



FRANCE EXPORT
CÉRÉALES

DEPUIS
1997

Netherlands Market: an opportunity?




Antoine GRASSER
NatUp

WEBINAR Bunnik - 15 octobre 2020

1

Who is NatUp

Grains:





DIEPPE

AMIENS

LE HAVRE

CHARTRES



2

Who is NatUp

Vegetable:

Une implantation nationale de la filière LÉGUMES



- Lunor
- Pom'Alliance
- Pomuni
- Solpom

NatUp logo

Flax:

Une production européenne du LIN



4 sites d'activités en Normandie et en Pologne

la coopération agricole logo


NatUp logo



3

Pole Grain in NatUp

Colect area:



NatUp logo



4

Pole grain in NatUp

Simarex:



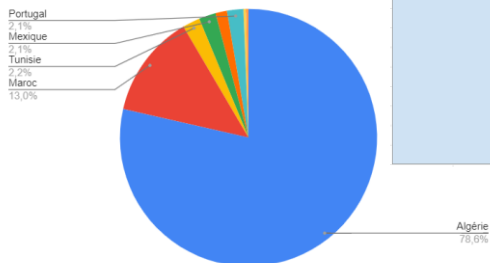
5

Pole Grain in NatUp

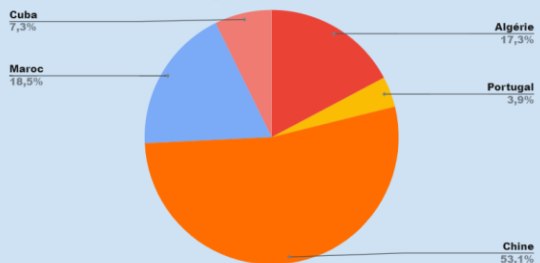
Key Point on Simarex:

We export what the market wants to import from France.

Destinations des chargements R19




Destinations des chargements R20



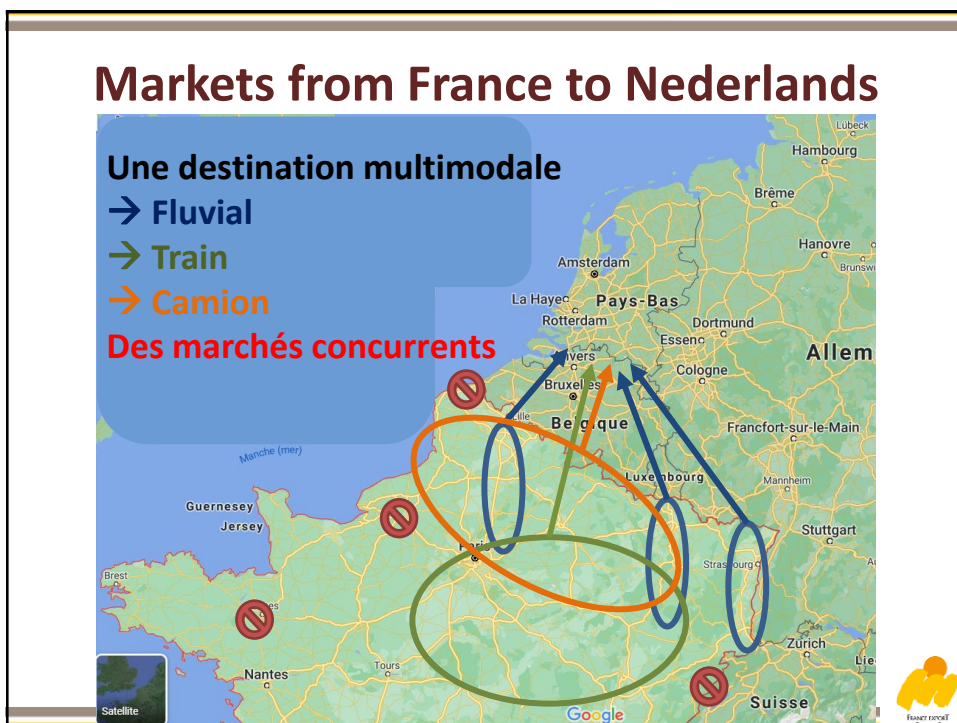
6

Pole Grain in NatUp

Strengths	Weaknesses	Opportunities	Threats
Storage	Big area	5000 Farmer who can grow what the market need	Black Sea with lower cost of production
Reactivity in logistics	Marging in fobing very low in France because of competitiveness made by silos	Developping capacity/competencies in Simarex	Societal pressure
Intern laboratory		Possibility to sell out of the Big exportation	
Contracts with industries		Several cereals products by our farmers	
Sustainability		Adaptability of the production	



7



8

Markets from France to Netherlands

Products trades:

- Milling Wheat
- Feed Wheat
- Malting Barley
- Feed Barley
- Rapeseed
- Peas
- Beans
- Sorgho

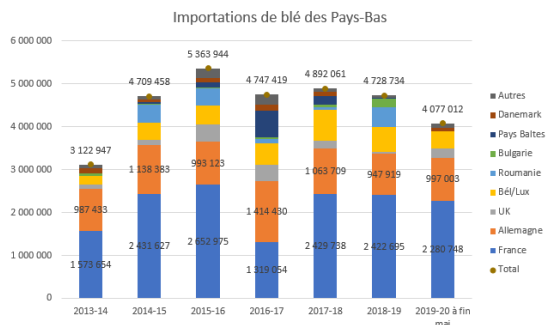
Everything if we have the opportunity/parity to sell



9

Markets from France to Netherlands

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 à fin mai
France	1 573 654	2 431 627	2 652 975	1 319 054	2 429 738	2 422 695	2 280 748
Allemagne	987 433	1 138 383	993 123	1 414 430	1 063 709	947 919	997 003
UK	101 650	125 220	402 239	381 894	179 367	53 303	226 201
Bél/Lux	193 735	395 764	441 483	507 829	715 025	569 458	388 354
Roumanie	5 703	433 992	416 958	96 604	65 621	459 512	2 544
Bulgarie	53 162	8 000	8 476	26 274	65 713	205 160	996
Pays Baltes	1 189	34 522	126 879	626 432	191 022	17 342	2 256
Danemark	114 002	68 130	92 100	134 466	109 902	510	77 459
Autres	92 418	73 821	229 711	240 435	71 943	52 837	101 451
Total	3 122 947	4 709 458	5 363 944	4 747 419	4 892 061	4 728 734	4 077 012



Source SC



10

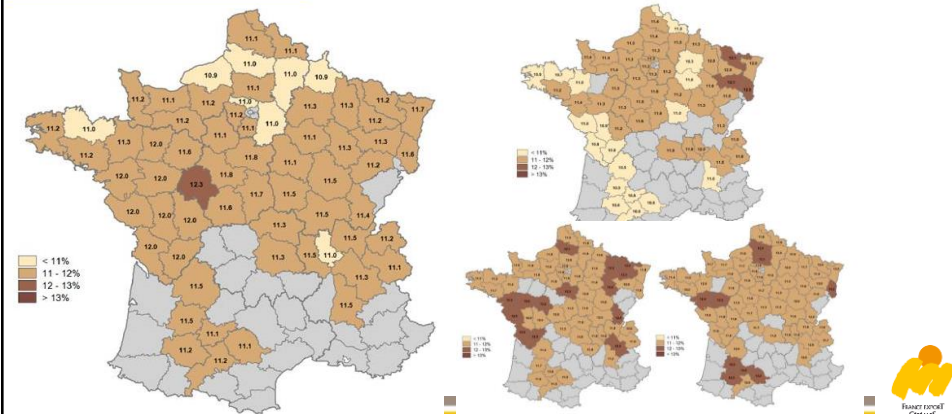
Markets from France to Netherlands

The French product is good for Nederland's market!

- Quality of grains (Weight, Protein, Moisture, ...)

Source SGS

PROTEINS – 2020 vs 2019 vs 2018 vs 2017



11

Markets from France to Netherlands

The French product is good for Nederland's market!

- Quality of the silo (Conservation, ventilation, insect management, foreign material, DON...)
- Competitive price: the best quality!



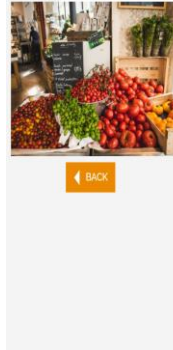
12

Markets from France to Netherlands

The French product is good for Nederland's consumer!

→ Sustainability: French Farmer grow better

- Rotation
- Pesticides
- New products



FOOD SUSTAINABILITY INDEX 2017:
FRANCE CONTINUES TO SET THE PACE



France retains its number one position in the 2017 Food Sustainability Index (FSI), developed by The Economist Intelligence Unit with the Barilla Center for Food & Nutrition. The FSI encompasses 34 countries worldwide. It measures the sustainability of food systems across three pillars: food loss and waste; nutritional challenges; and sustainable agriculture.

France performs most strongly in terms of the component of the index that seeks to capture food loss and waste. In a world where a third of all food produced globally is either lost or discarded, according to estimates from the UN's Food and Agriculture Organization (FAO), France has been in the vanguard of attempts to reduce such losses. In 2013 it launched its [National Plan against Food Waste](#). In 2016 it approved legislation making it compulsory for supermarkets and grocery stores that exceed 400 sq metres to [give or donate food to food banks or charities](#). Restaurants above a certain size are also obliged to recycle left-over food and must [give "doggy bags" to customers if they request them](#)—a radical move in a country where gastronomic traditions are so deeply embedded.

A good example for others



13

Questions



14