



**LE BLÉ DE NOS
CAMPAGNES®**

**The commitment of the CRC® sector Controlled
Responsible Production**



www.lebledenoscampagnes.fr

A VISION FOR THE FUTURE

Progress that is sustainable, adopted and shared



Originally, the CRC[®] approach was developed at the initiative of the CAPSERVAL Cooperative to better meet the demands of the baby food industry.

In many respects, its launch during the **1990s** was the result of **our vision for the future of our profession.**

The food scares and health crises of that decade only confirmed that we had made the right choice.

Our approach was built around greater **food safety**, guaranteed **high-quality wheat**, and due consideration for **the impact of our activities** on the environment – and vice versa, **the impact of the environment on crops.**

The subsequent development of our company remained true to this vision, and in **1999** we were awarded **Product Conformity Certification** (Certification de Conformité Produit, CCP) by the French Ministry of Agriculture.

In **2000**, the creation of the CRC[®] Economic Interest Group materialized our commitment to a sector working together to **guarantee the quality, quantities** and flows of wheat. Since 2012, we have been concentrating our efforts in the field of biodiversity, integrating environmental responsibility criteria within the CRC[®] label specifications.

Today, our Group is further strengthening its positioning with the development of a brand for the general public and all consumers : **LE BLÉ DE NOS CAMPAGNES[®].**

This brand is the result of **men and women working together** within a unique sector in France towards a common goal: to provide high-quality, healthy, **safe and guaranteed** wheat that is **good for both consumers and the environment.**

Etienne Henriot
President of the CRC[®] Economic Interest Group

A handwritten signature in blue ink, consisting of a stylized 'E' followed by a long, sweeping horizontal line.

LE BLÉ DE NOS CAMPAGNES®

The pleasure of knowing what you're eating, and eating what you know

100% French

All of our cereals are produced in **France** by over **1 800 farmers**.

The **geographical proximity** of our production, processing and distribution activities allows for reducing transportation and boosting the economy of our regions.

100% Certified



Our cereals have obtained **Product Conformity Certification** (Certification de Conformité Produit, CCP) from the French **Ministry of Agriculture**.

This certification officially recognizes the added value of the CRC® label criteria and requirements compared with standard industry practices.

It also represents an **obligation of means and results**.

100% Responsible

Originally designed for use in **BABY FOOD**, the CRC® approach was developed to produce **HIGH-QUALITY, HEALTHY CEREALS, GOOD FOR BOTH CONSUMERS AND THE ENVIRONMENT**.

The entire CRC® sector continually works towards this goal, with **responsible commitments** that go beyond mere compliance with the regulations in force. These notably include food safety, biodiversity, traceability, the reduced use of chemicals, the management of fertilization, and water protection.

LE BLÉ DE NOS CAMPAGNES®: OUR

1

Consumer health first and foremost

- Fields located at least 250 m away from pollution sources.
- Wheat naturally preserved **WITHOUT** any chemical treatment.
- Over 500 analyses carried out annually.

2

Excellence through quality

- Full compliance with the most stringent quality criteria.

3

Limited use of chemicals and fertilizers

- Only certain **RIGOROUSLY SELECTED** products used as a last resort to **TREAT** crops.
- **FERTILIZER** applied to crops only in the **AMOUNT NEEDED** and **TAKING INTO ACCOUNT** the available reserves in the soil.

4

Reduced sources of pollution

- **1ST AND ONLY LABEL** to have **PROHIBITED THE SPREADING OF SEWAGE SLUDGE**.
- Protection of all water sources...



LE BLÉ
CAMPAGNES



6 COMMITMENTS

5

Promotion of biodiversity

100%

OF CRC® FARMERS
ARE COMMITTED TO
BIODIVERSITY

THE EQUIVALENT OF

+ 6000

SOCCER FIELDS
OF WILDFLOWER
MEADOWS TO
WELCOME

*pollinating
insects*

**PARIS
NEW-YORK**
DISTANCE OF
PROTECTED HEDGEROUS



**MANY
ENDANGERED
SPECIES**



All

WATERING PLACES
ARE PROTECTED BY
A BUFFER STRIP

1st
APPROACH
IN FRANCE

CERTIFIED AS
CONFORMING TO
AGRICULTURAL
PRACTICES THAT
ENCOURAGE
BIODIVERSITY

17 MILLIONS
SQUARE
METERS
OF NATURAL
HABITATS FOR
ANIMALS



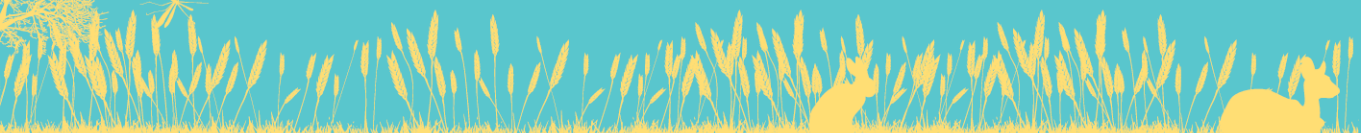
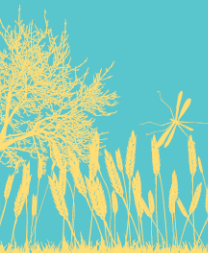
**DE NOS
AGNES®**

6

Ensure and guarantee traceability

We know **WHERE**, **WHEN** and **HOW** our cereals are produced, stored and processed, from the grains to the flour, and from the flour to the finished products.

This is what we call **TRANSPARENCY**.



A GROWING SECTOR

BEGINNING 2017

+1800
Farmers

+25
Cooperatives
and Buyers

+40
Millers

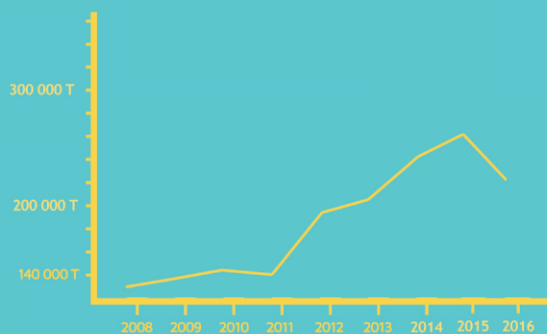
+15
Industrialists and
Distributors

+5000
Artisan
bakers

COMMITTED FARMERS

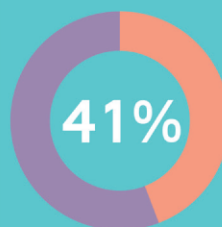
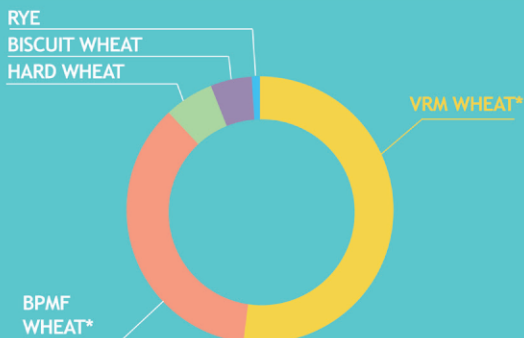


Surfaces sown



Volumes harvested

LE BLÉ DE NOS CAMPAGNES® IN LINE WITH
MARKET EXPECTATIONS



41% of the 2015
crop used to make
Label Rouge flour

Breakdown by category (2015 crop)

BPMF WHEAT* = bread wheat for the French milling industry

VRM WHEAT* = recommended varieties for the milling industry

LE BLÉ DE NOS CAMPAGNES® IN THE FOOD INDUSTRY

SUPERMARKETS
BAKERY COUNTERS
PASTRY COUNTERS

ARTISAN
BAKERIES

INDUSTRY
(Breadmaking and
biscuit factories)



(2015 crop)

5,3 MT

5,3 MILLION TONNES ARE USED
BY THE FRENCH MILLING
INDUSTRY (SOURCE ANMF)

4.9 %

4.9 % OF WHICH ARE CRC® WHEAT

LEADING BRANDS USE LE BLÉ DE NOS CAMPAGNES®



La Baguette





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CAMPAGNES®**

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