

10-11-12 May 2012



First European Market of Local Products

...ON THE WAY TO le Puy en Velay



A transnational project

IDENTITY CARD

Pays du Velay is a part of Auvergne region, located in Massif Central, at 1h 30 min from St Etienne and Lyon (2 main cities with airports and train stations).

It's a rural and mountainous area, with plenty of local productions. Half of the department is occupied by farming and we are proud to have 2 Controlled Designation of Origin :
The green lentils of Le Puy en Velay and the delicious meat of beef "Fin Gras du Mézenc".

Tourism is another major point of attraction in our area with wonderful surroundings and many leisure activities possible like strolling around, hiking, riding bicycle, skiing...

Le Puy en Velay is classed world heritage by UNESCO and is one of the biggest point of entry for Santiago camino, a very popular hiking path which welcomes about 30 000 pilgrim walkers each year.

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FIRST STEPS...

ORIGIN OF THE PROJECT

In 2010, Pays du Velay has had the opportunity to join a transnational project with Holland, Poland, Hungary and Finland on the **local food** theme.

At this time, the project goes further. The aim is to organise a European market to **promote** and **sell** local food. It will also be a good opportunity to bring together local producers to discuss during workshops and conferences on the theme of local **distribution networks**, agriculture and tourism, quality of products...

The first **European market** will be in France, in **Le Puy en Velay**. This market is part of the global LEADER transnational project 2007-2013.

The Chambre de l'Agriculture of the Haute Loire department and the promotion comity of local products are organizing this 1st market in collaboration with the LAG Pays du Velay.



THE WAY WE FOLLOW...

AIMS OF THE PROJECT



To discuss between European professionals on the best way to promote local food and their **short channels** of distribution. How to sell more and better ? How to organise the different productions sectors ? How to develop **quality products** ?

To pinpoint the best association between **agriculture and tourism**. How this 2 activities influence each other ? How these 2 fields of activity can work together ?

To promote local food and tourism at a European level for each participant of the event who has at heart the development of its region and its products. What about a **European local food network** ?

In Pays du Velay, we also believe, local producers can be stronger by organizing themselves to make their voice heard at a European Level

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THE WAY WE DO...

3 DAYS TO EXCHANGE IDEAS AND FOOD

EXCHANGES/ DISCUSSIONS :

Thursday 10th and Friday 11th May

2 days to share experiences . All the participants will be able to discuss in **workshops** on their thematic of interest.

3 topics of discussion will be suggested :

locals products promotion, different ways of **direct selling**.

How to organize a quality sector of production ?

Local products **processing** and transformation

Morning : local **farms visits** on different thematic

Afternoon : discussion on European experiences

Evening :

Thursday : each european delegation introduces itself : region and products in an original way.

Day's discussion and **debates** summary.

Cold **european buffet** with the delegation products

Friday : **conference** open to a largest public.
Dinner in the restaurants of Le Puy en Velay.



MARKET OF PRODUCERS :
Saturday 12th May.

Welcome on the **typical market** of Le Puy en Velay, visited each Saturday by thousands of people.

Around the italian place and the antic fountain, all the **seasonal products** of the area will be presented : the red berries, mushrooms, sausages, famous cheeses "aux artisous"...

To show, **promote** and **sell** your **products** and your **region**, we booked a well located selling spot for you in front of the town hall.

You bring the products and we take care of market stands and fresh food storage.

Special events will happen all the day long : brass bands, **animation** for children, cooking show....

In the evening, a **European meal** and entertainment show will close these 3 days.



6 GOOD REASONS TO JOIN US :

- You have some special products and local food.
- You are interested by short channels
- You work on developing your territory
- You work on associating tourism and agriculture activities.
- You have the will to share experiences and ideas about local development.
- You live in a rural area
- You believe we can work at a European level

translators
Will be there

THE COST

You will have at your charge :

- Travelling to Le Puy en Velay
- Accommodation
- Local products transport

We will take care of :

- sharing together a pleasant time
 - the meals
 - the transportation within the area of Le Puy en Velay
 - Food storage
 - market stands

WHAT YOU SHOULD BRING IN YOUR LUGGAGE

your enthusiasm
your products
your experience

WITH WHOM SHOULD YOU TRAVEL

You can come with 5 or 6 persons :

- producers
- elected representatives
- tourism actors
- chef cooks

MODALITY

The ultim date to make us known your interest in the project is the **25th of February**

Béatrice SAUVIGNET
Project manager

In French, English or German, she will answer you with pleasure.

For any questions and further informations :
accommodation list, finding fundings,
How to join le Puy en Velay : airport, train, bus...

Béatrice SAUVIGNET
43000 LE PUY EN VELAY
bsauvignet@haute-loire.chambagri.fr
beasauvignet@gmail.com

0033 (0)4 71 07 21 42
0033 (0)6 78 46 33 90

