



Information sheet on associated researchers

SINER-GI Associated researcher

Name	FRANCOIS Martine
Institution	GRET – Groupe de Recherche et d'Echanges Technologiques
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Area(s) of activity

Research	Sustainable food and agriculture (Europe and developing countries)
Education	
Student	
Extension	Sustainable food and agriculture in developing countries
Other (precise)	

Background and current projects

CAREER PROFILE: Agro-food engineer, professional experience in agro-food distribution chains (processing, marketing, consumption) and local development

PROFESSIONAL EXPERIENCE

2002 - GRET: Programme coordinator: Design and implementation of development and research programmes (Europe, Africa, Asia) on value enhancing distribution chains for local products

Research programmes: All programmes dealt with the study of value enhancing distribution chains for products “originating from rural development” (organic products, farm products, protected designations of origin - PDO) and the study of their markets (dynamics of consumption)

- Co-ordinator of the programme “*MPE agroalimentaires: Performances d’un système de connexion de l’offre agricole à la demande alimentaire*” (Micro and small agro-food enterprises: Performance of a system linking agriculture supply to the food demand). INCO Programme (EU, DG 12). Research programme on traditional African product distribution chains. Partner of Rurbasie programme. INCO programme (EU, DG12). Study of local product distribution chains in Vietnam and Cambodia. 2003-2006

- Partner in QLIF programme “Quality Low Input Food”, 6th EU PRCD on organic products, PDO, etc. Dynamics of product consumption in Europe.

- Co-ordinator of 2 programmes “Prospects for the organic products market” (programs co-funded by the Ministry of Research, France), in co-operation with INRA

Development programmes:

These programmes aim at enhancing the value of products of local origin focusing on the interests of small-scale local producers. Effort is made to improve the quality of the products and distribution chains. Protection of expertise is included by providing support to the authorities, promoting implementation of an appropriate regulatory framework in the various: PDO, organic products, etc.

- Programme for “Value-added shea nut butter in Burkina Faso and Mali” 2002-2006

- Feasibility study for the implementation of GIs in Cambodia (AFD-Cambodian Ministry of Commerce)
- Programme “Development of Protected Designations of Origin / Protected GIs in Vietnam”: Programme identification study 2004 –
- Programme “Value enhancement of family farm products in Brazil”: 2003-2005
- Programme “Advisory fund for small-scale agro-food enterprises in Senegal” (commercial value enhancement of traditional products: local grains, etc.): 2002-2006
- Programme “Value enhancement of *Oscypek*, a cheese emblematic of Polish culture”, in order to obtain the first protected designation of origin in Poland, 1998-2005
- Programme “Value enhancement of *Bryndza* in Slovakia”, in order to obtain a protected designation of origin. 2002-2004
- Programme “Development of locally produced cheeses in Albania” (program co-funded by the Ministry of Foreign Affairs) 2000-2003
- Member of the Innovation Observatory, European Union, DGVI. In this capacity, co-authored a methodological guidebook for Leader local development program (CD-ROM, learning guides, 7 languages), and publications on marketing of local products.

1992-2001 GRET: Team co-ordinator “Short agro-food distribution chains”

In charge of a team made up of 10 persons (8 engineers including 4 in the field, 1 assistant): Identification of team’s objectives in accordance with those of GRET, facilitation, human resources management for the team – training and recruiting, monitoring budget balance (total payroll for the team = FF 3.5 M)

Project co-ordinator “Distinctive features of farm produce”: Research program (co-funding from EU – Ministry of Agriculture), 7 countries (France, Ireland, Portugal, Greece, Germany, United Kingdom, Belgium, INRA co-operation). Reasons for purchasing farm products compared to industrial or cottage-type equivalents

Co-ordinator of programme “European farmer agro-food”: (Co-funding from EU, Ministry of Agriculture, DATAR and the *Institut National des Appellations d’Origine*). Development potential of the “farm products” sector in 4 European countries (France, Belgium, Germany, United Kingdom)

Participation in “local products” group of European Union Innovation Observatory (UE DG VI, AEIDL organisation)

1988-1991 Research engineer (GRET)

Research, capitalization and publishing

- . Organised a seminar on “Tropical Agri-food Research” for the Ministry of Research and Technology
- . Designed and prepared documents on the theme of capitalization

Technical support and projects

- . Designing, arranging financial package for and implementation of research and agricultural product processing projects: Manufacturing of cereal meal for infant feeding, processing of rice, grains and tropical fruit (Burkina Faso, Senegal, Burundi, Rwanda, etc.)

1985-1988 CEEMAT (Centre d’études et d’expérimentation du machinisme agricole tropical) (food technology workshop)

“Enhancing French expertise” project sponsored by the Ministry of Cooperation.

Objective: Identify French technology usable in developing countries, adapt the equipment to tropical products, inform equipment manufacturers, overview study (publication of French documentation)

Lecturer on food technology for engineering students, SIARC (1985 to 1989)

EDUCATION

1984 Degree in engineering, École Centrale de Paris. Op. Bio-engineering-Agro-food (ECP – Ina PG – ENSIA)

1985-88 DEA (post-master’s qualification) in Agri-food Engineering at ENSIA (École Nationale Supérieure des Industries Agro-alimentaires) ENSIA Massy / ECP

1988-94 Internships in written and oral communication, project management, use and design of case studies for training purposes (Paris Chamber of Commerce and Industry).

1994-96 Organisation of training and human resources development: Course by FFPS (Training and Social Forecasting Function), at C2F, CNAM. 22 weeks of training over 2 years

Language skills: French mother tongue; ability to read, speak and write English; can read and understand Spanish and Portuguese

Publications

- 2007 **Cadre général de l'économie laitière en Albanie** (Overview of dairy economy in Albania), in *Lait et produits laitiers en Méditerranée, des filières en pleine restructuration*, publication directed by J. Hassainya, M. Padilla and S. Tozanli, Ed. Karthala, 2007
- 2006 **Guide de bonnes pratiques d'hygiène** (Practical guidelines for hygiene): Ensuring quality in dairy processing in Burkina, Ed. GRET, 2006
- 2006 **Guide de bonnes pratiques d'hygiène** (Practical guidelines for hygiene): Ensuring quality in dairy processing in Senegal
- 2005 Martine François, Roland Moreau, Bertil Sylvander: **"Agriculture Biologique en Martinique"** (Organic Agriculture in Martinique): Expert group rapporteur for IRD, Ed IRD, 2005, 303p
- 2003 **MPE agro-alimentaires: Nouvelles connexions entre produits locaux et demande urbaine** (Micro and small agri-food enterprises: New connections between local products and urban demand). Research results in Cameroon Senegal, Guinea Bissau
- 2003 **Oscypek: Un fromage traditionnel qui mérite la reconnaissance de qualité** (*Oscypek: A traditional cheese deserving of quality accreditation*): presentation at seminar in Malopolska region: Rural development in Malopolska region, Krakow
- 2003 Publications on **consumption of organic products and their markets** (Biofil, biocontact, du sol à la table, Revue Pour)
- 2001 Co-author of **Guide méthodologique de mise en œuvre d'un programme de développement local Leader** (Methodological guidelines for implementing a Leader local development program) (CD-ROM, learning guide) for Leader Program Innovation Observatory, DG VI, Ed. AEIDL.
- 2000 Co-author of **Guide de mise en œuvre de l'innovation** (Guidelines for implementation of innovation) for the Leader Program Innovation Observatory, DG VI, Ed. AEIDL, 5 thematic brochures.
- 2000 **Commercialisation des produits locaux par les circuits courts et par les circuits longs** (Marketing local products via short and long channels) for the Leader Program Innovation Observatory, DG VI, Ed. AEIDL
- 1999 **Produits fermiers: Une typicité?** (Farm products: A typicality?). Presentation at 68th EEAE seminar, Le Mans
- 1998 **Spécificité des produits transformés à la ferme** (Specificity of on-farm product processing). Contribution at LSIRD network seminar (Livestock Systems in Integrated Rural Development), Dublin
- 1997 **On-farm food processing in livestock systems**. Presentation at LSIRD network seminar (Livestock Systems in Integrated Rural Development), Greece
- 1997 **Diversification of agricultural activities in peri-urban areas**. Presentation at LSIRD network seminar, Grenada, Spain
- 1997 Co-author of **"Recueil d'actions innovantes de développement rural"** (Compendium of innovative rural development initiatives), section on "local products". For EU DG VI, Innovation Observatory, Ed. AEIDL.
- 1997 Co-author of **Innovation et développement rural** (Innovation and rural development) for the Leader programme Innovation Observatory, DG VI, Ed. AEIDL, 51p
- 1996 FRANCOIS (M) et al. **Produits fermiers en région centre** (Farm products in the Center Region), Ed. GRET, 1996.
- 1996 FRANCOIS (M) et al. **"Transformation des produits agricoles à la ferme: un nouvel espace de responsabilités pour les femmes en milieu rural"** (On-farm agriculture product processing: a new space for empowerment of women in rural communities). Presentation at "Women's role in rural development" seminar, Humbolt University of Berlin
- 1996 **Transformation des produits laitiers à la ferme: Effectifs et chiffres d'affaires en France** (On-farm processing of dairy products: Work force and turnover in France). Presentation at Fromagora seminar, Carcassonne
- 1995 FRANCOIS (M): **"Agro-alimentaire Paysan Européen: Un projet de recherche pour les produits transformés à la ferme"** (European farmer agro-food: A research project for on-farm product processing) in *"Différenciation et qualité des produits alimentaires"* (Quality differentiation of food products), proceedings of ENITA meetings, 1995
- 1994 FRANCOIS (M): **"Caractéristiques de la production agro-alimentaire fermière en 1994"** (Characteristics of farm agri-food production) in *"Produits fermiers: Des démarches collectives de développement"* (Farm products: Community approaches to development", proceedings of Cibeins symposium, 1994
- 1993 FRANCOIS (M): **"Transformer les fruits tropicaux"** (Processing tropical fruit), Ed. GRET, 1993, 222p
- 1987 FRANCOIS (M), TREILLON (R): **"Enjeux et mesure de la complexité technique"** (Challenges and assessment of technological complexity) in *Techniques et Culture*, Maison des Sciences de l'Homme, 1987
- 1987 FILLATRE (MH), TREILLON (R), FRANCOIS (M), DEVAUTOUR (H): **"Equipements pour la transformation des produits agricoles à petite échelle et nouvelles formes de coopération industrielle"** (Small-scale agricultural product processing equipment and new forms of industrial cooperation), La Documentation Française.
- 1986 FRANCOIS (M), TREILLON (R): **"Production de farines infantiles au Centre Horticole et Nutritionnel de Ouando"** (Production of cereal meal infant food at the Ouando Horticulture and Nutrition Center), ALTERSYAL,

Paris, 1986, 92p, from which several articles have been reproduced in specialized magazines (CIE Newsletter, Solagral, etc.)

94-98 **Bulletin du réseau produits fermiers** (Farm produce network newsletter). Periodical bulletin (thrice annually) dealing with on-farm agricultural produce processing (Ministry of Agriculture).

1988 FRANCOIS (M): **“Du grain à la farine”** (From grain to cereal meal), Paris, Ed. GRET, 1988, 279p

Current focus topics

The following topics are related to my main projects in relation with GI. I am also responsible for other projects dealing with food processing, distribution chains, market and consumption studies, support to small scale food processing enterprises, ...

Theme	GIs in Cambodia
Discipline	Agro-economy
Product(s)	Agricultural products (palm sugar products, rice,)
Geographical area	Southeast Asia

Theme	Shea nut butter in Burkina Faso and Mali
Discipline	Agro-economy
Product(s)	Shea nut butter
Geographical area	Africa

Theme	Quality low input food consumption
Discipline	Agro-economy
Product(s)	Agricultural products
Geographical area	Europe

Recommended by (name of the SINER-GI team researcher(s))

Mention additionally the SINER-GI researcher who is responsible for the requested association

Bertil Sylvander

Expected contribution to SINERGI (to be filled in by the SINER-GI team researcher(s))

Collaboration with other researchers
Cards related to GI products in Poland, Cambodia, Thailand, Vietnam

Expectations from collaboration with SINER-GI

Scientific information	Yes
Scientific publication	Yes
Market information	Yes
Government regulations	
Master or Ph.D Thesis	Yes
Other	

Type of collaboration desired

Fields	Yes	Comments
<i>Access to on-line information</i>		
Draft reports, internal forum	<input checked="" type="checkbox"/>	
Reference on www.origin-food.org	<input checked="" type="checkbox"/>	
<i>Other sources of information</i>		
Use of non published methodologies and guidelines	<input type="checkbox"/>	To be discussed
Participation to project meetings	<input type="checkbox"/>	To be discussed
<i>Financial issues and related projects</i>		
Access to "cost-sharing"	<input type="checkbox"/>	To be discussed
Use of reference to SINER-GI and SINER-GI Associated Researcher status for developing new projects, applying to financial means, etc.	<input type="checkbox"/>	To be discussed
Publication(s) with SINER-GI researcher(s)	<input type="checkbox"/>	To be discussed
Other (precise)	<input type="checkbox"/>	

<i>Date of request for association</i>	17 March 2007
<i>Date of acceptance of association</i>	

To be fulfilled by the SINER-GI researcher responsible for the AR



Associated researchers

Commitment to participation and confidentiality

As associated researcher to the European Project SINER-GI, which aims are to "build and share a coherent scientific basis world-wide, regarding economic, legal, institutional and socio-cultural conditions of success of Geographical Indications, in order to support their legitimacy in the framework of WTO negotiations", I am willing to participate in its scientific activities during its duration.

In this framework, I will be associated in a process of exchange. In this way, I will support the project, receive and provide information and analysis on accurate data about Geographical Indications and their economic and institutional field in the world, hereafter the Confidential Information.

In order to provide protection against inappropriate use or unauthorised disclosure to a third party of the Confidential Information, I commit myself to the following:

I commit myself to keep those data and analysis confidential until they have been published by the consortium. I will not myself publish part or totality of those data and analysis, without refereeing to the Steering Committee or unless the Steering Committee of the project requests my participation in such a publication.

I will not use this Confidential Information with the purpose of direct or indirect exploitation, without the prior, written authorisation of the owners of the Confidential Information.

I will take all reasonable measures to prevent the personnel of the Institution I belong to, from disclosing all or part of this Confidential Information to a third party without the prior, written authorisation of the owners of the Confidential Information and, only give this Confidential Information to personnel of my Institution who agree to accept the provisions of this agreement concerning confidentiality.

I agree that none of these provisions may be interpreted as granting a license and/or any right and/or title whatsoever for the use of this Confidential Information.

I agree that any use of this Confidential Information shall be subject to the prior signature of an agreement with the owner(s) of the Confidential Information (including myself). However, Information shall not be deemed as confidential if an associate researcher is able to prove:

- that it was already in the public domain at the time it was communicated or that it has subsequently come into the public domain other than as a result of a breach of the obligation of secrecy, or
- that he already had the information before it was communicated to him/her; or
- that he freely received it from a third party which was at liberty to disclose it, or
- that he is legally bound to communicate it.

This secrecy agreement will be valid from the date of signature and will last as long as the said information is not in the public domain. As this commitment is also signed by the other associate researchers of SINER-GI project, the confidential information I will provide in the framework of the project is also protected from disclosure.

Publications produced in the frame of such a cooperation:

- will mention the SINER-GI project,
- will concern topics defined in collaboration with the SINER-GI Steering Committee,
- will be co-authored by at least one member from the core SINER-GI team.

Signatures		
Associated Researcher (name)	Date	Signature
Martine François		
SINER-GI researcher responsible for the AR	Date	Signature
SINER-GI Co-ordinator	Date	Signature

Please send this form with manuscript signatures to: Bertil SYLVANDER, SINER-GI co-ordinator
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