

Beat: Lifestyle

## **BLEU BLANC COEUR - THIERRY MARX Gets INVOLVED With THE ASSOCIATION**

### **FOR THE EARTH, ANIMALS And PEOPLE**

PARIS, 21.10.2023, 07:09 Time

#### **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.

#### **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.

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 CO2 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).

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-23660/bleu-blanc-coeur-thierry-marx-gets-involved-with-the-association.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619