

BOND REPOSITORY OF COLLECTIVE ACTION

FRANCE: The Green Basket (Le Panier Vert)

The aim of the BOND Repository is to share real-life solutions of farmers' and land managers' capacity to develop collective activities and participate in networks involving a wide range of actors. The Repository contains 20 in-depth case studies emerging from the BOND Project, and in addition provides a store-and-share for other initiatives and projects to upload their success stories on an on-going basis.

The Repository is based on EU 'Practice Abstracts' that provide a common format to characterise a project. This makes it possible for readers to contact the project partners and enables the dissemination of project results.

The language is English apart from the project title and abstract.

This Table aims to provide basic information about the organisation or initiative as a whole.

Title (in native language)	Le Panier Vert
Title (in English)	The Green Basket
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Coordinator name and contact details.	Au Panier Vert 3862 rue de Messines Hameau de la Croix au Bois 59236 FRELINGHIEN Tél. : 03.20.39.86.49
Partners' names and contact details	
Start date	1986
Main sectors/focus	Farm shop and food processing of the members' products
Type of organisation (eg coop, network)	Cooperative
Number of members	27
Type of members	farmers
Operating level (local, regional, national etc)	Local – Lille area
Funding sources	
Total budget	
Objectives of the initiative	A collective sales point for locally processed farm products
Description of main activities	Processing and sales of local farm produce direct from farmers to consumers.
Website	www.aupaniervert.fr
Links to other websites if appropriate	
Tick if audiovisual material provided	no

Tick if project documents provided

yes

PRACTICE ABSTRACT 1

This summary should be as interesting as possible for farmers and other practitioners, using easy understandable language.

(Please repeat this template for each project or subproject that you would like to record)

Short title in English	Green Basket Cooperative
<p>Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should at least contain the following information:</p> <ul style="list-style-type: none"> – Main results/outcomes of the activity (expected or final) Include successes such as impact (on policy/productivity/land management etc), effectiveness (have objectives been achieved?), sustainability (economic and environmental), and transferability (can it be adapted and adopted elsewhere?) – The main practical recommendation(s): including both entrepreneurial elements related to cost, productivity etc as well as how any challenges have been overcome. 	<p>The Green Basket is a collective of 27 local farmers and employs around 20 staff. It has a long history of cooperation, where food producers join together and add value by processing and selling directly to customers. Producers work in turn in the shop, so customers get to know them and have opportunities to ask questions. The producers have annual contracts with the coop, so they must keep quality to a high level, and they all have invested their own money in the shop and processing plant. Gender equality is important and there is a family atmosphere.</p> <p>The cooperative is owned and managed by farmers through an office and a Board of Directors. Being non-profit making, after deduction of expenses, the surplus is distributed among the members as a form of fair trade.</p> <p>The success is demonstrated in that they have very long-term farmer members (of 30 years). It is easier to work collectively when there is no internal competition; in this case each farmer supplies a different product.</p> <p>They are careful to keep prices affordable and build a strong relationship with customers including through taste testing activities. Trust is key to success, and this requires transparency with customers and good communication including when things aren't working so well.</p> <p>They don't try to compete on price with supermarkets as the product is not like-for-like, but instead have prices similar to artisan and traditional products.</p> <p>They have learned that direct marketing is highly effective, with local support within a 10 km range, also important is secured</p>

	<p>payment (in 8 days), the processing plant and shop should be in the same place, they have an easy feedback system from customers, its popular to promote regional and local products. They have also found that local food integrates people, and that to start this kind of initiative one needs a deep knowledge of the local tradition, production and culture in order to establish relationships with local stakeholders.</p>
<p>Short title in <u>native language</u></p>	<p>Le Panier Vert : un point de vente collectif de produits fermiers transformés sur place</p>
<p>Short summary for practitioners in <u>native language</u> <i>(can be the language of the coordinator / one of the partners)</i></p>	<p>Le Panier Vert regroupe 27 agriculteurs locaux, et emploie une vingtaine de salariés.</p> <p>Les producteurs assurent à tour de rôle la vente sur le magasin. Cela permet la rencontre entre les consommateurs et les agriculteurs locaux et favorise la connaissance mutuelle.</p> <p>La coopérative s’est aussi dotée de locaux de transformation. La découpe de la viande, la fabrication de la charcuterie et la préparation de plats cuisinés et de conserves est réalisée sur place avec les ingrédients produits par les agriculteurs.</p> <p>La coopérative appartient aux producteurs et elle est gérée par eux par le biais d’un bureau et d’un conseil d’administration. Elle ne fait pas de bénéfice. Après déduction des charges, le résultat est réparti entre les adhérents. C’est une forme de commerce équitable.</p>