



Producers, Grocers, Caterers

A group of activities gathered to offer local and sustainable food in one place

Context

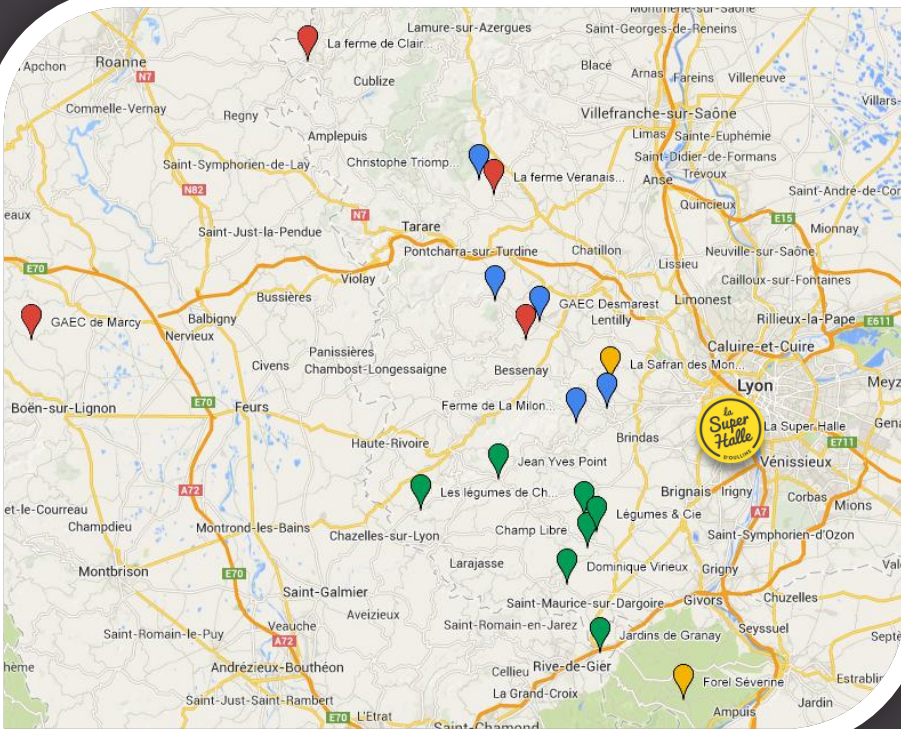
- A producer's shop
- An organic grocery shop
- Eat-in or take-away restaurant and catering



The producer's shop

17 associated farms and more than 30 people involved

Local producers in a 80 km perimeter from the Halle



7 vegetable farmers
5 dairy products producers
5 animal farmers
3 producers selling indirectly

In organic or peasant
agriculture



The organic grocery shop

- Around 2.000 references (obj : x2)
- Promotion of bulk products, and
- Short supply chain with organic and fair producers



The restaurant



- Eat-in, take-away & catering offers
- Healthy cooking
- Products from the Halle as much as possible

Key figures



- 40 people daily associated in the project :
17 associated farms / 2 grocers / 3 caterers / 1 employee & 1 coordinator
- 800m² including 300 m² for the shop
- Investment of 500 k€ (115 K€ from public bodies).
- Expected turnover 1st year : 1M€
- Objective of 25 farms

Objectives



- Ensure market opportunities to small farms
- Propose an alternative for responsible consumption
- Raise people's awareness
- Developments foreseen :
 - Professional offer for restaurants, groceries, nurseries, etc
 - Catering offer
 - New coming farms



Added values



- **Governance and social:** cooperation & transparency.
- **Environmental**
- **Economical**

Challenges



- Diversity of competences and backgrounds
- Competition between producers & grocery
- Cohesion & project management
- New concept
- Localisation



Thank you all for your
attention!