

# Workshop on Producer Organisations under the Common Market Organisation in Fishery and Aquaculture Products

Bruxelles – 28.01.2025



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Groupement Qualité HMO

# PGI Marennes Oléron Oysters Key datas

## N° 1 in Europe :

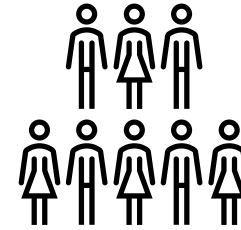
- Companies : **150 farms**
- Employees : **2 000 farmers**
- Production : **15 000 tons**
- Turnover : **90 000 000 euros**
- PO turnover: **1 500 000 euros**

# Groupement Qualité Huîtres Marennes Oléron

## COLLECTIVE ORGANIZATION (ODG/PO): 150 farmers

1 chairman: Laurent CHIRON (Oyster farmer)

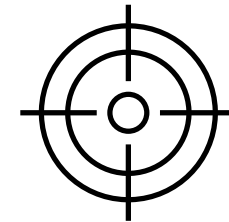
1 Board: 28 oyster farmers



## MISSIONS

PROTECTION / COMMUNICATION / EXPORT DEV / R & D / EXPERTISE

STRATEGY: Annual PRODUCTION AND MARKETING PLAN (PMP)



## MANAGEMENT

Board meeting (28 pax): 6 per year

General assembly meeting (150 pax): 1 per year

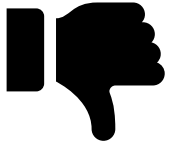
Quality meeting (ODG, OC, administration): 1 per year



# Production and Marketing Plan



- Define global Strategy yearly
- Analyze if goals are reached
- Best tool to structure Production Organization



- No deposit, grants obtained lately
- Sustainable indicators not easy to define for oyster farming
- Certification Body / Communication agency not concerned by grants



- Deposit at beginning of PMP, refund fast
- More fees concerned (certification, communication,...)
- Improve power of Production Organization

Merci beaucoup!!!!

« Marennes Oléron Oyster.  
a French Kiss from the sea!!! »