

European training for sustainable rural development actors  
in RHONE-ALPES and EUROPE

# REPORT FROM THE EUROPEAN TRAINING: “DEVELOPING SUSTAINABLE FOOD SUPPLY CHAINS”

April 23rd, 24th, 25th 2009  
CHABRILLAN (FRANCE)

Organized by “Fédération Régionale des CIVAM de Rhône- Alpes”, along  
with AlimenTerra and INPACT Rhône -Alpes.



Supported by «Conseil Régional de Rhône-Alpes», the ministry of  
agriculture, Europe, the “Communauté de communes du Val de  
Drôme”(district council of Drôme).



## AGENDA

### Thursday, April 23rd

10.30 **Welcome** by Bernard XUEREF, President of the FRCIVAM Rhône-Alpes and vice president of AlimenTerra.

11.00 **Introductory speech** by Didier Jouv , vice president of “Région Rhône-Alpes”, delegate for sustainable development and for town and country planning.

11.30 **Lectures on supplying public catering with local products:** Pierre Emile BIGEARD (Manger bio isère), Giacomo BALLARI (Coldiretti Piemonte), David Rose (Sustain)

14.30 **Lectures on farm shops :** René DE BRUIN (SPN), Aurélie DUMONET (AVEC Rhône-Alpes)

15.30 **Visit of farm shops**, members of AVEC Rhône-Alpes : “Brin de terroir” and “Au plus près”.

### Friday, April 24th

9.00 **Lectures on strengthening links between producers and consumers:** Ludovic MAMDY (Alliance Rhône-Alpes ), Rosemary HOSKINS (Huntingdon Farmers’ Market), Serge VILLARD (FNCIVAM), Sara MARTIN (CERAI), Pauline CHAUVEAU (FDCIVAM 26).

11.15 **Lectures on strengthening partnership between producers and processors:** Brendan MOORE (East Anglian Brewers), Vanes FREIXA (Montanyanes).

14.00 **Lecture** by Clare HORELL (Sustain) on “ Making Local Food Work”

14.30 **Exchanges and workshops**

Workshop 1: How to create a European network of farming producers?

Workshop 2: Favouring the partnerships between producers and processors

Workshop 3: What organization to adapt supply and demand in local products?

17.00 **Feedback**

17.00 **Round table**

What strategies of development for short supply chains in Europe?

Leader: Jean -Yves MORGANTINI (FRCIVAM)

Participants : - Yves FEIDY, Representative of the Chamber of Agriculture of the Drôme  
- Jean SERRET, President of the District Council of the Drôme (CCVD)  
- Bernard XUEREF, President of the FRCIVAM Rhône-Alpes  
- Jorge HERNANDEZ, Président of CERAI

### Saturday, April 25th

9.00 **Guided visit of different farms** taking part in “De ferme en ferme” in the Drôme.

## PARTICIPANTS

The objectives have been fully reached, in terms of numbers, as well as in terms of diversity of structures and of countries.

85 people had registered (see list of participants in annex 1)

58 people have signed up on the first day, 58 on the second day and 24 on the third

88 files have been distributed at the entrance

5 European countries were represented: France, Italy, Spain, The Netherlands, England.

French organisations	Foreign organisations
ADAYG	AlimenTerra (european network)
Agri Bio Ardèche	AOC Friesland (Netherlands)
Alliance PEC Rhône-Alpes	Associació de Productors Artesans del Vallès Oriental (Spain)
APAP	CERAI (Spain)
Association court circuit	Coldiretti Piemonte (Italy)
Association l'Oeil Dormant	Consorti del Lluçanès (Spain)
AVEC Rhône-Alpes	Diputació de Barcelona (Spain)
Ccomito.com	East Anglian Brewers (England)
CDRA VALDAC	Huntingdon Farmers' markets (England)
CFPPA Le Pradel	Fundacio Lleida (Spain)
Chambre d'Agriculture 07	Generalitat Catalunya (Spain)
Chambre d'Agriculture 26	Montanyanes (Spain)
Chambre d'Agriculture 38	Parc Agrari del Baix Llobregat (Spain)
Chambre d'Agriculture Régionale de Rhône-Alpes	Slow Food Vallès Oriental (Spain)
Chambre de Commerce et de l'Industrie Nord Ardèche	SPN (Netherlands)
CIRIDD	Sustain (England)
Collège Condrieu	
Communauté de Communes du Pays de Dieulefit	
Communauté de Communes du Val de Drôme	
Conseil Général 26	
Conseil Général 71	
Conseil Régional de Rhône-Alpes	
CORABIO	
DDAF 69	
FDCIVAM 07	
FDCIVAM 26	
FNCIVAM	
FRCIVAM Rhône-Alpes	
ISARA	
IUT de St Etienne	
Laboratoire d'Etudes Rurales	
Manger Bio Isère	
Maison familiale Rurale de Divajeu	
MSA 71	
Rhône Pluriel	
Syndicat Mixte Ardèche Verte	
Syndicat Mixte baronnies Provençales	
Syndicat Mixte Drôme des Collines	
TRAME	

## LECTURES

You can download the powerpoint presentation on <http://inpact.ra.free.fr> .We are giving you here a brief report of the lectures and exchanges which took place between the public and the speakers. An oral recording has helped us to make this report, but to make it shorter we have synthetized the hearings without changing their meaning.

### SUBJECT 1: Supplying public catering with local products

- **Group of organic producers**, by Pierre-Emile Bigeard (Manger Bio Isère)

The association called “Manger Bio Isère” is made up of 27 organic producers who are supplying local public catering. It has developed an infrastucture dealing with supply and demand and guarantees a supply, as local as can be, it is also in charge of the logistics. MBI has a partnership with the “Conseil Régional de l’Isère” which helps to promote this expanding chain (800% more organic meals served between 2005 and 2008).

- **Group of producers from Piemonte** (Italy), by Giacomo Ballari (Coldiretti Piemonte)

Some producers from Piemonte have set up an organization to promote local products, they launched a campaign called “km 0”. This structure, through the firm Agri Granda Sviluppo, sells its products collectively for local public catering ,for shops or local supermarkets, by signing up contracts with consumers’ associations, or by organizing farmers’ markets .In 2008 the firm has supplied 170 local canteens (hospitals, schools, old people’s homes), 38 shops and local supermarkets and it has set up 80 farmers’ markets.

- **Supplying public catering with local products** (England), by David Rose(Sustain)

For many years the NGO Sustain has developed a network to supply sustainable food in public catering in London. They have worked on different projects, in partnership with important actors in London, so as to provide local supply by informing producers, reducing the costs of transportation, working at wholesale markets, developing a brand “local to London” and organizing meetings to share experiences.

### SUBJECT 2 : Farm shop

- **The Landwinkel farm shops network** (Netherlands), by René de Bruin (SPN)

Landwinkel is a network of farm shops created some 10 years ago by a group of farmers. Today 37 members belong to it in the Netherlands and, though they sell on the farm at an individual level, the organization remains collective (sharing of a brand, collective promotion, taking part in meetings to manage the network,...).This initiative has enabled the living standards of farmers to get better but the difficulties of logistics and organization remain hard to deal with.

- **Farm shops in Rhône-Alpes**, by Amélie Dumonet (AVEC)

A farm shop is managed by farmers who want to sell their products directly to consumers and thus have set up a shop collectively. The first farm shop was born in 1978, and today 27 shops belong to the network called AVEC in Rhône-Alpes. These shops are seen as the continuation of the farm itself, one producer at least must be in the shop on opening days. The outlet is reliable and regular for farms which are not that prosperous and help consumers to realize what kind of job farming is.

*Q: What are the advantages of selling on the farm or outside the farm?*

*A. Dumonet: The farm shop is a neutral place whose management is dealt with by the group of associates as a whole, which can help mitigating the effects of leadership linked to having a shop on one particular place selling products from other farms.*

*René de Bruin: In the Netherlands selling on the farm is no problem because they are not isolated and consumers can come easily. It seems important to sell on the farm so that*

*people can see where the product comes from as they visit the farm, it is for us the true aim of selling on the farm. In fact, it comes up to two different situations , such systems as AVEC do exist in the Netherlands as well.*

### **SUBJECT 3: Strengthening links between producers and consumers**

- **The AMAP**, by Ludovic Mamdy (Alliance PEC Rhône-Alpes)

An AMAP is an association between a group of consumers and a producer by which the production is sold in advance, by means of a contract. The AMAP enable consumers to buy fresh, safe, seasonal products, and producers to secure a living and to help organic farming to develop. Since they were first created, in 2004, the AMAP have been very successful, there are more than 130 today in France, for consumers have been expecting this type of structure and moreover they have helped to create new jobs for young farmers.

*Q: The idea of AMAP is a good one but sometimes it is rather difficult to establish a link between farmers and consumers, for consumers just come and collect their basket of vegetables and farmers have no real time to have a talk and exchange with consumers.*

*L. Mamdy: the AMAP system is based on voluntary work but the fact that a network exists helps to find bearings and go forward. It does happen that some situations remain purely commercial, but most of the time AMAP don't. That's why we are setting up a system, similar to the one "Nature et Progrès" are using, in which a participation is secured in regions such as Rhône-Alpes, PACA and Ile de France. It implies that consumers, farmers and the network itself sign up and feel linked on the long run.*

*Q: In France some AMAP are organic, others aren't . What is it like abroad?*

*L.Mamdy: In GB it started before France but they are less numerous, there are also some in Italy, Portugal and in the Czech Republic. As regards the organic aspect half the farmers in France are certified AB (organic agriculture), for the other half the network is trying to make them do away with synthetic products (fertilizers and phyto products).*

*C. Peckham: In Italy nearly all the AMAP are organic, it's the second country after France in which AMAP develop very rapidly.*

*P. Ortiz : In Spain some groups look like AMAP but the contract is different.*

*Q: How is the network advertised?*

*L.Mamdy: If you consider only the AMAP in LYON more than 1000 are on the waiting list so we just can't answer the demands. We don't need to advertise and moreover we don't want to do it for it means simplifying the messages while our aim is to create links and cooperation, it is in no way a commercial system.*

*Q: Why is the AMAP contract between one farmer and some consumers, why not more than one farmer?*

*An AMAP can have several farmers as partners but then they produce different products so that everybody can have a diversified production and consequently an organic diversity on the farm and also it would prove useful to move.*

*Q: How is Alliance Pec Rhône-Alpes financed?*

*L.Mamdy : 20% comes from the subscriptions and 80% from the local councils.*

- **Farmers' markets**, (England) by Rosemary Hoskins (Huntingdon Farmers' markets)

Local farmers' markets have started developing again from 1997 onwards. FARMA has established a certification which is independent so that the origin and the quality of the products can be recognized .This certification logo implies that the product is local and that the food is sold by the people producing it or processing it. Today there are more than 500 farmers' markets half of which belong to FARMA.

*Q: I'm quite surprised to see fresh meat on the stalls, must the people selling on these markets be registered with local authorities?*

*Yes, of course, somebody also comes along regularly to check the temperature of the places in which the food is kept. The access to electricity is also possible so the producers can store their products in refrigerated containers.*

*Q: Is there any kind of competition between producers and local shops?*

*When the markets are set up they aren't naturally very pleased but after a start they realize that the market brings in customers. Moreover the market takes place on Friday, every 2 weeks and we can notice how difficult it is to park on those days!*

*Q: What are the steps people have to take in order to set up a farmers' market?*

*R. Hoskins: It is essential for the local authorities to wish for and to agree to such a market. These authorities have the natural abilities in terms of marketing as well as in terms of law to set these markets up. They can also ask some specialists / consultants like me to help because when you have no experience it can be quite a difficult job! We work this way: we send messages to the press and to farmers to inform them about what we are planning and then I pay a visit to every farm to make sure they indeed produce what they are selling. I have made a CDROM to work on promotion for competition is already well organized (supermarkets) so we've got to prepare people to promote the event. As our budget is very small we try to organize events in which what we do is displayed. The producers manage in a roundabout way to explain what they do (for example by suggesting a questionnaire on environment, etc)*

*Q: how many people live in Huntingdon and how many producers are there on the market? Is it enough?*

*R. Hoskins: There are about 120000 inhabitants and the number of stalls varies but as a whole there are about 20. The farmers' market takes place on Friday, many people are at work but we didn't want a competition with other markets of the area which are on Saturday. We have to limit the number of stalls but we offer a great variety of choice.*

*Q: How much must every farmer pay for his stall? Are there any covered markets benefiting from town facilities?*

*The price is £20 and we provide the farmers with stalls as well as with refrigerated containers. We have realized that outdoor markets are more popular.*

*Q: It is quite surprising to see that the products on the markets are all wrapped. Is it in any way compulsory? Why?*

*R. Hoskins: All is not wrapped, but for practical reasons apples have been wrapped beforehand, thus you don't have to weigh them, to bring scales along on market day. For meat hygiene also comes into it.*

*Q: Why and how is certification granted?*

*R. Hoskins: Farmers' market is not a legally protected term so anybody could imitate what we are doing. But buying local food has become very popular, even supermarkets are advertising this type of food. Certification started when several markets formed a co-operative so as to distinguish genuine farmers' markets. Each market pays a contribution and is independently inspected which also gives the organic certification. The price is £ 100 a year for belonging to the association and £ 100 for the inspection.*

▪ **“La France de ferme en ferme”** by Serge Villard (FNCIVAM)

It is a big collective promotion of farming and farm products. Every last week end of April since 1993 farmers have been opening the doors of their farms to visitors organizing a guided visit, tasting sessions and the sale of their products. This event helps to strengthening the links between producers and consumers, between city and country, and

improving the relationships between two populations which are sometimes clearly cut out from each other. In 2008 494 farms took part with 300000 visitors, which on average means 761 visitors per farm.

- **Ecoalmunia .net** (Spain) by Sara Martin and Jorge Mariscal (CERAI)

Ecoalmunia.net is a network of exchanges on organic market gardening in the province of Aragon in Spain. Its aim is to promote production and consumption of organic vegetables but also the values linked to it (biodiversity, solidarity, health, equity) different actions are organized to make the network more efficient. Classes of organic gardening for the young ones, cooking classes with fresh and seasonal products, visits to a demonstration garden in Zaragosse, tasting of local food, festivities etc..

- **“Producteursducoin.com”** by Pauline Chauveau (FDCIVAM 26)

Producteursducoin.com aims to sell local food directly through the net. The first virtual shop was born in 2007 in the north of the Drôme .It includes 12 producers within a radius of 40 kms and 194 consumers are registered. They are offering farm products which are fresh, diversified and seasonal, the consumers can order on the net during the week and come and collect their food on Friday at a producer’s farm. This type of market makes it possible to keep some kind of direct relationship between producers and consumers in spite of the ‘virtuality’ of Internet, and to develop a local economy in which fair trade is prevalent.

## **SUBJECT 4: Partnership between local artisans and producers**

- **A co-operative of local brewers** (England) by Brendan Moore (East Anglian Brewers)

*Q: It seems there is only one person who transforms barley into malt? Is it an industry?*

*B. Moore: There was a malting floor nearby, it is a traditional system to produce malt which allows to transform 20 tons at a time. The professional in charge of the malting can have costs similar to firm costs with this old system.*

*Q: Everything is traditional, hardly mechanized, but what are the economic restraints? (selling a lot or at a high price?)*

*B.Moore: When we set up this cooperative we wanted to show that what is small is beautiful, contrary to what happens in supermarkets. People are ready to pay more but it is also because we offer them more, the quality of the product but also the setting of the shop which is really nice , for them it is like an outing. For us, at the start ,it was quite difficult to convince the producers to impose high prices but we realized that customers were ready to pay £1 or £2 more than at the supermarket for the quality .We are at the moment studying another system to transform barley into malt so as to be able to satisfy the interest of people who want to see what happens .*

*C.Peckham: A brewer has printed the reference J.S on the label to indicate where the barley comes from. The consumer can thus know exactly the origin of the product.*

- **Local production and transformation of wool** (Spain), by Vanessa Freixa (Montanyanes)  
The Gripiá project aims at maintaining an economic activity in a mountain environment (Catalonian Pyrenees) through a sustainable management of farms. In this region where the rearing of sheep is a tradition a shepherds’ school has been created to teach young people this job, and the commercialization of the wool coming from this local breed has been helped. Thanks to the improvement of traditional craftsman’s techniques and thanks to the training the wool is processed by local craftsmen to be sold as clothes, mattresses, carpets, but also as insulating material for bio construction. The wool coming from this region is stamped down as a product for which solidarity and fair trade are a trade mark.

## SUBJECT 5: Research on sustainable food chain

- “Making Local Food Work” (England), by Clare Horell (Sustain).

It is a 5 year program which aims at re-inforcing the links between producers and consumers through different strands: farmers' markets, local products shops, CSA, clusters of buyers, co-operatives, family gardens, distribution platforms, helping the development of internet sites on the different projects,... When you analyse several initiatives according to different criteria (distribution, diversification, viability, education..) you realize it is often difficult to reach economic and social success at the same time.

*Q: I don't agree when you state that “these initiatives are helped by the state and it would be better to manage without that help”. I work with social organizations and we believe they have a mission as regards general interest and general usefulness by showing they cost less to society, these costs being integrated in our balance sheet.*

*C.Horell: I agree but that is not possible in England the government gives little money and we must manage to do without their help.*

*R: In Italy the government's attitude is nearer to the English one than to the French one, however social co-operatives go further than we do, with mentally -handicapped people who are paid for their jobs, it proves a very rewarding experience.*

*Q: I insist on the final outlines for they are the same as in France, all the associations which work in social integration, in short supply chains have this type of problems: leadership, financial and structural management, people with many tasks to do, because the groups are often small, but have to tackle different activities.*

*Q: You've spoken of fallow workers' gardens, who has started the movement to have these allotments cultivated?*

*C. Horell: 4 people were on a waiting list for these allotments and pushed hard to find a garden and cultivate it.*

*C. Peckham: In England there are empty spaces ready for gardening but local authorities had rather wait until those allotments reached a high price to be able to sell them. People have to put pressure on local councils to be allowed to garden them.*



## VISITS

### FARM SHOPS with AVEC

One or two producers working in the shop introduce us to the way it works. They explain how the shop was created, how it is managed, highlighting the advantages and the drawbacks of this type of collective shop. Two groups are formed, each one visiting one shop.

#### **“Au plus pré”: farm shop in La Laupie (26)**

Leader : Jean-Yves Morgantini (FRCIVAM Rhône-Alpes)

Interpreter: Claude Bardet

12 organic producers manage this shop , they sell: vegetables , ewe's milk cheese, yoghurts, pulses, cereals ,flour , pork , sausages ,fruit, juices ,onions ,garlic, eggs, lambs, seedlings, sirups, herb teas...

21 participants have visited this shop.

#### **“Brin de terroir”: farm shop in Veunaveys la Rochette (26)**

Leader : Réjane Morgantini (FRCIVAM Rhône-Alpes)

30 producers and craftsmen manage this shop and use it to sell their products, 7 use it just as a sale / return shop: pork meat , beef , sausages ,lambs , sirups made from plants, cereals, bread, wine, ostrich, snails, goat's milk cheese, apples, essential oils, herbs, “clairette” (local sparkling wine), jam, honey, fruit juice, vegetables, olives, oil, chicken, pottery, textiles, wool and products derived from it, leather, jewels...

23 participants have visited that shop.

### **“DE FERME EN FERME” TOURS**

The visits of the farms aimed at letting people know how the “de ferme en ferme” operation works, especially foreigners. It was for them an opportunity to see the results of the event while being told about the way it had been prepared, organized and communicated. They could appreciate how warm farmers have welcomed us and how interesting the visits were. They could also realize the variety of agriculture that Drôme offers and the various products farmers sell.

#### **Tour 1 : Monts du Matin-Valentinois**

**Farm 1:** Goat farm, in Rochefort Samson (26)

Goat breeding with the making of cheese.

**Farm 2:** Floraliss, in Alixan (26)

Water plants, organic vegetable and herb seedlings.

Leader: Réjane Morgantini (FRCIVAM Rhône-Alpes)

Spanish-speaking group of 12. The number of visits had to be reduced for train timetable reasons , visitors being compelled to travel back to their different countries at the end of the morning.

#### **Tour 2: Roubion - Pays de Dieulefit**

**Farm 1:** Brin d'herbe in Bézaudin sur Bine (26)

Herbs, essential oils.

**Farm 2:** Ferme du clos de l'Orme in Vesc (26). Ewe breeding, lamb meat, ecoconstruction, renewable energy.

**Farm 3:** Ferme de Bantouxin La Repara Auriples (26). Goat breeding and cheese.

Leader : Jean-Yves Morgantini (FRCIVAM Rhône-Alpes)

Interpreter : Claude Bardet

English-speaking group of 12.

## WORKSHOPS

The exchanges taking place in the workshops can't be fully written, we are just presenting the feedback here.

### Workshop 1: How to create a European network of farmers

Leader: Sophie Trintignac (Chambre d'Agriculture 07)

Reporter: Claire Texier (FDCIVAM 07)

Translator: Pauline Chauveau (FDCIVAM 26)

13 people took part in this workshop

After everybody has introduced himself several questions have arisen in the midst of the exchanges.

#### 1. Why create a European network?

The first interest is to exchange good practices between farmers. Working as a network makes it easy to exchange technical references, knowledge and so to take advantage of other people's experiences.

The second interest would be for the farmers to have a unique political representation .To defend the interests of producers locally thanks to a European representation and recognition.

The commercial interest of a European network was rejected inside the group on the grounds that it can bring competition between the producers , and the necessity of transportation of goods which goes against the notion of relocalisation of agricultural products.

#### 2. Who could belong to such a European network?

The definition of "small producers" was talked about without reaching any consensus. The network, then, could be composed of producers, but also of associations / organisations regional ones rather than national ones. It, indeed, seems easier to exchange between regions sharing specificities rather than between countries which often offer great differences of situations, which aren't comparable to others. Inter-regional cooperation seems to be wiser, nearer to the producers' preoccupations.

#### 3. How to create a European network?

Every participant in the workshop has explained about his own experiences of network activities, it has stressed the difficulties of such work in terms of time, finances, coordination and communication. If a European network of producers comes to life, it will be essential to see how the existing networks work (Via Campesina and AlimenTerra have been listed).

It would be interesting to study how an already existing network could carry the objectives and values of producers so as not to add to the number of European networks and organizations.

It also seems essential to define the objectives of this network and to share them with all the members. It could be a means of "natural" selection of the members of the network (in accordance with its values).

Finally, when considering the different network experiences of the different people, it was agreed that something "light" should be set up , that is to say with one coordinator only and not a heavy administrative structure with a number of employees. It was also

suggested that when there is an organization of organizations people must feel ready to spare some time for it because when they retreat from or refrain from attending the network activities failure is not far.

The group has not been able to make propositions but has raised questions which ought to be debated before setting up a European network of producers.

## **Workshop 2: Favours the partnerships between local producers and local processors**

Leader: Jean-Yves Morgantini (FRCIVAM Rhône-Alpes)

Reporter: Elisa Tabet (FRCIVAM Rhône-Alpes)

Translator: Claude Bardet

Everybody introduces himself shortly. Then the workshop started by the accounts given by a few people about the interests / limits and the potential of development of relationships between local producers and processors inside their own organization. This first exchange caused a debate for the nature of the partnership producer/ processor is quite specific to every field of agricultural activity but also to different regional or national backgrounds, here are a few statements:

1. What is stressed is that whatever the nature of the partnership between a producer and a processor the stake for the producer is to remain involved in the quality of his product until it reaches the consumer. In this type of partnership most of the problems happen when the producer fails to “follow” his product. So as to succeed it is naturally easier when the producer himself is the processor and salesman, but sometimes he prefers or has to require a processor.

2. The requirement of a processor is interesting or necessary when:

The investment in material is high

The producer is short of time to engage into that “other job”

The process he has to transmit is complex (in terms of know-how)

3. The distance between the place of production of raw materials and the processing workshop was an important topic. Through everybody's experience it seems that it is the definition of local which arises questions and the link between the producer and the consumer appeared as essential to guarantee the quality of the product. There are huge differences, it depends on every country's legislation. Maintaining a strong link sometimes requires adapting the laws regionally or nationally.

### **Propositions**

This workshop proves that this set of themes induces us to review the relationship between producers and processors, by going beyond the exchanges of experience. To do so, the suggestion is, as a first step, to organize a European conference including local producers and processors, in order to underline the importance of these local processing activities and to have them taken into account by European authorities.

At the end of this meeting a course would be organized: it would last a few days and would go from one country to another and would be intended for students as well as for professionals. These actors would be able to spread these views and confront them to concrete actions in every country.

## **Workshop 3: What organization to adapt supply to demand in local products?**

Leader: Serge Villard (FNCIVAM)

Reporter: Arnaud Leclerc (FDCIVAM 26)

Interpreter: Clive Peckham (AlimenTerra)

The debates were rich and the number of participants was important. Consequently numerous aspects linked to our subject were talked about

- the question of communication on the quality of the products (labels, names)
- the quality-price ratio
- the question of the number of working hours and of a fair salary
- the question of economic viability
- the fact that short supply chains, beyond the economic aspect, are a source of social links
- the problems of the buying of land especially as regards edge of town agriculture

However it seems important to stress three points:

1. The fact that it is necessary to make research so as to gather techno-economical references. Finding financial partners is thus essential. Resource centres will have to collect those references to allow everyone on a regional level to have access to them. These resource centres will also have to be financed.

2. At the moment, in most cases, demand is much larger than supply. But there are also exceptions, in England for instance: the promotion of short supply chains shouldn't then be abandoned. This unbalance can be explained by the reaction of citizens who, with all the food crises (mad cow, hormones, aviary flu) turn to local productions, their representatives have just followed suit, they have decided to make supplying more local.

If demand changes very quickly, the systems of production are indeed slower, investments and production taking time. The main role of platforms or structures of development of short supply chains was stressed in the workshop. These structures will have to be strengthened platforms will have to be created and the financing will have to be found.

3. Eventually the definition of "a local product" was the object of debate, it varies from one place to another, from one person to another, hence the difficulty of giving a universal definition.

## ROUND TABLE

### What strategies of development for short supply chains in Europe?

Speakers on the platform:

Yves Feidy (Representative at the agricultural chamber)

Jean Serret (President of the 'communauté de communes' of 'val de Drôme')

Bernard Xueref (President of FRCIVAM Rhône-Alpes)

Jorge Hernandez (President of CERAI)

Leader: Jean-Yves Morgantini (FRCIVAM Rhône-Alpes)

Translator: Claude Bardet

After the feedback of the different workshops the people taking part in the round table have been asked to introduce themselves and to explain why the organization they are representing is supporting the development of short supply chains.

Yves Feidy: *I breed sheep with my son and my wife in the south of la Drôme. Six years ago we decided to sell our products, our whole production, directly. We send our ewes to a local abattoir (12 kms away from the farm) and we cut out the meat at the farm. I am a representative for the agricultural chamber, in charge of agro-tourism and of the promotion of products. The preoccupations of the people themselves have led to a agricultural project on a "départemental" level and hence to the policy of our chamber. This policy is based on a living agriculture throughout the region, with diversified productions which enables the farmers to make a decent living.*

*Our chamber favours agro-tourism, in particular short supply chains, it has appointed a resource person who is responsible for diversification and who is there to help local farmers.*

*A network of agro-tourism has also been created it's called: "Bienvenue à la ferme" and it is linked to the national network.*

*One concern of the chamber is not to oppose the different types of productions but, on the opposite to find synergies, not to oppose the networks of short supply chains to cooperatives which are also quality brands in the Drôme.*

Jean Serret: *I am a Maths teacher, but I am on secondment so as to be able to assume all my tasks as a representative. I have been the mayor of a small village, Eurre, 1100 inhabitants, for 20 years. I am the President of the "Communautés de communes du val de Drôme" which includes 36 towns or villages, the smallest having 19 inhabitants and the largest 900 inhabitants. This area has the shape of a triangle of 50 kms per side with 36000 inhabitants. I am the "conseiller general" for the borough of Crest-Nord, I am the President of the first commission in France to have written on how to manage and distribute water, I am also the President of a committee which bears the "pôle d'excellence rural" and the great project in Rhône-Alpes called Biovallée whose territory represents 1/3 of the département, 103 towns or villages, 55000 inhabitants. Our ambition is to have in our Drôme valley a rural "Fribourg" that is to say a territory which can be set as an example for rural sustainable development. Our region is specific because 20% of farmers have an organic production, but my wish is in no way to oppose organic and conventional agricultures. The "communauté de communes" has supported the "de ferme en ferme" initiative, we have decided to help the creation of short supply chains by encouraging CSA and farmers' shops. Without opposing short supply chains and long chains but for me there are essential differences. At the two extremities of the chains there are producers and consumers, the length of the chain does not depend on the geographic distance. For instance in my town garlic producers sell their garlic 2 euros a kilo and the consumer buys it 10 euros. Among the intermediaries are processors, transporters, wholesalers, supermarkets and bankers. World-wide agriculture can't escape the*

economic crisis and this crisis has made people realize that long chains in agriculture can't be satisfying. Cereals for example have trebled their price because of speculation on oil. So we have to invent new things, among which short supply chains. At the "communauté de communes" we have a project called "piaf". We are able to create industrial, craftsmen, housing zones, which are settled on several towns or villages but we haven't yet managed to create agricultural zones situated on several villages. Creating a farming nursery situated on several villages, nothing like a kolkhoz, would be a way to transform conventionally grown lands into organic grown lands. A project has been presented to us at the "communauté de communes": every time a community takes 1 Ha of farming land it would have to convert 10 ha of conventionally grown lands into organic grown lands. In the Biovallée project there are 2 aims: to be self sufficient with one's local farming production and to reach the number of 50% of farmers being organic.

Bernard Xueref: I am a farmer a man of the country who lives on his land and for his land. I used to be a producer of organic essential oils, I still work on essential oils but just on the gathering, on fallow lands for officially I have retired. But I also process chocolate in a fairtrade company.

As vice president of AlimenTerra I feel quite satisfied with this meeting for was one of our most important purposes when we created the network was to get to concrete proposals. I am the president of the "fédération régionale des CIVAM Rhône- Alpes" which has organized this session. The CIVAM were born after the war, they stemmed from a movement "l'éducation populaire". It is an association between the "ligue de l'enseignement" and rural schoolmasters, thus we want to answer the demands of farmers and to work for the welfare of society. France is a model as regards the organization of agricultural production. 15 years ago producers organized the first exhibitions in big towns (Paris, Lyon) to show their products and explain where they came from. We have worked for organic agriculture and I'm quite happy to see we are today in the Biovallée. The Drôme is a département where all kinds of productions can be found. Farmers in this diversity prove to be innovaters, they are never short of suggestions and love inventing. As a conclusion what matters is explaining where the products come from. For example in jams 50% of the product is sugar and consumers must know where it comes from. I'll conclude with this sentence: to feel well in your mind you have to feel well in your body and to eat quality food.

Jorge Hernandez: I am the president of CERAI which is a centre for rural studies and international agriculture. We are an organization of international cooperation and we have organized the "forum social de LA HAVANE in 2001 in CUBA, we have also introduced the council of food sovereignty of AlimenTerra. In 2001 we took part in the creation of AlimenTerra, wishing to fight the industrial lobby, great multinational companies in the European Food Policy. We organized the world forum on agrarian reforms in 2004 and in 2008 we organized the first meetings of illicit cultures producers (marijuana, opium, coca) to make the united nations listen to our voice as they met in Austria in march. After WW II the European policy worked on feeding people in towns. International competition finally induced a very concentrated system with supermarkets. But there are problems with that system. One problem is the health of people, the problem of obesity of young children has arisen, diabetes as well. The common agricultural policy has decided to revise the policy of automatic treatments with pesticides, of additives (colourings) as well, we have thought that the use of energies was the illness of the XXI century, we have also seen the problem of food and the necessity of a policy which secures the welfare of citizens when they face biotechnologies (GMOs), all of this without ever sharing with the citizens the consequences of these new technologies. We have realized that the directives of our governments, hyperhygienism, bio piracy and all that are a way to support worldwide industry. For example when you think of traceability it is a complex method which is hard on small industry, on craftsmanship. For instance the CERAI is an organization that the FAO consults, in the morning I have to speak in Rome of food sovereignty, a hunger problem, and in the evening, in Brussels, a problem of

*hyperhygienism must be tackled. There's another problem with environment, it's the problem of biodiversity and fishing. The model suggested is standardized agriculture. Another problem is erosion, as a result of country places being desertified, but agriculture has not only to do with economy it has to do with ecology.*

*Another problem is the contribution of agriculture to global warming, the problem of nitrates is environmental but is also a health problem. We have a problem of quantity and of quality for water which at stake for this century. Problems of cancers linked to agricultural practices.*

*We want a different European policy, a World Trade Organization which doesn't dictate its laws to Europe, a globalisation which retains its multi polarity, which protects citizens and farmers and not the destruction of our culture of our history. In this aim we have created in Spain a platform of organizations for sustainable catering, we support the development of CSA and the production of craftsmen.*

*Q: All along our meeting much has been said about politics choices, policies. These choices are to be made on different levels from the local to the European and for people who are in the real world it isn't always easy to see clearly the link between local and European policies.*

*J. Hernandez: For me there's no contradiction. I think society is something local, but we are in Europe and we must feel supported by them. The organizations are European but things have to work on the territory. That's why local authorities are as important as European authorities.*

*B. Xueref: I think we must make propositions; for this we need concrete projects, we need to give shape to our ideas and we need to convince our representatives.*

*J. Serret: For some years we have lived with 2 totalitarian systems working alongside each other: communism and capitalism have balanced the world. In the 90ies communism exploded, capitalism became liberal to an extreme and adapted itself and now we're living a crisis of capitalism which is important. The answer can't be about a system, I believe in paradoxical ways out of which mathematics were bor .I am not in favour of the culture of incoherence, but for the ideas of Gilles de Gênes that is to say to accept to work as a nucleus, an autonomous nodule and this in the political frame chosen by the population, that's what we call governing. And the frame in my view is sustainable development. It means we have to accept contradictions, mistakes that sometimes citizens must be right when they confront their representatives. The period we are living, which is difficult for certain people is for me fabulous for we can invent and have utopias.*

*J.Y Morgantini: I keep in mind it encourages us to work in the real world as we do now without being frightened of the incoherence we can meet.*

*J. Serret: A very simple example: man is the only mammal who walks standing. And we are physically the most striking example of physical incoherence when we walk.*

*Y. Feidy: I will just add that things must start from the real world to go up whereas often things happen the other way round.*

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