

AGRO-ÉCOLOGIE
PRODUISONS
AUTREMENT



HIGH ENVIRONMENTAL VALUE

OFFICIAL RECOGNITION OF THE ENVIRONMENTAL PERFORMANCE OF FARMERS AND WINEGROWERS

HIGH ENVIRONMENTAL VALUE (HEV)

A RESPONSE TO A MAJOR CHALLENGE FOR AGRICULTURE



High environmental value (HEV) is the highest level of a generalised scheme for the environmental certification of farms.

Farm environmental certification is a voluntary approach which aims to identify and promote particularly environmentally-friendly practices applied by farmers and winegrowers. HEV covers four key areas: biodiversity conservation, plant protection strategy, managed fertiliser use and water resource management.

In order to involve the agricultural and wine-growing sectors as a whole in an approach focused on environmental progress, its design is based on certification of the whole farm at three levels.

The third or "high environmental value" is based on performance indicators. Farm certification offers a guarantee that the presence of **factors for biodiversity** (hedges, grass strips, trees, flowers, insects, etc.) is very widespread on the farm and that the pressure applied to the environment by farming practices (on air, water, soil, climate, biodiversity and landscape) is kept to a minimum.

THE HEV LOGO

RAISING THE PROFILE OF THE CERTIFICATION

SCHEME FOR CONSUMERS



The **HEV logo** is associated with a value statement and can be placed on both processed and unprocessed products containing at least 95% of base materials from farms certified as having High Environmental Value. The presence of the logo on processed products makes it possible **to highlight** for consumers the efforts of farms committed to the highest level of the environmental certification scheme.

HIGH ENVIRONMENTAL VALUE

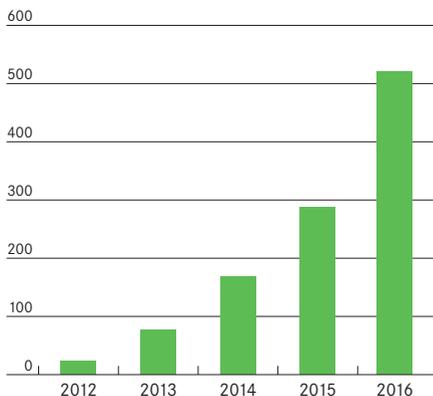
A VERY RECENT -BUT DYNAMIC- SCHEME

Farm environmental certification has been in place since February 2012. More than **10,000 farms** are committed to level 2.

Regarding HEV, the number of certified farms is increasing steadily, now totalling over **500 farms** across the whole of France.

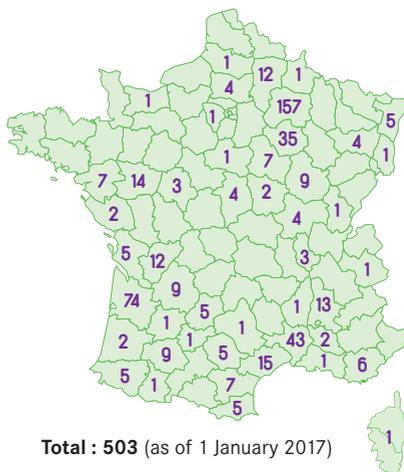
Many sectors are already involved in the scheme: wine-growing, arboriculture, horticulture and arable crops.

INCREASING NUMBERS OF HEV HOLDINGS



HVE-CERTIFIED FARMS

(farm environmental certification level 3) in each French "département".



SEE ALSO

<http://agriculture.gouv.fr/certification-environnementale-mode-demploi-pour-les-exploitations>