

Producers' shops - Couleurs Paysannes

innovative solutions for Short Food Supply Chains

Campden BRI Hungary

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PU	Public	
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

1. Title of the case description

Producers' shop

2. Indicate your role in the Smart Food Supply Chain:

individual member of the chain:

chain operator:

network operator:

association:

technical, scientific, or management expert:

advisor:

policy maker:

other:

3. Indicate the region (if applicable):

Local, regional and global

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety														
	food quality														
	trust	X	X				X	X		X					
	ethical aspects														
	accessibility	X	X					X		X					
Needs of the chain actors	fair price	X	X					X				X			
	increased negotiating power														
	shared use of available resources	X	X					X				X			
	product development support														
	access to markets and consumers	X	X					X				X			
	access to infrastructure	X	X					X				X			

1: Farming

2: Primary production

3: Transport

4: Processing and packaging

5: Storage

6: Logistics

7: Sale

8: Product integrity, authenticity, transparency

9: Marketing concepts

10: Food chain management and networking for enhancing cooperation among chain actors

11: Business modelling

12: Policy environment

13: Legal requirements

14: Labelling

5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

The direct contact between producer and consumer is one of the most effective ways to build up the trust to the local products. Individual growers and producers do not have enough human resources to carry out all their activities. Direct selling to consumers is one of the most difficult and time-consuming tasks of them. The farmers shop offers a solution to both producers and consumers that benefits both parties.

The prerequisite of opening and operating a farmers' shop is that farmers and producers are able to cooperate.

.....

- **Describe the enabling function(s) and the practical benefit(s)-(e.g. for which types of problems and opportunities is used and can it be used, and how)**

The farmers' shop is a meeting point of the local products and the consumers. The farmers/producers do not need to provide their own human resources for sale. They can focus their time on their main activities. The shop is an appropriate place to promote the individual producers, their products and the region as well.

The farmers' shop offers several benefits to consumers. A wide range of product is produced in the region, so consumers can buy regularly the products of the region in one place.

- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organisational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

The "Couleurs Paysannes" shops are constituted in the form of cooperatives which bring together more than 60 local producers offering throughout the year a complete range of products directing from their farms.

There are many kinds of products sold: fruits and vegetables, meat and fish, creamery, grocery, bakery, drinks and well-being products. All products are local and sustainable agriculture or organic farming.

The organization's website provides accurate coordinates of the shops, opening our and product offerings. The website can be searched by region, producers, product group as well.

technological

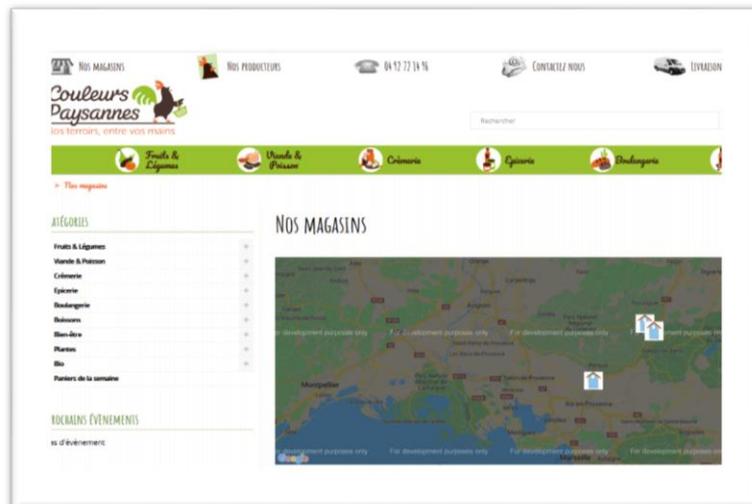
non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

Couleurs Paysannes, in France

The producers sell their products collectively or individually, direct to the final consumers.

There are many kinds of products sold in the shops of Couleurs Paysannes: fruits and vegetables, meat and fish, creamery, grocery, bakery, drinks and well-being products.



- **Describe the distribution channels of the product(s)**

Individual direct sale

Collective direct sale



- **Describe what makes the innovation work.**

The farmers' shops provide a complete range of products of more than 60 local producers throughout the year, in direct of their farms.

Consumers will be able to buy several kinds of products in that shop that is most easily accessible for them. They can buy products from multiple producers in one place. Consumer can be encouraged to buy a variety of products e.g. wine and cheese, salami, bakery products, jam etc.

Fruits & Légumes
Viande & Poisson
Crèmerie
Epicerie
Boulangerie
Boissons
Bien être

COULEURS PAYSANNES - VALENSOLE



Notre magasin à la sortie de Manosque, direction Valensole.

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- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**
 - a: **List the relevant necessary resources (including the estimated cost) for the specific innovation.**
Please list the relevant ones only (list is annexed)

Human: labour force for running the shops and joint marketing activity.

Infrastructure:: sales premises, IT infrastructure for web page

Financial:: depends on the region, the size of the sales premises

- b: **List the relevant necessary capabilities for the specific innovation.**
Please list the relevant ones only (list is annexed)

Food safety: ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products

Food quality:

- ability to define the target segments of consumers for SFSCs,
- ability to access the consumer willingness to pay for specific products of SFSCs.

Accessibility to consumers: ability to develop and implement new business models for ensuring access of consumers to products and augmented services.

Fair price: ability to access the consumer willingness to pay for fair price.

Access to market:

- ability to access to required raw materials within a restricted geographical area.
- stock control
- ability to organise logistics efficiently and to exploit innovative solutions and distribution channels.

6. Describe the results, achievements and typical failures

By selling in farmers' shop, more producers are making their products directly available to consumers. Farmers can deal more effectively with their main activities. The farmer does not have to employ a full-time sales person.

The widest, most varied and continuous range of products must be provided in shop. Opening ours should be tailored to the needs and expectations of consumers.

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

The collective direct sale and marketing is one of the most effective way to sell in short food supply chain.

8. Aspects, methods for transfer of methods for other SFSC members

The farmers' shops can be operated by most successfully if farmers /producers make it together.

9. Recommendations for members of other SFSCs for further applications

Local producers should set up cooperation for joint selling.

In the facility equipment must be applicable for selling the ambient products, products requiring refrigeration and freezing, and facilities for tasting.

10. More information is available at (web), if it is relevant

<https://www.couleurs-paysannes.fr/index.php?controller=stores>

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.