



*International Meeting on Quality Control
of Fruit and Vegetables*

Fresh fruit and vegetables in online trade - Experiences in France



Malika El Krayass – Bonn, March 2023



Online trade consumers

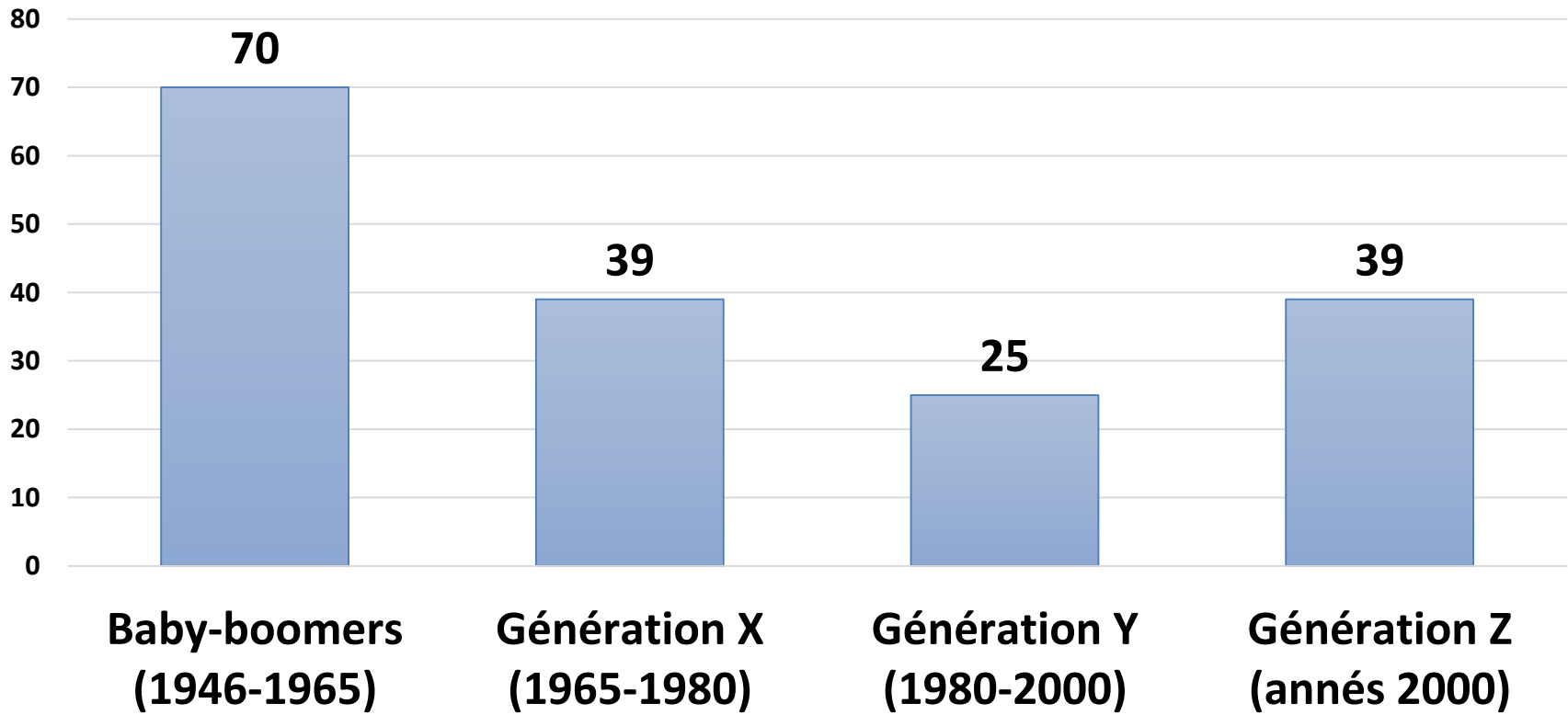
*Understand who are the online
consumers*

Consumers profiles

- In 2019, online consumers were mostly families with one or more kids and young adults.
- In 2021, 60 % of French internet users have purchased food online.
- Pandemic and lockdowns changed consumers profiles who buy food online.
- 27% of online customers never bought food online before.

Consumers profiles

**Rate of customers - by age - who use ecommerce
for the first time in 2020**



Reasons for using online trade

- Save time.
- Avoid crowded stores.
- In the context of inflation:
 - online shopping allows to better control their budget.
 - it allows to have groceries delivered and therefore save gas
- Looking for local origin, quality products and support farmers



Online trade - existing models

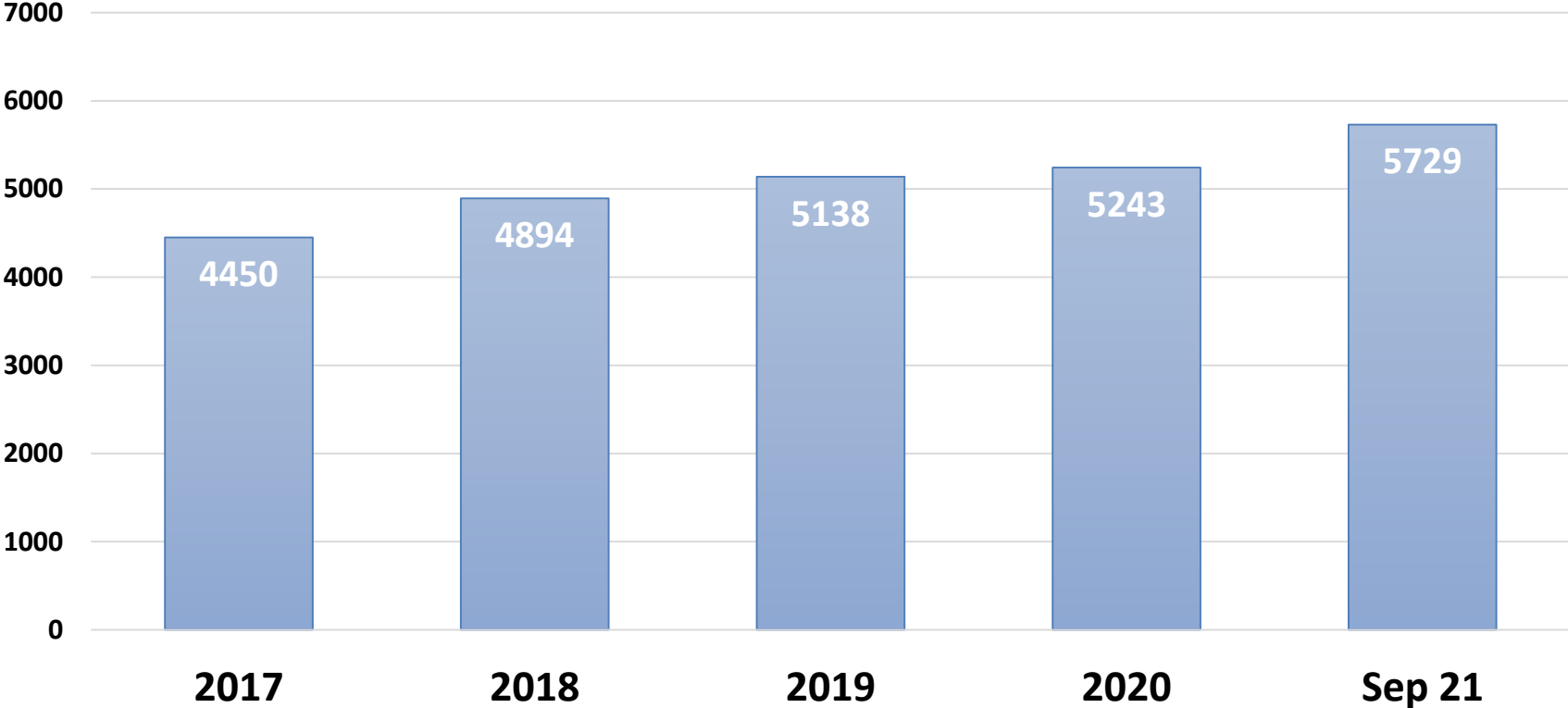
Delivery Model

- Online trade for FFV is characterized by the 2 models.
- Delivery model is one of them.
- 20 % of consumers use delivery when using online stores.
- Those consumers are:
 - single or couple;
 - from big cities (most of them live in Paris);
 - good standard of living.

Click and collect model named « Drive »

- Over the last decades, France has developed a click-and-collect model called “drive”.
- Orders are made online then customers pick them up at a collecting point.
- This ecommerce model is a real success in France.
- First developed and used by supermarkets, many producers and retailers are now using this model.

Amount of drives





French actors of online trade for FFV

*According to Freshfel and
OECD study*

When you look for FFV traders online

- 57% of the French online offer of fresh fruit and vegetables is represented by producers.
- The second biggest group – retailers - describes 27% of the market. Big retail chains like Auchan or Carrefour are among the findings as well.
- Online retailers with a market share of 15% comprise the last significant group.
- BtoB or HORECA do not play a significant role in the overall online supply of fresh fruit and vegetables.



Online trade inspections

Inspection services in charge of marketing standards in France

- In France, the “DGCCRF” is in charge of the marketing standard for FFV at the export, wholesale and retail level.
- Since 2022, import controls are being transferred to the custom services but the DGCCRF is still the competent authority.
- Both are part of the Ministry of Economy.
- At the regional level, 22 inspectors have special skills in quality control of fruit and vegetables. Around 100 inspectors are involved with the control of food products, including fruit and vegetables.

Inspection procedure

- Controls are carried out since 2018.
- Inspectors are not doing test purchases. They do screen checks then, the same day, they control the stocks where the order is prepared (store / warehouse/ producer).
- If needed to identify where the storage are, we can be helped by the intelligence and analysis department.
- Neither specific fruits nor vegetables nor market actors had been selected.

Enforceable regulation

- Goals
 - Check marketing standards according to regulation EU 543/2011.
 - Check national regulation about online sale and absence of misleading claims.
- Article 5 (3) of regulation n°543/2011 says *“Conformity with the marketing standards shall require that the information particulars shall be available before the purchase is concluded”*.
 - all mandatory information has to be available before adding something in the virtual “basket” (next to the product).
 - Consumers don’t have to do additional click or any positive action to be informed.

Revealed non-compliances

- **A non-compliance rate between 30 to 40% had been reported.**
- Since 2019, some improvement for few retailers :
 - Mandatory information is immediately accessible next to the product without any additional click.
 - No more use of several origins or mentions like “tropical countries” or “Imported”.
- Many online stores inspected still not comply with regulation.
 - incomplete mandatory information
 - product available for purchase is different from the one actually delivered.

Revealed non-compliances

About producers:

- Regulations often unknown from new operators who have launched themselves in the context of the 2020 Pandemic.
- Absence of mandatory information. Most of the time they replace the country of origin by the city. No class or variety is provided. Product ordered finally not available.
- Those controls gave the inspectors the opportunity to remind operators that the regulations also apply online.
- An important point to underline is that inspections also showed products presented as coming from the farm or local production were in reality it was imported and bought from wholesalers.

Conclusion

- Despite improvements, inspections of online stores still show a significant rate of non-conformity.
- Operators emphasize that websites management makes law application difficult.
- During the pandemic, many producers have invested in online trade but don't know the relevant regulations.
- Investigations highlighted operators who intentionally commit fraud with false information provided to consumer to let them think imported products were from their own production.

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