

Projet Erasmus + : Interview for Cara, Manager of
« Al'Binète » in Liège

Interview conducted by Emilie Bocqué on January 9, 2019

E = Emilie Bocqué

C = Cara

E : According to you, what's a court circuit ?

C : A court circuit it is the fastest and most environmentally friendly transfer of goods. The ideal is the transfer of goods from the merchant to the store; this is the best but it is not always possible.

E : What are its advantages or disadvantages?

C : For the benefits, less carbon impact, the price is usually lower, it only goes through one person.

For the inconveniences, they are often at the level of logistics because we are a store labelled "organic" but this is not the case for small market gardeners as a rule in the area of liege and for other traders around us so it's a little bit complicated to work with small market because they are not labelled.

E : What do you sell from local ? In which season ?

C : We have almost everything local here, finally, everything is Belgian but all that is not local are the exotic fruit: bananas, mangoes, avocados ... these are things we do not know how to do it in a simple way because the demand is there and we also have 4 stores with a lot of staff, there is still a question of profitability.

E : What's your type of clientele ?

C : As I said, we have 4 stores so in some we have a a little more rural population but we have all types of ages, the student who pays attention to what he consumes or people who come just because it is organic, whatever the price.

It's really varied.

E : It is really more expensive ?

C : The local, no, but the bio it depends because you really have to change the way you consume, the way it's done.

If you take raw products in general it's cheaper but if you buy packages of cakes, it is sure it can go up in price.