

10-11-12 May 2012



# 1st European Market of Local Products

## ...3 DAYS PROGRAM...

### in le Puy en Velay

#### Wednesday, May 9

Upon arrival, check into your accommodation in Le Puy en Velay

**6.30.pm RECEPTION AT HAUTE-LOIRE COUNTY COUNCIL**

Opening with the Chairman of Chamber of Agriculture and with the Committee for Promotion of Agricultural Products.

Logistics, allocation of everyone's role, products shipping; introduction to the 3 days

**8pm EVENING MEAL IN LE PUY EN VELAY (at the participants' expenses)**



A transnational project





# Thursday, May 10

## Agriculture and Territories

**8.30 am** Departure by bus from Le Puy en Velay for the different tours

Choice among the following :

### **TOUR 1 : LE MEZENC EXAMPLE, AN INHABITED MOUNTAIN THANKS TO TOURISM**

Local products that give strong local identity (Beef Fin Gras du Mézenc), social integration of new inhabitants in rural communities (Domaine des Marmottes, production of strawberries), collective project between farmers to organize direct selling for tourists (Farmers Mézenc), Managing an emblematic tourist site ( Les Estables outdoor resort ).



### **TOUR 2 : LA MARGERIDE EXAMPLE, HERITAGE AREA CROSSED BY THE SANTIAGO CAMINO PATH PILGRIMAGE**

Collective project between farmers to organize direct selling for tourists (Le Sauvage), Restoration of historic buildings located on the path Santiago camino (Domaine du Sauvage), touristic development, Transformation of primary products (milk) into end-consumer products (cheese) for local touristic markets (GAEC des Fleurines), farm with photovoltaic plant



### **TOUR 3 : LE VELAY D'ALTITUDE EXAMPLE, RICH VOLCANIC SOIL AT THE GATES OF THE CITY**

Agriculture that take advantage from local farmland specificities (Green Lentils du Puy), Agricultural diversification by transformation of primary products (Le Velay cheese), Direct selling (Le Puy en Velay market, link between urban and rural development), touristic development through a European Cultural Route (Stevenson route), agri-tourism activities and local branding (Ferme auberge of L' Arrestadou)





## TOUR4 : LE VELAY DES VALLÉES, A CLOSER CONNECTION TO THE NEARBY URBAN AREA

Vegetable production through social inclusion projects in the suburban areas (Jardin des Estreys), local crops producers brought by a common project (The Beer Vellavia), link between urban and rural areas (Le Puy en Velay market), a common brand for several cheese producers (Chabrirou du Velay), production of a locally innovative product (Trouts in Vourzac).



## TOUR 5 : LE FOREZ EXAMPLE, RAISE AWARENESS AROUND THE AREA (FESTIVE PROMOTION OF LOCAL PRODUCE

A local breed of sheep (Agneau Noir du Velay), Volcanism and agricultural production, raise awareness around local know-how (the potatoe Cooperative du haut Velay), Potatoe promotion through local fest (the Trifolia), Role of a gastronomes' guild for local production ( La Rapée, potatoe speciality)



## ORGANISATION OF THE DAY ON EACH TOUR :

- |                          |   |
|--------------------------|---|
| <b>9.30 am – 12 am</b>   | 2 or 3 visits of farm on the chosen theme   |
| <b>12.30 am</b>          | meal in typical restaurant (local products)   |
| <b>2.30 -3 pm</b>        | Returns and summaries of the visits   |
| <b>3 - 4.30pm</b>        | Presentation of projects and initiatives around shot supply chain and local distribution networks development by the LAG participants on selected topics. Discussions. Synthesis of the exchanges and development opportunity.            |
| <b>5.30pm</b>            | Arrival in Le Puy en Velay  |
| <b>6pm-6.30pm</b>        | Official reception at Haute-Loire County Council  |
| <b>6.30-8.30pm</b>       | Presentation of each delegation (tradition, specificities) and its motivations and expectations regarding the Saturday European market for local products.<br>Summary of the afternoon discussions by the appointed person in each group. |
| <b>8.30 pm- 10.00 pm</b> | European buffet with Le Puy en Velay Mayor, Regional council Chairman and European Commissioner (to be confirmed)   |





**Friday, May 11**

# **Different ways of selling local products**

**8.30 am**

Departure by bus from Puy en Velay for the different tours

**9.30 am-11.30 am**

Visit of 1 or 2 farms  
visit of different selling point, & discussion with the manager

Choice among the following :

## **TOUR 1 : MONTS DU VELAY'S RED BERRIES**

a unique positioning towards foreign markets (Common Agricultural Policy impact, Exchange of seasonal workers at European level)

## **TOUR 2 : MONTS DU VELAY'S VEALS**

An improved production (Common Agricultural Policy impact, After the milk quotas issue, becoming a diversified farm)

## **TOUR°3 : LE PANIER PAYSAN COLLECTIVE ACTIONS FOR LOCAL MARKETS**

Collective project between farmers to organize direct selling

## **Tour°4 : L'AMAP, consumer involvement explained by a producer and the responsible of the AMAP**

GAEC de l'Esparcette, organic pork and lamb farming, presentation of different local distribution network, explanation of the organisation of the farm : different project of development



**IN LARGE GROUP :**

**12- 2.30 pm** Buffet lunch

*For the partners of the LEADER who have start working together in Holland 2011 :*

**2.30pm-4.00pm** Work on the cooperation project : Sharing experiences, discussions between producers, Presentation of new experiences. Summary of previous exchanges (LAG Zuid Twente, LAG Pays Dignoï, LAG Haute Provence Luberon, LAG Sisteronais-Buech, LAG des Savanes)



For the large group :

- 2.30-3pm**      **CONSTRAINTS AND STRENGTHS OF LOCAL DISTRIBUTION NETWORKS**  
Jean-Pierre OLAGNOL, diversified farm Manager and member Plateforme 21
- 3-3.30pm**      **LE BON ET BIEN MANGER, LOCAL BRAND TO INCREASE LOCAL SALES**  
André PERRIER, Chairman of Agence Locale du Tourisme de la Jeune Loire, chef cooker.
- 3.30-4pm**      **ORGANIZATION OF A DIRECT SELLING PLATFORM FOR LOCAL CATERING**  
Agricultural Chamber of the Haute-Loire.
- 4 - 5.00pm**      **EUROPEAN LEGISLATION ON LOCAL PRODUCTS AND INTERNET SELLING**  
bye Antje Grolleman, LAG Zuid Twente (The Netherlands)
- PROPOSALS OF ACTIONS FROM COOPERATION PROJECT WORKING GROUP.**
- 5.30-7.00pm**      LE PUY EN VELAY VISIT
- 8.00pm**              Evening meal in local restaurants



## Saturday, May 12 Market of Local and European Producers

*Entertainments, cooking demonstration, marching bands, folk groups*

Lunch (local products) and dinner in Le Puy en Velay

In the afternoon, meeting between the LAGs manager to plan a follow-up project.

**6-7pm** : Reception at the City Council

Closing night at the Conseil General de Haute-Loire

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