

Presentation of Interbio Nouvelle-Aquitaine actions on organic promoting campaign in retail

—

Organic European Summit/Copenhagen



SOME FIGURES ABOUT INTERBIO

290

ORGANISATIONS
AND OPERATORS
MEMBERS

13

EMPLOYEES

3 SITES

WITHIN THE
NOUVELLE-
AQUITAINE
REGION

2,2M€

TURNOVER

WHO ARE WE? WHAT DO WE DO?

An organic interbranch organisation for Nouvelle-Aquitaine Région

Bring all the
actors of the
organic sector
together from
farm to fork

Defend the
interests of the
members and
the sector

Contribute to
sustainable
development of the
regional organic sector
from upstream to
downstream

Promote
regional organic
products

Support the
introduction of
organic products
in collective
catering

What's the idea that we have developed towards the retailers?

Main goals

Building Partnerships



Multi-channel distributors (detail & retail) : supermarkets and organic shops

Promoting local



Covering many different product ranges and sectors of activity, and highlighting organic and local products

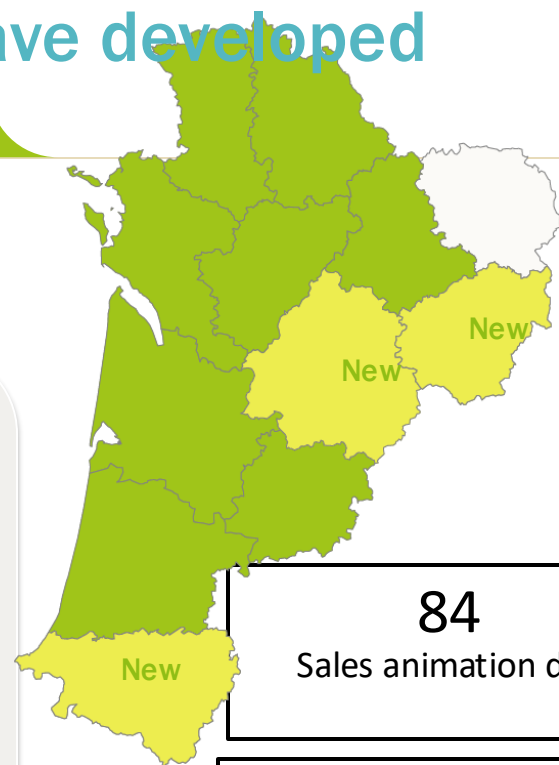
Tasting and referecing



Trade shows -
Campaigns to consumer
"Bio Reflexe"
& dedicated point of sales advertising tools

Long term targets

- Strengthen historical partnerships with distributors and to spread actions towards new retailers
- Improve the regional coverage on the action
- Increase influence of our campaign (points of sales and members involved, quantity of sales animation days in store)



84

Sales animation days

50

Point of sales

54

Members of Interbio NA

Benefits for Interbio NA members

Agreement with a distribution channel

- **Definition of a specific period and selection of the points of sales**
- **Submission of suppliers, members of Interbio NA (actual but also potential that we reference to the chain buyers)**
- **Suggestion of skus promoting the products towards consumers during the sales animations days**



A proven successful partnership model

Turnkey sales animations

- ✓ Interbio NA coordinates the entire operation with a reliable commercial animation agency, specialized in organic retail network
- ✓ Trained and qualified hosts highly experienced in dealing with organic consumers
- ✓ Tasting of products selection by customers in store
- ✓ A strong and unique identity for all participants (local brand Bio Sud Ouest or regional campaign)
- ✓ Interbio NA promotes the event and its program on social media

Regional grant

Nouvelle-Aquitaine Region co-finances the action up to 70%. **The remaining cost for members is therefore only 30%.**

A typical promotional day costs €400 excl. VAT. This costs is shared by at least 3 farmers or processors. Each member of Interbio NA will thus pay only 30% of this amount.

An ultra-competitive budget

- **€45 excl. VAT per day / per participant instead of €400**
- **3 suppliers promoted per day, with 3 skus per participant**

2025 Action plan

1

SO BIO – BIO C BON

In store commercial
animations of regional
organic products

14 point of sales
Departments 16, 17, 33, 47,
64 et 79
26 sales animation days

May 16th to June
28th

2

BIOMONDE

NEW PARTNERSHIP
Animations of regional
organic products

13 point of sales
Dep. 17, 19, 24, 33, 40, 64
et 86
23 animated days

September – mid
October

3

BIOCOOP

In store commercial
animations of regional
organic products

15 point of sales
Dep. 19, 24 et 40
27 animated days

Mi oct. – End
November

4

EXHIBITIONS

Retailers Trade show
(AREA)
NATEXPO Paris

Interbio NA collective
regional booth
Business meetings

Sept. 25th
Nov. 29th to Dec.
2nd

5

Organic week event in Lot-Et-Garonne

Promotion of local
organic products

Estimated 8 point of
sales – Dep. 47
8 animated days

November 17th to
22nd

3 main messages of our campaign : local, tasty and healthy for us and the planet

« BIO SUD-OUEST France » : our local brand

Reminding the core principles of organic



Pour nous, pour la planète,
pour nos producteurs
de Nouvelle-Aquitaine
#BIO RÉFLEXE



2024

- Raise consumer awareness about the benefits of organic agriculture and support the consumption of organic products
- Remind that organic products are a source of pleasure, sharing and conviviality



2025

Celebrate the place of organic in the daily lives of French people and promote the talent of regional territories in organic food production