

**Projet Erasmus + : Interview for Michel Pâque, responsible
for « La ferme à l'arbre » in Liège**

Interview conducted by Emilie Bocqué on January 16, 2019

E = Emilie Bocqué

M = Michel Pâque

E : For you, what's a short circuit ?

M : A short circuit, is a circuit where the consumer can know where his product comes from and where there is the least possible link between the producer and the consumer. The ideal of the short circuit would be the consumer who goes to the producer.

But we can still consider that a small store in the city center that supplies directly to a producer can be considered as a short circuit from the moment when producer is identified.

E : What are these advantages and disadvantages?

M : The advantage is the relationship of trust that can be established between the producer and the consumer, ie the one who produces a food and the one who consumes it.

There is also less risk of cheating since there is less intermediary at the circuit level. By cons a short circuit, by definition, can not be exported very far so inevitably there is a geographical constraint.

E: What do you sell local and what season?

M: We sell everything we can locally. For the season products, we try to work with little produces and we see what we can do in Belgium and we complete with products that come from sometimes a little further or that are outside the short circuits to have a complete offer but we have seasonal products all year round, they are not necessarily always the same.

E: It is really more expensive ?

M: Products in short circuits are not more expensive since there is less intermediate. They may be sometimes more rare or more restricted compared to the times of the year but normally, a product in short circuit must not be more expensive than a product in long circuit.

E: What's your type of customers?

M: it is very varied, there is a little bit of everything.

I have never investigated who there is here, but I think there is one big thing in common: thinking about society, a certain desire to have a lesser impact on the environment, these are people who think about how they feed themselves and who wish to have organic elements in this case or from short circuits.

I do not think it's a question of wealth, because organic is not really expensive.

Check out the types of cars in the parking lot, it shows that there are people who are not rich at all.

So I think the common point of the customer is not the age, not the wealth but rather a state of mind and a certain quality of reflection