



Erasmus +



Lifelong Learning Programme

### Short marketing circuits:

one other way to consume for our European students



**Erasmus+ 2018 - 2020 Project  
LECCO (Italy) - LIEGE (Belgium)**



With the support of the  
Erasmus+ Programme  
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# Introduction

## **"Let's favour short marketing circuits to avoid short circuits!"**

### Main goal

Facing the evolution of climate changes and population growth, we want to make our students aware of the fact that they can consume in a different way and that their choices will impact our planet. We want to make the students and the teachers of our schools aware of their responsibilities, we want them to discover short food supply chains.

### Secondary goals

We want our students to become responsible adults who take (and are bound to take ever more) part in our society. We also want to show them there is another way to consume while emphasizing that their ways of consuming greatly impact our planet;

We will write a report of short marketing channels in Belgium and in Italy with the students, to understand the European differences at the level of short food supply chains;

We will integrate short food supply chains at our schools;

All this will help create language exchanges between two different European cultures.

### Strategies

We will discover and study different short food supply chains in Liège and in Lecco (inventory and comparison between two European countries);

A list will be set up to be introduced in both countries, with a presentation by the exchange students to other students and teachers;

We will create a booklet containing the inventory of short food supply chains in Liège and in Lecco (specificity, type of short food supply chain, products offered, modes of functioning, location ...).



Ms Donatella Cornaggia,  
coordinator, Lecco



Mr Alex Conrardy,  
Coordinator, Liège

# Introduction

## Actors

### Athénée Royal Charles Rogier in Liège:

Students: Valentine Fort, Eva van der Wal, Julie Lemaire, Tara Shahbazi, Zehra Aydogdu, Sara Lô, Luisa Ruth, Eve Destrée, Charlotte Antoine, Emilie Bocqué, Léo Chea, Adrien Huguet, Martin Jeanfils, Ilia Kettmus, Tom Schreurs and Arnaud Schurgers.

Teachers: Alexandre Conrardy (coordinator), Marie-Elise Vicari, Elvire Farrauto, Charlotte Viatour, Mélissa Pirron, Ravena Vasilini and Catherine Pierron.

### Liceo Scientifico G.B. Grassi in Lecco:

Students: Irene Eba, Silvia Cambagio, Edoardo Moneta, Alessandra Guerreschi, Samuel Belinghieri, Elisa Fumagalli, Nicolo Manzoni, Nicola Cavalli, Margherita Manzoni, Francesco Di Giorgio, Anita

Panzeri, Emma Pomoni, Andrea Merlo, Anna Papini, Leonardo Dolcini and Giorgio Lanzoni, Anna Papini, Leonardo Dolcini and Giorgio Lanzoni, Anna Baroncini, Nicole Perlina and Anna Franca Pozzoni.

Teachers: Donatella Cornaggia (coordinator), Alice Bianchi, Silvia Aldeghi, Paola Lombardi and Renata Menaballi

All students are aged 16-17, which corresponds to 5th forms in our respective school systems.



# Introduction

## European dimension

The two teams will address these questions:

How do the cultures of both countries differ concerning sustainable food?

How do the systems of short food supply chains differ from Liège / Belgium and Lecco / Italy?

## Activities

Cultural discovery of two countries;

Work in groups mixing students of both countries (language and cultural exchange);

Visit of some short marketing channels in Lecco and Liège;

Creation of a report in form of a booklet listing the different characteristics of the short food supply chains found;

Presentation of the different short food supply chains (and the booklet) by the two exchange groups to other students in both schools.

## Schedule

Sept. 2018: selection of the partner classes/groups

Oct. 2018: preliminary work on the project (3 days in Lecco)

Nov. and Dec. 2018: project creation with the partner groups

Jan. 2019: 3-day coordination meeting in Liège to assess the project progress and prepare the 1st leg of the exchange in Lecco

February 2019: planning of our school meeting in Lecco

March 2019: exchange Liège1 – Liceo Grassi in Lecco

April, May and June 2019: recap and evaluation the first half of the exchange in Lecco

September and October 2019: survey of the returns from the stay, visits, experience, etc in Lecco with the partner groups

November 2019: 3-day coordination meeting in Liège

December 2019 and January 2020: report writing of the first part of our booklet on short food supply chains

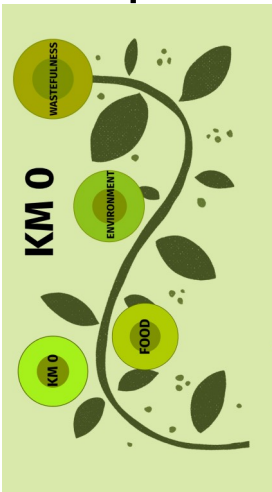
March 2020: planning of the 2nd half of the exchange in Liège and participation in the festival “Nourrir Liège” organized by the “Ceinture Alimen-Terre Liègeoise” (cancelled due to the covid-19 pandemic)

May 2020: exchange Liège1 – Liceo Grassi in Liège (cancelled due to the covid-19 pandemic)

May and June 2020: recap and evaluation of the second half of the exchange in Liège and finalization and circulation of the report booklet



# Powerpoint presentation by Leonardo Dolcini



Where is consumption Km 0 ruled?  
 UE law n°1306 of 2013, modified in October 2018, and divided in 7 articles.

2 key concepts

- Short production chain
- Useful

70 km distance

1 mediator

Emissions

**Production**  
 No farther than 70 km

- Agricultural Market in particular areas
- Restaurants that use the products produced in the surroundings
- School canteens

**How should food be?**

SUSTAINABLE FOOD IS

- HEALTHY
- RIGHT
- NICE

Awareness

Ethics

The phenomenon of Caporalato

**Action by G.A.S.**

G.A.S. = GRUPPI ACQUISTO SOLIDALE  
 S.P.A. = SOCIAL PURCHASING GROUPS

Farmers are safeguarded by these groups and by some companies that check the quality of the food

**Traceability of the products we eat**

It is really important to follow the traceability of the product and we need maximum 1 intermediary to eat food of a good quality and without emissions

**Environmental footprint**

It's really important to pay attention to the footprint of the products we eat. Because they are the ones with the largest footprint on the environment.

Usage of pesticides

**We must not use pesticides!**

Pesticides are bad for humans and animals. They also pollute the environment. In addition, they are the cause of the largest quantity of CO2 in the air, in addition to the amount of water we waste.

**ETHICS**

PEOPLE against mistreatment

ANIMALS usage of products from animals free-range

**STOP EMISSIONS!**

Using a way to consume like the one we are trying to practice, we will reduce the emissions of CO2 that are causing the destruction of our Planet.

CONSUMPTION OF KM 0 PRODUCTS

SAFETY FOR OUR WORLD

**Wasting food is a problem!**

Unfortunately, we waste every day a lot of food. Here are some examples:

- School canteens: Over than the 50% of products are wasted because they go off.
- food banks.

The consequence is that a lot of people may without eating because they do not have it.

LOVE FOOD hate waste

**What is "Caporalato"?**

"Caporalato" is a word used to point at a part of Italy where there are lots of illegal employment of poor people.

**Production**  
 No farther than 70 km

- Agricultural Market in particular areas
- Restaurants that use the products produced in the surroundings
- School canteens

# Powerpoint presentation by Anna Papini and Léo Chea

## FOOD BANK

Erasmus + KA229  
Anna Papini – Léo Chea

### Food Bank in the world

The first food bank in the world was the St. Mary's Food Bank Alliance in Arizona, founded by John van Hengel in 1967. The U.S. models were also adopted in Europe where there are over 150 food banks in 12 countries (Italy, Greece, Spain, Portugal, France, Switzerland, Belgium, Luxembourg, Ireland, Poland, Latvia, Ukraine) gathered in the European Food Banks Federation.

### Where is the food from?

- Food industry recovery: 700 more industries;
- Food bank net: food from FEAD (European aid fund to the indigents);
- Recovery from GDO (large scale retailers): daily recovery food from supermarkets in particular of cooked and fresh food. This is Sificibo program which is the first application of the Good Samaritan Law (155/2003);
- Recovery from catering: recovery of portions of cooked food from hotels, company, and hospital canteens, school refectories, banquets and retail businesses. It is a part of Sificibo program.
- Fruit and vegetables recovery: unsold fruit and vegetable are donated, but still good products;
- Food collection: every year numerous food collections are organized, first the National Food Collection Day.

### Food bank in Italy

In Italy Banco alimentare was founded in 1989 by Danilo Fossati, President of Star, and Monsignor Luigi Giussani, founder of Comunione e Liberazione.

### National numbers

- 91 235 distributed food in 2017
- Over 1 million of cooked food portions recuperated in 2017
- 8 794 000 kg of donated food recuperated during the Collections
- 8 042 charitable structures sustained in 2018
- 1 584 271 people helped in 2018
- 1 878 volunteers of Banco Alimentare net in 2018
- 21 local organisations in Italy

### The values

The main idea of the foundation is to contribute to reducing the waste of food resources to give indigent people support for a correct and healthy diet. The most important values are gift and gratuitousness of action, sharing of needs, fight against food waste, solidarity without distinction of race and religion, trust.

(From ethics code of Banco alimentare)

### Lombardian numbers

- 204 404 people helped in 2017
- 18 711 000 kg of food recovered in 2017
- 37,4 millions of meals distributed in 2017
- 1 247 charitable structures in 2017

### 4 benefits of Banco alimentare

- **Social:** giving a second life to food sustaining charitable structures and their assistants;
- **Economic:** reducing the cost of storage and disposal;
- **Environmental:** reducing the energetic footprint and CO2 emissions, recycling packages.
- **Educational:** putting in the center of its doing the person – unique and concrete.

### A concrete aid

Autogrill, Chef Express and Maio donated 1€ to Food Bank of Lombardia for each special sandwiches sold in Milano Centrale station during three months and half. In this way they collected 11 365 € that allowed the donation of 261 395 meals to needy families.

## The Cascina don Guanella

The Cascina don Guanella project (in Valmadera) is an educative community, whose function is to care for children, teenagers and young adults in a situation of precariousness, hardship or deprivation. They deal with some seventy underaged (half in residential, half in day care) of varied nationalities.



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The Cascina don Guanella owns two sites:

The site "Cascina don Guanella" itself is dedicated to the underaged in order to finalize the social farming project, offering them professional training and social rehabilitation.

The site "Piazza Rosè" will be dedicated to the young people who have already been through the social farming project to help them in the long run with their new path through life as they have no families to do that.

Achievements of the farm:

Production, transformation and marketing of farm products: pies, fruit, wine, honey, eggs, cheese...

Building of a farm restaurant

Creation of a cooperative

Renovation of the building "Piazza Rosè" (accommodation...)

Building of a horse stable, a chicken house and various stables for cattle and sheep

Altogether, this project will have a cost of about 3m euros. The "Cascina don Guanella" already owns funds amounting to 800 000 euros. The rest will be financed by a crowdfunding campaign with shares from 1 000 euros and the institution also relies on micro-credits.





## Don Guanella Farmhouse

(Alessandra Guerreschi,  
Silvia Cambiago)

*Eat well, without leaving  
footprints*

On 11 March 2019 the Erasmus K2 group, comprising twenty students from the Italian institute 'G.B. Grassi' and twenty Belgian students from the 'Athenee Royal' institute, visited the Don Guanella farmhouse.

The cottage, located in Valmadrera at the foot of Mount Moregallo in a location called Piazza Rosè, is an institution aimed at offering professional training and job opportunities to minors welcomed to the Don Guanella community of Lecco in close collaboration with the farmhouse. These guys are actively involved in agriculture and breeding activities aiming to create a farm especially dedicated to cyclists.

The land includes a flat area, used for grazing, and a hilly area, where the cultivation of grapes and olives are located.

Right from the start, we were struck by the suggestive walk that from Pescarenico led us



to



our destination, climbing the streets of Valmadrera. In fact, it is possible to enjoy a fantastic panorama of the lake which, despite the windy

day, still seemed spectacular.

On the occasion of the visit to the farmhouse we had the opportunity to speak with one of the managers, who illustrated the project around which the setting of the farmhouse revolves, that is, an entirely sustainable social agriculture that aims to bring children who are alone and at high risk of social exclusion into the world of work through adequate training.

The farmhouse is also proposed as a place of treatment for young ex-prisoners or with a traumatic past.

We were then told that among the primary objectives there are the starting of the marketing of agricultural products grown on the spot - namely vegetables, small fruits, wine, honey, eggs and cheeses - and the renovate the house ensuring the presence of common spaces, such as a hall dining, kitchen and laboratories, and private spaces, apartments for guests and tourists to create the previously mentioned farmhouse for cyclists.

The restructuring will be carried out with sustainable methods: the collection of

rainwater will be enhanced to make it usable in agriculture and households, electricity will be produced only and exclusively utilizing renewable sources and the techniques and materials used will all be natural.

Later we visited the stable where a modest variety of animals is kept, which includes cattle, sheep and rabbits, all fed with exclusively organic fodder. The breeding method chosen is ground breeding, in fact, the animals have large grazing areas available. The hygienic conditions of the barn are continuously monitored, as well as the health of the livestock, starting from the monitoring of development and growth.

We then headed to a shed located near the barn, where we had the opportunity to taste some of the products manufactured in the farmhouse, such as goat cheese, some sweets, apple juice and agricultural beer, all grown through the use of organic fertilizers and sustainable techniques.

## Cascina Rampina

(Edoardo Moneta)

*Do not trample on the environment, do not trample on dignity*



On Tuesday the 12th of March our driver took us to Monticello Brianza to visit Cascina Rampina, a family-run biological farm.

Here the owner Fabrizio welcomed us and immediately seemed to be very accommodating towards the boys and the girls of our group. He started telling us that it all had begun from his will to preserve his family lands and not as a real job. As he didn't have enough money to set up a big business, he simply started from a small vegetable garden, because vegetables are easier to cultivate and to sell and their seeds are easier to find. He went on ex-

plaining us briefly the principles of biological agriculture, which, in spite of what we could think, uses parasitocides too, that must be approved by the biological consortium and must not contain invasive chemical substances.

After this introduction we left the central courtyard of the farm to go to the fields and see directly how and where the various kinds of products of the farm are grown. He explained us how their products are sold to their customers, through a nearby group of supportive purchase and also through their outlet (which is open only on Tuesday afternoon and on Saturday because keeping the outlet open every day would be just a waste of money and energy, considering that the customers are strongly interested and motivated and would buy from them whatever the opening day was).



# Short food marketing circuits in Lecco



Beside seasonal fresh vegetables, the farm also makes 100% natural preserves, jams and sorbets.

The Solidarity Purchase Groups (G.A.S.) in Lecco and in Lombardy

Cascina Rampina in Monticello Brianza is an organic farm founded in 2009 by Fabrizio Mauri and Elena Riva as a part-time activity. Production later increased over the years and the farm today has become a full-time job on about 3 hectares cultivated land (organic vegetables) involving several families and friends.

The latest activity is organic raising of chickens and pigs (both in large open-air grasslands). The whole production is sold directly to customers who do their shopping at the farm and to solidarity purchase groups from Monticello Brianza. The farm also organizes educational activities for schools on food and organic farming. Family events are organized daily, such as farm exhibitions, family parties or cooking demonstrations.

We meet at the « Liceo G. B. Grassi » for a lecture on Solidarity Purchase Groups (G.A.S.) by Dario Consonni. This allowed us to understand how those Solidarity Purchase Groups work in Lecco and in Lombardy, as well as the differences from their Belgian equivalents. Ultimately, it improved our awareness of the importance of our choices as consumers!



Here is a short summary of Dario Consonni's lecture on Solidarity Purchase Groups :



*Lombardy has about 430 Solidarity Purchase Groups (G.A.S. for « Groupements d'Achats Solidaires ») and it employs about 70000 people for*

*a global turnover of 13m euros. Those groups have many functionalities, from common purchase of food to social aid. The social action includes for example aids among farmers towards organic farming, the setting up of farming cooperatives, ensuring a fixed income...*

*The Solidarity Purchase Groups are indeed an alternative to the standard food distribution and they can by-pass intermediaries (wholesalers, supermarkets...) in the food sector by selling directly from producer to consumer!*

*They can also influence the farmers in their choice of products (using local products), in their choice of which produce to grow, in their choice of investments...*

*In Italy the Solidarity Purchase Groups can have a wide range of roles to play, the social aspect can even be more important than the grown products.*

*The Solidarity Purchase Groups apply the principle of zero kilometre (km0), which supports the local market, limits the number of intermediaries and guarantees decent working conditions.*

*They improve the access to and the quality of local products and they improve the farmers' quality of life. Their next aim is to make those local products accessible to every socio-economic class.*

## Economy and sustainability



(Anita Panzeri, Margherita Manzoni, Emma Pomoni)

On Tuesday the 12th of March we met Mr. Massimiliano Lepratti, a trainer and researcher in the fields of Economy and Social Studies. In his lecture he discussed with us about the relation between economy and sustainability. The first issue that was taken into account was "inequality": in particular, with the help of some charts, we were able to see how the inequality between rich and poor countries has significantly grown throughout the 20th century.

In addition, even within the same country, there is a huge economic disparity. In fact during the years between the 1820s and 1992 the number of people holding the majority of the share capital went from 1 rich over 3 poor people to 1 rich over 72 poor people.

The current situation drastically got worse, indeed in 2018, 26 people own the same wealth than nearly half of the global population.

Furthermore modern economy, that doesn't give particular attention to the protection of the environmental sustainability, caused some irreparable damage to earth. One of the damage that could be repaired is the biodiversity of species and ecosystems. In contrast other problems could be partially resolved or improved.

Climate change, mainly caused by industrial activities and carbon dioxide emissions, is no longer a natural event as it was in the past, since during ancient times periods of glaciations were followed by periods of more temperate climate. Nowadays, we are not able to completely reverse our situation. However, we can lessen it, but providing that we intervene as soon as possible. We should manage to reduce the use of fossil fuels up to 50% by 2030, and manage to completely get rid of them by 2050.

## The factory “Mauri Formaggi” at Pasturo

(Francesco De Giorgio,  
Leonardo Dolcini, Anna Pozzoni)

On Friday 15 March we went to Valsassina, more precisely to Pasturo, to visit a historic



is an artisan production, which produces about fifty “Taleggio” forms daily.

Around 9:30 we arrived at our first stop and, after being welcomed at the Mauri headquarters by Emilio Mi-

place, and therefore the milking and milk production, has been definitively moved to Treviglio, a village in the Bergamo area, where another Mauri factory stands.

We therefore deduced that milk, before being transformed into cheese in the central plant of Mauri in Pas-



company, the Mauri cheese factory, and an artisan activity, always concerning the production of cheeses, by Mrs. Doniselli.

The purpose of this outing for our Erasmus group was to compare two different types of production (in this case concerning the dairy business): the first is in fact an industrial reality, which makes many forms of cheese every day, while the second

nuzzo, head of discipline within the company, and having taken the necessary precautions on hygiene and safety, we started the visit of the factory.

The first information given to us by Minuzzo concerns the numerous national and international certifications (12 in total) which guarantee the quality of the cheese; he subsequently informed us that the cows' breeding

turo, must make a significant journey on heavy transport vehicles, which contribute to the increase in environmental pollution.

The manager of the discipline then informed us that, in recent years, Mauri has increased the use of automated machinery, purchasing four in the last few months, which have caused a decrease in the staff of over one hundred workers, al-

family, a giant of the economy in its sector has developed over 100 years, which sells its products also in the most famous supermarkets in Italy and abroad. This can be seen first as an advantage from an economic point of view, but in reality it also has a historical value, as the quality of the products, which in such a large scale could be lower, has been maintained for three generations.

Mauri will therefore remain a pillar of fundamental importance for the production of cheeses in Valsassina and will always be remembered in a positive way by all the employees to whom it offered jobs, in the past as today.



## The Doniselli Farm

(Anna Papini, Irene Erba)

**THE «INGREDIENTS» FOR A GOOD TALEGGIO: SERENITY, A LOT OF WORK AND THE BOND WITH THE TERRITORY**



In the silence interrupted only by some bellows, with a sweet smile and happy eyes, Mrs. Doniselli welcomes us in her stable to introduce us to her cows and her life as a breeder.

It is Friday 15 March 2019, the last day of our exchange experience in Italy on the topic of sustainable nutrition. After a short walk through the streets of Pasturo, on the traces of the poet Antonia Pozzi, and along the chestnut grove walk, we arrive at the farm overlooking

the valley.

Around the building used for animals, there are green meadows that shine under the midday sun.

We immediately enter the barn where about forty cows and milk cows rest as usual in the hottest hours of the day. They get a bit annoyed with our chattering, but they celebrate those who caress them.

Most of them are alpine browns, other black dappled, large milk producers, and some Piedmontese. All have their tails hanging with a soft elastic band to prevent them from getting dirty when they sit, thus attracting more flies. In a secluded area, there are two new-born calves which get curious on their slender legs.



Then, the woman shows us the boiler where the milk is heated, the large copper con-

# Short food marketing circuits in Lecco

tainers used in past times and a strange steel table where the first salt forms, prepared the same morning, rest. Outside the room there are the low wooden crates where they will be placed for aging and will be salted by hand every three, four days.

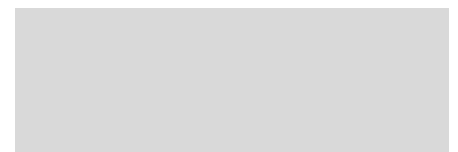
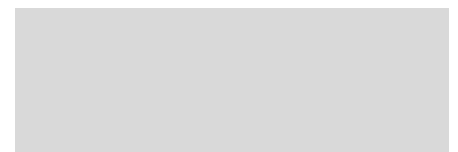
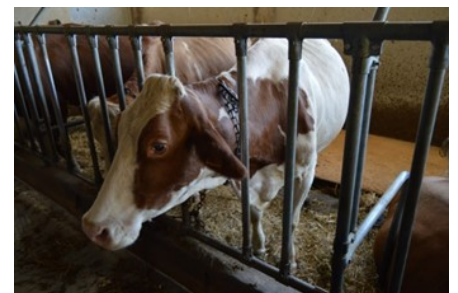
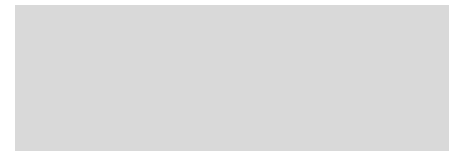
The bells hang in a row on one wall, arranged in a perfect musical scale. They are used in the summer when the cows go to the pastures of the Valbiandino, a flourishing valley near Pasturo. The milk is then brought to the farm for the production of a cheese with a true flavour of mountain herbs.

Mrs. Doniselli produces about fifty forms of Taleggio cheese a day with the milk of her cows: some are sold as first salt of three, four days, while the others are left to mature for more than thirty days and can be purchased as Ciresa brand and in some niche stores in the United States.

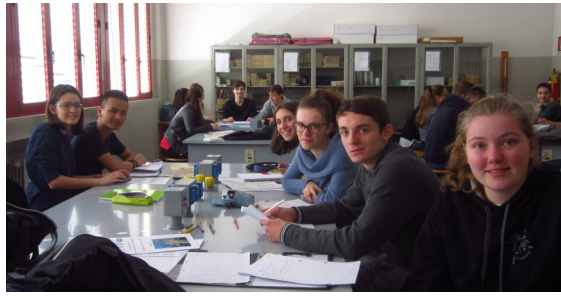
It is tiring to get up every morning at 4.30 to feed the animals, clean the barn and milk the cows, but the satisfaction with which the woman shows us her Taleggio, toge-

ther with the silence and peace of the location, repays all efforts.

It was perhaps the best conclusion for our week, in which we have reflected a lot on the relationship between man and the environment, on the problem of reconciling respect for the environment with the well-being of man. Mrs. Doniselli and the care with which she dedicates herself, both to the quality of her products and to the welfare of her animals, are proof that the solution to the dilemma exists: it can be found in a small company of our area.



# Short food marketing circuits in Lecco





## Short food marketing circuits in Liège



Due to the unforeseeable circumstances of the COVID-19 outbreak, the exchange visits and activities planned for May 2020 cannot be organized.

The Liège team in particular, teachers and students alike, are obviously very sorry to have been forced to cancel the second half of the exchange.

### La Ferme à l'Arbre de Liège

(Emilie Bocqué, Martin Jeanfils)



For Michel Pâque, in charge of the shop, eating local is alright but before anything else it is a way of life and thinking.



This is a family business based in the village of Lantin. It produces and sells organic food. The producer sells on the site of production and the idea of the company is to move towards the customers.

The farm was a pioneer in the organic sector in Belgium and today it is proud of a reputation that it endeavours to merit every day.

All the activities of this organic group aim at one and the same thing: to enable consumers to purchase organic products directly in different forms.

The farm includes vegetable growing (over 60 vegetable varieties each year, plus small fruits), breeding (pigs, cattle and poultry) and agricultural crops (bread cereals, fodder for livestock etc.).

The butcher's is located in the mini-market and it processes the farm animals to present customers with a counter worthy of true craftsmen. From the piece of meat to the fine delicatessen, everything is home-made in their workshops.

The 350 m<sup>2</sup> mini-market welcomes the consumers concerned with their own health and that of the planet in an ecological building. The whole range of organic products makes it possible to do all one's shopping on the premises, from cosmetic products to fresh vegetables, specialists are there to welcome and advise you.

The restaurant 'Au P'tit Bon Orme' offers fine local cuisine: authentic products and modern cuisine creativity. It is the first certified 100% organic restaurant in the Liège area.

# Short food marketing circuits in Liège

## Les petits producteurs

(Sara Lô, Zehra Aydogdu Cam)

'Les petits producteurs' is a cooperative composed of 3 stores.

They bring together many local producers who set their own prices and grow their own products.

The promoters of this project also use private savings, which allows citizens to participate actively in the local economy.

The main objective is to promote access for all the people of Liège to local and/or organic quality food, while supporting small producers.

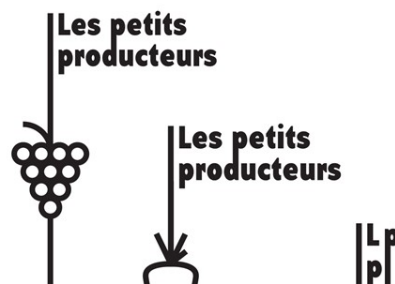
One finds in these stores only quality products sold at fair prices. To achieve this, operating costs have been minimized: bulk foods, and a reduced range. Not all producers have the 'organic food' label but they all have fair practices that the promoters are looking for economically and socially, in the spirit of the 'slow food' movement.

The cooperative also offers support to farmers, pastoralists and processors, in particular through a policy of direct purchase, non-

negotiation of prices and quick payment of producers, as well as the involvement of promoters in the design of the partners' cultivation/production plans and the communication of the needs of the stores one year in advance. They also make it possible to dispose of surpluses and offer support prices in the event of difficulties with crops.

Finally, the capital of the cooperative will not only finance the development of the stores, but also support local producers.

This unique aid in the world of distribution therefore counts - as said above - 3 stores under its belt and already knows a good expansion.



## Wattitude

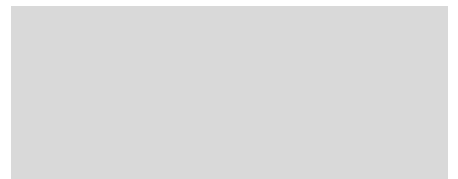
(Sara Lô, Zehra Aydogdu Cam)

Wattitude is a shop located in the centre of the Liège, rue Souverain-pont. Wattitude exclusively offers products designed, created and/or manufactured in Wallonia.

In this shop you can find fashion and design accessories, but also gourmet specialties, musical discoveries, books and toys.

The concept is based on the local chic and eco-friendly: labels and local artists concerned with the environment rhyme chic with ethics.

The purpose of this store is to offer visibility to Walloon artists, whether they are hidden talents or confirmed artists.



# Short food marketing circuits in Liège

## Al' Binète

(Emilie Bocqué, Martin Jeanfils)

Paul Mathieu and the cooperative Al' Binète (Walloon dialect for 'hoe') was created on 1 April 1991, pioneering a trend towards human values and quality food and highlighting the role and work of small producers.

Over 210m<sup>2</sup>, Al' Binète offers food, cosmetics, essential oils, nutritional supplements, specific dietary supplements, and everything is 100% organic.

In practical terms, 95% of the offer is food products, of



which 75% is fresh produce.

Since January 2020, Al' Binète have opened the

'Halles Binète' a 750m<sup>2</sup> indoor market in Ste Walburge on the heights of Liège. This new bio-construction (rainwater recovery, green roof, eco-certified wood sidings, photovoltaic panels, etc.) houses a 239m<sup>2</sup> organic supermarket, a 150m<sup>2</sup> meat and cooking area, plus a number of offices and training rooms.

Products to be found there range from fresh, (mainly) local produce, bulk products, meat and meat rarities, to a variety of cheese cut to order.



Al' Binète are hoping to establish themselves more on the Liège market, so that their local company can better rival supermarket chains.



## Ecotopia

(Léo Chea, Tom Schreurs)

Ecotopia is a typical food marketing short circuit where the producer and the point of sale are one and the same.

Ecotopia is based in Tilff, 7km away from Liège, by the Ourthe River. The site is a former 5-hectare nursery which is now let to Ecotopia, a non-profit association. The land was converted into an agricultural area and is now part of the Liège Food Belt.

Ecotopia aims at voluntary simplicity, rational use of energy, respect of self, others and nature, promotion of art, handicraft and permaculture.

Ecotopia also organizes nature awareness sessions for groups, internships for children, knowledge exchanges etc.

## Short food marketing circuits in Liège



Ecotopia was founded in 2007 and has been very active in Tilff since 2013. They occupy some 25,000 m<sup>2</sup> cultivated land, with 2,900 m<sup>2</sup> greenhouses and 150 m<sup>2</sup> ponds. They employ about 40 staff.

Ecotopia owns 2,5 hectares of pesticide-free, fertilizer-free vegetable gardens, cultivated by "Vent de Terre" (Wind of the earth) (private persons) or in partnerships with actors of the sustainable development (a.o. research centres of the University of Liege, schools or council offices).

Agricultural work takes place on a site preserved from atmospheric pollution, without chemical fertilizers, without pesticides and with little or no use of fossil energy.

The association also wants

to develop activities focusing on the following themes:

- gardening
- handicraft
- healthy and vegetarian cooking
- workshops, training sessions and courses
- artistic happenings

### Fruits d'ici

(Ilia Kettmus, Arnaud Schurgers)

Buying from 'Fruits d'ici' has many advantages and guarantees: it is organic produce only, with no pesticides on fruits. It is protective of water, biodiversity, land, with low energy consumption.

The farmers are committed to bridging the gap between producers and consumers, with a fair price guarantee: fair price for the consumers, fair income for the producers.

The company aims at supporting local producers, at making fruit growers less subjected to crises in international markets and at encouraging more sustainable ways of marketing.



Fruit varieties include different sorts of apples (Jonagold, Boskoop, Elstar, Golden...), different sorts of pears (Conférence, Durondeau, St Rémy...), cherries, strawberries and plums.

Various organic fruit juices,



This seasonal calendar was imagined by the whole Liège 1 team. It is thought of as a reminder and an inspiration for the school canteen to encourage them to use local seasonal products. Beyond that, it will also contribute to publicize the project outside the school.

# Été

	Juin	Juillet	Août
Abricot	+	+	+
Cassis	+	+	
Cerise	+	+	
Fraise	+	+	+
Framboise	+	+	+
Groseille	+	+	
Melon	+	+	+
Mirabelle		+	+
Mûre		+	+
Myrtille		+	+
Prune			+
Raisin			+
Artichaut			+
Asperge	+		
Aubergine		+	+
Betterave rouge	+	+	+
Brocoli	+	+	+
Carotte	+	+	+
Céleri branche		+	+
Champignons	+	+	+
Chou-fleur/Chou-rave	+	+	+
Concombre	+	+	+
Courgette	+	+	+
Epinard	+		
Fenouil	+	+	+
Haricot		+	+
Navet		+	+
Oignon		+	+
Petit pois	+	+	
Poireau	+	+	+
Poivron		+	+
Pomme de terre	+	+	+
Radis rose	+	+	+
Rhubarbe	+	+	
Salades	+	+	+
Tomate		+	+

# Automne

	Septembre	Octobre	Novembre
Châtaigne	+	+	+
Coing		+	+
Framboise	+	+	
Noisette	+	+	
Noix	+	+	
Poire	+	+	
Pomme	+	+	
Prune			
Raisin	+	+	
Artichaut	+	+	+
Aubergine	+	+	
Betterave rouge	+	+	+
Brocoli	+	+	+
Carotte	+	+	+
Céleri (branche, rave)	+	+	+
Cerfeuil	+	+	+
Champignons	+	+	+
Chicon		+	+
Choux (blanc, chinois, de Bruxelles, fleur, rave, rouge, vert)	+	+	+
Courgette	+	+	
Cresson		+	+
Epinard	+	+	+
Fenouil	+	+	+
Haricot	+	+	
Maïs	+	+	
Navet	+	+	+
Panais	+	+	+
Poireau	+	+	+
Poivron	+	+	
Pomme de terre	+	+	+
Potimarron	+	+	
Potiron	+	+	
Radis (noir, rose)	+	+	+
Rutabaga	+	+	+
Salades	+	+	+
Tomate	+	+	
Topinambour		+	+

# Hiver

	Décembre	Janvier	Février
Châtaigne	+	+	+
Coing	+		
Brocoli	+		
Céleri branche	+		
Cerfeuil	+		
Champignons	+	+	+
Chicon	+	+	+
Choux (blanc, rouge)	+		
Choux (de Bruxelles, frisé, vert)	+	+	+
Cresson	+	+	+
Mâche	+	+	+
Orange	+	+	+
Panais	+	+	+
Poireau	+	+	+
Salsifis	+	+	+
Topinambour	+	+	+

# Printemps

	Mars	Avril	Mai
Asperge		+	+
Cerfeuil		+	+
Champignons	+	+	+
Chicon	+		
Choux (de Bruxelles, vert et frisé)	+		
Cresson	+		
Epinard		+	+
Germe de soja	+	+	+
Mâche	+		
Panais	+	+	
Pleurote	+	+	+
Poireau	+	+	
Radis rose		+	+
Rhubarbe		+	+
Salades		+	+
Salsifis	+		
Topinambour	+		

Auteurs : Martin JEANFILS et l'équipe Erasmus+  
Réalisation : R. Lanza

Ce calendrier vous est offert par le projet Erasmus+ de Liège 1



## Short food marketing circuits in Liège

### Short food circuits at Liège 1 school restaurant

(Julie Lemaire, Luisa Ruth, Tara Shahbazi, Valentine Fort, Sara Lô, Eve Destrée, Eva van der Wal)

Our group is in charge of integrating short food marketing circuits into the life of the school. We have to organize whole weeks of lunch menus with products from short food marketing circuits, and wherever possible, organic products.

After a meeting with the bursar of the school, we were allocated a budget and given the go-ahead by the school management.

They were unanimous to find it a good thing to eat local even at school and they would support us in this project.

As they had no specified suppliers, we were free to choose the suppliers we wanted.

We based our menus on a list of seasonal vegetables and fruits and we worked out the school lunch menus so that they included seasonal vegetable soups and vegetarian pasta.

The poster features a teal top section with the text: "L'ATHÉNÉE ROYAL CHARLES ROGIER PRÉSENTE EN PARTENARIAT AVEC ERASMUS+". Below this is a large orange section with the title in white: "SHORT MARKETING CIRCUITS, ONE OTHER WAY TO CONSUME FOR OUR EUROPEAN STUDENTS" and its French equivalent: "LES CIRCUITS COURTS, UNE AUTRE FAÇON DE CONSOMMER POUR LES ÉLÈVES EUROPÉENS". The bottom teal section contains the text: "UN PROJET DE DEUX ANS VISANT À FORMER DES CITOYENS RESPONSABLES DE LEURS ACTES DE CONSOMMATION". Logos for the European Union, Education and Culture DG, Lifelong Learning Programme, aef EUROPE, Erasmus+, and the European Commission are also present.



#### Sample menus

Monday: veg soup - couscous - seasonal fruit  
Tuesday: veg soup - burger steak w French fries - compote  
Thursday: veg soup - ratatouille w chicken - caramel flan  
Friday: veg soup - vegetarian pasta - chocolate mousse

Lundi : potage - pâtes sauce tomate - petits biscuits nature  
Mardi : potage - poulet, pommes de terre frites - fruit de saison  
Jeudi : potage - poisson & riz blanc & épinards - fruit de saison  
Vendredi : potage - viande avec oignons et choux, pommes de terre - fruit de saison



# " MANGEONS LOCAL! "

LES CIRCUITS COURTS ALIMENTAIRES S'INVITENT DANS NOTRE RESTAURANT SCOLAIRE. TOUTE L'ÉQUIPE ERASMUS + VOUS A PRÉPARÉ DES MENUS EXCEPTIONNELS! VENEZ NOMBREUX!

—  
LA SEMAINE DU 6 MAI  
AU 10 MAI



En Fédération Wallonie-Bruxelles



Commission



A.R. Liège1  
Charles Rogier

# Short food marketing circuits in Liège



## The Val'heureux)

(Ilia Kettmus, Arnaud Schurgers)

The Val'Heureux is a new local currency

The idea to create a local currency, the Val'Heureux (in actual fact, legally speaking a voucher system) to help support the real economy in Liège was launched in 2011 to complement the euro on a regional basis.

Initiators were citizens with an experience in non-profit associations such as 'Liège en transition' and 'Financité', whose ambition was to support local and ethical real economy.

Changing one euro for one Val'Heureux contributes to create wealth for the Liège living area.

The new currency pursues several economic objectives:

- strengthening and promoting the local economy and short supply circuits
- encouraging the use of socially responsible goods and services
- supporting economically friendly initiatives
- promoting in particular food and economic sovereignty
- creating social links on a local basis and facilitating exchanges

So, the Val'Heureux allows to retain and better circulate within the area the wealth created by small entrepreneurs, citizens and players in the local ethical real economy.





## In conclusion ...

Please note that the philosophical views and factual observations below are duly credited to Adrien Huguet, Charlotte Antoine and Eve Destrée.

A short chain is a sales mode that involves exclusively the producer and the consumer. They are the only two actors of commercialisation in a short circuit, in that the producer is also the seller and the goods pass into the consumer's hands without any such intermediaries as supermarkets.

However, there may be other types of short food chains : it is the case of short circuits in supermarkets. Although there is an intermediary, if the supermarket sells local products bought from a small local producer in order to sell them, it is also a short circuit – if a little longer – since these are local products and not goods from some multinational company or goods from abroad.

There are many examples : Spanish strawberries in our

shops, exotic fruits (bananas, coconuts...). In other words, an external actor comes into play as an intermediary between producer and buyer, with a purely commercial role.

Since such short circuits have clearly different characteristics, we are entitled to ask ourselves a few questions : how does the sale take place, where does it happen and is it really beneficial for the producer?

How ?

Short circuits are more and more favoured by supermarkets simply to meet the consumers' demand. Indeed, these turn to local products for reasons of quality, price and ease of movement.

To do this, supermarkets buy directly from small local producers and retail the goods (at variable prices) directly under their store signs.

In that, the local product is in competition with imported goods even if these remain unavoidable simply because they are sometimes not produced locally. Imported goods may be more polluting (because of shipping and modes of production) but they still have an important place in supermarkets. Besides, consumers do not necessarily wish to buy locally or they do not wish to dispense with some items that may not be seasonal. People are now used to the luxuries of globalization and they do not necessarily care for the flip side of the coin.

Where ?

The sale takes place directly at the supermarket or mall. The products wear a label that clearly shows their origin on the packing, such as for instance the BIO label.

Beneficial ?

In some cases the short circuit can be profitable as long



## In conclusion ...

as the producer can go the distance vis-a-vis the supermarket. Indeed, the latter's aim is to make a profit rather than support local products, even if this harms the local commerce.

Since the main supermarkets are involved in a competition of their own, they are not genuinely concerned with supporting local commerce, however promising it may be.

The supermarkets accept first the climate risk and then the risk of choking up, with a view to selling more at attractive prices.

In other cases supermarkets buy from the producer at very low prices and retail the goods up to five times as much. This means a profit for the supermarket but not for the producer. Especially as, if the products do not sell well, the producer will be returned his goods without any compensation.

Supermarkets are of far more importance in the world of

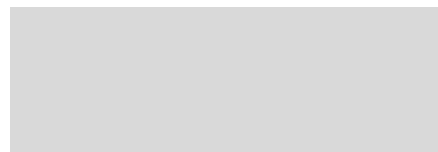
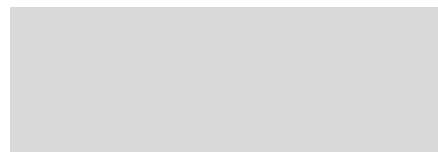
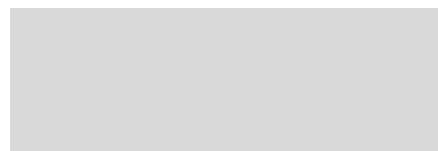
trade and are thus harmful to the development of local commerce. Moreover, a local producer won't be able to do business with the supermarket unless the demand is high enough.

In other words, in the world of business, supermarkets are the real leaders and enjoy an enormous power over local shops, which they exercise in the form of pressure by returning goods without any compensation, but they are a nearly unavoidable link for the small producers who want to break into the world.

This situation seems quite unchangeable, at least it will not be shaken, let alone turned around, as long as consumers don't turn massively to local producers and boycott supermarkets, which will then have to either make their products more acceptable, or be forced to close.

To conclude, selling in a short chain in the great distri-

bution is highly hazardous because demand and offer are rather random and small producers get no guarantee from supermarkets. So, we are free to take a step towards a solution that is in fact greener and more convenient, to put it short : better. This would only cost us to abandon some global luxuries...



Léo Chea proposes this flyer-manifesto as a complimentary conclusion to our project:

## 10 Tips to consider

### Short food marketing circuits



### Erasmus +

- #### Tip #4
- ### Stop wasting
1. Plan the week's menus ahead.
  2. Make shopping lists.
  3. Don't do your shopping while you're hungry.
  4. Buy bulk.
  5. Read and understand sell-by dates.



#### Tip #5

### Get a green thumb

A small vegetable garden at home is a great step to fight the use of packaging materials... and your organic produce is right at hand!



#### Tip #3

### Go buy local

Gain easier access to local, seasonal products: they will be more « genuine » and you will know where they are from.



#### Tip #1

Live by the seasons !

Buy seasonal products. They are a solution against exportation because the more exotic they are, the further they come from.



#### Tip #2

### Ban chemicals !

Avoid all pesticides and insecticides... Nature will be grateful to you.

#### Tip #6

### Say no to plastics

Use recyclable paper or fabric carrier bags to bend plastics consumption.



## Tip #7

### Sustainable jobs

Short food circuits help food producers to innovate and create new jobs.



## Tip #8

### Glass bottles please

Use glass bottles and flasks rather than plastic equivalents



## Tip #10

### Green waste

Make your green waste into compost for your trees and vegetable garden: cheap, organic and home-made fertilizer !



## Tip #9

Attached and despatched !

Avoid aluminium packaging and use fabric or cardboard boxes



## In conclusion ...

Now here is Eva van der Wal's charted top-10 tip-list — 5 global and 5 practical ones

### Be aware

Be aware of the problems induced by our food habits and consumers' options in general.

Open your eyes on global food and look at it for what it is. That's a good start.

### Be warned

We all have our own unconscious database at the back of our minds. We all know that eating strawberries in December is an absurdity and that a Monsanto sign small-printed at the bottom of the label of a pack of biscuits indicates a clear threat to our environment.

But to really understand things, it is important to do some research. For example, I had no idea what a 'caporalato' is, I had no idea such form of slavery still exists today in the food industry on an everyday basis.

### Be curious

Once there's the will for change, you still have to find out how to go about it.

The local flavour of your

home produce may be a riches... as much as an insurmountable barrier: e.g. the Belgian climate is no match for certain Mediterranean products — but this should never stop you discovering local food from elsewhere, each of which is worth exploring.

### Be innovative

Don't be afraid to try out many options, even those seemingly unusual or incongruous. Who knows what you may find? There's no instructions manual here, just hands-on experimentation, and you'll know what you like.

### Be realistic

Choose habits for the long term. An ideal way of life, certified 100% organic, local and sustainable, may undoubtedly be most appealing, but smaller, sustainable habits for the long term are probably safer than the risk of being overwhelmed by the massive changes you may want to impose on yourself.

There's no point trying to be perfect: do not deprive

yourself of anything, just do your best.

1. Eat Belgian apples. Belgium produces a great variety of those and we consume too many imported ones.
2. Farmers are a nice alternative to shops to buy local products.
3. Home-made is a positive move from industrially transformed products. Do your own cooking, take the time, buy basic products: that's the way to cut the distance between producers and consumers.
4. Restaurants and cafés offer local and seasonal products, thus reinforcing the impact in the hospitality industry.
5. It is in the hands of young people in general, pupils and students, to bring about an even greater change, on a broader scale, in their schools and in their homes.



Waste of food?  
It doesn't taste good!  
Anna Baroncini



Products are better for your health, they have a better taste, they respect the environment and allow you to save money. The advantages of Km0 are far greater than the disadvantages!  
Francesco Di Giorgio



Buy fresh! Buy local!  
Samuel Berlinghieri



"I can't do all the good the world needs, but the world needs all the good that I can do"  
Alessandra Guerreschi



If you pay attention to what you eat, you are not only doing something good for yourself but also for the environment and for all those who are around you!  
Leonardo Dolcini



Eat, sleep, recycle  
Nicolo Manzoni



Don't throw it away, use it some other way!  
Giorgio Lanzoni



Looking at the beauties of Nature, I realize how important it is not to ruin it  
Andrea Merlo



When you eat something, always remind yourself that food does not suddenly appear on your table; quite the opposite, it has had several steps before arriving at your kitchen. So pay attention to your choices and avoid unnecessary food.  
Edoardo Moneta



Sustainable development starts from the right food choice: local, organic and trusted-farmer food  
Anna Papini



Respect for food is a respect for life, for who we are and what we do  
(Thomas Keller)  
Nicole Perlini



Sustainability for equality!  
Margherita Manzoni, Emma Pomoni, Anita Panzeri



Your wealth is your health and the health of the planet, so eat the best for them and take the first step towards a better future!  
Anna Franca Pozzoni



# Shorts marketing circuits : one other way to consume for our European students

## Valentine Fort

The local distribution has several reasons to be privileged because it allows us to eat in season and more especially to know where what is on our plate comes.



## Léo Chea

The short circuits propose an excellent way to limit our carbon footprint. This project also allows to create links with the local producers.



## Luisa Ruth

The use of short supply chains is an excellent way to increase profits for farmers and other producers, vitalize rural economies and give consumers access to fresh, fairly-priced foods.



## Eva van der Wal

We can't create a whole perfect world on our own, but at least we can try not to make things worse.

## Emilie Bocqué

At my home, we make compost where we put fruit and vegetable peelings and the left-overs of our meals (but it's very rare because we try to not throw away food).



## Martin Jeanfils

From my point of view, sustainable development is the essential way to save our planet.

