

Short marketing circuit: one other way to consume

1) Definition:

A short marketing circuit is a type of food commercialization which involves maximum one intermediary.

There are many types of short marketing circuits, such as producers that sell their own products, selling spots affiliated to one or many producers or even supermarkets dedicated a policy of short marketing circuits.

2) Pros and Cons:

Pros

- Better food
 - Seasonal fruits and vegetables
 - Quality control
- Better traceability
- Better contact between producer and consumer
- Respect of the environment
 - Less pollution due to travel
 - Waste reduction
- Improvement of local economy¹

Cons

- More work for the producer (time, marketing skill and so on)
- Strict rules
- Less benefit for small producers because of high charges
- No financial security

¹ Did you know about our local currency, the Val'Heureux?