

France – innovation example 4

Development of direct distribution – Farm shops and Agrilocal

Conservatoire d'Espaces Naturels Languedoc-Roussillon (CEN L-R)

www.cenlr.org/content/hnv-link/

- **Location:** Throughout France and in the Causses and Cevennes
- **HNV system:** all types of system of production. In the examples that are presented, mostly in pastoral systems.
- **Scale of operation:** large scale (Causses and Cevennes territory covers 3000km²)
- **Timespan:** Depending on the project
- **Keys to success:** Mainly the involvement of breeders and their basic willingness to take action ; in a second hand, mobilisation of funding and communication about the projects



Problems addressed by this example

- To improve enhancement of their products to create added value on their farms
- To remain master of their products, to be independant of the industries
- To create social links and social recognition
- To reassure customers

Story in a nutshell

The development of direct distribution combine several categories of example: some which have become fairly current in France over a number of years, others which are more confidential.

Farm shops permit collective and direct distribution. It is increasingly popular with consumers who are looking for a direct link with producers. Many farms shops have developed in France and in Causses and Cevennes territory.

Agrilocal is a platform that brings together suppliers of local products (farmers, food professionals, local shops, etc) and institutional catering purchasers (schools, retirement homes, etc) in a simple, direct and instant relationship that ensures respect for the public procurement code (Code des Marchés Publics).

Currently, it is used by 30 departments and 3 out of 4 departments in the Causses an Cevennes have this virtual platform.

What does the development of direct distribution (farm shops and Agrilocal) achieve for HNV farming?

Achievements

- *Creation of farmers collectives*
- *Mutualisation of sale and communication tools*

Economics of HNV farming



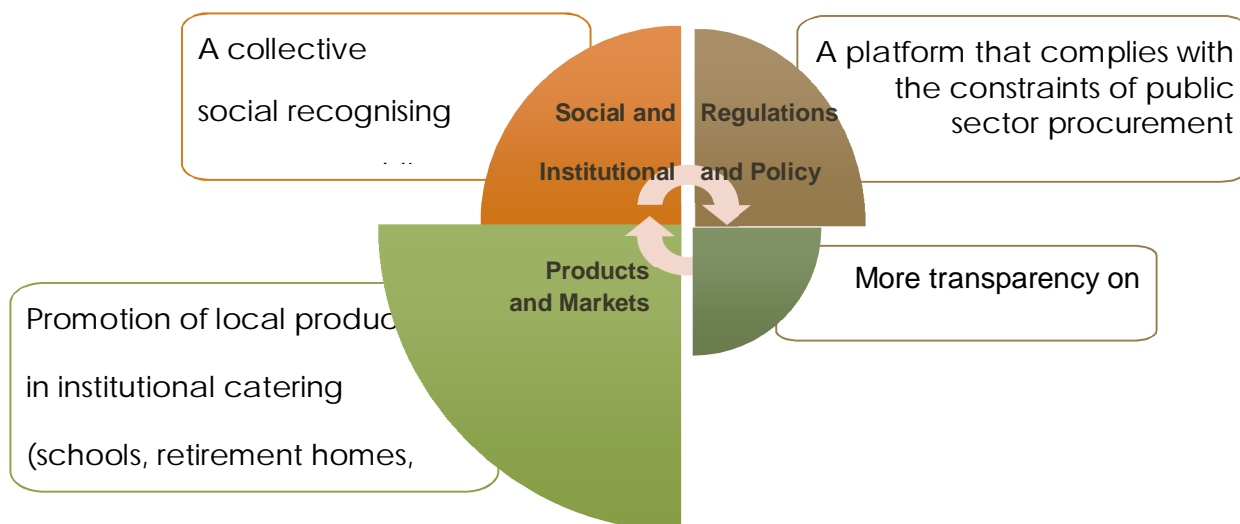
The development of direct distribution improved the economic autonomy of breeders.

Maintaining or improving HNV values

The development of direct distribution is not designed to achieve specifically HNV objectives but it allows to highlight extensive grazing systems and sensibilise customers.



How does the development of direct distribution (farm shops and Agrilocal) respond to the HNV LINK innovation themes?



The process that made it happen and critical factors for success

- Creation of the Technical Task (public institution)
- Concertation of local stakeholders to create management plan and action plan (2016)

The technical task has been created by the 4 departments concerned. It fulfils the mission of implementing the management guidelines.

Actors and roles

Agrilocal platform was developed in 2011 by the Puy de Dome and Drome departments. Currently each departments with this platform need to have employees who animate it.

Farm shops are created by a collective of farmers with the help of institution or specific associations.

Limiting factors

The approach is particularly innovative regarding produce and markets and the regulatory framework but also, to a lesser extent, with respect to social and institutional aspects. On the other hand, it does not involve automatically changes in farming practices.

The principal risks for collectives are misunderstandings within the collective that could lead to its dissolution or to the exclusion of specific people from the collective as well as the lack of funding of the organisation.

The functioning of the platform needs departments employees.

Lessons learnt from this innovation example and its potential replication

The replication of farm shop is easy if a farmers collective want it and if there are enough customers nearby.

Agrilocal platform can easily be replicated too if an institution is motivated to develop it and if local farmers and institutional catering purchasers are interested.

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