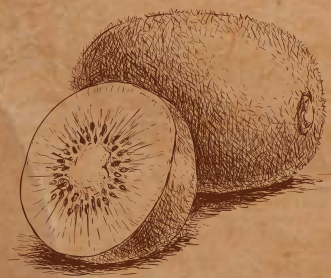




A.A.N.A
AGENCE DE L'ALIMENTATION
NOUVELLE-AQUITAINE



PROMOTING OUR TERROIRS AND SHAPING THE FUTURE OF FOOD IN NOUVELLE-AQUITAINE



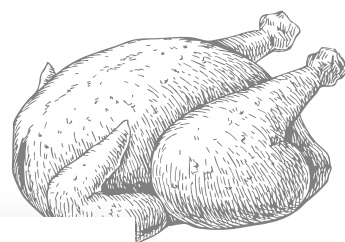
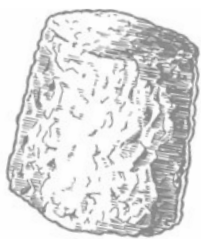


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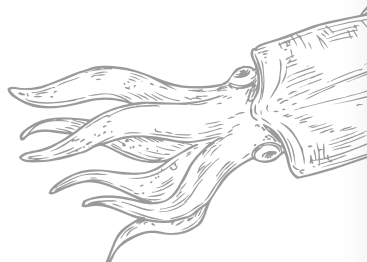
REGIONAL STAKEHOLDERS
IN THEIR ECONOMIC GROWTH

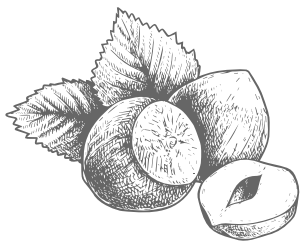
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EDITORIAL

3 questions for Jean-Pierre Raynaud
AANA President

UNITING FOR INNOVATION

CAN YOU DEFINE THE ROLE OF *AGENCE DE L'ALIMENTATION NOUVELLE-AQUITAINE* (AANA: NOUVELLE-AQUITAINE'S FOOD AND BEVERAGE AGENCY) IN THE REGIONAL AGRICULTURAL ECOSYSTEM?

L'Agence de l'Alimentation de Nouvelle-Aquitaine (AANA) occupies a strategic position within France and Europe's largest agricultural and agri-food region by usable area.

We seek to unite, assist, support and promote our region's wide-ranging agricultural industry, whether it's agri-food, wine, or maritime sectors in all their diversity.

This inclusive approach is key. It ensures that every product and professionals have a voice and can benefit from the exceptional platform offered by AANA. The Agency supports them - from start to finish - through quality initiatives, partnerships and collaborations, communication strategies, and representation at trade shows in France, Europe, and global markets.

Such support is vital to promote the excellence of our regional gastronomic heritage while driving the expansion of local businesses.

WHAT ARE THE KEY CHALLENGES FOR YOUR AGENCY?

As a signatory of the Nouvelle-Aquitaine Food Pact, AANA faces the critical challenge of uniting the entire regional ecosystem to collectively ensure all Nouvelle-Aquitaine citizens have access to healthy, sustainable, and locally-sourced food.

In practice, we drive collaborative thinking and projects around food systems, support quality initiatives across sectors, enhance the recognition of our gastronomic flavours, and collectively back regional stakeholders in their economic growth.

"We seek to unite, assist, support and promote"

Another key challenge for the agency is Corporate Social Responsibility (CSR). With our recent AFNOR "Committed to CSR" label - at the confirmed level -, we are committed to environmental, societal, and performance goals aligned with the ambitions set by Nouvelle-Aquitaine's NÉO TERRA roadmap.

HOW ARE YOU SHAPING THE FUTURE OF FOOD?

Our agency is structured to lead the way, on a constant quest for **unity that promotes innovation, while continuously maintaining high quality standards which are strong identity markers in our region.**

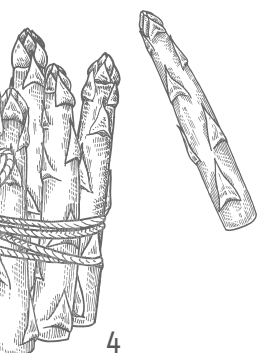
As we critically reflect on the future of food, AANA strives to unite industries, companies, university departments and institutions.

Our experts collaborate - daily - with regional players to anticipate the impacts of climate change and adapt to evolving consumer habits.

"Because, together, we nourish a sustainable future."



Jean-Pierre Raynaud,
AANA President, Vice-President
of the Nouvelle-Aquitaine council,
in charge of Agriculture



Our identity

AANA FIGURES AND KEYWORDS

#GOVERNANCE

Created in 2017 from a merger between AaPra (*ex-Aquitaine*), IRQUA (*ex-Poitou-Charentes*) and CREPAL (*ex-Limousin*), the Nouvelle-Aquitaine Food and beverage Agency (AANA) is a non-profit organisation established under France's law of 1st July, 1901, with a collegial and representative structure:

GENERAL ASSEMBLY

165 MEMBERS
DIVIDED INTO 8 COLLEGES

BOARD OF DIRECTORS

46 POSITIONS

TEAM

19 EMPLOYEES
ACROSS 5 DEPARTMENTS

[administrative & finance, expertise, France & export companies, communications, digital technologies] led by executive management.

#3VALUES

AT THE CENTRE OF ITS ACTIONS:
COLLECTIVE - TASTE - INNOVATION

OUR PURPOSE: The Nouvelle-Aquitaine Food Agency aspires to unite the region's food players in an effort to preserve its terroir, safeguard the richness of its gastronomic heritage, and shape the future of food.

It shines a light on industries, producers and companies involved in agriculture, agri-food and viticulture, supporting them through daily actions, from local initiatives to international outreach.

#RESPONSIBILITY

CERTIFICATION: "Corporate Social Responsibility Commitment Label" - confirmed level, awarded by AFNOR in 2024.



LONG-TERM COMMITMENT: Defined by a strong CSR strategy **"TOGETHER, WE NOURISH A SUSTAINABLE FUTURE"** built on three key pillars:

Relying on a team committed to social responsibility, protecting our regional roots and developing responsible communications to support Nouvelle-Aquitaine's food industry players.



#AGRICULTURE #AGRI-FOODS #VITICULTURE

NOUVELLE-AQUITAINE:

LEADING
AGRICULTURAL REGION
IN FRANCE AND EUROPE
IN TOTAL CULTIVATED AREA

LEADING REGION IN FRANCE
FOR PRODUCTS WITH OFFICIAL
QUALITY LABELS

AGRICULTURE:

LEADING ECONOMY
IN NOUVELLE-AQUITAINE

180,000 JOBS,
€11 BILLION IN SALES*



#CHALLENGES

QUALITY: flavourful products rooted in the expertise of our region, born of our local gastronomic heritage.

IMAGE / RECOGNITION: food that respects people and the environment, supporting a circular economy that creates jobs and ensures fair earnings.

ECONOMIC DEVELOPMENT:
in local and international markets.

*2020 key figures, Nouvelle-Aquitaine region



DRIVE COLLABORATIVE THINKING AND PROJECTS FOR TODAY'S AND TOMORROW'S FOOD

AANA unites players in an innovative and dynamic ecosystem, to address contemporary food challenges. Depending on the project, the Agency entrusts qualified partners (universities, clusters, non-profits) and leverages suitable European funding programs (Erasmus+, Enjoy, Interreg ad many more)

AANA also organises the *Rencontres de l'Alimentation Nouvelle-Aquitaine*, a forum for collective and forward thinking discussions surrounding food.

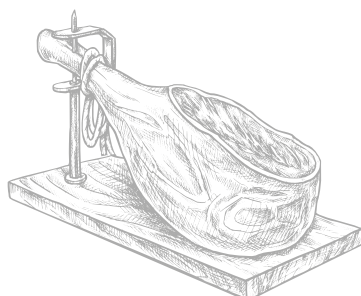
Developing international cooperation projects

Facilitating the exchange of best practices, encouraging youth education on sustainable food principles, promoting regional sectors beyond our borders, and establishing Europe-scale clusters - these are just a few of the innovative collective projects emerging with AANA's support.

Thanks to its network of partners and in-depth expertise in European programs and funding, AANA has successfully guided Nouvelle-Aquitaine's chestnut sector through an Erasmus+ program, alongside organizations such as FRCAP (Regional Goat Federation), EPLEFPA Blanquefort (France's largest agricultural high school), AREA (the Regional Non-profit for Food Industries), and Jonzac High School, among others, helping them access European funds.

In just 7 years, AANA supported

9 collective European projects



BRINGING A NON-PROFIT TO LIFE, DEDICATED TO EUROPEAN EXCELLENCE

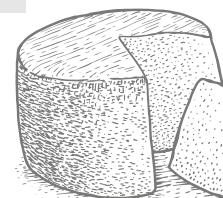
From 2024 to 2026, the European campaign EuroFoodArt aims to promote quality labels PDO & PGI* through emblematic products from two European regions: Wallonia and Nouvelle-Aquitaine.

This association – almost like a pairing – allowed us to work hand in hand with AANA over three years in service of European excellence. Together, under the European banner, we participate in major professional trade fairs, enhancing our promotional reach.

In the long term and beyond borders, this collaboration opens up new opportunities and markets for our producers.

Grégory Salemi, Promotion Officer for Apaq-W, the Wallonne Agency for the Promotion of Quality Agriculture – Namur, Belgium

*Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI)



DRIVE

At the heart of Nouvelle-Aquitaine's food and wine community with the *Lab Alimentation Nouvelle-Aquitaine*

A collaborative platform driven and hosted by AANA, www.lab-alimentation-nouvelle-aquitaine.fr gathers a wide range of operational tools in a single space. It serves to support the development and growth of your business, keeps you informed and enables you to share updates. Features include regional events, trade fair registration, business rooms, webinars and a directory of regional businesses.

Shaping the future with *Rencontres de l'Alimentation Nouvelle-Aquitaine*

Since 2021, the *Rencontres de l'Alimentation*, organized by AANA, have aimed to foster discussions, exchange perspectives, and address the food challenges of tomorrow.

These debate-conferences bring together experts, producers, professional organizations, and institutional stakeholders to tackle current and impactful topics for the future: food sovereignty, the impact of digital technology on our diets, the role of taste, perspectives on aquaculture, nutrition's role in aging, innovations in agriculture and food processing, food tourism, the history of food, and educating future consumers.

In just 4 years, the *Rencontres de l'Alimentation* have mobilised

60+ EXPERTS



SUPPORT THAT HELPED US MAINTAIN FOCUS OVER THE LONG HAUL AND STAY THE COURSE



In 2009, the industry sought to establish a quality label for *Fleur de Sel* and Salt from Île de Ré.

Through discussions with our correspondants at AANA, we decided to pursue a PGI (IGP) certification and initiated the process with INAO. The journey took several years, culminating in the PGI (IGP) certification in late 2023. AANA's support enabled us to sustain our efforts and stay the course.

Refining the approach, co-developing the specifications, keeping us grounded when necessary, and standing by our side through a lengthy administrative process—these are just some of the invaluable resources provided by AANA's experts, who are true facilitators.

Our partnership doesn't end with achieving PGI (IGP) certification. This label serves as a springboard for recognition. This collaboration paves the way for exciting new opportunities!

Louis Merlin, President, of the Île de Ré Salt Producers Association (APSIR)

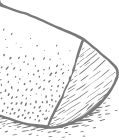


SUPPORT QUALITY INITIATIVES FOR REGIONAL SECTORS

AANA stands alongside the agricultural, agri-food, wine, and maritime sectors at every stage of their quality initiatives.

These efforts reflect the excellence of Nouvelle-Aquitaine's expertise, they act as powerful drivers of recognition, and meet the expectations of consumers, today.

Supporting sectors in achieving recognition through Quality and Origin Identification Labels (SIQO) or in structuring their brands



As a source of value and a driver of competitiveness, official quality labels ensure high quality products rooted in their territory. Labels such as *Label Rouge*, AOC, PDO, PGI, TSG* and Organic Agriculture have different objectives, specifications, and impacts, with, often, complex procedures for the sectors involved.

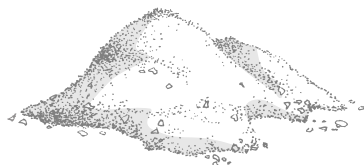
With its expertise, AANA guides sectors in selecting the most suitable SIQO: building their application dossier, updating existing specifications, overseeing each step of the process, and facilitating relations with the INAO (National Institute of Origin and Quality).

AANA also develops specifications for collective brands or enhances existing criterias, aligning them with development strategies to revitalize their market positioning.

* Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), Traditional Speciality Guaranteed (TSG)

311

products with the SIQO (Quality and Origin)
certification in Nouvelle-Aquitaine (as of 2024)



SUPPORT

Building connections around quality

Launched in 2021 by AANA, the *Rendez-vous de la Qualité* provides a platform for professionals in the industry to exchange ideas and address key topics such as quality, innovation, sustainability, and ever-evolving regulations. Through workshops, conferences, and testimonials, industry professionals come together to share best practices and adapt to new requirements affecting their sectors.

IN JUST 3 YEARS,

12

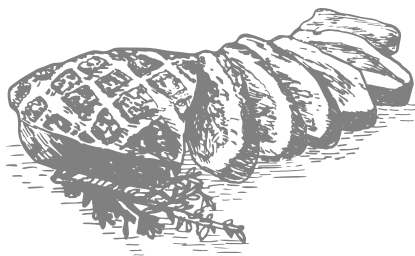
speakers

150

participants

Supporting Sectors in Cross-Disciplinary Projects

AANA brings together regional food stakeholders to lead cross-sectoral, multi-SIQO initiatives that address societal expectations, promote sustainability, and reduce environmental impacts. For instance, AANA led the ECOQUALINA project, leveraging the expertise of eight technical partners (CRIT Agroalimentaire La Rochelle, ITERG, ACTIA network...). Through this initiative, 10 Defense and Management Organizations (ODGs), representing 15 SIQO-certified products, committed to eco-design practices by integrating new criterias to enhance environmental performance across their entire value chain.



PROMOTE THE IMAGE AND VISIBILITY OF NOUVELLE-AQUITAINE'S AGRICULTURAL PRODUCTS

AANA contributes to the promotion and celebration of Nouvelle-Aquitaine's rich and diverse flavours.

The Agency knows how to highlight the excellence of its sectors, the quality of its gastronomic products, and its expertise, promoting them across the region and throughout France with clear strategies and effective communication tools.

Implementing impactful collective advertising campaigns

To whet consumers' appetite and distinguish Nouvelle Aquitaine's gastronomic products, AANA organises a **seasonal advertising campaign that is both dynamic and modern**, promoted via multiple media (posters, printed press, digital, etc.). Because taste and the act of buying also involve sight, it stimulates the senses of consumers, with visuals of food and simple, direct messaging in order to showcase each products and product category.

Each year, these campaigns average a total of

80+ MILLION VIEWS



Expanding the digital reach of Nouvelle-Aquitaine products

Thanks to an **aggressive digital strategy and the creation of regular content**, AANA increases the presence of its sectors, promoting the products and know-how of men and women committed to quality food. An annual campaign and the **daily management of social networks with varied and regular content** on www.produits-de-nouvelle-aquitaine.fr featuring videos and contests promote "healthy eating" as well as driving recognition of Nouvelle-Aquitaine's products particularly among the general public.

34,000+
social media followers

PLAY COLLECTIVELY TO INCREASE VISIBILITY AND AWARENESS

For over 20 years, Qualité Landes has unified seven Landes department production industries with official quality labels*. We have shared interests with AANA, including high standards and the search for excellence.

The Agency teams provide invaluable support, thanks to their network, active communication and promotional tools, as well as their professionalism and dynamic approach. We regularly participate in advertising campaigns on TV, for instance, and we take advantage of the spaces made available by AANA at public and professional trade fairs, in order to have our products sampled and tasted. In a highly competitive market, we are that much stronger by making progress, together!

*Asparagus: «Label Rouge» sables des Landes PGI; Beef: «Label Rouge» Chalosse PGI; free-range duck: «Label Rouge» Landes; Floe de Gascogne: PDO AOC; Armagnac: AOC; Kiwi de l'Adour: «Label Rouge» PGI; Tursan: PDO; free-range poultry: «Label Rouge» Landes.

Corinne Lacoste,
President, Qualité Landes



PROMOTE

Helping the public gain a better understanding at trade fairs and events

AANA develops a **dynamic events strategy**. What better way for industries to **meet consumers face-to-face** and sample their products, encouraging discussion and making them aware of local, seasonal options?

The Agency is present at must-attend tradeshow and events on nutrition and gastronomy including the *Salon International de l'Agriculture* (Paris) and *Salon de l'Agriculture Nouvelle-Aquitaine* (Bordeaux). AANA provides spaces for industries and numerous opportunities for them to present their business at busy and unprecedented events. Tasting sessions and informative presentations are run by local chefs, enabling attendees to discover the rich flavors and diversity of the highlighted products.

Each year, AANA averages:

5To10
PUBLIC
EVENTS

100+
LIVE
DEMONSTRATIONS

PROMOTING THE IMAGE AND RECOGNITION OF NOUVELLE-AQUITAINE'S AGRICULTURAL PRODUCTS ALSO MEANS:

press relations and media partnerships, target-specific websites, podcasts, newsletters, influencer campaigns.



EMPOWER REGIONAL STAKEHOLDERS IN THEIR ECONOMIC GROWTH

AANA shares its experts, resources and network, enabling players in the agriculture, agri-food, maritime and wine sectors to strengthen their position and capture new markets at the local, national and global levels.

The Agency adds value by accelerating trade and creating business opportunities for companies based in Nouvelle-Aquitaine.

Promoting local know-how at the Nouvelle-Aquitaine "Concours Saveurs"

Each year, through the Nouvelle-Aquitaine "Concours Saveurs" (tasting competition), **AANA rewards** (via panels of demanding professionals and consumers) a selection of local products, which **bear witness** to the excellence of Nouvelle-Aquitaine's know-how and are handpicked for their tasting qualities. These include cold cuts, oysters, dairy products, *piment d'Espelette* (Espelette chili pepper), honeys and wines. Several blind tasting sessions are held every year. On average, **sales for award-winning products increase by 10-25%** thanks to the medals earned.

Every year, the Nouvelle-Aquitaine "Concours Saveurs" averages:

250+
PARTICIPATING
COMPANIES

350+
MEDALS
WON



A SHOWCASE FOR THE BORDEAUX WINE INDUSTRY, AND A SOURCE OF OPPORTUNITIES FOR GROWTH

The Bordeaux Wine Trade Council (*Conseil interprofessionnel du vin de Bordeaux - CIVB*) is not designed to present its services at trade fairs. As a privileged partner, AANA generally shares almost half of its space with our winegrowers.

Whether in France or internationally, these collective stands act as a showcase for the Bordeaux wine industry, and a source of opportunities for growth.

With effective signage tools we are able to highlight local production where all players can leave their own mark.

This well-crafted collective strategy addresses the sector's challenges and is used at many trade fairs including Wine Paris.

Fabien Bova, Managing Director,
Bordeaux Wine Trade Council (CIVB)



EMPOWER

Expanding market opportunities for businesses

AANA organises the **collective presence of companies under the Nouvelle-Aquitaine label pavilion at professional tradeshow**s (SIAL, SIRHA, Wine Paris, Prowein, Prowine) as well as **supporting them in their target markets based on their commercial strategies**.

These levers generate new business opportunities and help to accelerate their sales.

The Agency attends a large number of professional trade fairs in France and abroad, assisting companies based on their needs, including through BtoB and BtoC meetings, logistics support, communication and promotion campaigns.

Creating business networking opportunities

Supported by a qualified network with a diverse background, **AANA acts as a facilitator for business meetings**. The Agency serves to connect buyers and regional companies, notably enabling the latter to **penetrate national and global markets** that are often difficult to enter while also expanding their business. These targeted "charm offensive" style campaigns may also apply to specific sectors such as out-of-home and mass catering, and are organised/scheduled/structured on an inter-regional scale.

Each year, AANA averages:

500
SUPPORTED
COMPANIES

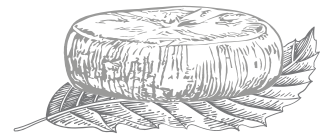
25 to 30
BTOB ACTIVITIES
HELD



12

BENEFITS FOR OUR members

Joining AANA means joining a network that unites key players in food industry throughout Nouvelle-Aquitaine, sharing the same DNA, with strong values and a collective ambition: unifying, preserving the terroirs and protecting the richness of the region's gastronomic heritage, while anticipating the food challenges of tomorrow.



1 ENGAGE
IN CHARITABLE, NON-PROFIT
ENDEAVOURS.

2 PLAY
AN ACTIVE ROLE
IN OUR DECISION-MAKING BODIES

3 BENEFIT FROM
AN ECOSYSTEM OF REGIONAL, NATIONAL
AND GLOBAL PARTNERS.

4 SURROUND
YOURSELF WITH EXPERTS TO STRUCTURE
YOUR DEVELOPMENT, YOUR STRATEGY
AND YOUR COMMUNICATIONS.

5 IMPLEMENT
INITIATIVES TO RECOGNISE
OFFICIAL QUALITY LABELS.

6 BOOST
YOUR BUSINESS GROWTH,
GOING FROM A LOCAL TO INTERNATIONAL.

7 TAKE ADVANTAGE
OF TOPIC-DRIVEN WORKING GROUPS
TO STRUCTURE YOUR PROJECT
AND SHARE YOUR EXPERIENCE.

8 GET INVOLVED
IN INNOVATIVE PROJECTS,
DRIVEN BY THE AGENCY.

9 BENEFIT
FROM EUROPEAN FUNDING.

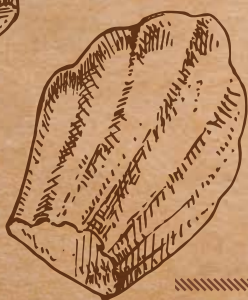
10 LEVERAGE
THE AGENCY'S DIGITAL INTELLIGENCE
AND ACCESS THE LATEST NUTRITION UPDATES.

11 ELEVATE
YOUR VISIBILITY AND IMAGE
BY PARTICIPATING IN PUBLIC EVENTS
AND ADVERTISING CAMPAIGNS.

12 REACH
A NETWORK OF THOUGHT OPINION LEADERS
(JOURNALISTS, INFLUENCERS AND OUR COMMUNITY).



Unbleached kraft paper cover sourced from sustainably managed forests, contains recycled paper inside.



DISCOVER OUR RICH GASTRONOMIC HERITAGE

www.produits-de-nouvelle-aquitaine.fr

GET ALL THE LATEST ON THE SECTOR, TRADE FAIRS AND WHAT'S ON FOR AANA!

www.lab-alimentation-nouvelle-aquitaine.fr

A
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ABOUT YOU



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