



**AGRIFRANCE**  
BNP PARIBAS WEALTH MANAGEMENT

# RURAL LAND

TRENDS AT THE BEGINNING OF **2014**

## FARMLAND

A VERY CLOSED MARKET

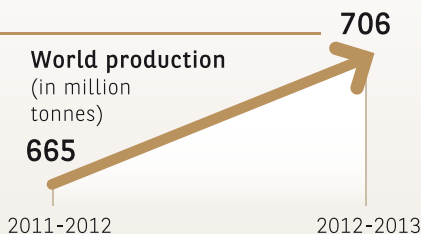
**75%** of land leased

**5 345€** per hectare

Average price in 2013 in France, **very low compared with its neighbours**

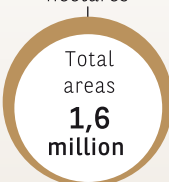


**WHEAT**  
A record world harvest

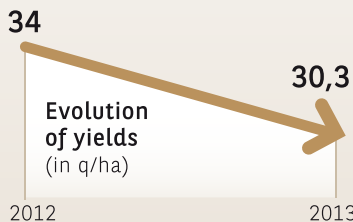


**BARLEY**  
Areas under cultivation return to normal

**+140 000** hectares



**RAPESEED**  
Yields and prices fall



**SUGAR BEET**  
Drift in sugar prices

Prices down Between 2011 and 2013



Sources: La France Agricole, Valeurs Vénales, FranceAgriMer.

## VINEYARDS

MANAGING LAND SHORT FALLS

WINE ESTATES ARE DEVELOPING IN SPITE OF A DIFFICULT ENVIRONMENT

Price per region (in euros/ha)

Val-de-Loire  
From **20 000** to **58 000**

Champagne  
**1 200 000**

Burgundy-Beaujolais  
From **15 000** to **10 000 000**

Côtes-du-Rhône  
From **15 000** to **397 000**

Bordeaux  
From **20 000** to **2 300 000**

Provence  
From **40 000** to **130 000**

### EXPORTS



Still a very active market

**2,4** billion bottles exported  
**11** billion € revenues

Top 5 importing countries (Value in thousands of euros)

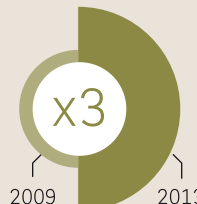
United Kingdom	1 260,8
United States	1 026,2
Germany	712,6
Belgium	544,3
China	454,3

Sources: Valeurs Vénales, La Vigne, Les Douanes, Fédération des Exportateurs de Vins et Spiritueux.

## FORESTS

RESURGENCE IN DEMAND, PRESSURE ON PRICES

EVOLUTION OF THE MARKET



PRODUCTION IN 2013

**4,5** million tonnes



**5%**



of a tree goes into **wood-energy**

Source: Office Nationale des Forêts (ONF).

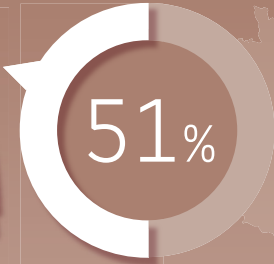
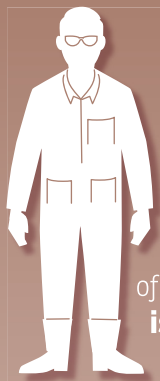
# FOCUS

# GENERATIONAL RENEWAL IN FARMING AND WINE GROWING

## IN FRANCE

Sources: MSA 2013, CNASEA.

### AN AGING POPULATION



of the population of the sector is more than 50 years old

### LESS ACTIVE PLAYERS IN 2013

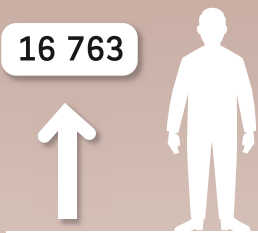
Not enough new entrants to make up for those leaving.

Number of players



23 237

DEPARTURES



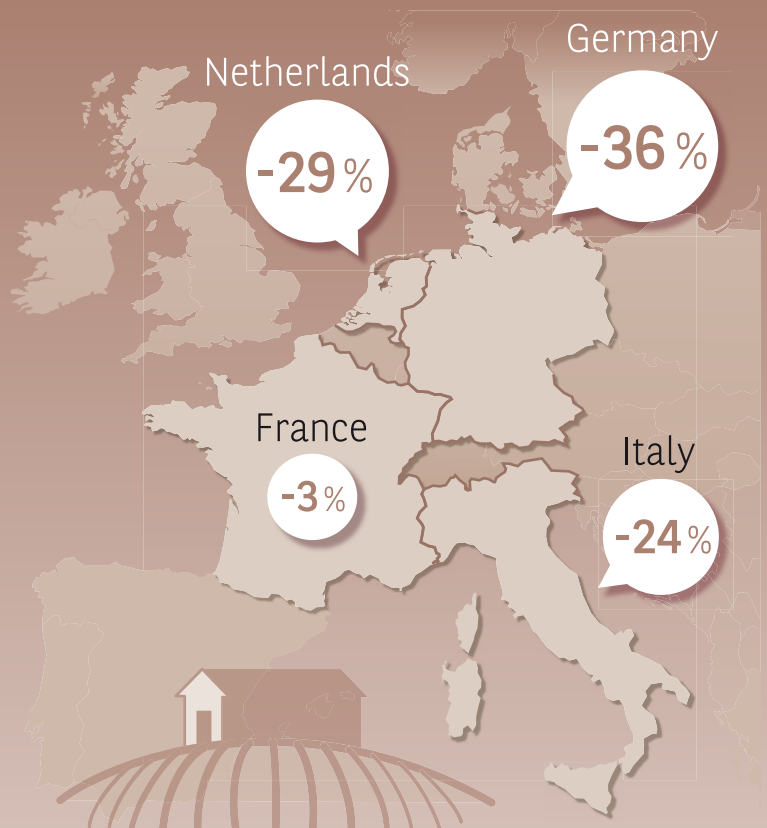
16 763

ARRIVALS

## IN EUROPE

Source: EUROSTAT.

### DECLINING FARM NUMBERS OVER 10 YEARS



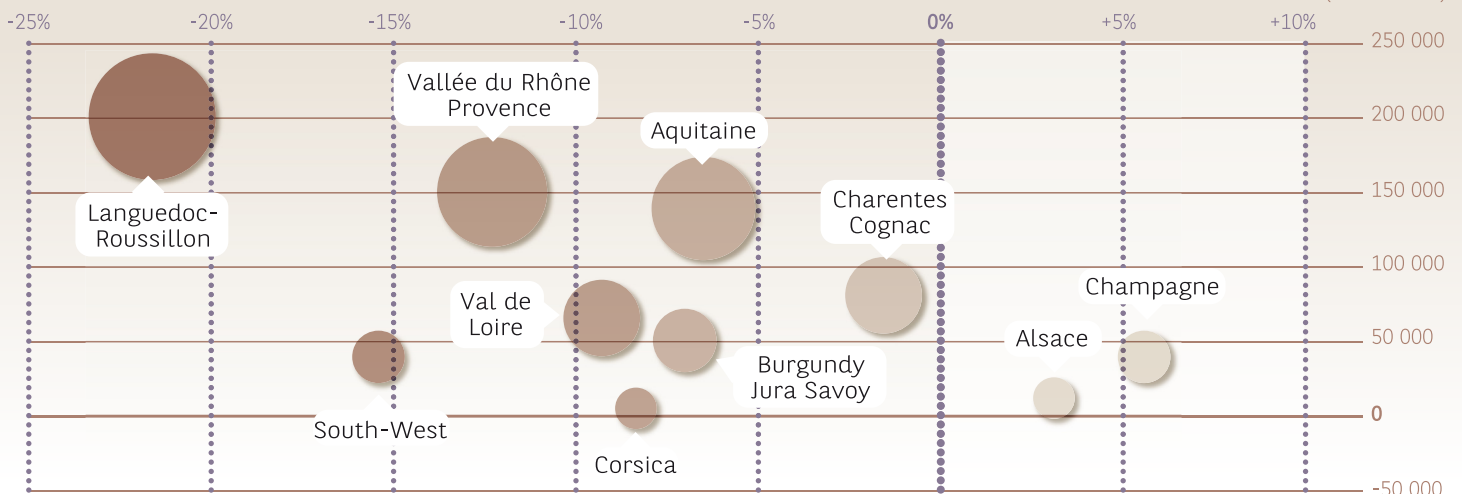
## WINE MAKING

DECLINE OF THE TOTAL WINE MAKING TERRAIN ACCOMPANIED BY A FALL IN LABOUR FORCE

-28% of labour force over 10 years

Wine making terrain in 2010 (in hectares)

Change in wine making terrain between 2000 and 2010



Source: AGRESTE 2010.



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Contact Agrifrance: Phone: +33 1 42 98 43 51 | Mail: corinne.grazi@bnpparibas.com | Website : www.agrifrance.fr.