



med
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PRESS RELEASE

**FOOD SOVEREIGNTY: A CENTRAL
ISSUE AT MEDFEL 2023**

FEBRUARY 2023

Food sovereignty : a central issue at medfel 2023

Consumers are expressing ever clear expectations for food that is healthy for them and virtuous for the environment. In view of the geopolitical context and increasingly pressing climate issues, the players in the sector can no longer ignore economic and ecological problems.

**On 26 and 27 April 2023, medFEL will be the opportunity to open the debate!
Food sovereignty will be the main topic.**

The challenge of food sovereignty

On 1st January 2023, the new Common Agricultural Policy 2023-2027 came into force. This policy raises the stakes for the development of a more resilient agricultural sector, in line with climate objectives, and viable in terms of the economic dynamism of regions. 45 billion euros will be paid to France over this period.

"Agriculture is more than just a part of our identity and our history, it is also a part of our future, because it is a decisive part of our sovereignty,"

said Marc Fresneau, Minister of Agriculture and Food, in his **greetings** to the agricultural world on 16 January.

While the health crisis has put agriculture back on the strategic agenda, the war in Ukraine has put the spotlight on the issue of food sovereignty. States and governments must put this issue, particularly given that the consequences of climate variations on agriculture are increasing the uncertainty.

And in France, where do we stand? Are we equipped to deal with this situation and meet consumer demands? How can we guarantee our self-dependence, when half of all farmers are set to retire by 2030?

Occitania is working on the transformation of its economic development model, which involves in-depth work in favour of food sovereignty. While giving a concrete meaning to the words "short circuits", "sustainable agriculture", "responsible consumption"; the Region is committed behind the Sud de France brand and encourages local consumption.



A must-see debate

To decipher these issues, medFEL 2023 welcomes Jean-Marie Séronie, one of the two guest speakers of this edition. A member of the French Academy of Agriculture and an agricultural engineer, he has been helping farmers with their development for over 40 years. He is also a director of the SAF Agridées and of the Société Française d'Économie Rurale.

Jean-Marie Séronie will chair a new debate on Thursday 27 April at 2.30 pm on the following topic.

"Food sovereignty: how to better feed the world tomorrow".

What are the long-term solutions to this complex issue? Jean-Marie Séronie will focus on deciphering the agricultural issues of tomorrow.



Information, debate: discover the full programme of medFEL 2023

Wednesday 26 April

- 10.30am** - European apricot crop forecast
- 2pm** - Anticipation of melon plantations
- 3.30pm** - "The climate challenge: agri-food sectors u-in the era of agro-ecological transition", by Jean Viard
- 5.00pm** - Rethinking water management in a world in transition

Thursday 27 April

- 10am** - What prospects for the organic fruit and vegetable market?
- 11am** - Putting value back into food: how can it be achieved?
- 2.30pm** - "Food sovereignty: how to better feed the world tomorrow" with Jean-Marie Séronie
- 4.00pm** - Agrivoltaics, a solution for fruit and vegetable production

Food sovereignty and agro-ecological transition

The adaptation of French agriculture to climatic and diplomatic upheavals is intimately linked to the agro-ecological transition.

To go further, medFEL 2023 welcomes Jean Viard, another guest speaker at this edition. Director of research at CEVIPOF-CNRS, he has fought to advance the debate on social time, land use planning and agriculture.

Jean Viard will give an exclusive lecture on Wednesday 26 April at 3.30 pm on the following theme

"Climate challenge: agri-food sectors in an era of agro-ecological transition"

A connoisseur of French society, particularly rural areas and agricultural policies, Jean Viard will share his views on how French agriculture will contribute to the agro-ecological transition.



medFEL 2023: the meeting point of an entire sector

For more than 10 years, medFEL has been a major event in Occitania, the second largest producer of fruit and vegetables in France and the leading region in terms of organic production and the number of labelled products. The event aims to bring together operators from the regions of France in one place for two days, and to encourage debate on trends and news in the sector.

Above all, medFEL is the only meeting place for fruit and vegetable operators who are 100% committed to a sustainability approach, in line with consumer expectations.

This year, the show is opening up to the eco-responsible and labelled cut flower sector.

In addition to this sector, visitors will be able to discover the Organic Road by medFEL, a visitor trail to identify organic ranges more quickly, as well as the Organic Market by medFEL bringing together the organic fruit and vegetable offering of exhibitors at the show entrance.

And for professionals looking for innovative solutions in the field of sustainable development, zero waste and the circular economy, medFEL is putting on the Lab'Innov for the second consecutive year, a concentration of initiatives that create added value!

**See you on 26 and 27 April 2023 at Exhibition Centre in Perpignan,
for a more responsible edition than ever.**

CONTACT US

Visitor badge and exhibitor registration on www.medfel.com
Stay up-to-date on the latest from medFEL on social : #medfel2023 :



ABOUT AD'OCC

The regional economic development agency supports companies in the Occitanie / Pyrenees-Mediterranean region at each stage of their development: creation, set up, innovation, growth , funding, export, transfer of ownership, while strengthening the appeal of the region and acting as a beacon for talent.

[Download the Ad'Occ press kit here](#)

ABOUT SPAS ORGANISATION

SPAS Organisation is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness and art de vivre. SPAS Organisation organises 25 events: organic product trade shows and consumer exhibitions in Paris and around France, trend forums and a digital marketplace.

[More information about SPAS and events calendar](#)

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