

EU CAP Network workshop 'Innovation in logistics to improve the position of farmers in a supply chain'

Rouen, France 20-21 May 2025





Examples of logistics innovation in the short supply chain in France, Normandy

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EXAMPLES OF LOGISTICS INNOVATION IN THE SHORT SUPPLY CHAIN IN FRANCE, NORMANDY GUILLAUME LEBON, Local food project manager, REGION NORMANDIE



Introduction to Normandy

Key figures:

- 26,510 farms
- 50,100 people working in agriculture
- 70% of the territory area
- 2,046 organic farms
- 2,182 farms under other quality signs
- 1,860 on-farm processing workshops
- 3,279 direct sales farms

First French region producing:

- Cow's milk cheeses
- Butter
- Cream
- Cider apples
- Textile flax
- Leeks
- Horses





Fishing and aquaculture

Second maritime fishing region:600 boats and 2,200 sailors

•6,000 to 7,000 induced jobs•80 species fished

First region for fishing shellfish:

•15,000 tons of scallops

•9,000 tons of whelks, fishing mussels, almonds, clams, scallops•2 out of 3 fishing shellfish in France come from Normandy

First region producing oysters First region producing farmed salmon and jellyfish





The questions we ask ourselves :



Focus on concrete solutions

How to act at our level ? What role does the community play ? Where to start ? Who to contact ? How to finance my project ?



Regional meetings dedicated to logistics

Objectives:

•Bring together the stakeholders

•Be concrete: What works? What doesn't? Why?

Initiate new projects

•Launch Calls for Expressions of Interest



CCAP-LOG: a comprehensive diagnosis of the existing situation and recommendations



Logistics is a fundamental obstacle to the development of local short food supply chains. Having a better understanding of the existing situation and needs.

- Identification of needs and logistical solutions
- Exploration of legal and technical solutions

Cofinancé pa l'Union européenn

- Providing support methods
- Formulating recommendations









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Les restaurateurs (collectifs)

Les magasins de producteurs

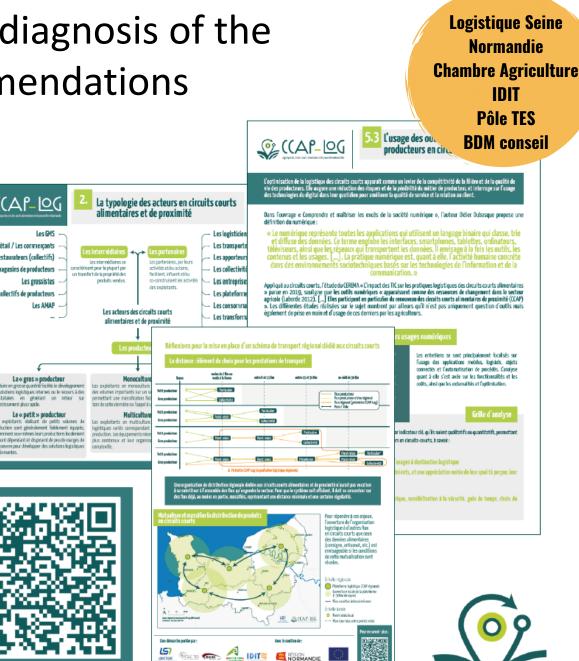
Les collectifs de producteurs Les AMAP

Les grossistes

Le « gros » producteu

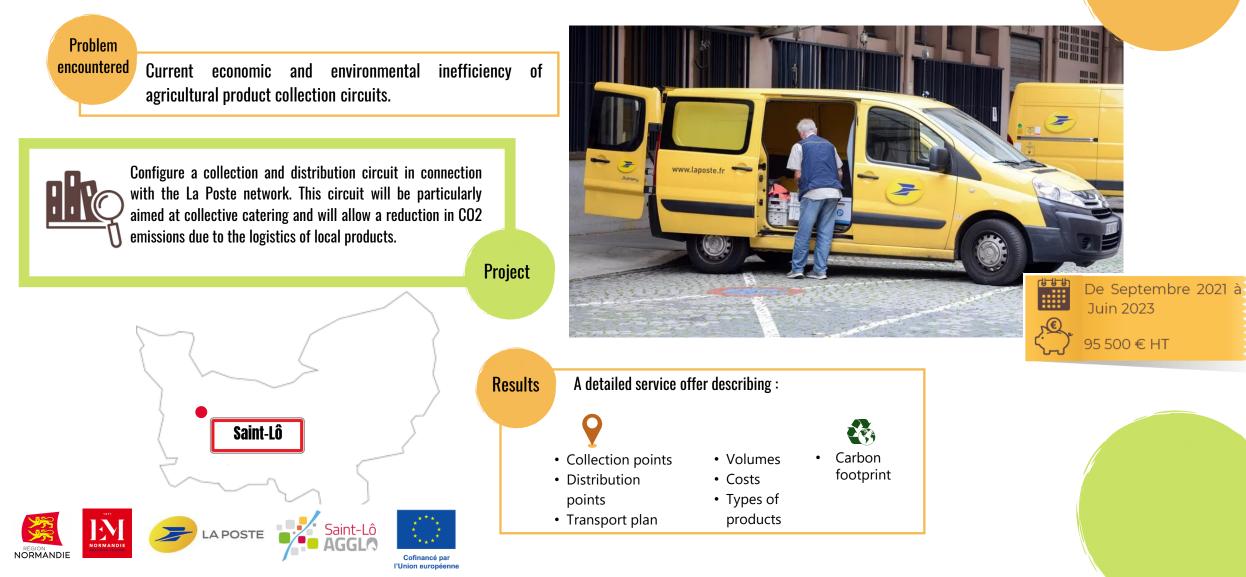
Le « petit » producteur

Les magasins de détail / Les commercants



Post'Alim : a local food circuit based on the La Poste network

EM Normandie Saint-Lô Agglo La Poste



Development of the Local Interest Market activity in Perche territory

Problem encountered

Lack of mobilization, awareness, and training of the entire chain of actors -> crucial for developing organic and local supply in professional and especially collective catering.

Implementation of a global mobilization and coordination action for stakeholders at the territorial level \colon

- 湔
- Creation of "Pilot Canteens" groups
- Facilitation of the producers' group
- Creation of a multi-structure think tank
- Development of the sales and delivery service for individuals
- Project
- Pooling of material, human resources, and logistical flows



MIL Perche PNR du Perche







Results

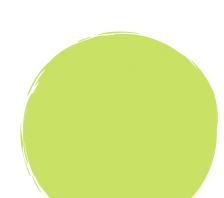


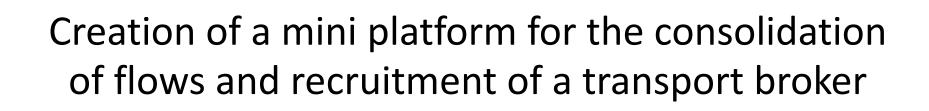
- Increase and diversification of the offer, the number of engaged producers
- Increase in revenue Increase in the number of partnerships with local authorities
- Increase in the number of clients



Qualitative report on the progress of pilot canteens

Caution: profitability of the model -> project stopped





Communauté d'agglomération du Cotentin Agriflux

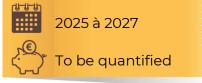
Problem encountered

Few logistics actors Territory not very attractive from a logistics point of view

(peninsula)

- Exceeding the boundaries of the EPCI is necessary
- To make the solution viable, we need volumes and more volumes!
- A broker as the control tower of the system (flow management, customer relations, technological tools, support for producers)









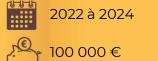


La Navette : delivery of local products pooled among wholesalers at the wholesale market

Wholesale market of Caen Oofrais Ouest Tout en vélo

Problem encountered

Lack of cooperation among fruit and vegetable wholesalers based at the wholesale market. All deliver to the same areas.



CAEN

OOFRAIS

- Pooling of wholesalers' orders from the wholesale market, then depositing goods at the urban logistics platform owned by the carrier.
- City center area : delivery by bike
- Agglomeration area : delivery by truck

Project







Cofinancé par l'Union européenne





The questions we ask ourselves :



Development of the "Logicout territoires" website: **Université Gustave** a tool for local authorities Eiffel Cerema **Chambre agriculture** Problem Conducting logistical diagnostics of short food supply chains at the encountered territorial level is becoming an increasingly pressing issue. However, local authorities and their partners are currently not equipped to carry out such studies. Calculez le coût de vos livraisons en circuit court **Development and Use of the** Scenarios and Impacts of Territorial Utilisation libre et gratuite Logicout API Diagnostics À ce jour : 121 visites | 135 calculs | 5 comptes 😣 Develop www.logicout.fr to include Analyze the pooling of transports En poursuivant votre navisation sur ce site, vous accepter implicitement les conditions aénérales d'utilisation et l'utilisation de cookies. Ceux-ci sont nécessaire territorial diagnostics and simulations Use the API to test scenarios vent de l'application mais ne seront pas utilisés à d'autres fins Simplify the use of the API Address legal and administrative Project Démarrer un nouveau calcul 🔿 Facilitate access for agricultural issues 2025 à 2027 advisors, local authorities, and logicout, comment ca marche ? researchers 150 000 € © 2018 - Cerema, Softosapiens alculez et agissez sur ogicout

Results

54,16 €/jour

Soit 10.83 € par point livre

www.logicout.fr

Le logiciel simple et gratuit

Cerem

Université **Gustave Eiffel** 80,99€

Soit 1,53 € par kg transporté

& TERRITOIRES

- Develop new features for territorial diagnostics, with a free and accessible tool
- Evaluate usage by different audiences
 Create methods based on feedback to move from theory to practice, with a support guide



A common and open digital language to develop short supply chains

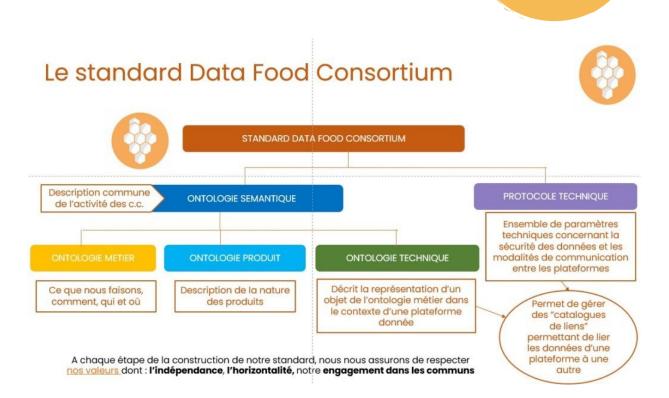


The goal of the project is to develop the use of the DFC digital commons in the farming world, with Normandy as the pilot region, to benefit the transition of farmers and local stakeholders.

Project





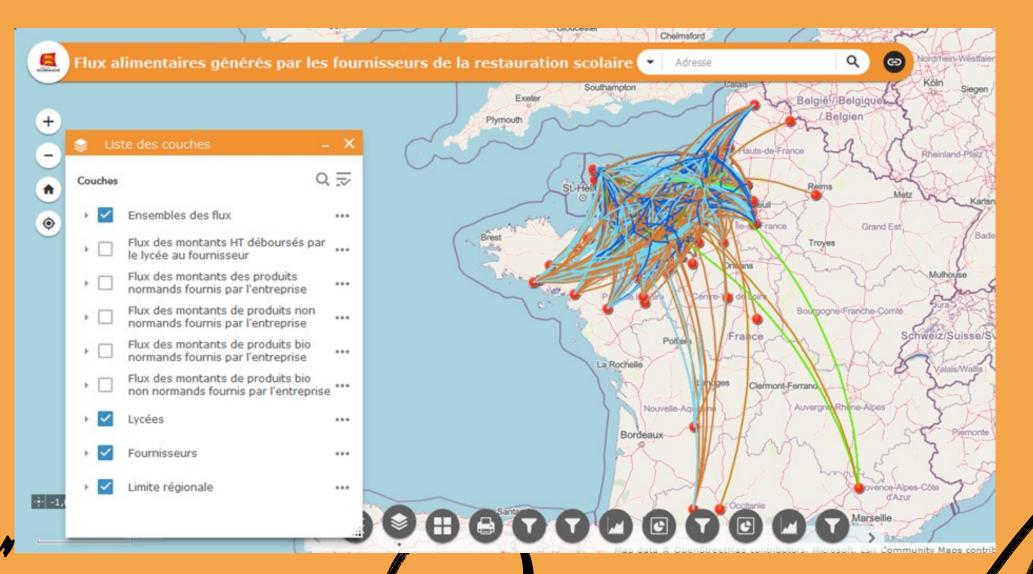


Data Food Consortium

Réseau des CIVAM

The DFC standard is currently used by producers. The project aims to expand the use cases of the standard (planning, crop rotation, labeling, etc.), increase and diversify users, and ultimately co-create a digital commons for all users (farmers, short supply chain actors, local authorities, digital solution providers).

Mapping of financial food flows in high schools

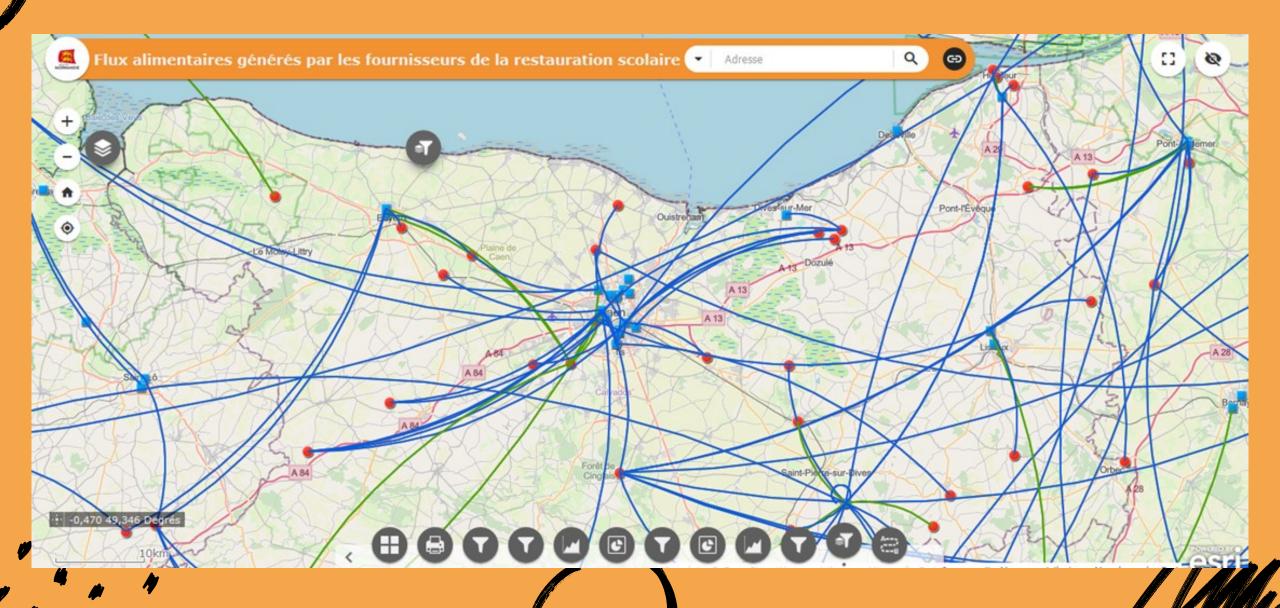




Focus on the flows of local producers



Identify avenues for pooling resources



National meetings on the logistics of short and local supply chains.

You can contribute to the program! Send me your proposition!

- Thursday, December 4th and Friday, December 5th
- 2 round tables
- More than 15 workshops: innovation, scaling up, legal, serious game
- Visits throughout Normandy

We welcome testimonials from other countries!

Des solutions pour les territoires : producteurs, logisticiens, collectivités

04-05/12/25



Plus d'infos : normandie.fr Lieu: INSTITUT SUPÉRIEUR D'ETUDES LOGISTIQUES DU HAVRE







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All information on the workshop is available on the event webpage