

**THE NEWS :**

Hello everyone ! Here is Newsletter n° 13 for March 2012.

This month we hear from an apple producer who is in his third year of conversion and from a Biogaronne employee.

At the beginning of February, the South West wasn't spared from the cold and the snow; night temperatures went down to -15° seriously damaging the field crops and the producers have announced significant losses. This has brought about a shortage in some vegetables (leeks, turnips, cabbages, black radishes and beetroot...) which will be felt over the next two months and spring produce will be late (turnip bunches, bunches of white onion, and bunches of beetroot..).

Biogaronne attended the Biofach Exhibition in Nuremberg, from 15 to 18 February. The 2012 Exhibition held its promises of a good atmosphere in a very professional environment. This allowed us to assert our position in the distribution sector and to make new contacts, which has in turn enabled us to plan production in our area.

Furthermore, Biofach was the opportunity for Arbio to communicate with the new label « Bio Sud Ovest France »; the Aquitaine and



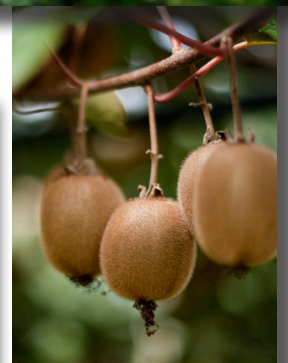
Midi-Pyrénées regions have come together to promote the products from the South West. One banner, two regions: it's revolutionary!

Organic fruits and vegetables are part of this union. Biogaronne has signed up for this collective approach and will take part in promotional activities thereby reinforcing our regional identity and certifying the origin of our organic fruit and vegetables.

Enjoy your reading..... talk to you soon, warm wishes Jean Luc

**Production planning**

Asparagus
SSwiss Chard
Lamb's Lettuce
Turnip Bunches
Yellow Onion
Flat Parsley
Leek
Ditta Potatoes
Charlotte Potatoes
Long Radishes
Kiwi Fruit
Goldrush Apples in conversion
Dalinette Apples



## THE PRODUCERS :



### **Amélie** **Wholesale Sales**

« Born in Lot et Garonne, I studied to 'A' level. Then I passed the Higher Diploma in Sales Management, at Mont de Marsan in 2008. After that, I worked in administration and banking before joining the team at Biogaronne in 2010.

Working in this friendly environment has introduced me to the world of Organic production and given me an appreciation of what this involves. It's a good team, where everyone respects each other and the atmosphere is friendly whilst remaining totally professional.

I am responsible for the wholesale clients in the region, made up principally of organic producers who sell to the retail market, but also those who sell baskets of produce by subscription. In my job, customer relations skills are very important as I reflect the image of Biogaronne. I'm also in charge of entering the delivery notes into the computer system, and the client orders and invoices.

I have become more aware of the world of organic production since I joined Biogaronne.

Outside of work, speed, freedom, excitement and nature are words I connect with, which is why I'm passionate about off-piste ski-ing and motorbikes... »

### **Guillaume** **Tarn et Garonne**

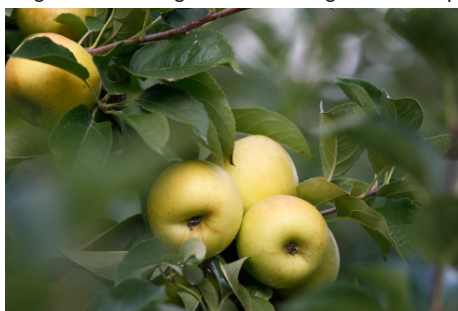
« We have been farmers from father to son for three generations. My father grew cereals and then moved towards fruit trees in the 80's. In total, we have 10 hectares of apple trees, 80 acres of peach trees, 80 acres of cherry trees and 15 hectares of cereals.

I took over the farm a year ago and we are in our third year of converting 3.5 hectares of Goldrush apples. The next crop will therefore be labeled fully organic.

I am also planning to convert peaches, cherries and cereals to organic, but the risk is too great for the rest of the apples, as they are varieties which will not adapt to organic methods because they are too susceptible to scab.



Organic farming is interesting from the point of view of diversification. The technical approach is really different from conventional farming; you are closer to your trees, and get to know what helps improve them.



In conventional apple growing, everything is delivered in crates to the co-operative and the price paid is not motivating.

The advantage of organic farming is that we also have some control over the price our produce is sold at, and with Biogaronne this works well. They put a good price on our second conversion year and I am relying on them again this year.»