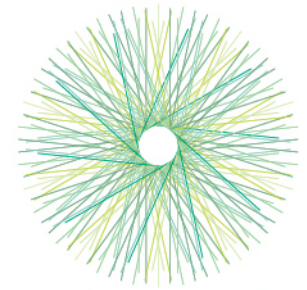


Press article

Short supply chain

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Press article 500words

French association les Eleveurs de Saveurs Iséroises connects all partners in the food system

"Semi-short" supply chain offers fair price for farmers

In 2009, livestock farmer Clément Guillaud from the Isère region in France saw his meat prices drop. Knowing he could no longer live on his current income, he knew he had to rethink his supply chain in an innovative way. He wanted to increase profit and reduce costs without compromising the quality of his meat or increasing environmental impact. Clément: "I found out that one of the ways to gain more profit is by direct selling and semi-direct selling, I could make from 0.40€ to 0.50€ more per kilo of carcass weight per animal". He also discovered that regional butchers were looking to buy high quality regional meat to respond to consumer demands. As a solution for everyone involved in the food chain, Clément and the butchers established a new type of sustainable "semi-short" supply chain.

The 'Association des éleveurs de Saveurs Iséroises' was established in 2014 and consisted of 15 local Charolais and Limousines breeders. They started to work with 4 'gourmet' butchers. The aim of the association was to connect all partners in the food system to provide superior quality meat in the Isère region. Clément: "Direct selling takes up a lot of time for the farmer, now the association takes care of logistics and marketing, allowing us to focus on our cattle and also allowing us to sell more".

The association has instated specified requirements for the supply chain which ensure sustainability. Accordingly Clément feeds his cows with grass and cereals from his farm as much as he can and he does not use silage maize during the finishing period or genetically modified crops. "No imported soybeans for my cows," he smiles. This ensures meat quality, environmental protection and animal welfare. At the same time it reduces the costs for the producers as they are less dependent on feed suppliers. The animals from all of the farms in the association are transported to a local slaughterhouse in Grenoble, contributing to the prosperity of the local community.

Over the past few years, the association has grown to 30 producers and the partners have been looking to create new value chains. Since 2017, they now deliver to local school canteens and to supermarkets in the Isère region.

In 2015, the association joined the Operational Group SYAM that supports food systems based on "semi- short" supply chains to re-establish a local sustainable agri-food economy by strengthening their competitiveness. Currently, the Operational Group is preparing a number of case studies to analyse these new food systems, setting up methods and tools to do deal with the impact that the association's expansion has on management, quality, costs and logistics.

Clément: "In the future, our experience could be transferable to other farmers through the results of SYAM and could help them to develop their supply chains quicker and ensure that they are well-organised."

Clément concludes: "In this story there are only winners: the farmers get a fair price, the butchers and supermarkets know what they are selling and consumers will get high quality meat from their own region."

Press article 250words

French association les Eleveurs de Saveurs Iséroises connects all partners in the food system

"Semi-short" supply chain offers fair price for farmers

In 2009, livestock farmer Clément Guillaud from the Isère region in France saw his meat prices drop. He knew he had to rethink his supply chain. He wanted to increase profit and reduce costs without compromising the meat quality or increasing environmental impact. Clément: "One of the ways to gain more profit is by direct selling". He also discovered that regional butchers were looking to buy high quality regional meat to respond to consumer demands. They established a new type of sustainable "semi-short" supply chain.

The 'Association des éleveurs de Saveurs Iséroises' was established in 2014 and consisted of 15 local breeders. They started to work with 4 'gourmet' butchers. The aim was to provide superior quality meat in their region. Clément: "Now the association takes care of logistics and marketing, so we can focus on our cattle also allowing us to sell more".

According to the association specified requirements for the supply chain which ensure sustainability, Clément feeds his cows with grass and cereals from his farm and he does not use GM crops. The animals are transported to a slaughterhouse in Grenoble, contributing to the prosperity of the local community.

In 2015, the association joined the Operational Group SYAM that supports food systems based on "semi- short" supply chains to re-establish a local sustainable agri-food economy. Currently, the Operational Group is preparing 4 case studies.

Clément concludes: "We are now setting up tools on how to best deal with the association's expansion to 30 producers. The SYAM results could help other farmers to develop their supply chains quicker."

Background information

Project information

The 'Eleveurs de Saveurs Iseroises' are part of the operational group SYAM. The SYAM Operational Group was one of the 50 innovative projects presented at the EIP-AGRI Workshop 'Innovation in the supply chain: creating value together'. [Read the booklet](#) (p.44)

During the EIP-AGRI workshop some of the participants visited Clément Guillaud's farm. [Download the presentation](#) on the SYAM operational group and 'les Eleveurs'

More information on the [Operational Group SYAM](#)

Pictures

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Clément Guillaud: "In this story there are only winners: the farmers get a fair price, the butchers and supermarkets know what they are selling and consumers will get high quality meat from their own region."

More information on innovative short supply chains

- [EIP-AGRI Focus Group Short Food Supply Chain](#)
- [EIP-AGRI Factsheet Short Food Supply Chain](#)
- [Agrinnovation magazine n°4 – with many Short Food Supply Chain examples](#)
- [EIP-AGRI Workshop Cities & Food](#)
- [EIP-AGRI Factsheet Cities & Food](#)
- [EIP-AGRI Workshop Innovation in the supply chain: creating added value](#)
- Brochure with [50+ supply chain projects](#) presented at EIP-AGRI Workshop

EIP-AGRI Inspiration from your country on short supply chains

Here below you find a list of topics that have been covered in one of the EIP-AGRI events and / or EIP-AGRI publications.

EU	Moya Kneafsey: 'Reconnecting Cities, Farmers and Food: Why and how?' (TED talk)	Presentation workshop Cities & Food
Austria	Bernhard Kromp: 'Criteria for Green Public Food Procurement in Vienna: Status Quo and perspectives'	Presentation workshop Cities & Food
Austria	Bauernkiste	Final report Focus Group SFC p. 74
Belgium	Smart logistics to connect producers and consumers	Inspirational idea
Belgium	Patrick Pasgang: 'Distribution of added value in the chain: cases from Belgium'	Presentation workshop Cities & Food
Belgium	Distrikempen - A B2B logistics platform between farmers and clients	Final report Focus Group SFC p. 69
Czech Republic	Selling dairy products from a milk van	Inspirational idea
Denmark	Betina Bergmann Madsen: 'Inspiration for the future - Green public procurement in the municipality of Copenhagen'	Presentation workshop Cities & Food
Estonia	The Farm Market Co-operative	Final report Focus Group SFC p. 47
France	Bastien Farges: 'Connecting Consumers and Producers - Funding innovative projects'	Presentation workshop Cities & Food

France	Gilles Marechal: 'Land for young farmers and SFCs in Brittany'	Presentation workshop Cities & Food
France	Ici.C.Local participatory labelling system	Final report Focus Group SFC p. 50
France	Facilitating Access to Land for Agri-Rural Innovations	Final report Focus Group SFC p. 62
Greece	Greek dairy farmers bring fresh milk to customers with vending machines	Press article
Hungary	"HÁZIKÓ's fresh treats connect the city and countryside"	Final report Focus Group SFC p. 67
Italy	Maria Bottiglieri: 'Good practices to fulfill the Right to Food of Turin citizens'	Presentation workshop Cities & Food
Montenegro	Food traceability from honey to hive	Agrinnovation n°4 – p. 16
Netherlands	Jan Willem Van Der Schans: 'Distribution of added value in the chain'	Presentation workshop Cities & Food
Netherlands	Mark Frederiks: 'Local2Local, a business model to access new markets in Utrecht region'	Presentation workshop Cities & Food
Netherlands	Landwinkel - A Farmer-Led Co-operative of 'Country Shops'	Final report Focus Group SFC p. 44
Netherlands	Producer and Consumer Collaboration	Final report Focus Group SFC p. 64
Poland	Marta Jeruszka Bielak: 'I know what I eat: Education and awareness raising about the importance of good food systems in schools and kindergartens in Warsaw'	Presentation workshop Cities & Food
Poland	Mark Füssel: 'Public campaigning for organic local food'	Presentation workshop Cities & Food
Poland	Local products from Malopolska	Final report Focus Group SFC p. 37
Slovenia	<ul style="list-style-type: none"> Delivering local food to consumers in Ljubljana Local farmers producing food for nurseries and primary schools in Ljubljana 	Inspirational idea Press article
Spain	Nerea Mórán: 'Madrid: Urban gardens as part of the City Food System'	Presentation workshop Cities & Food
UK	"We don't just sell products, we sell the experience!"	Inspirational idea
UK	Rob Alderson: 'Short supply chains in Manchester'	Presentation workshop Cities & Food
UK	Scotland: building up a multi service organic farm shop, restaurant and education centre	Final report Focus Group SFC p. 53
UK	Scotland: Closing the gap from farm to fork: How short supply chains can help increase farmer incomes	Press article
UK	England: Suffolk Food Hall – Scaling up without Reducing Profit Margins	Final report Focus Group SFC p. 59
UK	Duncan Catchpole: 'How to run a successful short food supply chain enterprise in Cambridge, Box Schemes and Food Hubs'	Presentation workshop Cities & Food

EIP-AGRI

The European Innovation Partnership 'Agricultural Productivity and Sustainability' (EIP-AGRI) is one of five EIPs which have been launched by the European Commission in a bid to promote rapid modernisation of the sectors concerned, by stepping up innovation efforts.

The EIP-AGRI aims to foster innovation in the agricultural and forestry sectors by bringing research and practice closer together – in research and innovation projects as well as via the EIP-AGRI network.

EIPs aim to streamline, simplify and better coordinate existing instruments and initiatives, and complement them with actions where necessary. Two specific funding sources are particularly important for the EIP-AGRI: the EU Research and Innovation framework, Horizon 2020, as well as the EU Rural Development Policy.

- [EIP-AGRI Brochure on the EIP-AGRI Network \(2015\)](#) (EN – FR – GR – HU – IT – PT – RO - SP)
- [EIP-AGRI Brochure on Thematic Networks under Horizon 2020](#) (EN – FR – HU – SP)
- [EIP-AGRI Brochure Horizon 2020 multi-actor projects](#) (EN)
- [EIP-AGRI Brochure on Funding opportunities under Horizon 2020 - 2018 Calls](#) (EN)

EIP-AGRI Operational Groups

EIP-AGRI Operational Groups are groups of people who work together in an innovation project funded by Rural Development Programmes (RDPs). Operational Groups are the EIP-AGRI's main tool for turning innovative ideas into real solutions for the field.

An Operational Group consists of several partners with a common interest in a specific, practical innovation project. The people involved in the Operational Group should bring in different types of practical and, where necessary, scientific expertise. They may include farmers, scientists, agri-business representatives and many others. Every country or region has the possibility to define specific national demands or restrictions on how to put together an Operational Group.

- Visit the [Operational Groups page](#) on the [EIP-AGRI website](#)
- [EIP-AGRI Brochure on Operational Groups: Turning your idea into innovation \(update 2016\)](#) (EN – CZ – FR - HU – PT – RO – SK – SP)

More information on Operational Groups in your country

If you would like to cover a story on an Operational Group in your own country,

you can find following information on the EIP-AGRI website:

- [Check if your country will/ has set up Operational Groups](#)
- [Check if your country has set up a website where you can find information on the OGs which have been selected for funding](#)
- [Contact the Managing Authority in your country to find out more](#)
- [Check the EIP-AGRI meeting point for Operational Groups in your country](#)
- [Contact the EIP-AGRI press officer to help you further: ina.vanhoye@eip-agri.eu](mailto:ina.vanhoye@eip-agri.eu)

Contact information

Ina Van Hoye

Communication officer

EIP-AGRI Service Point

ina.vanhoye@eip-agri.eu

+32 486 90 77 43