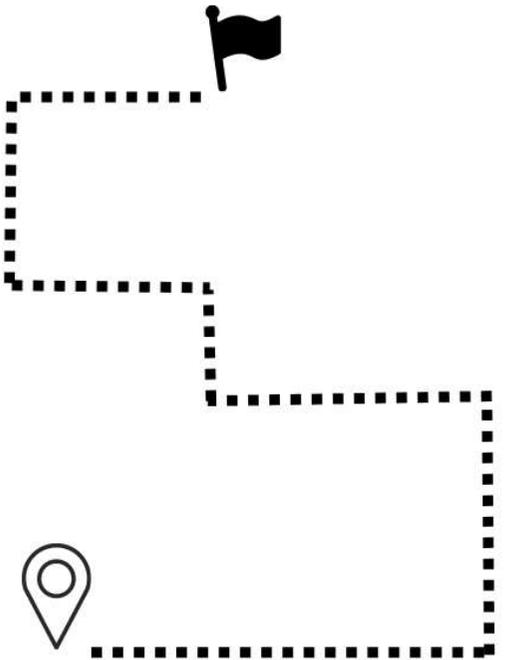
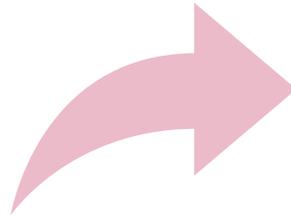
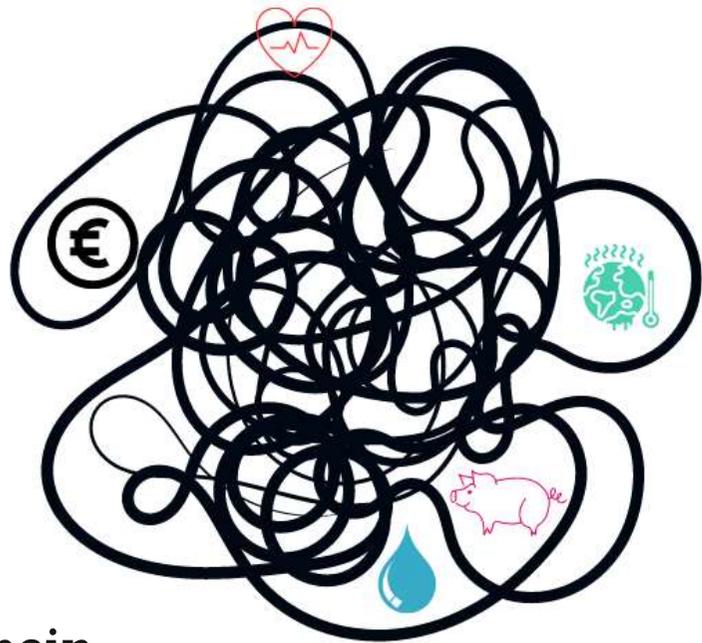
Act as a link between government authorities and industry players



The certification of origin for French pork is just one example of these actions.

What is CSR ?

- Establish a clear, credible and measurable strategy to meet the challenges, taking into account society's expectations, the improved sustainability of our production and the economic viability of our sector by 2035.



Why have a structured strategy?

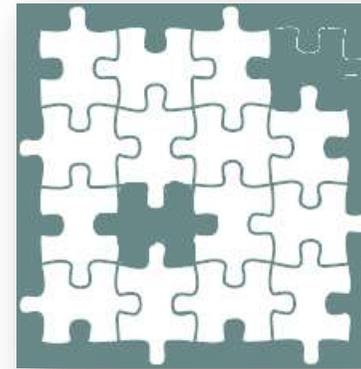
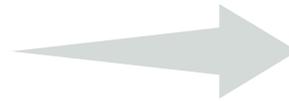
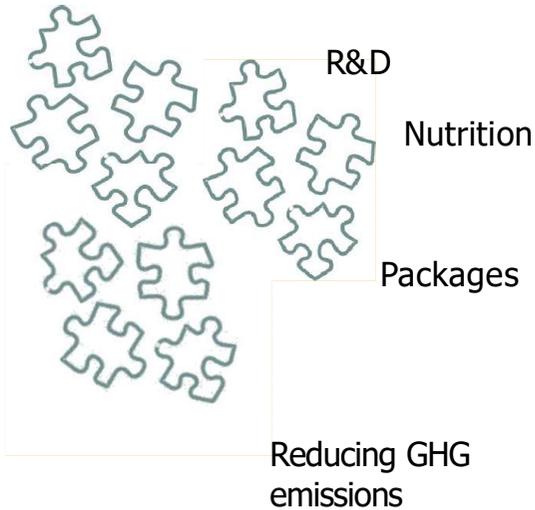
"Because we have many good practices already implemented that we need to communicate! And other practices to improve."

Many collective and private actions

Structuring a dynamic and sharing a vision of the sector

Food Safety

Animal welfare

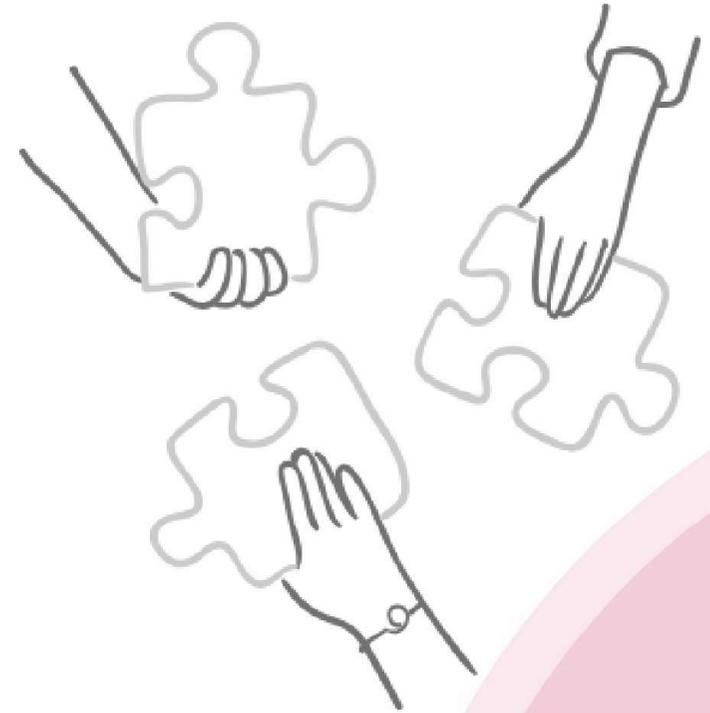


□ Providing a framework!

CORPORATE RESPONSIBILITY IS A TOOL FOR THIS

The consultation at the heart of the creation process

- Consultations and co-construction of the approach involving over 250 stakeholders thanks to 7 meetings held in France
- Consultation with environmental protection and animal welfare NGOs
- Consultation with the Ministry of Agriculture's office and the Prime Minister's office.



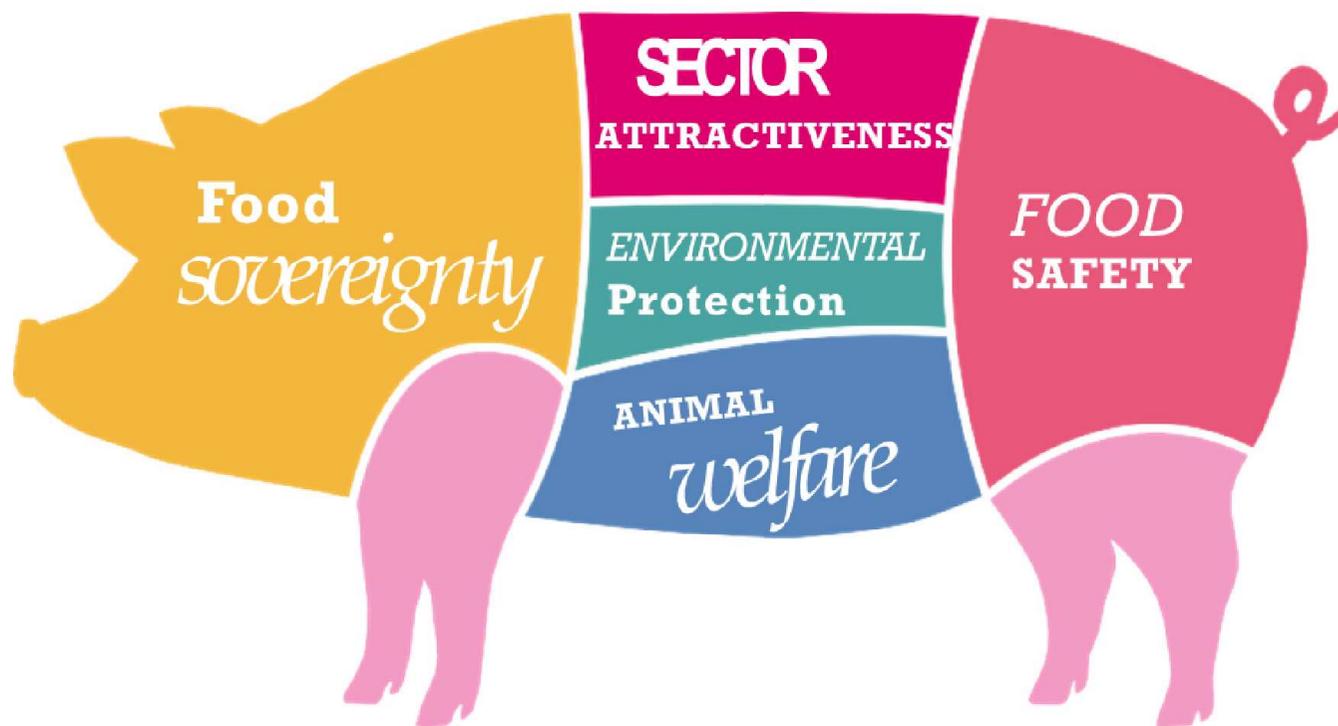
The strategy of french pork sector by 2035

→ 5 major axes

→ 14 quantified objectives



5 issues



ACTS FOR

Food
sovereignty

Acts to ensure a sufficient, profitable, and equitable supply of French pork by 2035

Our 2035 objectives

- At least one out of every two products carries the LPF logo on the packages
- To guarantee food sovereignty with a minimum self-sufficiency of 100%



ACTS FOR

SECTOR
ATTRACTIVENESS

Acts for generational renewal, attractiveness, and improvement of working conditions

Our 2035 objectives

- 100% of transferable farms taken over
- 100% of the indicators of the workplace quality of life barometer have reached their objectives



ACTS FOR

ENVIRONMENTAL
Protection

Acts to protect the environment by 2035

→ **To Reduce greenhouse gas emissions by -25% since 2015***

*Concerns animal nutrition, including improving the performance of plant production, livestock breeding, slaughter, cutting, and processing

→ **To reduce ammonia emissions by -25% since 2015 of livestock farming**

→ **90% of recycled material in the overall material of packaging.**

* Subject to the availability of material, recycling channels, and ensuring food safety

→ **Improving resource management:**

- By developing a monitoring indicator for the net energy consumption of the industry
- By **reducing water intake by -15%** for slaughter, cutting, and processing companies equipped with a wastewater treatment plant. (If regulations allow for the reuse of wastewater.)



ACTS FOR

FOOD SAFETY

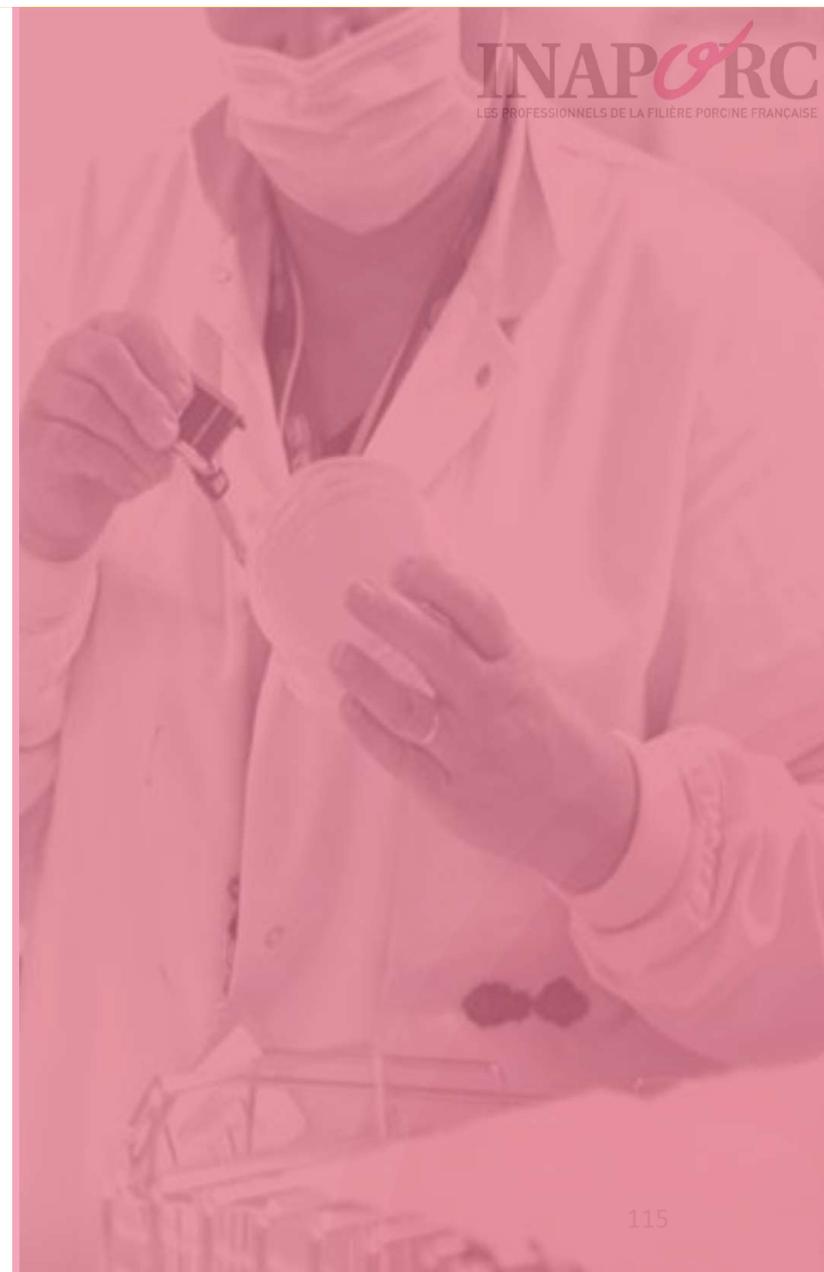
Acts to strengthen guarantees of food safety and public health

→ Continued reduction efforts on :

- The exposure of pigs to antibiotics
- The nitrite content in charcuterie

→ Consolidation the sanitary control plan of the industry by 2035

→ 100% of farms and washing areas for trucs have completed an interprofessional biosecurity audit by 2030



ACTS FOR

Animal Welfare

LIBRA STAN
9539

Acts for animal welfare

- 50% of sows in free-range housing by 2035
- For transports exceeding 4 hours and 30 minutes, trucks are equipped with misting, ventilation, or watering systems by 2035
- 100% of volumes slaughtered in slaughterhouses that have conducted an interprofessional diagnosis of animal welfare by 2030



To conclude

« Demain le porc is an investment for a better future, both for our industry and for society. It is by working together that we will overcome this challenge. »

Philippe BIZIEN – INAPORC President

demain
le **PÖRC**

TOUS ENGAGÉS POUR UNE FILIÈRE
ATTRACTIVE ET DURABLE