



FÊTE DE LA GASTRONOMIE

Au cœur du produit
Produce in the spotlight

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INTRODUCTION

Gastronomy is part and parcel of France's heritage and identity – a customary social practice and a way of life synonymous with pleasure, quality, technique and tradition. What makes French gastronomy unique is its many forms, from simple to sophisticated, traditional to creative. It is a cultural exception and a key economic sector, creating jobs and boosting France's appeal around the world.

The **Fête de la Gastronomie** is a ground-breaking tourism initiative designed to give local economies a boost and showcase the people, businesses and organisations behind them.

The Fête will feature a series of ambitious, inclusive events for professionals and members of the public alike, with a clear emphasis on the richness and quality of French produce, France's world-renowned culinary know-how, and the passionate, talented professionals who pass on this tradition to the next generation.

This nationwide and international event, launched by the French Ministry for the Economy in 2011, is a three-day celebration of French gastronomy – a cornerstone of France's culture that has gained prominence following the addition of the “gastronomic meal of the French” to UNESCO's list of intangible cultural heritage. The Fête de la Gastronomie is an ambitious effort to preserve this living, breathing heritage for posterity.

Getting industry professionals and the public together in one place is a great way to put French gastronomy on the map, along with the produce, people and know-how that make it so special. And the partnership with the Ministry for Agriculture and Food will also help raise the profile of the gastronomy profession, showcasing possible career paths and boosting job creation.

This year's theme, **produce in the spotlight**, is all about getting back to basics. The aim is to showcase the bountiful produce our regions are famous for, along with the skill it takes to get the best out of nature.

Produce gives food its flavour. It stirs the senses. And it symbolises France's exceptional cultural heritage. But it also has a role to play in sustainable development, shaping our landscape and exemplifying our regions. This September, the Fête de la Gastronomie will be a celebration of produce in all its many forms – raw and freshly harvested, or cooked to perfection. And it will pay tribute to the industry and the people that work with this produce.

UNESCO's decision to sponsor the event stands testament to the harmonious relationship between people and natural produce. The Fête fully embraces UNESCO's values – safeguarding and transmitting culture.

On 22, 23 and 24 September 2017, the whole country will come together to enjoy and celebrate our regional produce and meet the people who make French gastronomy what it is today.

About the Fête de la Gastronomie

The Fête de la Gastronomie is a nationwide and international festival of French gastronomy and know-how, spearheaded by the French Ministry for the Economy and Finance in partnership with the Ministry for Agriculture and Food.

A far-reaching national initiative

The Fête de la Gastronomie is about showcasing French gastronomy through a series of **ambitious, festive, educational and accessible** events throughout the country, where people, businesses and organisations in the sector come to share their passion, know-how and talent and to enjoy rewarding experiences.

In just a few years, the Fête has become an unmissable date in the French gastronomy calendar. The events have grown in **quality** and **number** with every passing year, catering to professionals and visitors from all walks of life.

The Fête de la Gastronomie brings together members of the public and people and organisations from across the industry – **local food commerce, agriculture, crafts, tourism, culture, and the social and cooperative economy**. And in doing so, it raises awareness among locals and tourists alike and **gives local economies a boost**.

The Fête de la Gastronomie is **vital** to France's efforts to showcase its heritage, bring French gastronomy to **new audiences** and **preserve** the country's culinary traditions for posterity. Gastronomy is an essential part of France's identity and a key ingredient of its cultural appeal.

But more than that, the figures show that the sector is a **major growth driver for the French economy**:

- Nearly €66 bn in turnover and 700,000 salaried employees working in the catering sector – the country's fifth-largest source of jobs¹
- More than €1.1 bn in turnover in the tableware sector²
- €145 bn in turnover in local food commerce³
- 13.5% of spending by tourists

The Fête de la Gastronomie is also about **promoting agriculture** – paying homage to the diversity of France's regional produce, recognising time-served know-how, and making the case for short supply chains, organic farming and eating local.

The Fête de la Gastronomie is a truly **ground-breaking event**. As **France's number one festival devoted to food**, it shows off French regions in their best light and keeps tourism buoyant right through to late September, boosting local economies and benefiting professionals across the industry in the process. It is a superb advert for the quality and richness that the country has to offer, helping to build a strong brand image for France's regions.

The Fête de la Gastronomie is instrumental in making France a more **appealing** and **competitive** destination, as the tourism industry plays a bigger role in the event year on year.

¹Source: Directorate General for Enterprise (DGE), 2016

²Source: Comité Francéclat/Eurostat, 2017

³Source: Ministry of State for Commerce, Craft Industries and Trades, Consumer Affairs and the Social and Solidarity-based Economy, 2016

The Fête de la Gastronomie – values and goals

The Fête de la Gastronomie – one of the most popular events in the autumn calendar – embodies the values of **sharing and discovery**, drives economic growth and puts France's regions on the map. Its goals are as follows:

- To spotlight **the richness and quality of the produce** that makes up French gastronomy and to **encourage industry professionals** by paying homage to the quality of their work and their dedication
- To showcase **careers** in the gastronomy sector and to boost **job creation**
- To create a genuine gastronomic **tourist offering** in every part of France
- To make **gastronomy accessible to all**
- To emphasise the **excellence of French know-how** and to bring about **new opportunities** for professionals and amateurs alike
- To show how gastronomy is a **cornerstone of France's cultural heritage**

The Commission for the Fête de la Gastronomie

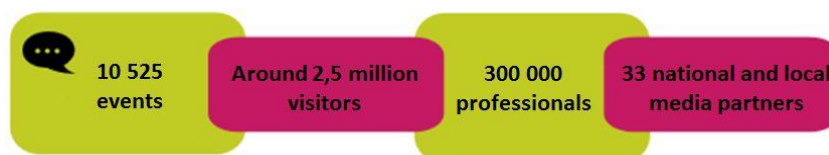
The Fête de la Gastronomie is organised by the Commission for the Fête de la Gastronomie, which works on the event all year round. The Commission, led by Commissioner Sophie Le Bouleise, has the following remit:

- **To encourage the submission of projects, and to advise and support project leaders** in line with their region and their development strategy
- **To foster synergies** by referring project leaders to its network of partners
- **To communicate** about the quality and diversity of projects under the Fête de la Gastronomie umbrella – locally, nationwide and internationally

The Commission travels around France throughout the year, attending **working group** and **steering committee** meetings on gastronomy, tourism and local economic development.

It also runs its own **steering committees, working groups and conferences**, to raise awareness, mobilise and unify people and organisations from across the industry, and help bring ambitious projects to life. For the 2017 season, the Commission has set up working groups on **tourism, wines & spirits, and the social and cooperative economy**.

Look back at the 2016 edition



Project leaders from last year's edition said that the Fête de la Gastronomie was first and foremost about **breathing life** into their region, **promoting** their business, doing something festive and unique, **raising the profile** of French gastronomy and attracting tourists.⁴

⁴ Responses to the Commission's survey among 2016 project leaders

This year's theme – produce in the spotlight

Each year, the Fête de la Gastronomie is built around a specific theme to help people discover French gastronomy and to inspire projects. The idea behind the theme is to delve below the surface and take a serious, honest look at the know-how that goes into turning raw ingredients into food – a process that involves professionals from across the industry.

This year's theme, **produce in the spotlight**, is all about the sheer diversity of **French produce, from farm to plate**, and the people who make it what it is today.

In that sense, the theme is like a guided tour of gastronomy – an in-depth look at nature and know-how, inviting visitors to think about the different implications of **produce**, and the people and businesses that work with and add value to it.

Putting produce in the spotlight is about:

- Showcasing the produce we harvest from the **land** and respecting nature
- Acknowledging **know-how** and the people who turn raw ingredients into the food we love
- Celebrating the **everyday produce** we enjoy eating – a mark of tradition and authenticity
- Shining a light on **regional produce** and promoting and preserving France's cultural and culinary heritage
- Celebrating the role that local produce plays in **boosting tourism** and **shaping regional identities**

Highlights



Produce Unveiled: a series of events where project leaders will reveal the mysteries behind the produce they work with day in, day out, giving a **behind-the-scenes look at their production facilities**, showcasing the **techniques** and **methods** they use, and sharing the secrets of their know-how with members of the public.

Produce Unveiled is about putting on entertaining, educational events where the emphasis is on getting back to basics – to the origins of the produce and the land itself.

The **entertainment** could include **blind tastings** and **multi-sensory experiences** where visitors put their senses of smell, touch and taste to the test. Meanwhile, project leaders could hold **educational** sessions at production facilities, restaurants and markets, fielding questions from members of the public about production techniques and produce shapes and colours, for example.

The aim is for visitors to **experience something truly unique** – to make them feel special and privileged.



Food Tutorials: this year, the Fête de la Gastronomie is harnessing the power of **digital technologies** to target the media, bloggers, schools and training providers. The aim is to produce a series of **cooking demonstrations** and **workshops** showing members of the public how to cook like a pro, taste a product or plate up a dish. Chefs, farmers and young apprentices are invited to step up to the plate and produce their very own **Food Tutorial** – **an educational, instructional video or photo montage** that could be shared widely, including on social media.

Stéphane Layani, patron of the 2017 Fête de la Gastronomie

This year's patron



In keeping with the chosen theme, this year's patron is **Stéphane Layani**, CEO of **Rungis International Market** and a man who's passionate about food. Rungis International Market is an established name in the world of gastronomy, with a reputation for **fresh, quality** produce and the **knowledgeable experts** who work there day in, day out. And in that sense, Rungis is the perfect fit for this year's theme.

"The Fête de la Gastronomie is a nationwide celebration of community, pleasure and joy – everything that goes into making French food culture what it is."

Stéphane Layani

Rungis – the beating heart of French gastronomy



France's 23 wholesale trading centres are the engine rooms of French gastronomy, supplying produce to local shops that, indirectly, feed 45 million people.

Rungis International Market, a member of the French Federation of Wholesale Markets, lies just a few miles outside Paris. It is the world's biggest fresh produce market – employing 12,020 people and receiving millions of tonnes of fresh produce deliveries each year – and the emphasis is very much on quality. Every morning, the owners of local food shops and restaurants come to Rungis to source produce from the market's four main halls – fruit and vegetables, meat, dairy, and seafood and freshwater produce.

Events organised by Rungis:

Rungis International Market will be holding a day of public events to commemorate this year's Fête de la Gastronomie, including:

- 500 tours for members of the public
- A special Fête de la Gastronomie menu at the market's restaurants
- An events corner, hosting cookery demonstrations by catering school students, food trucks, and an "anti-waste" buffet





Stéphane Layani
CEO of Rungis International Market
Patron of the 2017 Fête de la Gastronomie

For this year's seventh Fête de la Gastronomie, to be held on 22, 23 and 24 September 2017, produce is taking centre stage. So Stéphane Layani, CEO of Rungis International Market, was the natural choice as patron – an appointment made by Martine Pinville, Minister of State for Commerce, Craft Industries and Trades, Consumer Affairs and the Social and Solidarity-based Economy (before she passed the baton to Bruno Le Maire, Ministry for the Economy and Finance), and Stéphane Travert, Minister for Agriculture and Food.

"If you want to raise the profile of produce, turning to the world's biggest fresh produce market is a safe bet.

Each year, 2.8 million tonnes of produce pass through Rungis International Market.

If we had a motto, it would probably consist of three words – quality, diversity and sourcing. In my four-year tenure as CEO, I've consistently championed the market, and French produce and know-how in general. I've focused on growing Rungis and turning the market into a symbol of France around the world, all with a simple premise: that produce is king. Great dishes and great chefs couldn't exist without great raw ingredients. The gastronomic meal of the French, to use its official name on the UNESCO intangible cultural heritage list, is more than just a tradition. It's a reflection of the quality of French produce.

I'm a firm believer in short supply chains and local, ethical produce; in the health and environmental benefits of organic farming; in the value for money that comes with French produce; and in quality marks, protected designations of origin and other labels that stand testament to our rich regional culinary heritage. That's what I'm trying to promote at Rungis.

And of course, there are the experts who cut, assemble, cook, prepare and mix the produce; the craftspeople, retailers, chefs, restaurant owners and waiters; the tableware and decoration manufacturers and florists. Each and every one of them brings their own know-how to the table.

I'm relishing the challenge of my role as patron of the Fête de la Gastronomie. Everyone at Rungis is getting behind this exciting, far-reaching initiative, coming up with plenty of ideas to showcase French produce at the market and around the country – from cookery demonstrations and workshops to cheese board competitions and waiter's races. I also want to invite members of the public into the market to watch the professionals and their apprentices at work.

Our culinary know-how is something to be proud of, and something we should be telling the world about. The Fête de la Gastronomie is an inclusive, nationwide celebration of French produce – the very thing that makes our gastronomy what it is.

I hope you enjoy this year's event."

A selection of events for 2017



Limoges City Council is organising **Toques et Porcelaine**, a dual celebration of produce and tableware. The programme will include demonstrations, lectures, round-table discussions, workshops and a gala dinner devised by Michelin-starred chef Michel Sarran, all paying homage to the joint theme – Limousin cattle and porcelain.

The Carreau du Temple in **Paris** will play host to **Food Temple**, bringing together farmers, craftspeople and chefs for a series of feasts and a market. Colombian chefs will also be plying their trade at the venue to mark the 2017 France-Colombia Year, as part of a fun-packed three-day programme of traditional food-themed festivities.



Food trucks will congregate on Place des Marronniers in **Saint-Maur-des-Fossés** for this event run by **Street Food en Mouvement**. Local farmers and craft brewers will be selling their wares, and Michel Roth – French Michelin-starred chef and Meilleur Ouvrier de France winner – will be presenting the award for best food truck.

Dole will be hosting the third **Week-End Gourmand du Chat Perché**, where farmers, chefs, caterers and wine-growers from across the Bourgogne-Franche-Comté region will be showcasing their produce and know-how. The whole town is set to get into the festival spirit, with lectures, feasts, tasting sessions, tours, shows and plenty of other events on offer.



This year's **Isère Food Festival** will see events happening across the département for the full three days of the Fête. The festival will take over Grenoble's 8,000 m² wholesale trading centre on 24 September, with around 50 professionals on-hand to exhibit their produce and know-how, a 600-seat feast made from local produce, chef demonstrations, cookery competitions, food trucks, children's workshops, and much more besides.



The **Fantastic Picnic** events are returning to Bourgogne-Franche-Comté on 23 and 24 September, for the second year. The programme encompasses no fewer than 45 events with a difference, including a barbecue served up by a Michelin-starred chef in the grounds of an abbey, food-themed walks through the Morvan Nature Park and along the Burgundy Wine Route, and picnics in stunning settings. At each event, produce and the people behind it will take centre stage.



Head over to Cassis for **Les Vendanges Étoilées**, a packed food-themed weekend with more than 30 free show cooking sessions in the village and at the port, a 35-stall farmers' and craft market, cookery lessons from Michelin-starred chefs, wine master-classes, two special evening programmes, and plenty of other things going on.

The Gers Chamber of Commerce and Industry has teamed up with certification body Les Tables du Gers and non-profit Arbre et Paysage 32 to organise a series of events on the theme of **healthy, sustainable food**.

The programme will include special Fête de la Gastronomie tasting menus, a charity fundraising dinner attended by forest farmers, and a children's cookery workshop. The festivities will draw to a close with an evening at La Recyclerie in Paris to celebrate sustainability initiatives from the Gers département's gastronomy sector.



On 23 September, chefs' organisation **Toqués d'Oc** will be hosting a **public feast** on Montpellier's Promenade du Peyrou. The event will see 14 chefs and a team of assistants cook up a Mediterranean-themed meal using local produce. Chef **Cyril Attrazic** will be the star of this year's feast, ably assisted by talent from the gastronomy industry. Students from local catering and hospitality schools will be on hand in the morning to showcase their know-how.

Partners

Each year, **national and local media outlets**, professionals and members of the public take a keen interest in the Fête de la Gastronomie. The Fête works with media partners to promote the event and secure nationwide coverage for its projects.

Project leaders appear in special reports, interviews and articles **in the press, on TV, on radio and online.**

Sponsors and institutional supporters



Partners for 2017



Crowdfunding



Get involved

How to register



Contact the Commission



Put your project together



Go to fete-gastronomie.fr to register your project

[Introduction](#) [Events](#) [News](#) [Your contribution](#)
Complete the registration form



The Commission approves your project



Your registration is confirmed

Project leaders can register their event on the Fête de la Gastronomie website. They receive **support and guidance** from the Commission, led by Commissioner Sophie Le Bouleise, who kick-started the initiative back in 2011.

The Commission **approves** submissions against the criteria set out in the Fête de la Gastronomie charter.

Successful project leaders then receive confirmation, along with a branded communication kit.

Go to: www.fete-gastronomie.fr

- Register an **event** (whether you're a business, professional trade organisation, craftsperson, chef, local authority or individual), obtain the Fête de la Gastronomie label and get your copy of the communication kit
- Explore the **programme** of events near you (feasts, shows, tasting menus, lectures, children's activities, etc.), wherever you are in France
- Read the latest **news** and interviews (sponsor, gastronomy professionals, etc.) about the Fête de la Gastronomie

Newsletter

Keep up with all the latest news about the Fête de la Gastronomie. Sign up for our newsletter at fete-gastronomie.dge@finances.gouv.fr.

Social media



Facebook: Fête de la Gastronomie



Twitter: @_gastronomie_ #FeteGastronomie



Instagram: fete_gastronomie

**See you at this year's Fête de la Gastronomie on
22, 23 and 24 September 2017**

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