

The creation of a producers' store "Kdi Fermier"

A producers group set up a shop to sell their local products directly to customers.

EAFRD-funded projects

Location: Chaveignes, France

Programming period: 2014-2020

Priority: P6 - Social inclusion & local development

Focus Area: Local development

Measures: M19 - LEADER/CLLD

Funding: Total budget 89 897.13 (EUR)

EAFRD 25 318.56 (EUR)

National/Regional 30 000 (EUR)

Private 34 578.57 (EUR)

Timeframe: 2016 to 2018

Project promoter: SARL Fermes du Richelais

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Lessons & Recommendations

Improving the position of farmers in the value chain, and especially young farmers, is of critical importance. In France it is estimated that within the next 10 years nearly half of all farmers will retire. Thus, it is useful to establish short supply chains that increase local incomes in order to attract and retain the next generation of farmers and producers.

Context

Nine farmers in the Chaveignes commune in central France, three of whom are under 40 years old, decided to set up their own shop in order to increase their revenue by selling their products directly to local consumers. Before the implementation of this project, no such farm sales outlet existed across the 59 municipalities of the area.

Summary

Nine farmers in the Chaveignes commune in central France set up their own shop to sell local products directly to consumers. At first, the farmers created the company 'SARL Fermes du Richelais' and jointly bought some land on which to build their store. CAP funding was used to complete the interior of the shop and to purchase the necessary equipment. Thanks to the store, a supply chain has been created which involves farmers, producers, municipalities, tourism managers, schools, and recreation centres. Apart from selling foodstuffs, the group of farmers also organise public activities including wine tasting, games, and farm visits.

Project results

The store offers a range of products from 50 local farmers and producer, enabling direct sales to a wide range of local consumers.

One new full-time job for a person under 40 years old has been created.



Objectives

The aim of this project was to set up a short supply chain that would enable the producers to sell their products directly to customers.

Activities

Initially, the farmers created a new company called 'SARL Fermes du Richelais' and bought some land on which to build their new store. CAP funding provided by the local action group Chinonais was used to complete the interior of the shop and purchase the necessary equipment.

In 2016, the farmers ran the shop themselves, taking turns to open and manage the store, but as business started to take off, they were able to hire two shop assistants on short-term contracts. By December 2020, the business was so successful that they were able to hire a full-time permanent employee.

The store is open from Friday to Sunday and sells a wide range of local produce including meat, fruit and vegetables, dairy products, and also dried products, oils, and preserves, etc. Everything on sale has been produced within 40 km of Richelieu.

The shop also organises public events, such as wine tasting, games, farm visits, etc. The company has signed agreements with schools to provide local produce for their canteens, and they have also established strong partnerships with local tourism businesses.

These activities have brought together a wide range of stakeholders, including other farmers, municipalities, the local tourist Office, schools, and recreation centres.

Main results

The store offers a range of products from 50 local farmers and producer, enabling direct sales to a wide range of local consumers.

One new full-time job for a person under 40 years old has been created.

Key lessons

Improving the position of farmers in the value chain, and especially young farmers, is of critical importance. In France it is estimated that within the next 10 years nearly half of all farmers will retire. Thus, it is useful to establish short supply chains that increase local incomes in order to attract and retain the next generation of farmers and producers.

Additional information:

n/a



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