



Family Farm Cooperative Grocery Stores *Alternative Retailing in the Northeast?*



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Consumer Trends

- Organic spinach
- Taco Bell
- Artisanal, farmstead, craft-scale
- Local, fresh, nutritional superiority
- Goût de Terroir
- Slow Food and Chef's Collaborative

Empire State Poll

Winter 2004

Two questions:

New York State Residents' Views on Local Food

1. Which statement most accurately reflects your view of locally produced food?

1 = "Really not important"

2 = "[I buy it] as long as I don't have to go out of my way"

3 = "I go out of my way to buy local food"

2. What ONE thing would motivate you to buy more local food?

New York State Residents' Views on Local Food

Which statement most accurately reflects your view of locally produced food?

1 = “Really not important”	21.5%
2 = “[I buy it] as long as I don’t have to go out of my way”	41.1%
3 = “I go out of my way for local food”	37.4%

N = 785

What One Thing Would Motivate You To Buy More Local Food?

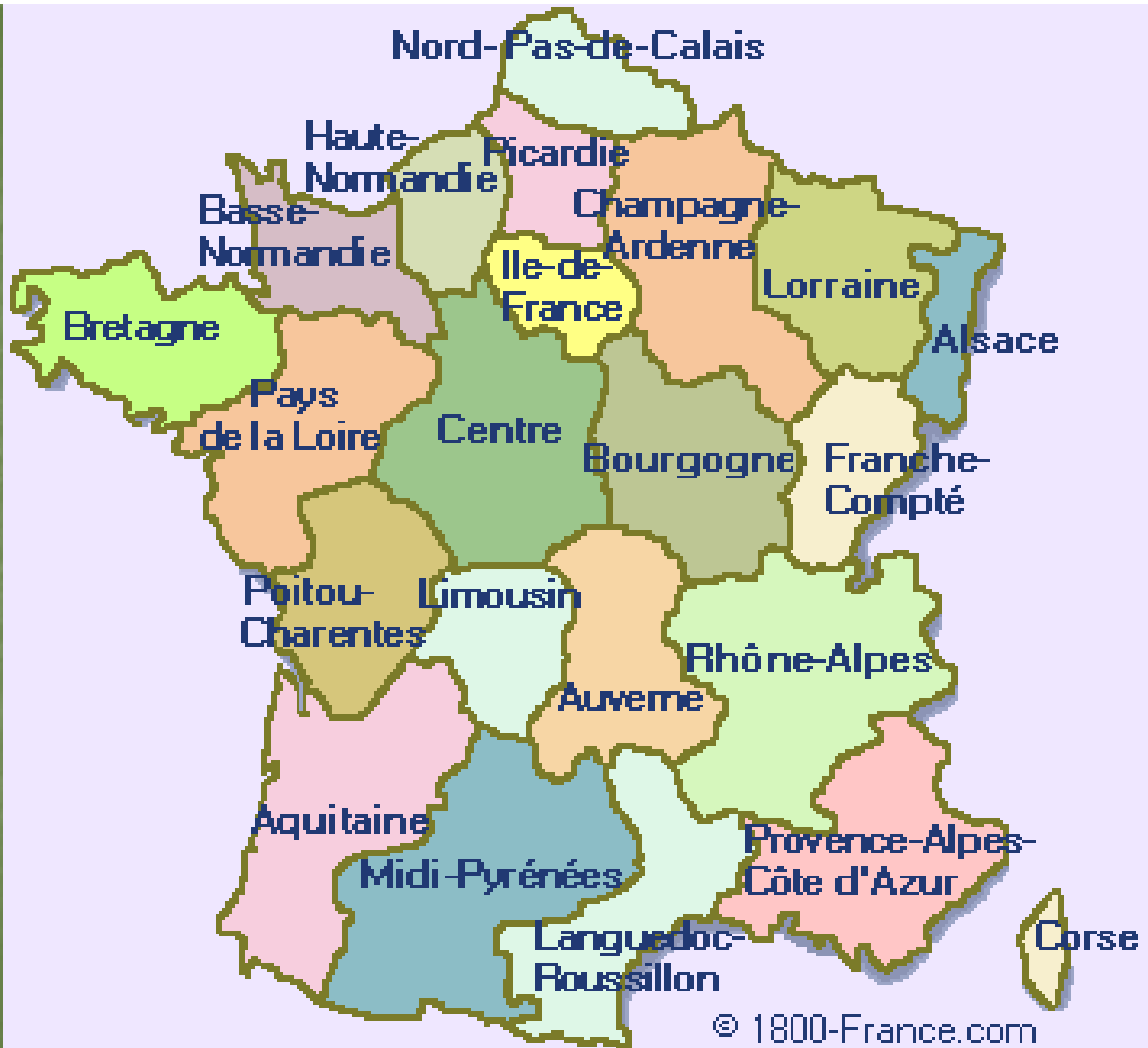
Empire State Poll

N= 770

Response	No.	%
Greater Convenience/Availability/Accessibility	214	28%
Competitive Pricing/Affordable	124	16%
Combination of factors	103	13%
Good Quality/Freshness/Taste	82	11%
Knowing I'm helping economy/community/farmer	71	9%
Unknown/Don't know/Nothing/Doesn't Matter	49	6%
Knowing it is Organic	42	5%
Marketing/Labeling	30	4%
Health-related factors	23	3%
Motivated Already	20	3%
Selection	12	2%
<i>total</i>	770	100%

Producer Trends

- Growing number of advanced direct marketers
- Growing number of larger producers looking for alternatives
- Growing number of new producers with limited production experience but who have business savvy





AVEC

Agriculteurs en vente collective directe en Rhône Alpes

- Today: 21 store network in the Rhône-Alpes
- MISSION: *To defend the direct sale, the farm products and the collective sale. To contribute to the recognition of the direct collective sale and to be the center of resources and councils for the collective points of sale.*



AIN

1 **Bugny Côté Fermes**
01300 Bellay
Tél. 04 79 81 33 05

2 **La Marande**
01400 Châtillon-sur-Chalaronne
Tél. 04 78 55 23 88

3 **Les Fermiers de la Dombes**
01300 Villars-les-Dombes
Tél. 04 78 98 35 66

ARDECHE

4 **La Halle Paysanne**
07500 Annonay
Tél. 04 75 52 34 00

5 **La Moutille**
07200 Aubenas
Tél. 04 75 35 21 73

6 **Les Bourriers Cochus**
07300 Joyeuse
Tél. 04 75 89 92 21

7 **L'Échappé Paysanne**
07000 Prives
Tél. 04 75 65 54 40

HAUTE-LOIRE

8 **Les Fermiers du Mûrier**
43100 Les Estables
Tél. 04 71 08 54 90

ISÈRE

9 **La Grange Paysanne**
38200 La Fratte
Tél. 04 76 54 65 25

10 **La Halle Paysanne**
38300 Bourgoin-Jallieu
Tél. 04 76 63 21 50

11 **Le Mucel**

38500 Le Prage-de-Rouvillon
Tél. 04 76 86 75 51

12 **Sauvans Paysannes**
38400 Crémieu
Tél. 04 76 90 88 23

LOIRE

13 **Au Terrain**
42000 Saint-Etienne
Tél. 04 77 32 32 20

14 **La Ferme du Pilat**
42300 Félletin
Tél. 04 76 87 68 34

15 **Plate Champ Côté Fermes**
42300 Souffères
Tél. 04 77 53 33 74

RHÔNE

16 **La Grange des Fermes**
69300 Solignat
Tél. 04 78 02 88 42

17 **Le Relais des Sauvans**
69600 Lognon
Tél. 04 78 05 91 89

18 **Valferme**
69400 Ampuis
Tél. 04 78 56 75 33

19 **Stallier**

69300 Saint-Anthel-le-Château
Tél. 04 78 44 05 07

20 **De Dimanche à la Campagne**

69500 Thuriens
Tél. 04 78 81 94 38

SAVOIE

21 **Sauvans Campagnardes**
73200 La Motte Servolex
Tél. 04 79 62 64 45

UNIFERME

LES FERMES REUNIES



UNIFERME

- Began in 1978
- 7 producers
- Mission:
 - have the producers present at the sale
 - be transparent on the origin of the products
 - strengthen the bond with the consumers

UNIFERME

- 12 farms (25 families, 40 individuals)
- Open year-round, 7 days a week
- Sales floor square feet: 3,000
- 2,000 customers per week
- 2 million in sales per year (\$180K per farm)
- 2 farmers always present
- Only farmers answer customer questions



Products:
dairy products (cow and goat)
fruits
poultry and eggs
foie gras
pork-butchery
beef
honey
jams
fruits with syrup
farmhouse bread
vegetables
wines

Approximately 3,000 sq. ft. of sales floor





SAVEURS et GOUTTEURS
de la montagne





Nos produits du Terroir en direct !



Nos produits du Terroir en direct !





The Country Hand

Friday and Saturday, 8h00–19h00



Farmers of Dombes



15 farmers providing fish, pigmeat, ox, lamb, ostrich, poultry, ducks, rabbits, pork-butchery, foie gras, snails, pots, cow and goat cheeses, eggs, seasonal vegetables and fruits, bread, jams, honeys, Cerdon, wines of Bugey, fruit juice...

Country Saveurs



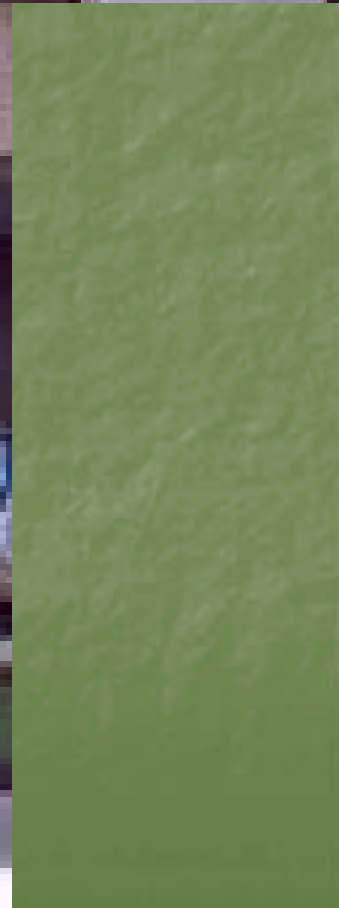
Tuesday through Saturday:
8h30 – 12h30 and 15h00 – 19h00
Sunday: 8h30 – 12h30



The Country(woman) Market



Au Terroir



Valferme



Keys to Success

- Producers have mastered production
- Producers are comfortable with cooperation
- Producers are willing to give up some individual brand identity
- Producers are in close geographic proximity
- Producers are flexibly specialized
- There is sufficient variety of products
- There is a consumer base that can support a store

Anatomy of a Failure: The Harmony Market

- Poor management of the grocery coop
- Bringing in products from neighboring states
- Undercapitalization
- Poor location
- Competition from two new whole-foods businesses in the community

Challenges and Questions

- European models don't necessarily work in North America
- What else?

Alternative Models



Oklahoma Food Cooperative

From Our Family Farms To Your Family Table

N E B R A S K A
F O O D C O O P E R A T I V E

ISLAND FARMERS' ALLIANCE
VANCOUVER ISLAND & THE GULF ISLANDS, BC



**FRESH
FROM THE
ISLAND**



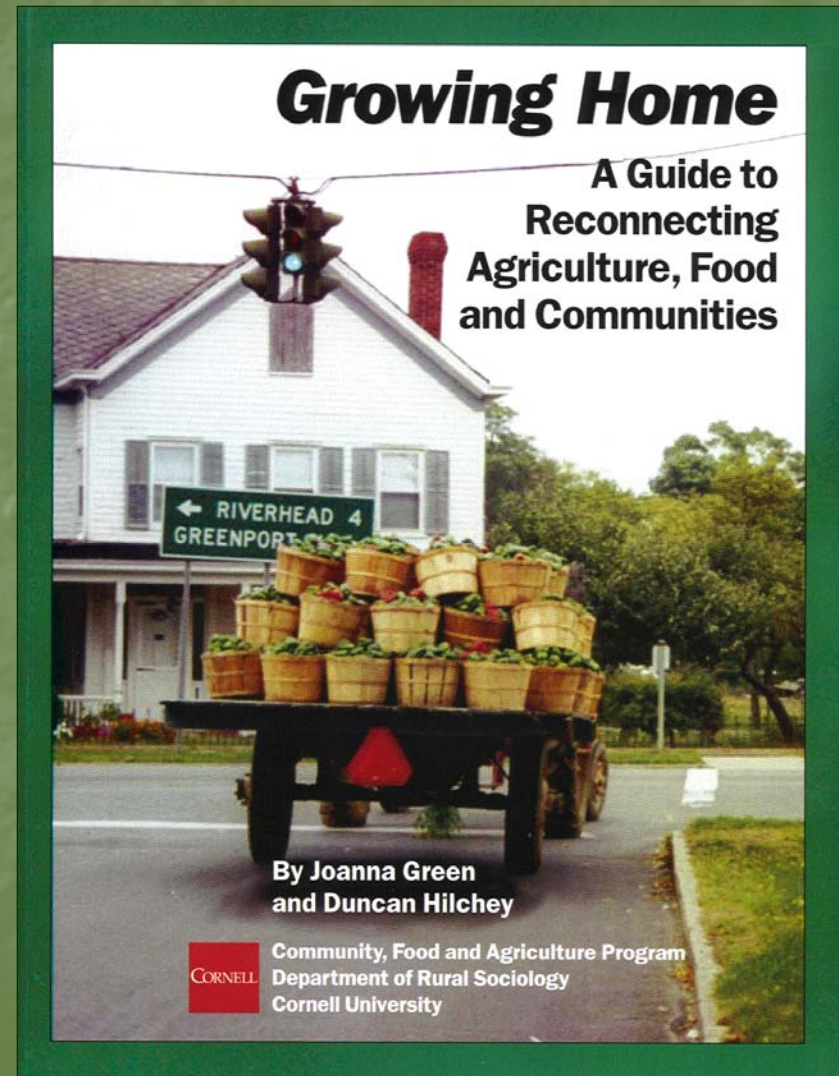
Other Alternative Models

- Could a single farmer own the store and support other farmers in the community?
- Could CSAs share a distribution point?

References

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Key Publications



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