

FRANCE

Technical assistance

Location

Nantes

Programming period

2014 – 2020

Measure

M20 – Technical assistance

Funding (EUR)

Total budget 713 159

EAFRD 302 382

National/Regional 268 145

Private 142 632

Project duration

2018 – 2020

Project promoter

Coopérative d'Installation en
Agriculture Paysanne (CIAP)

Contact

[Anne-
kristen.lucbert@agriculture.
gouv.fr](mailto:Anne-kristen.lucbert@agriculture.gouv.fr)
contact@ciap-pdl.fr

Website

<http://ciap-pdl.fr/>

A project to enhance the capacity of a social enterprise that supports new entrants in agriculture without any previous experience or linkages to the sector.

Summary

The ‘Coopérative d’ Installation en Agriculture Paysanne’ (CIAP) is a social enterprise in the western part of France (Grand Ouest), which supports new entrants in agriculture who have no previous experience in agriculture or linkages to rural areas. CIAP provides support to access land and financing and offers training courses, local contacts and ongoing business support to ensure farms’ viability throughout the beginning stages of their establishment.



The HAPPYTERR project was set up in order to enhance the capacity of actors brought together by CIAP through the creation of an observatory at regional level. It is aimed at exploring factors that affect the sustainability of new farms as well as identifying inspiring examples for dissemination from research on relevant social structures.

Results

From an economic perspective, the project HAPPYTERR will strengthen the capacity of CIAP to financially secure the set-up of new entrants in agriculture, who would not be able to access financing without CIAP’s support.

There is no quantifiable objective related to the number of new farms to be supported, but currently CIAP cannot meet the growing demand. Thus, HAPPYTERR aims to increase CIAP’s capacity.

From a social perspective, the CIAP project stimulates job creation.

CIAP has supported 275 projects, of which 237 are new organic farms, 45 are collectives and 200 of these projects operate within local food supply chains.

Context

Generational renewal in agriculture is a key challenge for rural areas. It is estimated that for every three retired farmers, only one new farmer is taking over the profession. The ‘Coopérative d’Installation en Agriculture Paysanne’ (CIAP) in the western part of France (Grand Ouest) is a social enterprise supporting new entrants into agriculture who have no previous experience in the sector or linkages to rural areas. By supporting new farmers to maintain the region’s agricultural activity, CIAP also aims to maintain the local supply chains of quality food that protect the environment and thus ensure the viability of rural areas.

CIAP supports new entrants in accessing land and financing in order to set up their farms, as well as offering training courses, local contacts and ongoing business support to ensure the farms’ viability throughout the beginning stages of their establishment.

Objectives

The HAPPYTERR project was set up in order to enhance the capacity of actors brought together by CIAP to support new entrants in agriculture.

Activities

CIAP has been working on a diverse range of activities under four axes, on which different operating teams are currently working. The HAPPYTERR project specifically finances the continuation of the activities under Axes 3 and 4, which are presented below.

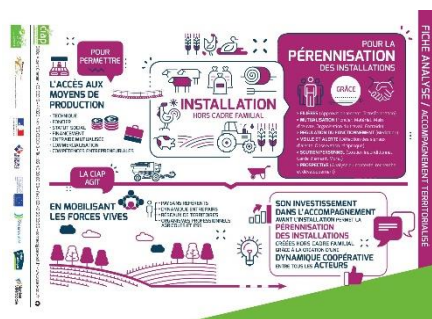
AXIS 1 – Rollout and professionalisation of tools, shared development and integration of strategies in regional institutions through lobbying and communication via national and European networks.

- Gradual and step-wise creation of tools to support new entrants in agriculture and roll them out in different territories.
- Develop a training and exchange programme on good practices, as well as animation to share experiences with the partners.
- Collectively design a strategic policy to support setting up people not from a farming background in agriculture.

AXIS 2 – Identification of funding opportunities and creation of a directory for supporting new entrants in agriculture.

- Conduct research at the regional level that explores banks, Social Solidarity Economy enterprises (France Active, Fonds de garantie, Caisse des dépôts etc.) and local communities to identify funding opportunities for new entrants in agriculture.
- Identify the necessary means for entrepreneurs to enter agriculture and define individual and collective strategies to access those means, while also mapping out possible bottlenecks.
- Identify the key drivers in providing collective support to new farmers and find inspiring examples.
- Set up a directory of emerging collective initiatives as well as mature initiatives supported by CIAP.
- Advocate for and facilitate new entrants’ access into agriculture and disseminate inspiring examples.

As mentioned above, the HAPPYTERR project specifically finances continuation of the actions under Axes 3 and 4.



AXIS 3 – Creation of an observatory at the regional level focused on factors that affect the sustainability of new farms.

- Identify family or social support structures that contribute to the sustainability of new farms during their initial years of activity.
- Analyse territorial support structures set up to substitute for the absence of family support, along with the compilation of an inventory of initiatives.
- Survey supported projects to examine the balance between family and professional life and gender equality.
- Develop recommendations for methodologies and monitoring policies on new farms, taking into account specific problems linked to setting up without a farming background and/or connections to the area where they are established.

AXIS 4 – Research on social structures that support new farms according to their needs and that are based on cooperation and participation, with a view to improving their transferability, promoting equal rights for new farmers and limiting the use of debt financing by developing their own funding schemes.

- Analyse social and legal constraints to the development of cooperative and participatory associations.
- Raise awareness among farmers on different economic and legal practices through a simulation game titled “Working in a cooperative and participatory association”.
- Identify the necessary legal framework for cooperative and participatory associations and how it has evolved.
- Conduct research within the network to map other legal developments that may be relevant, considering legal structures such as Activity and Employment Cooperatives (CAE).

The planned deliverables include a web site, a testimony by the project developers, an analysis of regional policies supporting young farmers, recommendations for improvement, financial modelling and business plans for setting up new farms. They also include an inventory of territorial initiatives supporting new farmers to access land and financing, running the observatory to support farmers entering the sector without a relevant background, as well as the simulation game.

The project is financing a number of events to promote participation and valorisation of knowledge gained, including a mid-term event and a final recap of the project.



Main results

From an economic perspective, the HAPPYTERR project will strengthen the capacity of CIAP to financially secure new entrants setting up in agriculture, who would not be able to access financing without CIAP’s support.

There is no quantifiable objective related to the number of new farms to be supported, but currently CIAP cannot meet the growing demand. That is why the goal of the HAPPYTERR project is to increase CIAP’s capacity.

From an environmental perspective, one of the basic tenets of the project is to promote small-sized farms as an asset in enhancing short supply chains, promoting environmentally friendly agriculture and contributing to climate change adaptation at the territorial level.

From a social perspective, the CIAP project stimulates job creation. CIAP has supported 275 projects, of which 237 are new organic farms, 45 are collectives and 200 of these projects operate within local food supply chains.

The HAPPYTERR project aims to contribute to the Common Agricultural Policy’s post-2020 proposals on setting up new entrants in agriculture and the status of farmers not only as farm owners, but also as employee-starters in a cooperative and participatory association (SCOP) or a CAE (activity and employment cooperative).

Additional sources of information

www.facebook.com/CIAP-Coop%C3%A9rative-dInstallation-en-Agriculture-Paysanne-1749055262066140