

# Field visit information

**Tuesday 20 May 2025**

As part of the EU CAP Network workshop 'Innovation in logistics to improve the position of farmers in a supply chain', a field visit will be organised in the afternoon of Tuesday 20 May 2025. The visit is organised in collaboration with the Normandy Chambre of Agriculture.

The field visit will take place at the farm of the [Lycée de Brémontier-Merval](#). During the visit, participants will be divided into smaller groups, with each group rotating through all three 'ateliers' to ensure that everyone has the opportunity to experience each one.

## Atelier 1: Domaine de Merval

The farm, which also serves as a technical and educational facility, is located on the site of a 17th-century castle in Brémontier-Merval.

Today, the Domaine de Merval is fully committed to organic farming and spans 120 hectares, including 17 hectares of agroforestry and 12 hectares of cider orchards. These orchards are used to produce apple juice, cider, and two renowned AOC products: Pommeau de Normandie and Calvados.

Cereals and protein crops are also cultivated to supplement the feed for over 100 Normandy dairy cows. Most of the milk is processed into Coeurs de Neufchâtel, a PDO (Protected Designation of Origin) cheese.

To market its products, the Domaine de Merval has implemented a supply chain logistics system, into which participants will gain insight, particularly with regard to innovation and collaboration.

## Atelier 2: Maison Grosdoit

Founded in 1985 and based at the Rouen National Interest Market (MIN), Maison Grosdoit specialises in the processing and marketing of fresh products, with a particular focus on high-quality meat from Normandy.

Maison Grosdoit supports a local, community-oriented approach in which farmers, processors, restaurateurs, and consumers each play an important role.

The company has also established strong partnerships with Normandy breeders and producers, aiming to support the regional economy and build a network that improves and facilitates logistics for local farmers.



## Atelier 3: Box Fermier Normand

The [Box Fermier Normand](#) is a farmer's box initiative and food wholesaler specialising in local farm products. Based at the Rouen wholesale market (MIN de Rouen), this initiative offers a wide range of more than 200 products from organic and sustainable agriculture in the Normandy region. The Box Fermier pools farmers' local products to develop and improve sales opportunities. It enables farmers to simplify and streamline logistics and invoicing. The association also handles transportation and delivers products throughout France.

