SKIN Good Practice Recording Template

Le marché sur l'eau	
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SKIN good practice 'Hot Topic(s)'* CATEGORY 3	Internal: contractual agreements between chain partners
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.	**Short description of the 'good practice':** The association "Marché sur l'eau" was created the 23rd of March 2011 in order to stimulate the consumption of local products in the North West of the Region Ile de France while reducing the transportation costs and environmental impact. The products from farms selected according to their proximity to a water canal are transported by boat to the cities of Sevran, Pantin and the North Ouest of Paris, where they are sold. Consumers can choose to either subscribe to fruit and vegetable baskets that they pick up at the collection points close to the water canal or to buy vegetables in bulk, but in this case they have to pay a bit more to compensate potential losses and only people who subscribe to the association (by paying 20 euros/ year) have access to this service. The products are not organic but the farmers promise to use less intensive methods. Of course the farmers respect the seasonality of the products.
	Main results/outcomes of the activity (expected or final): Fresh fruits and vegetables from local farmers are transported closer to Paris by boat, with limited environmental impact, where consumers can buy fresh and seasonal products and support local producers by paying a fair price. It brings closer consumers who tend to live closer to the center of Ile de France region and producers who are working a bit more outside of the center.
	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?

	Encourage the use of alternative and more eco friendly distribution tracks, bringing together farmers and consumers by using national landmarks. **Further information/Reference:** http://www.marchesurleau.com/
Short summary for practitioners in native language 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.	**Brève description des bonnes pratiques':** L'association "Marché sur l'eau" a été créée le 23 Mars 2011 afin d'encourager la consommation de produits locaux dans le nord ouest de l'ile de France et de rapprocher les producteurs franciliens des consommateurs. Ainsi, des producteurs sélectionnés en fonction de leur proximité par rapport à un canal, voient leurs fruits et légumes strictement de saison acheminés vers Sevran, Pantin et le Nord Ouest de Paris, réduisant ainsi les coûts de transport et l'impact environnemental du transport. Les consommateurs peuvent récupérer des paniers dans plusieurs points de contact ou bien acheter en vrac moyenant un abonnement de 20 euros par an. **Principaux résultats / résultats de l'activité (prévue ou finale):** Les produits, transportés sur l'eau ont un impact environnemental plus faible, et les consommateurs sont assurés en les achetant de consommer des produits frais, de saison et de soutenir les producteurs d'île de France. **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?** Cet exemple illustre l'intérêt de diversifier les voies de distribution en prenant en compte les particularités et les spécificités des environnements locaux. **Informations complémentaires / Référence** http://www.coeur-paysan.com
Pearls, Puzzles, Proposals?	Pearls: It is interesting to come back to a traditionnal and kind of forgotten way of transporting products in order to reduce the impact on environment and also very relevant in a region such as Ile de France because all of the food produced in this region is produced outside Paris but most of the consumer live IN Paris, so it helps to bringing people and products of the region together. Puzzles: However, this initiative can not get much bigger in its actual state, because there is in a limit in terms of number and distance of producers. Also it is only available in some specific parts of Paris. Proposals: I would suggest to expand this to other water channels and other parts of paris, and also put a bigger focus on food quality because it is not one of the obligations nowadays.
What needs did the 'good practice' respond to?	Bring closer consumers and producers, and encourage new and different distribution paths.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	Actors: Farmers, consumers, association members transporting the products; stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6. Distribution
Sectors	Vegetables
Region, Country	Ile de France, France
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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