



HIGH ENVIRONMENTAL VALUE

OFFICIAL RECOGNITION
OF THE ENVIRONMENTAL PERFORMANCE
OF FARMERS AND WINEGROWERS



AGRO-ÉCOLOGIE
PRODUISONS
AUTREMENT

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,
- ▶ water resource management.

Farm certification offers a guarantee 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

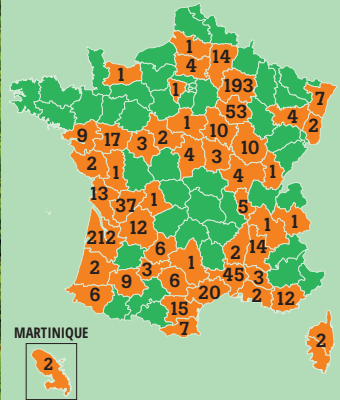
Since 2002, the number of certified farms is increasing steadily, now totalling almost 800 farms across the whole of France.

INCREASING NUMBERS OF HEV HOLDINGS



HVE-CERTIFIED FARMS

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



Total : 786 (as of 1 October 2017)

See also:

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

<http://agriculture.gouv.fr/la-haute-valeur-environnementale-une-reconnaissance-officielle-de-la-performance-environnementale>