Beat: Lifestyle

BLEU BLANC COEUR - THIERRY MARX Gets INVOLVED With THE ASSOCIATION

FOR THE EARTH, ANIMALS And PEOPLE

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USPA NEWS - IT'S GOOD BECAUSE IT'S TRUE

It was through a Clinical Study in 1999 proving that by feeding Animals Better, Humans also eat well that the Bleu-Blanc-Cœur Approach was born. It all started 24 Years Ago, from a Meeting between a Farmer, a Doctor and an Agronomist who had an Intuition: to feed the Earth well was to feed Animals well and to feed People well... The Meeting of these 3 Worlds became the "Bleu-Blanc-Cœur" Association... and the Intuition turned out to be TRUE.

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Since then, Discoveries about the Health benefits of this Virtuous Approach have been piling up at an Incredible Pace without the Notoriety of "Bleu-Blanc-Cœur" becoming Incredible. This is what People involved are committed to. To make this Approach known. Today there is a Forest of Labels that we refuse to go through to understand. So how is Bleu-Blanc-Cœur different from the Others?

Firstly, the Bleu-Blanc-Coeur Approach is Absolutely Unique in the Requirement for Results that it asks of Breeders: the Quality of the Food is Scientifically Verified.

Secondly, Bleu-Blanc-Cœur offers Fair Remuneration to Farmers.

Thirdly, Bleu-Blanc-Coeur is Truly Committed to the Planet by bringing Biodiversity back into the Fields, reducing Carbon Footprint, measuring its Ecological Impact...

And finally the Bleu-Blanc-Coeur Products are Good.

- Here are a Few Stats

* 910 Economic Players and 7,000 farmers and breeders in France
* 2,500 Product References (Dairy Products, Eggs, Meat, Bread, Etc.)
* 10 Countries deploying the Bleu-Blanc-Coeur Concept Internationally (Hungary, Poland, Colombia, Switzerland, Italy, Indonesia, etc.)

* 28,000 Members engaged in the Largest Eating Well Community in France (24,000 Consumers, 4,000 Health Professionals, 1,000 Chefs and Food Professionals, Etc.)
* 30 Independent Scientists in 1 Scientific College Present at Governance including a Permanent Representative of the President of INRAE
* 400 Publications in the Peer-Reviewed Scientific Press, 6 Clinical Studies (and 1 in Progress).

* 2 Billion Euros in Turnover in France for Products bearing the Logo
* A 100% Independent NGO Economic Model: no Subsidies, but Modest Participation from Members (Contributions, Royalties)
* 149,675 Tonnes of CO_2 Per Year not emitted by Bleu-Blanc-Coeur Productions (2022 figure).

- It's More Than Human Health

* Bleu-Blanc-Cœur is a Collective Project of Sectors: Better Nourishing the Soil and Animals to Better Feed Humans. It is based on Strong Scientific Fundamentals.

* Soils:
By diversifying Crops with Valorization of Grass, Alfalfa, Flax (...) at the Expense of Corn and Soya, Bleu-Blanc-Coeur is helping to relocalize Plant Production in France, to diversify Crop Rotations and to extend the Crop Rotations. These Practices have a Positive Impact on Soil Health (Soil Structure, Quantities and Varieties of Soil Microbiota, Soil Organic Matter Content, Resilience and therefore Greatly Reduced Use of Fertilizers or Other Inputs, etc.).

* Animal Health:
By varying and diversifying the Animals' Diet with Plant Sources (Grass, Flax, Alfalfa, etc.) of Nutritional Interest (Rich in Omega 3 for example), the Animals improve their Health Parameters. (Immunity, Fertility, Resistance to Stress and Disease, etc.).

* The Environment and Climate:
by varying and diversifying Animal Feed with Local Protein Sources (Oil-Protein Seeds and Feed Produced in France) and by limiting or even eliminating the Use of Soybean Meal (mostly imported).), the "Bleu-Blanc-Coeur" Sector improves the Carbon Impact of its Products (Milk, Eggs, Chicken, etc.) by an Average of 20%. These Impacts were measured as Part of Research Programs carried out with INRAe and are Currently Inventoried in the Agribalyse Database.

Source:
Presentation of "Bleu-Blanc-Coeur" Association
With the Presence of
* Thierry Marx - Restaurateur and Baker
* Pierre Weill - President of "Bleu-Blanc-Coeur"
* Nathalie Kerhoas - Director "Bleu-Blanc-Coeur"

@ "Cuisine mode d'emploi(s)" - Paris
The Thierry Marx Training center offers a Short Course, combining Theoretical and Practical Knowledge, in Real Conditions. The Training is offered Free of Charge to the Unemployed and those Undergoing Career Conversion. Thierry Marx is a Founding Member of the "Collège Culinaire de France" (Culinary College of France) and the "Disciples d'Escoffier" (Disciples of Escoffier).

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