

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, located in Massif Central, at 1hour 30 from St Etienne and LYON (2 major cities with airport and train).

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

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

Le Puy en Velay is classed world heritage by UNESCO and is one of the biggest departure of 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 and each partner will organise a European market to promote local food and bring together local producers in **conferences** and events on the theme of **local distribution networks** and links between agriculture and tourism.

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 Haute Loire and the promotion comity of the local products are organising this 1<sup>st</sup> 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 identify better links between **agriculture and tourism**. How this 2 activities influenced each other ? How these 2 sectors of activity can work in close cooperation ? generic brand for territory ?

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 resort** ?

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## THE WAY WE DO...

### 3 DAYS TO EXCHANGE IDEAS AND FOOD

#### EXCHANGES/ DISCUSSIONS :

Thursday 10<sup>th</sup> and Friday 11<sup>th</sup> May.

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

3 topics of discussion will be suggested :  
locals products promotion, different ways of **direct selling**.

How to organise a **quality sector** of production ?

The **transformation** of products

In the morning : **visit of farms** in link with the chosen thematic

In the afternoon : discussion and exchanges about your experiences

In the evening :

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

Summary of the debates of the day.

Cold **european buffet** with the delegation products

Friday : **conference** open to a largest public.

Eating in the restaurants of Le Puy en Velay.



#### MARKET :

Saturday 12 May.

Welcome on the **typical and ancestral 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 little fruits, mushrooms, sausages, the famous cheeses "aux artisans"...

To show and promote 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 the stands and of the fresh food storage.

Special animation 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 COME :

- You have some special products and local food.
- You live in a rural area
- You work on developing your territory
- You work on making link between tourism and agriculture
- You have the will to share experiences and ideas about local development.
- You believe we can work at a European level

translators  
are provided

### THE COST

You will have at your charge :

- The travel to Le Puy en Velay
- The accommodation
- The transport of the products

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 **31th of January**

Béatrice SAUVIGNET  
Responsible of the project

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

For any questions and further informations :

Listing of accomodation,  
Helping you for fundings,  
How to join le Puy en Velay : airoport, train, bus of the main cities.

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