

SKIN Good Practice Recording Template

Cœur Paysan	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	<u>Products - quality - value</u> : freshness of the products, environmental sustainability: reduction of food waste
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>efficiencies and process innovations</u> : logistics and distribution
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>internal</u> : group spirit and decision-making structures
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>efficiency</u> : Reliable distribution and spatial proximity
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Short description of the 'good practice': In the City of Colmar in Alsace, the 6th of December 2016, 35 farmers from the region of Alsace decided to buy a former Lidl supermarket together in order to start selling directly their products in here. Meat, cheese, fruits and vegetables, cider, beer, all of the 1000 products sold in "Coeur paysan" are produced by these 35 farmers. Everything works as a classical supermarket, except that the prices are decided by the farmers only and the products only come from their farms, and most of the time it comes cheaper as in a classical supermarket. They work really hard on their communication strategy to make things work, and so far 300 to 500 people per day come visiting their supermarket. Also most of the products are sold in bulk so it helps reducing waste.</p> <p>Main results/outcomes of the activity (expected or final): Farmers have a place to sell their products to the price that seems fair to them, consumers buy fresh local products to a fair price without changing shopping habits.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p>

	<p>This is a quite easy initiative to implement for farmers in any country. In this example, the farmers did everything by themselves. The only constraint is to find a place (old supermarket or else) where to sell products, so you need to gather enough producers so this process is not too expensive. Apart from that, the process is easy and can bring a lot to those who take time to invest in as consumers are really looking for this kind of places.</p> <p>Further information/Reference: http://www.coeur-paysan.com/</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</p> <p>This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Brève description des bonnes pratiques’: A Colmar en Alsace, le 6 Décembre 2016, 35 producteurs alsaciens ont décidé de s'associer en rachetant ensemble un ancien supermarché Lidl pour commencer à y vendre leurs produits locaux. Viande, fromages, légumes, bière, le millier de produits vendu à "Coeur paysan" provient de leurs exploitations. Tout fonctionne comme un supermarché classique, mais les producteurs fixent les prix, évitant tout intermédiaire inutile qui les gonflerait. Les produits sont vendus en vrac ce qui limite le gaspillage des emballages. Les consommateurs peuvent donc retrouver dans un seul supermarché uniquement des produits de leur région à un prix juste, avec une fraîcheur garantie.</p> <p>Principaux résultats / résultats de l'activité (prévue ou finale): C'est un concept assez aisé à mettre en place, dans cet exemple les producteurs ont tout fait par eux mêmes. La plus grande difficulté est de trouver un local où vendre les produits, il faut donc rassembler un nombre suffisant de producteurs pour que cela ne soit pas trop cher. Mais lorsque c'est fait, ce concept peut apporter beaucoup à ceux qui osent s'investir dans le projet car les consommateurs sont vraiment en demande de ce type de lieu.</p> <p>La (les) principale (s) recommandation (s) pratique (s): quelle serait la principale valeur ajoutée / bénéfice ou opportunité pour l'utilisateur final si les connaissances générées étaient mises en œuvre? Comment le praticien peut-il utiliser les résultats? Les consommateurs ont un lieu de référence simple où acheter leurs produits frais locaux, et les producteurs peuvent eux même fixer leurs prix.</p> <p>Informations complémentaires / Référence http://www.coeur-paysan.com/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p><u>Pearls</u>: This was a quite unique concept when it was made, as it allows the producers to really become independent in their way of dealing with consumers and it ensures consumers that they buy only local products. <u>Puzzles</u>: I am a bit concerned about how everything is dealt in terms of consumer satisfaction, feedback and quality, is it common or individual, who is responsible? <u>Proposals</u>: I would just suggest to promote this action in order to encourage other farmers to do the same.</p>
<p>What needs did the ‘good practice’ respond to?</p>	<p>Build a strong local community, make the access to local products easier and more fair to both consumers and producers.</p>
<p>Methodology Used:</p>	<p>desk-based research</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors</u>: Farmers, consumers; <u>stakeholders</u>: consumers</p>

Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5. Consumers & society, 6. Distribution
Sectors	All Sectors
Region, Country	Colmar in Alsace, France
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**See SKIN Good Practice 'Hot Topics' Directory*

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