

Country Report from France

BIP
BUREAU NATIONAL
INTERPROFESSIONNEL
DU PRUNEAU



IPA
International
Prune Association

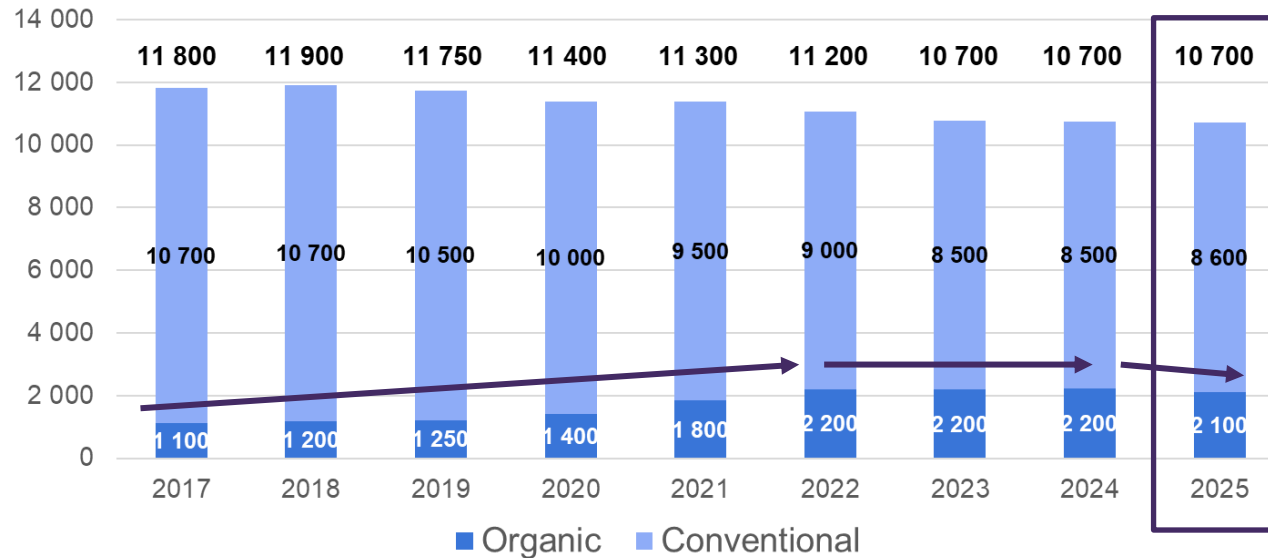
IPA Congress
Modena
18th of May 2026

**2026
IPA**



THE FRENCH ORCHARD

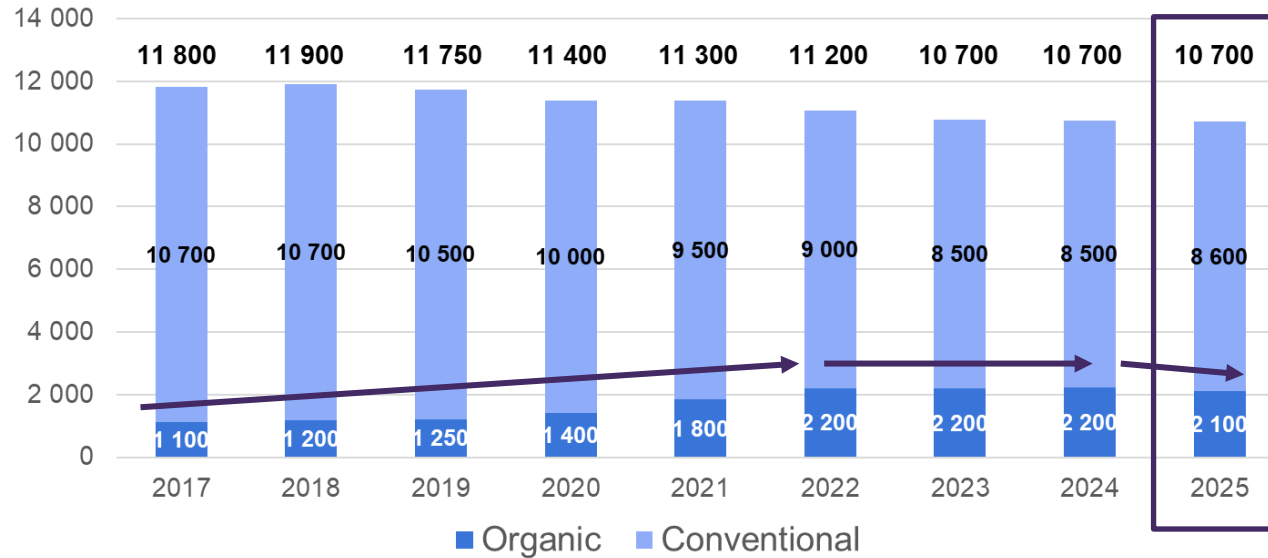
Evolution of the French orchard since 2017



- **Relative stability** of the French orchard since 2017: **10 700 hectares since 2023**
- The beating acreage is **9 800 hectares in 2025 (92 %)**
- **Strong development of the organic orchard between 2017 and 2022** (multiplication by 2 in 5 years) and **stabilization between 2022 and 2024**.
- For the first time, in **2025, slight drop of the organic orchard** → - 100 ha

THE FRENCH ORCHARD

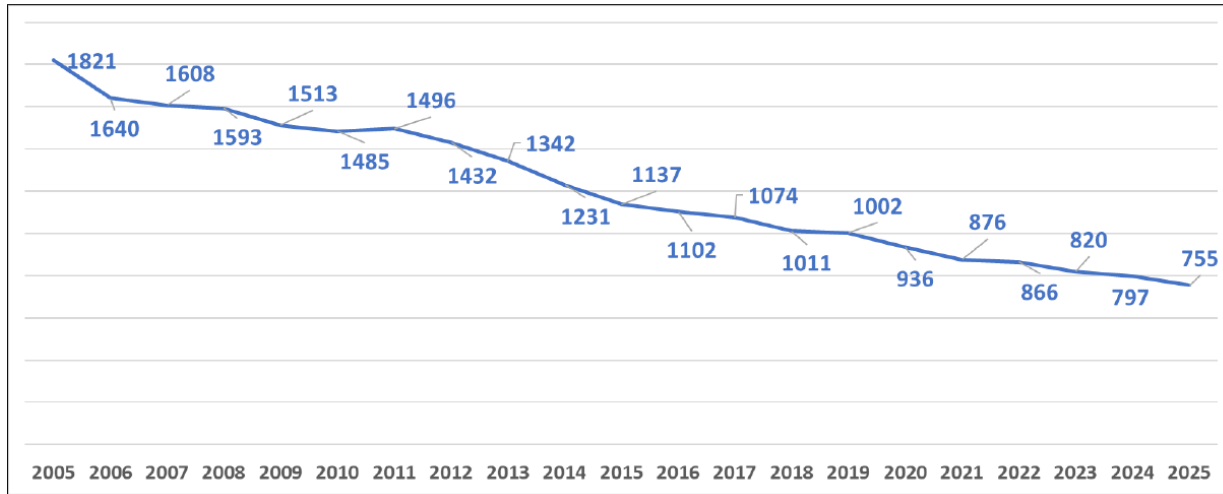
Evolution of the French orchard since 2017



- Average age of the orchard: **26,2 years**
- Average orchard density: **325 trees per hectare**
- **70% of French orchards are irrigated**

FRENCH PRODUCERS

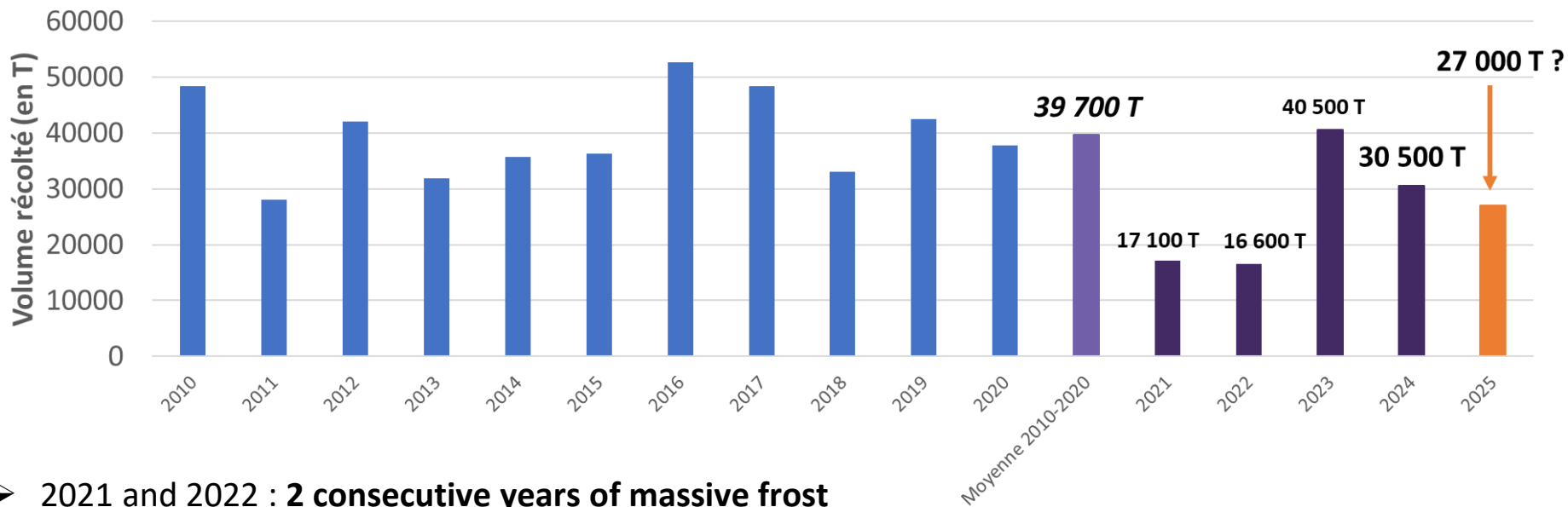
Evolution of prune producers since 2005



- In contrast to the orchard, the number of producers has decreased sharply over the years.
- It has more than halved in 20 years, and France has **755 producers in 2025**.
- Consequence → increase in the average surface area of a farm: from 8 Ha in 2005 to 14 Ha in 2025

FRENCH PRODUCTION

Evolution of volumes harvested since 2010 (MT)



➤ 2021 and 2022 : **2 consecutive years of massive frost**

➤ **The 2024 and 2025 harvests are low in volume**, considering the production potential ; and lower than the average annual harvest of the 2010s

FRENCH PRODUCTION

The 2025 harvest : 27 000 MT (*provisional figure*)

➤ Unfavorable climatic conditions :

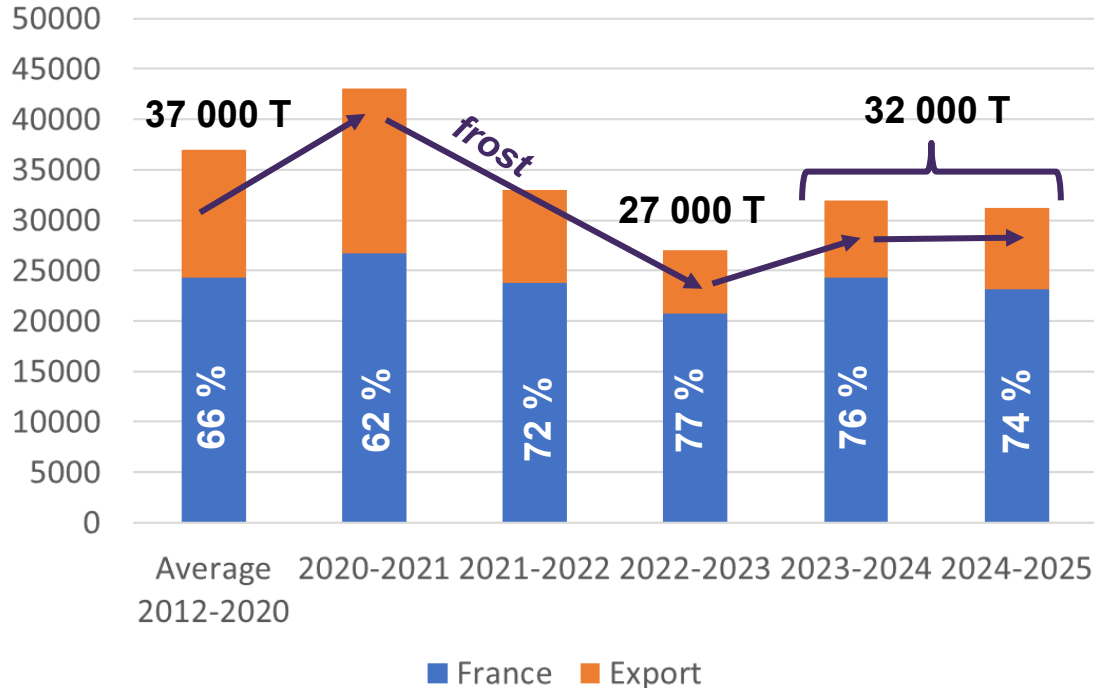
- May : **severe storms** (sometimes accompanied by hail) → **damage to orchards and fruit drop**
- End of June : the **first heatwave**, from June 19th to July 4th, was exceptional in its duration → **sunburn and water stress**
- August : during the harvest, second heatwave (from the 8th to the 18th of August) → **impacts on harvest conditions**

➤ Quality : **excellent average quality**

- **Sweet fruit**
- **Excellent dry-away** → < 3
- **Large average size** → 56

FRENCH SALES

Evolution of the French sales (MT)



- Average 2012-2020 : 37 000 MT of sales by the French industry
- **The two frost episodes impacted sales, especially exports' sales**
- **Sales growth during the 2023-2024 campaign** thanks to the return to normal of the available volume
- **Stabilization during the 2024-2025 campaign with 32 000 MT sold** by the French industry
- Poor harvests in recent years have also **affected stocks, which are at a low level in 2025: 17 000 MT**

FRENCH SALES

- 5 main countries for French exports in 2024-2025 : **Spain, Algeria, China, Belgium and Italy**



- **Imports of prunes are low in France: 1 300 MT in 2024-2025**

- **65 % of the sales are Protected Geographical Indication (PGI) “Pruneaux d’Agen” → 75 % of the sales in France and 35 % of the sales in export markets.**



- **11 % of the sales are organic products**

- **16 % of the sales are prune-based products : juice, cream, etc.**



NEWS AND CHALLENGES

- **Phytosanitary protection:** stopping of numerous molecules in France, without an agronomically and economically viable alternative solution
- **Adaptation to climate change:** more and more “extreme” climatic events (frost, hail, high temperatures, etc.) which affect orchards and harvests
- **Ecological transition:** reduce the use of fossil fuels, particularly during drying
- **Communication:** launch of a new, more modern communication campaign since 2024, to renew our consumers



FOCUS ON COMMUNICATION ACTIVITIES

- **Social media presence to attract younger consumers :**

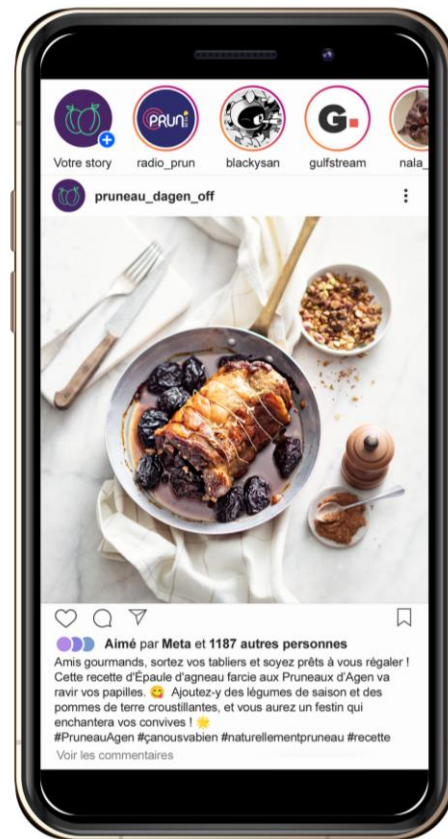


Pruneau d'Agen



pruneau_dagen_off

- **20 000 followers on Facebook and Instagram : 7 million views on our posts in 2025**
- **Partnerships with social media influencers**
- **Since 2025, the “Pruneaux d’Agen” come back to television, with the sponsorship of two TV programs on TF1 (France's leading channel) and M6 : 8-second spots at the beginning and end of each program + 20-second spot on replay platforms → 21,8 million of contacts in 2025**



Thank you for your attention 😊

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Pruneau d'Agen



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Our website :

www.pruneau.fr