



**Fruits & vegetables producers and processors
committed with**

responsible **agriculture**



demainlaterre.org



Tomorrow the Earth project

- Creation of the Organization in november 2004
 - Creation of the 'Tomorrow the Earth' standard in 2009/2010
- ⇒ *A third way, the one of responsible agriculture*



Tomorrow the Earth project

Tomorrow the Earth, for fruits and vegetables *healthier, safer, for all*

- Fruits and vegetables from a *responsible farming* approach
- Fruits and vegetables production Charter, with 3 priorities: *health, quality*, respect for *Men* and *the environment*
- *Tomorrow the Earth*, it is :
 - A group of committed and responsible producers
 - A voluntary and controlled approach
 - The guarantee of healthier and safer productions
 - The strength of a group
 - A network of partners

Tomorrow the Earth members



● Membres en cours de certification



Tomorrow the Earth in some figures

- 24 members companies, more than **450 committed growers**
- Around **200 000 tons of fruits & vegetables** « Tomorrow the Earth », more than 1,6% of the F&V French production
- Cumulative turnover around **670 M€**
- More than **7300 ha** production concerned
- Over **4200 employees involved** (permanent and seasonal)

The *Tomorrow the Earth* certification

- 3 standards:
 - Production France
 - Production out of France
 - Processing
- Obligation of means AND results
- Control process defining the operating rules of the certification
- External controls:
 - Single producer company
 - Multiproducer protocol

=> Continuous improvement measured each year

The *Tomorrow the Earth* Charter

8 items of sustainability:



Ensuring healthier and more secure fruits and vegetables (inputs)



Protecting water resources



Preserving the quality of our soil



Save biodiversity and natural ecosystems



Reducing energetic consumption



Limit plastic consumption and recycle waste

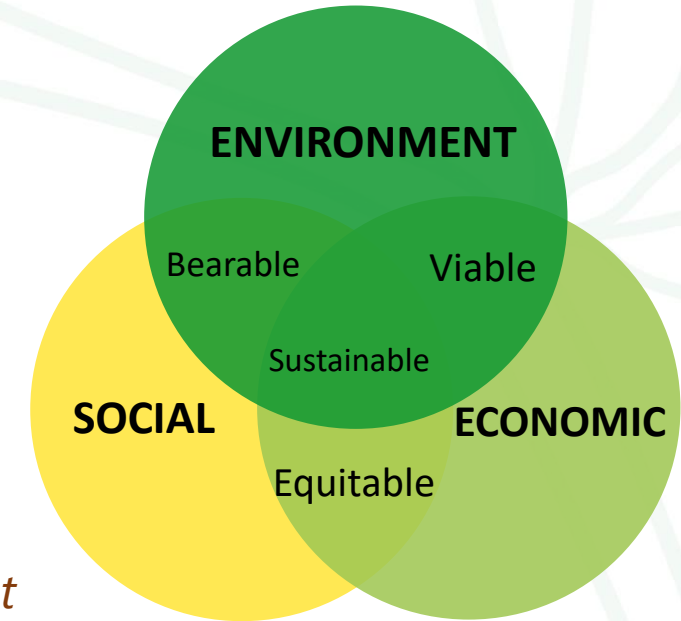


Sustainable economic relationship with stakeholders



Developing more caring companies and society

Processing: raw materials sourcing, ingredients, possible additives, processes, responsible management



ENVIRONMENT – 1/3 of criteria

ECONOMIC – 1/3 of criteria

SOCIAL – 1/3 of criteria

New criterias *Tomorrow the Earth*

- To go further, creation of two new criterias **OPTIONALS** and **ADDITIONALS**
- Criterias strictly controlled by Tomorrow the Earth certification



- Each company must publish analysis/production protocol to be in compliance with those criterias
- Specific communication on Tomorrow the Earth website & directly on pack

Main goals of *Tomorrow the Earth*

NATURALITY OF PRODUCTS AND POSITIVE IMPACTS ON HEALTH

- Erase crop protection product *residue* in fruits and vegetables, by reducing the use of pesticides
- Decrease of the *global environmental footprint* of the products, strong *prevention of pollution* of the environment (water, soil, biodiversity)
- *Biodiversity* and *pollinators* protection
- Corporate *Social* Responsibility
- Drastic *control and traceability* of all production steps

Tomorrow the Earth : some results

- *Flowers for bees*, fundamental for pollination and in balance of the nature: the equivalent of 18 soccer fields sowed every year
- Plant trees to *preserve biodiversity*: the distance Paris - Rouen already planted
- Ongoing search for energy conservation: laying more than a *square kilometer of solar panels*, installation of several cogeneration plants...
- Donations to « food banks » can feed each year more than *2800 families* (over 580 tons in 2020)
- Average return of *60%* of seasonal employees in companies between 2017 and 2018

Valuing 'on pack' Tomorrow the Earth



Charter logo on packs



Demain la Terre

Qu'est-ce que Demain la Terre ?
 Demain la Terre est une association de producteurs de fruits et de légumes, engagés dans une démarche de progrès écologique et responsable. Demain la Terre a élaboré une Charte de qualité, contrôlée par un organisme indépendant. Cette Charte impose des critères d'exigence objectifs, précis et mesurables qui couvrent tout le cycle de vie des fruits et des légumes : OGM, phytosanitaires, eau, terre, déchets, énergie, biodiversité, conditions sociales et responsabilité économique.

Préserver les écosystèmes naturels
 Actions n°21 : L'échelle Nette des Landes est l'une des rares espèces locales subsistant en France. Obtenir ses œufs, élever les poussins, les produire, les vendre, c'est un acte protecteur contre la filière industrielle. Elles seront visibles sur la route Bordeaux / Arcachon.

www.demainlaterre.org

Explanation and example of action label

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Sample of recovery "on pack" about commitments for Sustainable Development (Tomorrow the Earth) and health

Communication about *Tomorrow the Earth*



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[@demainlaterre](https://www.instagram.com/demainlaterre)

Communication about *Tomorrow the Earth*



● Paris International Agriculture Show



Communication about *Tomorrow the Earth*



Collective commercial operations



Tomorrow the Earth, it is also...



French ministry of agriculture's environmental certification equivalence



Recognition with the National Strategy for Biodiversity

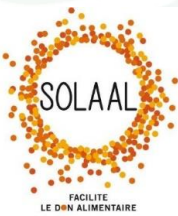


STRATÉGIE NATIONALE POUR LA BIODIVERSITÉ

Partnership



SYNDICAT NATIONAL D'APICULTURE
Partenaire de la Biodiversité



«Ecophyto» network



Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE

Ecodesign / certification for proceed products



A large, stylized graphic on the left side of the slide features a green leaf and a yellow and green ribbon-like shape.

6,34 kg

Of certified *Tomorrow the Earth* fruits
and vegetables sold every second

Contact & *information*

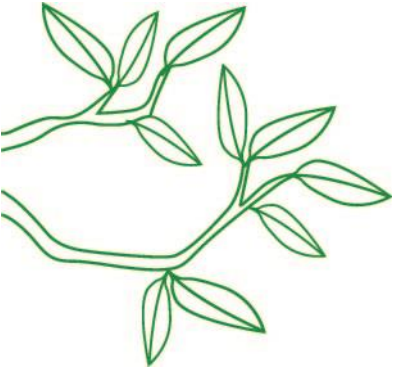
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