



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*

Taste
France™

Grounded in a tradition of excellence,
focused on the future for everyone's good.
Invite France to your table every day!



MINISTÈRE
DE L'AGRICULTURE
ET DE L'ALIMENTATION
*Liberté
Égalité
Fraternité*

Taste France, combining values and vision to promote French food and agriculture worldwide

This institutional brand champions French gastronomy, agri-food, and agriculture on the global stage, guided by its five core values: excellence, responsibility, enjoyment, authenticity, and innovation. Led by the Ministry of Agriculture and Food, Taste France is rolled out by Business France for B2B audiences and Sopexa for B2C, encompassing the entire agricultural and food sectors. Its mission? To unite and amplify these sectors with a unified voice, creating a powerful international impact.

PARTNERS OF TASTE FRANCE

TASTE FRANCE’S TWELVE SECTORS

Wines & Spirits

Dairy Products

Meat

Beer & Cider

Bakery & Pastry

Fruit, Vegetables & Potatoes

Organic Foods

Seafood

Gourmet Cuisine

Non-Alcoholic Beverages

Frozen Products

Allergen-Sensitive Products & Vegan Alternatives

A Strategic Investment for the Future

The 2025 budget for the French Ministry of Agriculture, Food Sovereignty and Forestry reflected a historic increase of €1 billion (17%) compared to 2023, reaching €7.6 billion in commitments¹. This substantial boost underscored France's dedication to agricultural excellence and ecological transition. Notably, **€1.3 billion were specifically allocated for ecological transition and climate change adaptation**. A budget that outlined four main priorities: supporting farmers' income and agricultural transition, ensuring food safety and quality, preparing for the future through research and innovation, and integrating agricultural sectors into ecological planning.

In line with these priorities, the France 2030 plan has allocated €2.3 billion to agricultural and food transitions, aiming to accelerate the deployment of

innovative solutions for a sustainable, structured, and competitive food system². This investment supports the government's vision of agricultural progress, focused on living systems and knowledge.

With an additional €9.4 billion in European funding, mostly for the National Strategic Plan, **the total resources allocated to agriculture, agri-food, and forestry development was to exceed €25 billion**³. Key goals include increasing organic farming to 18% of utilized agricultural area and doubling the area for plant protein cultivation by 2030⁴. This significant investment demonstrates France's commitment to maintaining its position as a global leader in sustainable and innovative agriculture while addressing pressing environmental challenges.



Creating the building blocks for quality cuisine for all

"The secret of good cooking is, first of all, good products" insisted renowned French chef Paul Bocuse. And that's just what Taste France sets out to facilitate. Our country is in the process of a sustainable food system revolution. Policies and regulations including the ANAI Initiative and the AGECL law ensure that healthy, safe, and sustainable foods are available for all.

Innovation and the agro-ecological transition are of national importance. As Guillaume Gomez, ambassador for gastronomy has stated: "Tomorrow's gastronomy will be above all social, societal, and environmental... Fortunately, tomorrow's gastronomy has already started today." France is implementing a comprehensive strategy to address current challenges and prepare for the future of agriculture. **The future will be met with research-based**

solutions in areas such as water resource management, climate change adaptation, and reduction of chemical inputs. By fostering education and training in the agricultural sector and supporting the development of new plant varieties that are more resilient to climate change, France aims to increase its fruit and vegetable sovereignty while tackling the challenges of the future.





As Europe's #1 producer
of agricultural foods and
leading global exporter of
agri-food products, France
is uniquely positioned to
shape the future of food⁵





Our diverse agricultural
landscape boasts
world-renowned exports
from wines to over 1,200
cheese varieties



Founded in 2020,
Taste France is on a
mission **to bring**
French excellence to
tables worldwide,
bolstered by four
main priorities:

- . Supporting farmers' income and agricultural transition
- . Ensuring food safety and quality
- . Preparing for the future through research, innovation and youth training research
- . Integrating agricultural sectors into ecological planning farming

Quality is our tradition



Rooted in heritage, driven by our demanding nature—we bring the artistry and passion of French tradition to the world

Inspired by our unique savoir-faire, we honor the craft of connection, while evolving “à la française”: always striving for better, always embracing what sets us apart



Innovation is our future

We're pioneering the future of food—benefiting both people and the planet

. €1.3 billion has been allocated specifically for ecological transition and climate change adaptation⁶

. Our strength lies in our ability to blend tradition with cutting-edge technology, creating about 3,000 new products every year⁷



Embracing France 2030, we're investing in sustainable agriculture

€2,3 billion focuses specifically on agricultural innovation for tomorrow's challenges⁸

France 2030 provides support for the country's numerous solutions to cultivate a more resilient, competitive food future



€19 billion organic market⁹ showcases our commitment to health and environment, alongside plans to increase organic farming to 18% of utilized agricultural area by 2030¹⁰ and to double the area for plant protein cultivation by 2030



Over 17,300 companies drive France's diverse market—with the agri-food sector employing more than 450,000 people and generating €211 billion in sales¹¹

France is home
to approximately
**215 startups in AgriTech
and FoodTech¹²**
—making it an EU
leader in fundraising for
these sectors



**From farm to fork,
France agri-food
production ensures
traceability and safety
at every step**



Through its policies and initiatives, France is **leading the way to prioritize decarbonization, fair pay for agricultural producers**, sustainable and healthy food promotion, and enhanced food quality and safety—all while advancing efforts to reduce plastic use and improve animal welfare

More than 4,500 agents from public departments inspect not only farms, abattoirs and the agri-food businesses but also supermarkets, restaurants and artisans¹³



**Evidenced by
certifications and
labels such as AOP*
and Label Rouge, we
make sure to maintain
rigorous quality
standards accessible
to all**

*(Appellation d'Origine Protégée)



In France, exceptional food goes far beyond nourishment. It's culture, conversation, and connection. It's a way of life, dedicated to creating valuable moments to be shared whether at fine dining restaurants, around-the-corner bistro or family tables —with Michelin and Gault & Millau being global symbols of the enjoyment of French cuisine and a versatility that can be translated to everyday meals



**Food is a passion
to be spread and
experienced
every day**



**Taste is in our DNA,
that's why France trains chefs from
all over the world, inspiring kitchens
everywhere**



Whether it's fine wine, just butter on a warm baguette, or mustard in a family recipe, French products highlight any dish—on any budget

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² ["France 2030 : 242 nouveaux lauréats pour investir dans une alimentation saine, durable et traçable"](#)
³ ["Summary of CAP Strategic Plans for 2023-2027: joint effort and collective ambition", EU Monitor](#)
⁴ ["France: CAP Strategic Plan 2023-27", Farm Europe](#)
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⁷ ["About French Products", Taste France](#)
⁸ ["The agricultural and agri-food sector", Business France](#)
¹⁰ ["France – National Pathway Toward Sustainable Food Systems", UN Food Systems](#)
¹¹ ["France: Food Processing Ingredients", USDA](#)
¹² [France 2030 Report](#)
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**Taste France: Rediscover food,
make French flavors yours to make
every meal a better meal!**