



# ALLIANCE PROVENCE, regional network of AMAP in Provence (France)

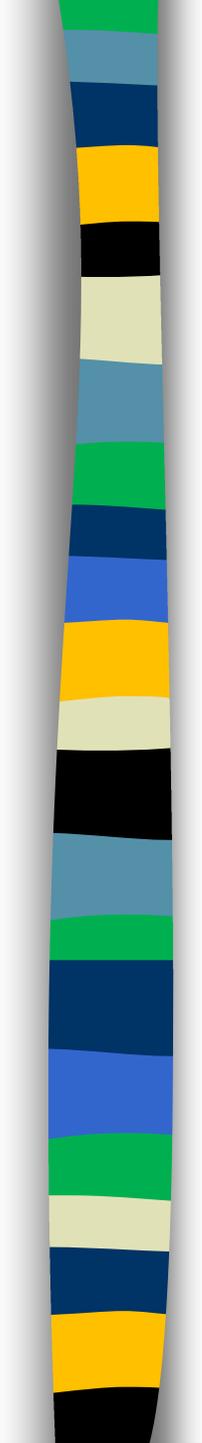
Presents



# A French example

## Les AMAP

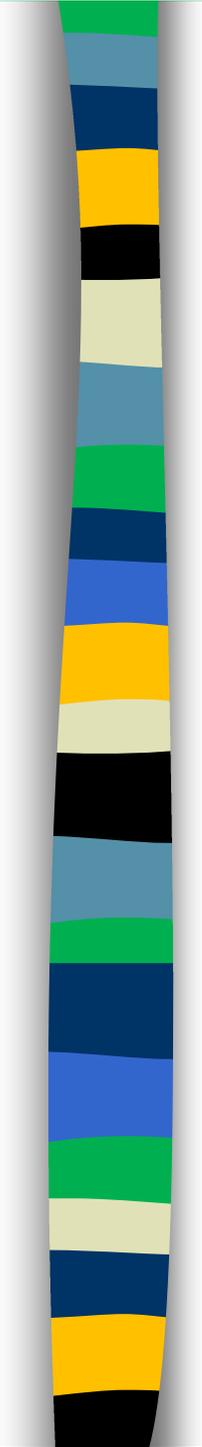




## Elements of context (in 2001)

- Increase of food crisis : mad cow, dioxin, GMOs, consequences of pesticides on health, ...
- Disappearance of peasants : 3 farms each day in Provence, 50 % of EU farmers are older than 55 years ;
- The low part of local food systems in vegetables consumption (2 %)





# AMAP

Association pour le maintien d'une agriculture paysanne

Association for Maintaining Small-Scale Farming

## The AMAP -system is based:

1. on a contract between a farmer and a group of consumers;
  2. on a close relationship between the farmer and the families, where **communication** is the number 1 issue.
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# The AMAP Contract



- A **mutual commitment** from both sides (from the producer and from his consumers) to respectively supply and pick up the food produced every season.
- **Fair prices paid up-front** to guarantee a dignified life for producers and their families
- **Shared risks and benefits** of healthy production that is adapted to the rhythm of the seasons and respectful of the natural and cultural heritage.

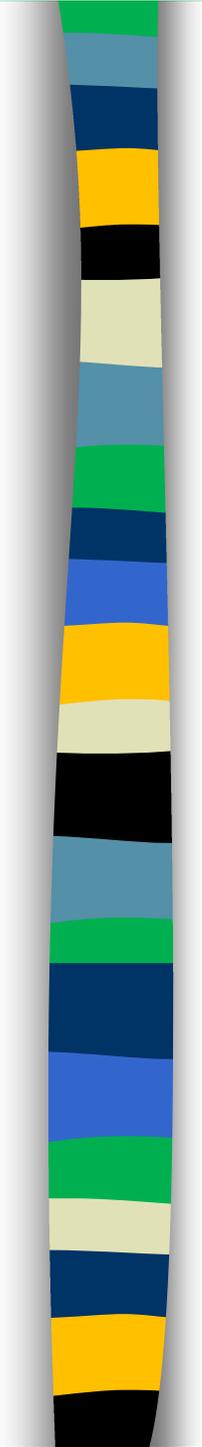


# A weekly meeting



- Every week, the farmer and the families meet in a place : a backyard, a church, a schoolyard, a shop, a social center ...
- The farmer brings along the production of the week
- The families share the products that are dispatched in baskets





## Consumers engagements

**Financial:** pay in advance a part of the harvest in a pre-defined period, for a fair price

**Economical:** share with the farmer the risks linked to its activity (bad weather, parasites...)

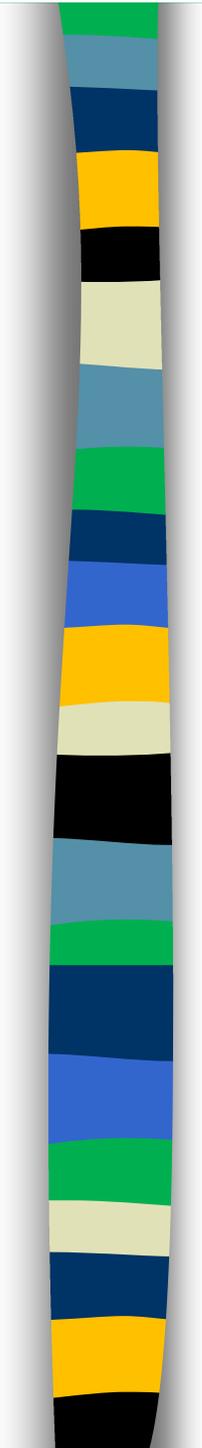
## Producers engagements

**Economical:** provide periodically fresh and healthy products, and share the excess

**Associative:** participate in to the AMAP life (distribution, communication, activities...)

**Ethical :** respect of the AMAP charter



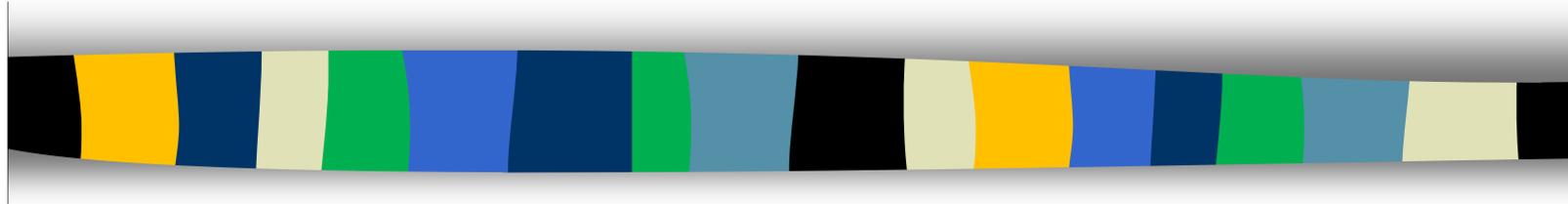


## AMAPs – values and Charter

1. Human dimension, autonomy of the farm (decisionnal, financial, technical..)
2. Preservation of the environnement
3. Taste products, healthy and fresch
4. Solidarity
5. Transparency and respect of social norms
6. A proximity contract
7. Involvement of consumers

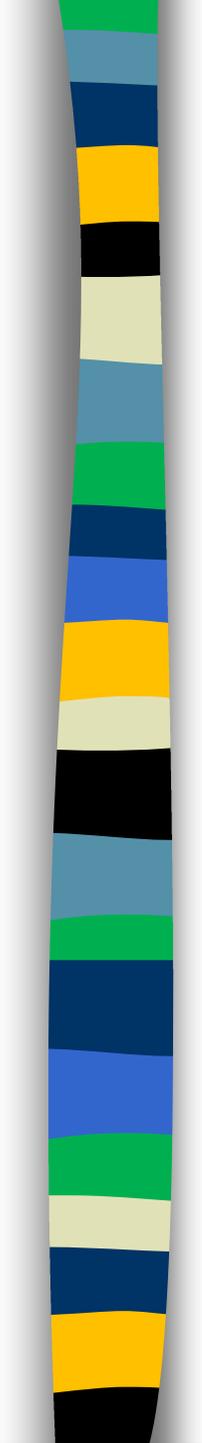


This system was launched in France in april 2011 in the Provence Region. An organisation – Alliance Provence – was launched to spread the concept in the region...



... With an interessting development

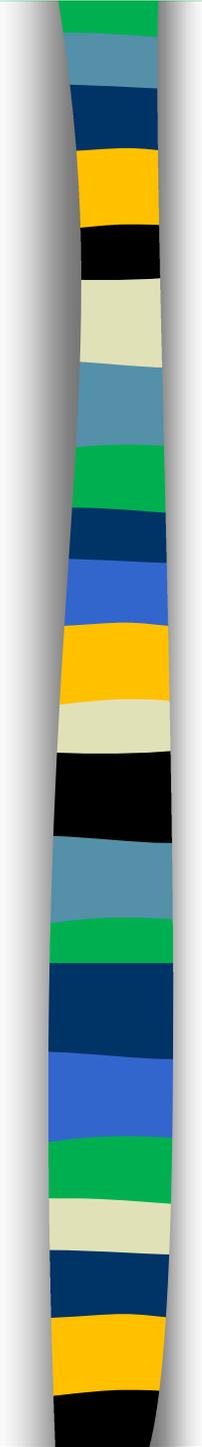




Today, there are more than **2,000 AMAPs** altogether in France. About **8,000-10,000 farmers** are distributing their food products within the AMAP and more than **200,000 consumers** are purchasing the food items they are producing. The example of Provence...



Year	Number of AMAP	Number of baskets	Number of consumers
2001	3	174	600
2003	25	1100	4 000
2006	95	3 990	12 000
2010	156	7 000	25 400



In 2011, the new challenges:

- ⌘ the supply of organic products is diversified, consumers can actually find organic food in their supermarkets
- ⌘ increasement of local food systems, direct selled or direct : a market which didn't find yet its balance
- ⌘ new profile of the young generation of farmers (from cities, interested in organic production, ...) : they represent 65 % of the new generation
- ⌘ question of access to land and access to banks loans



# Alliance Provence



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