

# THE REVIEW

of the French Rural network

Special edition

## MCDR PROJECTS : TRANSVERSAL AND COLLECTIVE SOLUTIONS FOR RURALITY

# THE COLLECTIVE MOBILISATION FOR RURAL DEVELOPMENT (MCDR)

**21**. 21 is the number of MCDR projects supported by the French Rural Network since January 2018. These collective national or inter-regional projects supporting rurality are co-financed by the EAFRD. Based on cooperation, the MCDR projects offer many advantages to promote local development and innovation over time: transversal approach of territorial issues, building networks with resilient local actors, taking the populations' needs into account closely on the situation in the field and real concern ... Discover 11 of them in the following pages and find out about the 10 others which were published in the first 2020 special issue.

## MCDR PROJECTS : INNOVATIVE NETWORKS, TERRITORIAL DEVELOPMENT MOTOR February 2020

### SCA RURAL NETWORK

Accelerator of agro-ecological transition

### RENFORT

National regional forestry network

### TRESSONS

Rural areas and social and solidarity-based economy, tools and new synergies

### #HAPPYTERR#

Innovative, local farming alliances to develop regeneration of the farming environment

### PORT@IL

A third place, two thirds of solidarity and mixing of the generations

### MOBILISATION OF A NETWORK PARTICIPANTS D'UN RÉSEAU D'ACTEURS TO SUPPORT CLIMATE TRANSITION

### ECLAT

To test local agro-ecology with local authorities

### RURAL DEVELOPMENT THROUGH COOPERATION

Producing, implementing and circulating new knowledge about "how to cooperate"

### JARA

Young actors in rural areas and farming

### TERREAU

Transfer of experiences developed in rural areas : spin-off, agriculture, uses



**Find this number on the Rural Network website**





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March 2021 - Publication edited by the French Rural network

Publication Director: Valérie METRICH-HECQUET - DGPE

Editorial design : Unité nationale d'animation du RRN

Editing : agence KOGITO

Graphic designer: ASP

Cover photo : Pascal Xicluna / Agriculture.gouv.fr - Professional Workshop, organised by the joint farming group GAEC Guibert as part of the "Reine Mathilde" project.

The NRN thanks all the project providers and their partners for their contribution to the production of this publication.

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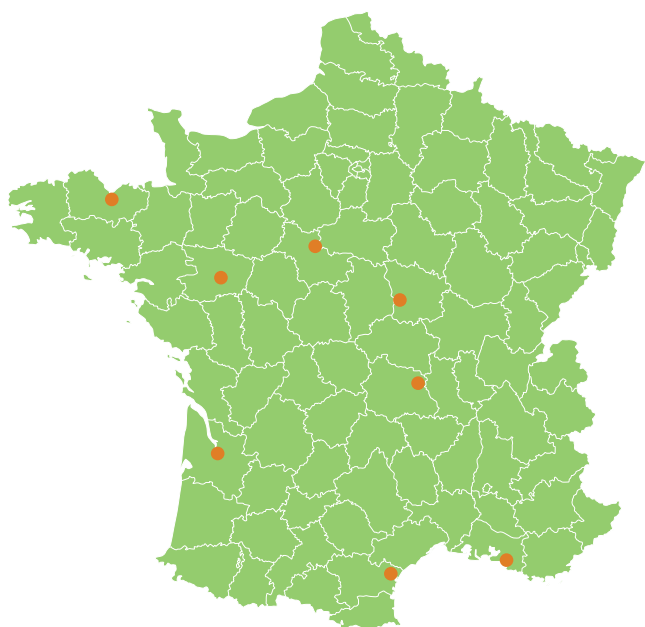
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Follow the activity of the 21 MCDR projects on [www.reseau rural.fr](http://www.reseau rural.fr)

## Accessibility of services to rural populations

It extends from Estonia to Mayotte and from Brittany to Romania, via Belgium, Luxembourg, Spain, Bulgaria and Hungary. ACCESS'R brings together 16 French and European partners, actors in rural development that have all been interested in the same subject since 2018: providing services to rural populations. These associations, Local Action Groups (LAGs), local authorities and Réseaux Ruraux Régionaux (RRR – Regional Rural Networks) mean to *"raise the profile of innovative initiatives regarding the revitalisation of the public services offer in rural areas"*. How? Thanks to the capitalisation and dissemination of best practices. *"The 1st step of the project consisted in the identification of innovative projects and experiments across our territories"*, explains Marie de Bizien, mission officer at Leader France, the national association that coordinates ACCESS'R. *"Among other things, we've carried out field visits, provided profiles of actors and organised discussion workshops and work seminars in Saint-Brieuc, Lille and La Rochelle"*. The work carried out by ACCESS'R dealt with 8 service categories, including health, employment, local shops, housing, mobility and living environment.

After the identification of best practices, some 200 projects have now been listed and mapped on the ACCESS'R website, including third places, community groceries, cooperative housing and solidarity garages. Some thirty of them are also developed in [a collection of experiments](#) that has been disseminated since September. Providing a wealth of resources and factsheets, the publication presents concrete solutions for the continuity or the development of services in rural areas, with a focus on three major issues: preventing the desertification of rural areas, improving such areas' attractiveness, and supporting their populations.



● Partnership with European organisations based in Spain, Romania, Hungary, Bulgaria, Estonia and Luxembourg

“

### Multiplying best practices in troubled areas



**Marie de Bizien**  
Mission Officer at Leader France

”

ACCESS'R' partners are now working on the production of a bilingual toolkit intended for project leaders wishing to develop actions around the roaming, digitalisation and mobility of services, or launch SSE dynamics. *"We also want to extend our work in the context of the Erasmus+ ESPRIT project, which studies the question of services regarding the training of actors and project leaders"*, Marie de Bizien concludes.

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"Les Colibres", an ecological grouped housing project initiated by the Regain, Collective Interest Cooperative Company (SCIC), and Forcalquier Town Hall (04)  
© Haute Provence – Luberon LAG (04)

## "Acting and investing on behalf of the population"



by **Triin Kallas**, Project Manager at the Estonian LEADER Union

"The Estonian LEADER Union brings together some 20 Local Action Groups (LAGs). In the context of ACCESS'R, we have developed projects in Estonia in a range of sectors, starting with digital technology. For example, the

Kupland network brings together public and private service providers to promote telework, while E-stonia provides online access to almost all public services. As regards healthcare, MediTech provides home-based monitoring systems for the disabled and elderly, and VIRTU enables virtual treatment to be dispensed to senior citizens living on islands in the Baltic Sea. Another example: in the town of Tartu, the multicultural social enterprise Kõömen provides an oriental cuisine catering service to other companies, institutions and private individuals.

Due to the health crisis, several services have developed a virtual offer (online shops, direct sale of farm products, etc.). All in all, the development of telework has proved beneficial to rural development and even encouraged a number of city-dwellers to move to rural areas.

ACCESS'R is also an interesting tool for our LAGs, which share a database on their projects, best practices and experience feedback. The actors involved are in direct contact and provide each other with advice. Over recent months, despite the cancellation or postponement of our network's events, we have continued to act and invest for the population, improving the quality of existing services and developing new ones."

## "Correcting territorial inequalities in access to services"

by **Céline Drissi**, Territorial Development Project leader, at the Department of Gironde



"For Gironde, the largest Department in France, the question of maintaining public services is a major issue as regards access to rights and keeping social ties and attractiveness. In this regard, the Department supports projects in various fields, including health (in particular through support to multidisciplinary health centres), digital development (in the context of the HautMéga Plan), education and youth, as well as cultural facilities such as the "Des Livres à Bord" a traveling bookshop and the cultural community café "La Petite Populaire" in La Réole.

The Department inspires and encourages innovation to meet the needs that are not catered for yet. It is a partner of Inscycles, a recognised job integration workshop (ACI) association which repairs bicycles and scooters in an ecological way: a project launched in 2016 and inspired by successful examples in Quebec. And finally, we should mention ella Car, a minibus which drives round visiting elderly tenants in order to foster their self-sufficiency; make them feel less isolated and share friendly intergenerational moments.

All these innovative initiatives have been listed in the context of ACCESS'R, so that they can be shared and inspire other territories. They also meet the objectives set by [the Department's Plan for Improving Access to Public Services](#) (SDAASP), centred around three strategic focuses: correcting territorial inequalities in the access to service provision, developing innovative, inclusive solutions to improve the service offer, and acting on the conditions for physical, cultural and financial access to the offer in favour of people in fragile situations."

## Assisting young adults in their move to rural areas

*"Observing, identifying and accumulating the levers that facilitate reception of young adults in rural areas, assistance with their career plans and, more generally, their life plans."* Project Manager at ADRETS, AJITeR's leading association, Claire Belet sums up the goals of this MCDR carried out in partnership with 4 other organisations: CIPRA France, UFISC, CREFAD Auvergne and RECCA. Each partner broaches the question of reception of young adults from a different angle and with a different action plan, including accessibility of public services, environmental protection, culture and non-formal education.

*"Finding somewhere to live, finding a job, developing career plans, being part of a fulfilling social dynamic... We identify rural youth's needs in terms of assistance, best practices and possibilities for consolidation and adaptation of public policies at local and national level."* For example, AJITeR's partners carry out experiments designed to facilitate reception and long-term location of young adults in rural areas: "The Caravan of Possibilities", a travelling training and support scheme in the Central Massif, "the AJITour", a 5-day journey in the Alps, meeting project and initiative promoters along the way, and AJITeR's Culture Tuesdays", a series of workshops on support programmes for young people and their initiatives.

In 2020, a number of actions were adapted to the health situation, including the organisation of a series of theme-based webinars, including "Defining third places for young people", "Living in rural areas and experiencing rurality differently" and "Facilitating young parents' civic engagement and activity". Video testimonies, mapping of inspiring experiences, inventory of funding mechanisms fostering access to culture, mobility and project

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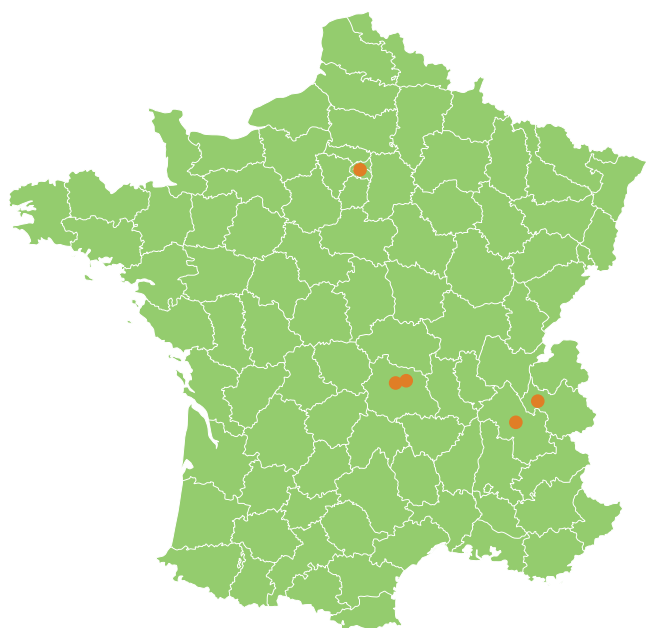
Consolidating and adapting public policies at local and national level



Claire Belet,  
Mission Officer at ADRETS

”

development: the AJITeR website identifies resources and provides news on initiatives fostering territorial attractiveness, quality of life, access to employment and young adults' participation in civic life. Publication of a white paper is also in the pipeline. The result of analyses, experiences and recommendations stemming from the project, this final publication should *"take stock of practices, and make contributions in the form of a methodological review and recommendations in terms of public policies"*.



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5 days of roaming and encounters in the Alps to "get to know the professions practised and help define your mountain home project"

## "Helping young people acquire new skills and exercise their responsibilities"

by *Claire Lamy, facilitator and trainer at CREFAD Auvergne*

"As a non-formal education association, we want to bring territories alive and help young people empower themselves and do what they enjoy doing. With the "Caravan of Possibilities" experiment, we bring in groups of volunteer young project promoters who know little or nothing about rural environments. We lend them assistance as they travel the region, staying in collective accommodation, in discovery of projects that inspire them. Every time we stay in a gîte, we ask our hosts to tell us about their life paths. They've often had other professions in the past and are happy to share their experiences.



To start with, the young people involved have more or less concrete ideas. Our goal is to provide them with a method enabling them to define their projects in line with their life plans. We get them to work on looking for funding and also provide a training component, which, for example, helped a student acquire new skills in the context of her project for creation of a cultural association in the Clermont-Ferrand metropolis. We then organise theme-based training sessions on decision-making and on the more philosophical question of "My attitude to money". These workshops and exchanges are extremely rewarding for volunteers and trainers alike".

## "Welcoming via culture"

by *Grégoire Pateau, Research Officer at l'UFISC*

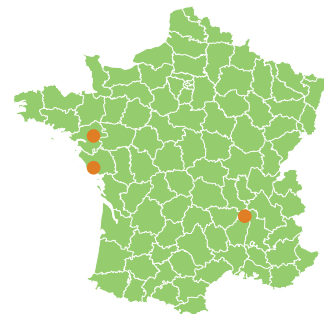


"UFISC (the Federal Union for Intervention of Cultural Structures) provides a gateway to culture. We joined AJITeR in order to contribute to this collective initiative on behalf of youth and rurality. During the 1st year, we sought to identify existing practices and raise awareness among cultural actors on the role they could play in lending support to young adults' initiatives, career paths and engagement.

In 2020, we organised a series of participatory workshops and an online seminar, AJITeR's Culture Tuesdays, focusing in particular on assisting young adults with training and access to employment through culture. In parallel, we conducted a survey among some fifty artistic and cultural actors, along with case studies, in order to identify how cultural bodies went about providing this sector of the public with support.

These various work focuses provided an opportunity to give thought to cultural actors' role in the development of local cultural projects. They also highlighted the importance of having a good many independent intermediate places to foster social ties and proximity with inhabitants, in order to infuse cultural practices in territories. Upcoming actions to be rolled out include training and awareness-raising sessions on these issues, targeting local elected representatives."

# LEARNER TERRITORIES



## Responding to new activities and skills in rural areas

Understanding how local learning dynamics can be factors in territorial innovation: that's what Territoires Apprenants (Learner Territories) is all about. "Whether a project is directly connected with the territory's identity or a population has decided to specialise in a new economic activity sector, it's the anticipation involved that structures and develops specific skills in view of its location and objectives", asserts Truong Giang Pham, Project Leader at the Sol et Civilisation association, the Territoires Apprenants project's lead partner. Following an initial year devoted to the identification of innovative initiatives in various territories, the project has started on an analysis and reflection phase, seeking to "pinpoint invariables, whether factors of success, stumbling blocks or pitfalls".

"Launching the project successfully involved identifying modalities of innovation by "skills". Several months of investigation were then necessary, in Metropolitan and Overseas France alike. "Basing ourselves on monographs and surveys, we selected associations, companies and other forms of groupings that had already given thought to the notion of learning." Then came a whole series of initiatives analyses as regards their economic and development aspects, including Château de Goutelas' cultural project in Forez and the assistance provided to farmers by ARMEFLHOR, a Reunion Island association specialising in the fruit, vegetable and horticultural economy "Local populations' viewpoints are also crucial in properly ascertaining each project's scope and interest". The study is also based on a series of territorial audits: "We spend two or three hours with each project leader in order to go into the details of each local initiative and try to identify what the skills developed bear on. We succeeded in pinpointing an initial invariable: an initiative's success is always conditioned by the mobilisation of institutional, economic and community actors. But a well-run

“

Technical skills and knowhow are specific to a given territory



**Truong Giang Pham,**  
Project Leader,  
Sol et Civilisation association

”

network and a dedicated discussion forum are also crucial to the success of any territorial specialisation operation."

The association has complemented its action with the creation of a [website](#). "Each visit results in the publication of testimonial videos along with log books and audits", Truong Giang Pham insists. A guide intended for local institutional actors will also be published when the project is completed. Its objective: "To highlight best practices in launching a "learner territory" dynamic, improve territories' resilience and safeguard their inhabitants' career paths."



Readings, exchanges and workshops during the "rencontre apprenante" (learner encounter) held in Mimizan in 2019 on the theme "Territorial skills, anchoring and transferability".

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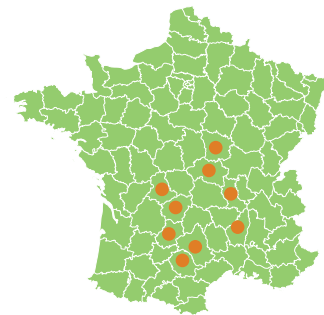
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# MOBILISING A NETWORK OF RURAL AREA PROJECTS IN THE CENTRAL MASSIF



Wood, stone and nutrition. Through the PTRMC project that it is heading, Vivier Bois Massif Central (VBMC) means to highlight these three high added-value sectors, promote its territory's specificities and meet the challenges of rural development. For Mathias Vermesse, the association's coordinator, the objective is simple: *"Developing local sectors across the Central Massif and valorising wood, for energy and construction alike. There should then be maximum added value across the territory."*

VBMC assists local authorities and companies in their wooden structure and building construction projects. For example, the association joined forces with Lot's Chamber of Trades and Crafts to fit out the départemental trade school's training restaurant in Cahors, and is now busy with creation of an extension for a school in Égletons (Corrèze). *"We want to show that it's possible to construct functional buildings using local wood and that it doesn't necessarily cost the local authority more"*. Identification of small parcels of land is also underway with the aim of valorising wood biomass. The project is closely monitored by Lot's Départemental Energy Authority, which is potentially interested in setting up a wood granule processing unit in the area.

As regards "nutrition", the partner association Terroirs Viticoles du Massif Central (TVMC) focused on a sulphur-free wine and green grape promotion project before going on to create Vertessens, an innovative aromatic product used in gastronomic cuisine. *"With the support of groups of winegrowers, TVMC also plans to initiate new projects incorporating other territories such as Beaujolais"*, specifies TVMC facilitator Franck Tarantola.

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Encouraging cross-sector activities, project coordination and skills development among local actors



Franck Tarantola,  
TVMC facilitator

”

With an extended network to call upon, PTRMC's partners are mobilising three value chains on various projects. Still in connection with local winegrowers, one of the ideas is to build light wooden recreational housing units in vineyards and reinstate terraced winegrowing, with creation of dry stone walls. Also in the line of fire: development of oenotourism in the Central Massif. *"What's important is our ability to work together and mobilise our territorial engineering skills"*, Franck Tarantola asserts.

Exchanges between partners will also be encouraged via creation of a digital collaborative platform. Currently being tested out, the tool will evolve over time: *"It's our challenge for 2021. We're going to calibrate this resource and information sharing platform to encourage cross-sector activities, project coordination and skills development among local actors."*



Demonstration construction site of an industrial building with a wooden framework (Douglas fir) in Castres (81), a project cofunded by Europe and promoted by the association Filière Bois Haut Languedoc Sud Massif Central association.

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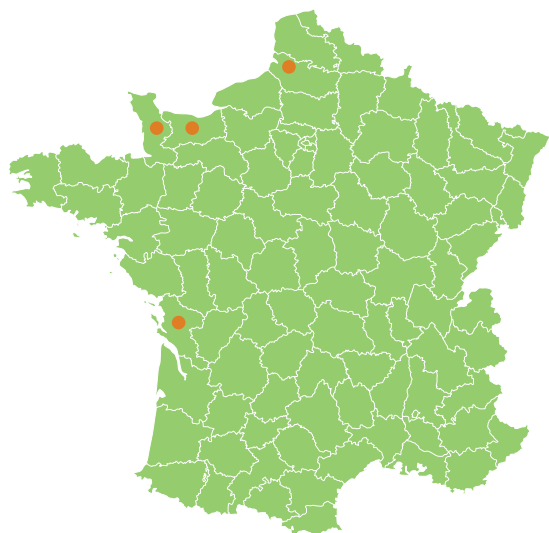
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# National coordination of the "Preservation of extensive livestock farming, wetland manager" experiment

Identifying and validating solutions to maintain livestock farming activities in marshes and wet meadowlands and preserving these fragile environments. Such is the aim of the Preservation of extensive livestock farming in wetlands project *"The issues involved are twofold: first of all, an economic sector in crisis, and secondly, the artificialisation of wetlands with major impact on biodiversity as well as on services offered by these environments (water purification, carbon sequestration, flood regulation, etc.)"*, explains Florence Thinzilal, project leader and coordinator of the agroecology division at the Forum des Marais Atlantiques (FMA). *"An alliance would be beneficial to both parties involved, stockbreeders and wetlands, as it may be more difficult to maintain these areas if they don't host any economic activities"*. At the origin of this MCDR: the publication in late 2017 of a report by the CGAAER and CGEDD that recommended the implementation of local sustainable development projects between stockbreeders and local authorities integrating wetlands, with a view to *"developing extensive livestock farming and reconquering biodiversity"*. Three pilot sites were identified in order to try out this approach: the Cotentin and Bessin Marshes, the Brouage Marsh and the Somme Bay maritime plain.

Promoted by partnerships between Chambers of Agriculture and local authorities, the experiments bring together between twenty and fifty stockbreeders. Their work deals with a whole range of subjects, including the adaptation and valorisation of stockbreeding practices, the valorisation of products and the further development of public aid systems. *"For example, the University of Caen is working with stockbreeders to study and valorise the ecosystemic services provided by the meadowlands of the Cotentin and Bessin marshes. Meanwhile, the site is testing out the Payment for Environmental Services (PSE) scheme funded by the Seine-Normandie Water Board on a part of its territory"*, Florence Thinzilal continues. Other examples: the Brouage March has launched the 1st pastureland association in a wetland area, and stockbreeders of Picardie are developing a beef industry under the Baie de Somme Saveurs brand. An assistance assistance based on the Pâtur'Ajuste network's approach to improving pasturing practices is being provided to stockbreeders in three areas.



“

Fostering stockbreeders' commitment to innovative agroecological practices



**Florence Thinzilal,**  
coordinator of the Agroecology  
Division at the Forum des Marais  
Atlantiques

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The pilot sites are also giving thought to the implementation of a remuneration system based on stockbreeders' collective commitment to issues related to the maintenance of tertiary water systems, to the reasoned management of parasitism and grassland mowing practices. *"Collective agri-environmental measures (AEMs) exist in France, but they cannot be applied in the test areas. The aim is to propose to the public authorities the experimentation of a complementary mechanism to meet the expectations of wetland stockbreeders and managers. As it would foster stockbreeders' commitment to innovative agroecological practices, such collective contracts would also provide a greater environmental added value than individual actions."*

## Find out more

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Blonde d'Aquitaine cattle grazing in the lower Somme Valley's wet meadowland  
© M.Franquin/SMBS-GLP

## "Involving farmers more and creating a genuine territorial project"

by **Matthieu Franquin**, cgri-environment project leader, Baie de Somme-Grand Littoral Picard Joint Association



"Being recommended as a pilot site was an acknowledgement of the actions we've been carrying out since 2012 with a view to preserving our wetlands and maintaining livestock farming activities in them. Our participation has also provided an opportunity to keep up our momentum, further involve farmers and create a genuine territorial

project. The Baie de Somme site covers over 20,000 hectares, 7,500 of which are wet meadowland used for livestock farming: cattle, salt-meadow lambs and horses. Stockbreeding plays a key role in the ecological preservation of this environment and the landscape maintenance. Without stockbreeders, maintenance of these ecosystems and their remarkable biodiversity would cost a great deal and such species as the crested lapwing would go into a decline. The alliance has been going on for centuries, but these days the livestock farming sector is in serious economic difficulty and needs to be supported.

Our emblematic projects include the creation of the Baie de Somme Saveurs brand at the initiative of a group of stockbreeders, the Departmental Council and the Chamber of Agriculture. The brand has strict specifications: the production must be local (with animals reared in wet meadowland for at least two years), sustainable (at least 50% of the meadowland in AEM), respectful of landscapes, etc. Marketing started in early autumn 2020, with the aim of seeing our meat in traditional butchers' shops and supermarkets alike. And we're carrying out other actions as well, including pilot farms on the development of fodder systems and valorisation of grazing land, the development of an antiparasite treatment reduction protocol and the rehabilitation of State-owned properties for use as pastureland."

## "Everyone takes part in the proper operation of the marsh"

by **Frédéric Gorichon**, livestock farmer and President of the Brouage Marsh Stockbreeders Association



"Putting an end to livestock farming would mean abandoning the marsh. Without animals, the wet meadowland would become wasteland, with brambles and blackthorns instead of grass and a consequent major loss of biodiversity, the development of mosquitoes, wild boars coming, the water level lowering etc.

Stockbreeders, pastureland association, marshland syndicates, joint associations, local authorities... Everyone is participating to ensure the marsh operates as it should.

The 2017 report emphasised the coherence and determination of all those acting on behalf of the Brouage Marsh. Among other things, we were the instigators of France's first meadowland association in a wetland area. Set up in early 2019, it aims to bring together all the Marsh's owners (farmers or others) with a view to the collective management of its development, maintenance and farming activities. The association is a real success, with 90% of the Marsh's owners belonging to it. Another local project: the setup of a collective meat-cutting and processing workshop – a necessary facility for the development of short distribution circuits (producers' shops and direct sales) and supply school canteens. We're also studying various ways of valuing meat produced by livestock farming in the Marsh. In this regard, we're taking a close look at the development of the Baie de Somme Saveurs brand. That's the real interest of such collective projects as the MCDRs: seeing what works and benefiting from everyone's experiences."

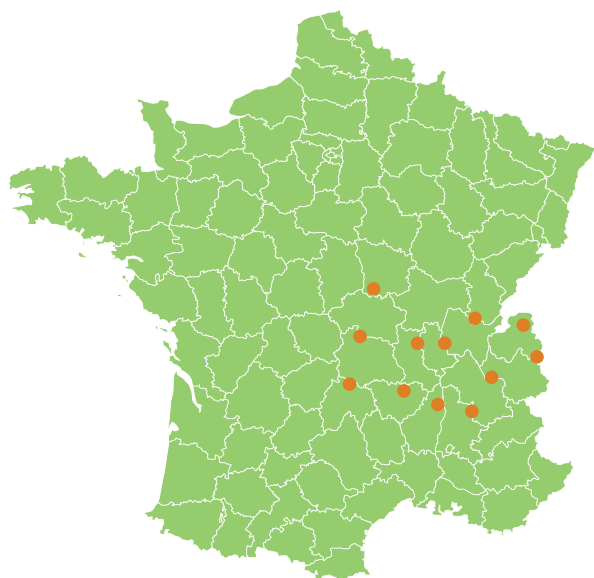
# MADAME

## Motivating and accelerating the skills development of women from the agro-craft sector in rural areas to ensure a better equality

"Did you know that only 25% of craft company managers are women?" asks Sara Botti, Europe Project Manager at the Rhône Chamber of Trades and Crafts (CTC). "In 2018, a study carried out by the Rhône CTC outlined this lack of diversity in the fields of crafts and agriculture". The MADAME project aims to better understand what hinders gender mix in these two activity sectors, in particular in order to improve gender equality in rural areas. To do so, innovative actions are being implemented, targeting children, young people and teachers, so as to deploy the best initiatives across the territory over a second phase.

"The 1st year of the project was devoted to field analysis of the stereotyping that all age groups are victims of", continues Claire Chany, occupational psychologist at the Rhône CTC's Decision Support Centre. Nursery- and primary-school children tested out a range of games; such as "Mémo égalité" (Equality Memo), inviting them to identify the man and the woman doing the same job. Another example, "Les métiers de mon village" (The jobs in my village) allows to assign men or women to various craft and agricultural jobs. "For bakers, for example, we ask which person should be assigned to preparing bread and which to selling it. The results show that, even at an early age, children integrate gendered professions as most of them assign men to making the bread and women to selling it. A debate then begins on people's abilities to practise all kinds of professions, regardless of gender", Claire Chany continues.

Intended for students from 9th and 10th grades during their orientation cycle in MFRs (Maisons Familiales Rurales – Rural Vocational secondary schools) and young people in general and technological 11th grade (15 y/o), the immersion course "A la découverte des métiers genrés" (Discovering gendered professions) enables boys to discover professions employing mostly women and those employing mostly men. "The course encourages them to open up to new possibilities by discovering all the professions offered in craft and agricultural businesses",



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“MADAME fosters gender diversity, living together and respect for others



Sara Botti,  
Europe project manager  
at Lyon CTC

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Claire Chany explains. The same reflexive approach is taken for apprentices, with the "Débattons relations de travail en entreprise" (Let's discuss working relationships in companies) action. Authors and actors for a day, the young people concerned act out exchanges on equality in the workplace and harassment. A practical guide resulting from their reflections on the subject will be made available to apprenticeship teachers, to help them better assimilate the notion of gender diversity in the workplace. The highpoint of the project, "Orientation genrée: comment éviter les pièges" (Gendered orientation: how to avoid traps) provides secondary-school teachers with information materials intended to ensure a better knowledge of craft and agricultural professions and help them provide tackle their students orientation in a non-gendered way.

All these actions, which have been tested out by our partners locally, could be proposed at the national level after the analysis of their results. "MADAME has also led to 360° experiments, including the [ESTEEM](#) project, which is designed to study parity in accessing entrepreneurship in craft businesses", Sara Botti concludes.

### Find out more

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From nursery school to professional high school diploma, MADAME raises students' awareness of gender stereotypes in craft and agricultural professions

## "Schools have an active role to play in ensuring the accessibility of professions to all students"

by **Elise Chabert**, Deputy Director of Saint-Martin-en-Haut's Maison Familiale Rurale (MFR)



"We were contacted by Rhône's Chamber of Trades and Crafts and the MFRs' Regional Apprentice Training Centre (CFA) and asked to take part in a pilot experiment to be carried out with two groups of car maintenance apprentices at Certificate of Professional Competence (CAP) and

Professional Baccalaureate level. Directed by the members of a theatre company, the apprentices were asked to take a step back and consider the question of gender diversity and harassment in the workplace. In the morning, they created the poster for the "show" to be performed the same afternoon, consisting of sketches on the themes they had been discussed.

There were three girls studying for the car maintenance professional bac, so diversity in the workplace was a subject that the apprentices had already had the opportunity to think about. That's why they also drafted a questionnaire that they submitted to their apprenticeship teachers. This survey will serve as the basis for a guide intended for heads of craft businesses recruiting young people in apprenticeships. How do you avoid being discriminatory when you're recruiting? How do you ensure gender diversity in your company? Questions that the guide should be able to provide answers to and so foster girls' integration into professions traditionally employing boys. The two initiatives met with great success and we hope to repeat the experiment with other classes next year."

## "Breaking down preconceived ideas about the so-called "gendered" professions"

by **Florence Bourgeois Fioriti**, Equal Opportunities Officer at the Académie de Lyon



"When Rhône's Chamber of Trades and Crafts asked us to take part in the "Briser les idées reçues sur les métiers dits 'genrés'" (Breaking down the preconceived ideas about the so-called "gendered" professions) project, we were delighted to participate in the initiative. Statistics show that, even today, after they

complete the 8th grade, boys and girls still don't choose the same professional pathways. This initiative helps make teachers key actors once again in providing their students with guidance. If they are to fulfil this role, teachers must have a better knowledge of craft and agricultural professions. Hence, we asked teachers of 8th- and 9th-grade classes and Val d'Argent lower secondary school's psychologist to take part in the experiment.

In concrete terms, the action took place in several stages. The first was a meeting with craft and agricultural professionals. A girl, studying as a car repair apprentice course, an organic vegetable producer, a baker and an apprenticeship teacher in the winegrowing sector told pupils about their passion for their job. A passion that breaks free of prejudices regarding stereotypes connected with career guidance. Two more discussion stages were provided for: an online training session and a meeting during which teachers were provided with information materials on craft and agricultural professions along with a more general teaching kit designed to fight against gender stereotypes. We hope that they assimilate them quickly and use them in their classes in order to make their students realise that they have a whole world of possibilities to choose from."

# RÉUNIR-AF

## National Agroforestry Network

Improving the integration and consideration of agroforestry systems in public policies and promoting agroforestry. That's RÉUNIR-AF's main ambition. Overseen by the Permanent Assembly of Chambers of Agriculture (APCA) and the French Association for Wild Trees and Agroforestry (AFAC-Agroforesterie), this MCDR project brings together a network of [23 regional focal points](#) from local and regional agroforestry development bodies. "Mostly composed of Chamber of Agriculture and AFAC duos, these local focal points are our eyes and ears on the ground", explains Baptiste Sanson, RÉUNIR-AF's co-pilot and Director of Afac-Agroforesteries. "The idea of the project is to give collective thought to our goals and make proposals; in particular for the revised Common Agricultural Policy (CAP)", adds Léa Lemoine, Project Leader at APCA.

Coming together during seminars or as members of working groups, RÉUNIR-AF's partners focus on questions of sylvopastoralism in the future CAP, the impacts of introducing trees on winegrowing parcels, recognition of agroforestry areas as surfaces of ecological interest (SEIs) and tree/poultry association. Among other things, their work has led to the drafting of a [memo on proposals for better integration of agroforestry systems in the post-2020 CAP](#). "We've made a lot of progress on the subject of sylvopastoralism and we're continuing our exchanges with the public authorities on how our proposals might be applied", Baptiste Sanson specifies. By the end of the project, the partners envisage publication of guides on such subjects as agroforestry and non-treatment areas and taking account of trees in deployment of optical fibre.

In 2018, with a view to promoting agroforestry, the partners launched the national agroforestry practices competition, as part of the General Agricultural Competition. Its first edition saw five farmers rewarded "for their outstanding and exemplary agroforestry practices", Baptiste Sanson specifies.

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On farms, agroforestry enables product diversification, valorisation of woodland and improvement of animal welfare



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**Léa Lemoine,**  
Project Leader at APCA

**Baptiste Sanson,**  
Director of Afac-Agroforesteries

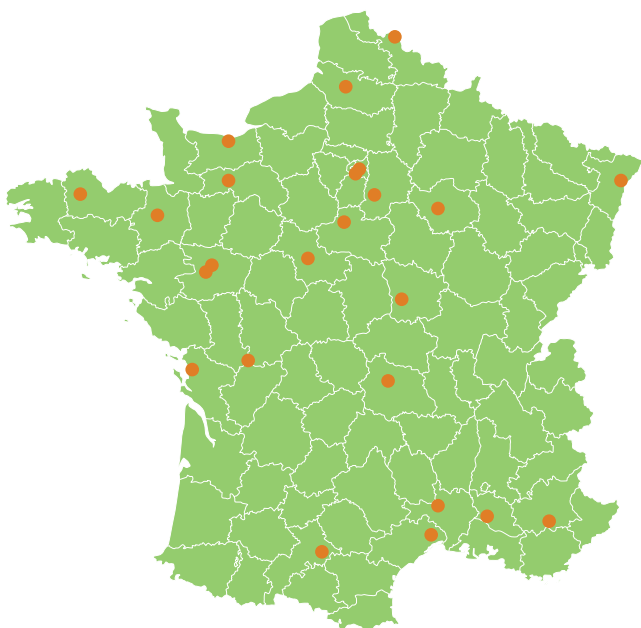
Why promote agroforestry? For its numerous environmental, agricultural and landscaping advantages: "Trees attract crop auxiliaries to combat pests. Their root systems help maintain soil structure, retain water, prevent landslides and add nutrients. On farms, agroforestry also enables product diversification, valorisation of woodlands (wood energy, woodchip litter, etc.) and improvement of animal welfare", Léa Lemoine continues. "The woodland belt that runs through agricultural landscapes is able to regulate climate and store carbon, and is a reservoir of biodiversity", adds Baptiste Sanson.

### Find out more

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[www.rmt-agroforesteries.fr/fr/reunir-af/](http://www.rmt-agroforesteries.fr/fr/reunir-af/)



● Partnership with an organisation based in Corte, Corsica





The jury of the national competition for agroforestry practices in Normandy  
© Afac-Agroforesteries

## "Reintroducing hedgerows to foster biodiversity and protect crops from the wind"

by **Carole Anziani**, cAgro-Environment Mission Officer at Corsica's Environment Office



"I was already a member of the French Rural Agroforestry Network (RRAF – MCDR project, 2015-2018), and am now REUNIR-AF Regional Focus Point for Corsica. Among other things, I take part in working groups on sylvopastoralism, winegrowing, poultry runs, and surfaces of ecological interest (SEIs). Being a member of a network like REUNIR-

AF provides opportunities for encounters and exchanges. For example, we've worked on proposals for the future CAP with a view to better valorising hedgerows and single trees as surfaces of ecological interest, and ensuring greater consideration of the effectiveness of farming activities in sylvopastoral areas. Belonging to the network has also enabled me to organise a training course for young farmers, with a technical advisor from Auvergne, who specialises in hedgerows, as facilitator.

Developing agroforestry would be of considerable interest for Corsica. Reintroducing hedgerows around the edges of parcels of vines or citrus fruits, which are monospecific areas, would foster biodiversity and protect crops from the wind. For stockbreeders in lowland areas, introducing fodder trees would provide food for their animals, sheep in particular, during the summer when there is no more grass. Such contributions would come at the right time: during parturition and lactation. Still little practised in Corsica, agroforestry must also deal with a problem: production of island plants in order to avoid importing such diseases as *Xylella fastidiosa* and *Hymenoscyphus fraxineus*. Since 2019, we've been collaborating with a nurseryman to produce local mulberry, ash and carob species in partnership with six farms and two agricultural high schools on the island."

## "Stockbreeder wellbeing, one of the major benefits of agroforestry"

by **Gérard Vernis**, stockbreeder in Franches (Allier), winner of the 1st national agroforestry practices competition



"I've been a farmer for 33 years and have 150 head of Charolais cattle, which I rear under the "Coeur de terroir" organic label. My farm has always been wooded, with centuries-old oak trees. However, before 2008, I did what all stockbreeders do: I cropped back my hedgerows every year, by tradition. It was my interest in a wood-fired boiler

house project in our area that encouraged me to replace my oil-fired boiler with a woodchip boiler. So as to be able to keep warm without penalising the bocage, I called on Mission Haies d'Auvergne to help me develop a hedge management plan.

In 2010, I started creating new hedgerows with walnut trees, melliferous species (linden, wild cherry, rowan, etc.) and willows on a parcel near a watercourse, for rapid production of wood... Today, my bocage covers an average of 5 hectares. There are a great many benefits, including savings on oil, as well as on straw as I create woodchip litter, product diversification with walnuts, improvement of my honey with melliferous species, natural protection against wind and heat for my livestock, and preservation of biodiversity. Another major benefit: the stockbreeder's wellbeing! I feel better in this ecosystem. There are so many birds, it's really pleasant, it's so diverse... I was delighted to be rewarded at the national agroforestry practices competition, as maintaining their hedgerows is a practice that stockbreeders still frown upon. This initiative may well help change mentalities."

# RNPAT SEASON 2

## National Network of Territorial Food Projects

Initiated by [10 founding members](#), including the Terres en Villes network as a lead partner, and co-managed with the French Permanent Assembly of Chambers of Agriculture (APCA), Season 2 of RnPAT aims to network actors in [territorial food projects](#) (PATs) in order to widespread the co-development, the shared implementation and assessment of PATs. "Supported as an MCDR project, the first season (2015-2018) made it possible to create and build [a network of territorial food systems actors representative of the territories' various fields of action and diversity](#)", explains Marc Nielsen, Director of Terres en Villes and RnPAT project leader. In December 2020, the network had [126 members](#) from various origins – institutional (local authorities and the State), economic, civil society, education and research actors – and involved in such fields as the food economy, nutrition and health, social accessibility, the environment, development and town planning. "The second season is more operational", Marc Nielsen continues. It is organised around five goals: consolidating the network, observing and assessing the "PAT" scheme and its effects, supporting actors in developing and implementing their PATs, contributing to the PAT system's creativity and innovation, and finally fostering the coherence of the food policy between the different levels and territories.

In order to support the stakeholders, the RnPAT has, among other things, developed a [resource bank](#) listing the many methodological tools intended for PAT promoters, along with a [training course on "Designing and implementing territorial food strategies"](#). The network has also created the [National PAT Observatory](#) (OnPAT), an ambitious initiative designed to "identify, observe and characterise PATs in order to assess their impact on the territory and the scheme itself". "OnPAT has four components: the PAT Bank, which lists all PATs at national level; "PATnorama", an in-depth analysis of 73 PATs; "EvalPAT", an

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Relocating food production, providing everyone with quality food and promoting local knowhow...



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**Marc Nielsen,**

*Director of the Terres en Villes association*

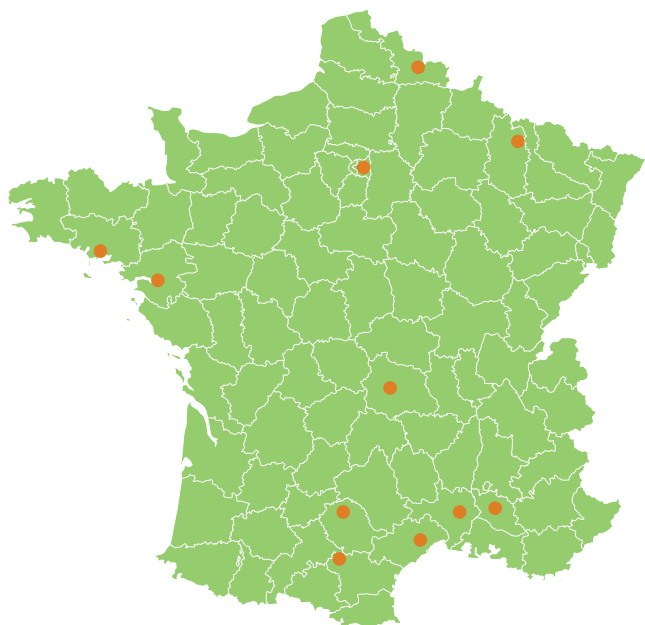
assessment of the PAT scheme and PATs' impact; and "En direct de la recherche" (Live from research), which presents researchers and their work on the subject", Marc Nielsen explains. The network has also implemented the "PATLab" initiative consisting in cross-disciplinary seminars, focusing on the foresight and devoted to fields that have been little investigated, such as food planning and food justice. The next PATLab will be organised in spring and it will focus on PATs economic models. "2021 will be marked by an assessment of our governance and deliverables: a first step in preparing RnPAT's future", Marc Nielsen underlines. "In a context where food relocation is a major concern, we also wish to be more present in the national debate. So, for example, we're having our say on the [Recovery Plan's PAT component](#)."

### Find out more

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<https://rnpat.fr>







8 PAT promoters present their projects' innovations during [RnPAT's autumn-winter rendezvous held on 28 January 2020](#)

## "Organising and governing a local food sector collectively "

by *Pascal Tocquer, Agriculture and Food Mission Officer for the Lorient conurbation*



"Inseparable from agriculture, food is one of society's major concerns. In 2015, we undertook a revision of our "Agriculture Charter". One of the aims of the new "Agriculture and Food Charter" was the co-development of a shared sustainable food project. Our PAT was recognised by the Ministry of Agriculture and Food in 2017. Our main objectives: making quality food

accessible to everybody, developing local agriculture, organising and governing a local food sector collectively, and developing public demand for quality organic local products. Developed by and with the local stakeholders, the PAT action programme is structured around 45 initiatives. For example, in the context of the [AlimDURable](#) research project, the Universities of Bretagne Occidentale and Bretagne Sud have developed [timiam.bzh](#), a tool designed to help the inhabitants feed themselves in a more local and sustainable way. Other actions include the creation of a Pays de Lorient producers' association in order to promote local sectors (starting with a milk and cheese sector) and local authorities' assistance in supplying collective caterers with local products, organic products in particular.

We've been RnPAT members since its creation. The network enables us to exchange with other territories, see how they go deal with their PATs and draw inspiration from them. It also produces resources that help us convince people of the interest of our projects and show us how other territories have taken the plunge successfully. Finally, it lends us more weight at the national in order to identify local needs."

## "The RnPAT has accumulated a great many very useful resources "

by *Stéphanie Machelart, Mission Officer at the Chemin Faisant association, Coordinator of the "Manger mieux, bon et bien" PAT in the Catalan Pyrenees*



"Initiated in 2016 by the Chemin Faisant and RépliqueS 66 associations and the CCI, our PAT is promoted by a group of actors, the Pyrenean Development Network (Res'Pyrem). Our goal is to create a comprehensive crosscutting project designed to pool resources and bring together all the sustainable food actions carried out in the Cerdagne Capcir Haut-

Conflent area. Our PAT revolves around 5 axes: "Developing a territorial project", Health education through food"; "Promoting quality local products and collective organisation of purchases", "Reducing food waste" and "Cooperating with crossborder actors and promoting local heritage". Winner of the National Food Programme's 2017 call for projects, our project is continuing its development, in particular on the basis of a shared territorial diagnosis carried out in 2018 with the financial support of LEADER.

First of all, the RnPAT provides me with knowledge of what is being done elsewhere; feedback and thematic resources. The network has capitalized a great deal of information which brings weight to my exchanges with the institutions. With the RnPAT, I've also been able to take part in the "Concevoir et faire vivre des stratégies alimentaires de territoire" (Designing and implementing territorial food strategies) training course. This was a very instructive experience that enabled me to develop a network with other coordinators and approach my PAT and its operation from a fresh angle. The course consolidated my role as a coordinator. It showed me that I was doing the right thing, acting as an 'orchestra conductor'."

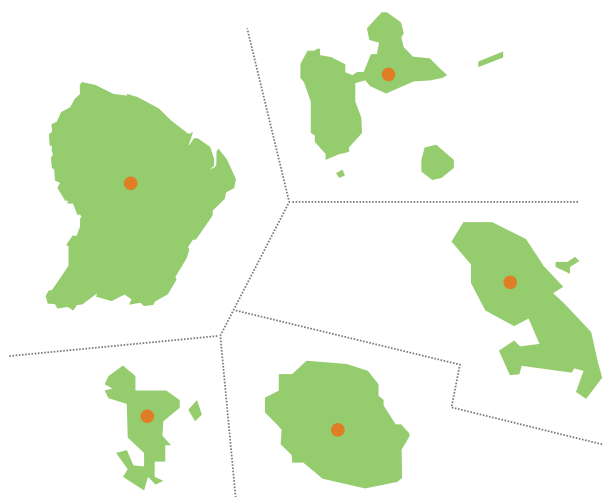
# TransAgriDom

## Stepping up synergies between territories and members of innovation and agricultural transfer networks in order to ensure agroecological transition in French Overseas territories

Thousands of kilometres may separate them, but the French overseas farmers and stockbreeders share common problems. How do you reduce dependence on food imports? How do you diversify production and make sure you make enough money while respecting the environment and human health? These are the key agronomic, health and economic questions that TransAgriDom's many partners ask themselves.

*"The idea is simple enough: fostering the sharing of knowledge, experiences and best practices between the various actors in Overseas France in order to speed up its agroecological transition",* summarises Jean-Marc Thévenin, National Co-Facilitator of RITAs (Réseaux d'Innovation et de Transfert Agricole dans les Outremer – Innovation and Agricultural Transfer Networks in Overseas France), responsible for TransAgriDom. Researchers, engineers, technicians, trainers and advisors. The project brings together 19 research bodies, testing facilities and educational organisations, which collaborate in the context of the European Innovation Partnership's (EIP) operational groups and the Ecophyto 2+ Plan. Their work is an extension of the one that was carried out from 2015 to 2018 in an earlier MCDR project, [AgroEcoDom](#).

Soil fertility, agroforestry, ruminant livestock farms' feed self-sufficiency, grassland management; animal health and welfare, honey quality and beehive management, and agritourism: all subjects that have been given in-depth thought by project partners in the context of workgroups in direct contact with farmers. Covering livestock, agricultural and crosscutting sectors alike, TransAgriDom's results are expressed in the dissemination of tools, [applications](#), protocols, datasheets and [videos](#) all made available on the same collaborative platform: [COATIS](#). They are



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Responding more quickly to agronomic challenges faced by Overseas French farmers



Jean-Marc Thévenin,  
National Co-Facilitator of RITAs

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also shared during videoconferences and annual meetings such as the ones held in Paris during the International Agricultural Show and in the field in French Guiana in late 2019. *"We've developed an [application on sanitising plants](#), for example, and are creating an inventory of tools and principles for an effective strategy to combat huanglongbing (HLB) in citrus fruits",* Jean-Marc Thévenin continues. All these actions focusing on the training and provision of assistance to Overseas French professionals in the context of the agroecological transition have the same objective: *"Responding more easily and quickly to agronomic challenges, and finally contributing to the adaptation of public policies in these territories."*

### Find out more

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Technical institutes and centres in Metropolitan France (Acta, ITAVI, Idele and ITSAP) and Overseas French departments (eRcane, IT2 and Solicaz); Chambers of Agriculture (Martinique, French Guiana, and Reunion Island); producers' associations and organisations and cooperatives (ARP, FRCA, GDS, CoopADEM and Assofwi); Coconi's Vocational Agricultural High School (LPA); Martinique Regional Nature Park

<https://coatits.rita-dom.fr>





Demonstration on how to plant a cocoa tree by Arnaud Laridan, teacher at the Agricultural High School in Matiti (French Guiana)  
© Stéphane Saj

## "Understorey species have a key role in Overseas agriculture"

by **Stéphane Saj**, researcher at CIRAD, coordinator of TransAgriDom's "Agroforestry" component



"We're carrying out an inter-departmental work across Overseas France focusing on agroforestry cultivation systems containing understorey species, plant life that develops naturally in the shade of rainforests: cocoa, coffee and vanilla. Such species have a key role to play in Overseas agriculture, in particular for small farms seeking diversification and high added-value niche markets.

Four field placements helped characterise various cultivation systems in Overseas French territories: cocoa trees under forest cover in French Guiana and Guadeloupe, combination of coffee and banana trees in Martinique, vanilla and fruit trees on moderately sloping land in Mayotte... These analyses enabled us to establish a typology of these systems and the people who manage them. Results are accessible in an [online summary](#) and are interesting for several reasons: the points that Overseas departments have in common have more to do with farmers than with cultivation systems, which are extremely varied. Producers, most of whom are men running small farms, have been cultivating parcels of cocoa, coffee and vanilla trees less than a hectare in size for less than 3 years. In addition, the great majority of them share the same wishes: to produce with as few inputs as possible, sell high added-value products and have easier access to aid. This is why exchanges and common actions are essential.

Researchers, farmers, Regional Directorates of Food, Agriculture and Forestry (DRAAFs), local authorities, technical institutes, agricultural high schools, environmental preservation associations and so on... TransAgriDom brings together all the actors from the agricultural sectors in order to find new ways of going forward and propose common technico-economic models. That's what the project is all about."

## "Developing appropriate useful tools to better assist stockbreeders"

by **Maeva Miralles-Bruneau**, Studies and Experiment Engineer at the Reunion Island Pastoralists Association (ARP)



"TransAgriDom provides an opportunity to take stock of knowledge on fodder production and develop useful and appropriate diagnostic and decision-support tools. Choice of species, yield potentials, nutritional values of fodders, etc. We are in the process of drafting a guide intended for French Overseas pastoral technicians, who are often isolated and have to deal

with soil-climate contexts very different from those they were trained for in Metropolitan France. Set to appear in 2021, the guide will cover all aspects of grazing management, from soils to production costs, and will draw in particular on observations of grass growth conducted over a 3-year period. The publication's purpose: providing technicians and stockbreeders in tropical areas with practical information.

Short of references and tools, many stockbreeders also need information on outdoor poultry runs: what types of grasses and trees to plant, creation of areas of shade and protection from the wind, etc. Video testimonies by stockbreeders involved in agroforestry and a guide to designing runs are currently in preparation, largely thanks to the work on identification of endemic species carried out with Arneflhor, the National Park and the National Forestry Office (ONF).

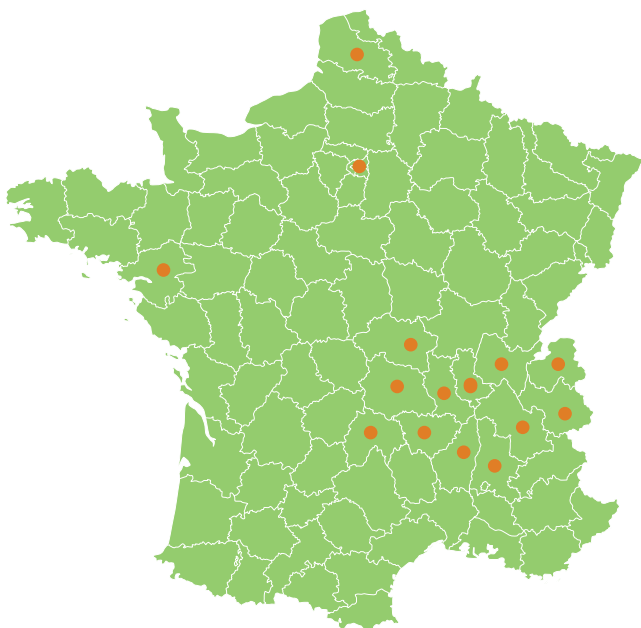
How do you go about ensuring a fodder balance or setting up a demonstration test? How do you adapt training and activities to stockbreeders with very different profiles, old and young alike? Such agricultural transfer problems are the same in all the Overseas territories. TransAgriDom provides responses to them through encounters and exchanges, with a view to help stockbreeders better manage their grasslands on a daily basis."

# UsageR-E-S

## Innovating by and with users: living rural areas and appropriate technologies

Destoner, spelt husker, prairie seed harvester, henhouse... All these types of agricultural equipment, often the result of local knowhow, were made by farmers with the help of Atelier Paysan, in the context of the UsageR-E-S project. Through this extension of an initial MCDR (Usages), the self-build cooperative focuses on innovations by users, based on findings in the field, soil observations, group dynamics and health contexts... *"We are interested in farmers who innovate, and we focus on three specific audiences: people about to take up farming, women farmers and farmers in difficulty"*, explains Morgane Laurent, Atelier Paysan's national coordinator. Over the past few years, the lead cooperative and its partners have implemented a range of projects, adapted to each group of users.

As regards people who are about to take up farming, for example, a survey was conducted among seventeen farms with a view to identifying the keys to better assisting sellers and buyers in their restructuring projects. *"We want to understand the problem better, through the question of buildings, legal statuses and group work"*, the project's coordinator specifies. The aim? To ensure renewal of farming populations despite the current disparity between farms on the market and farm purchase projects and difficult access to land. Atelier Paysan also collaborates with two agricultural test areas, in Pas-de-Calais and Tarn, where agricultural equipment is constructed. For example, a bread oven constructed in 2019 as part of a collective project was set up in the Essor Maraîcher test area in Gaillac. *"We wanted to see how a test area can become a place where tools are tested out by people thinking about their future move, so that they can make technical choices once they've settled in."*



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Focusing on three specific audiences: people about to take up farming, women farmers and farmers in difficulty



**Morgane Laurent,**  
Atelier Paysan's National  
Coordinator

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In Loire-Atlantique and Ille-et-Vilaine, two groups of women are being assisted and trained in proficiency in farming techniques and design and creation of tools meeting their needs as women farmers. More generally, the cooperative carries out work on identification, analysis and promotion of rural innovation, leading to dissemination on its website of plans of and tutorials on tools that have been developed and *"validated by use"*.

The project's partners now have to finish implementation of pilot training programmes and assess the experiments conducted and support methods employed throughout UsageR-E-S. Their common ambition: to foster development of agroecology, *"do-it-yourself"* and *"do it together"*, and ensure that farmers are technically and financially self-sufficient.

### Find out more

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Training in metalwork with UsageR-E-S women farmers and partners.  
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## "Developing tools adapted to small-scale farms "

by *Émilie Serpossian, Sustainable Farming Facilitator at CIVAM Loire-Atlantique*



"At CIVAM, we give women farmers access to technical knowledge, metalwork in particular, in a single-sex environment. According to the feedback we've had, gender-diverse environments tend to create self-censorship and self-deprecation vis-à-vis male participants as well as expression of more or less conscious benevolent sexism. We then want to

observe and pinpoint what is of interest or otherwise in these initiatives, as objectively as possible.

We also work on development of tools adapted to women farmers' work, physical strength and constraints specific to their farms. Several different tools were considered for our group of women, and we finally chose two carts for a berry producer and a market gardener. We'll have two days of training with them in Avesac in January, facilitated by Quentin Charvet, a trainer engineer at Atelier Paysan. A good deal of research and development work was done by the women farmers beforehand in order to come up with plans and adapt the tools to their needs and practices. Next, we'll all learn about the tools, how to use them safely, read plans, understand the properties of various materials and so on. A few weeks later we'll have a third training day in order to finalise everything.

This initiative creates solidarity around a common cause. Women farmers find their place in the scheme of things, work in better conditions and want to encourage more women to take up farming."

## "Making small-scale farmers self-sufficient as regards their farming equipment "

by *Pierre-Henri Roussel, Facilitator, Le Gemoir agricultural test area (62)*



"As a member of the National Network of Agricultural Test Areas (RENETA), we were selected as a pilot site in 2020 to self-build four market-gardening tools with Atelier Paysan: [a ridger](#), [a cultiridger](#), [a mechanical broadfork](#) and [a plastic mulch unroller](#). We took the time to choose the right tools, adapted to our realities.

The training course delivered by Atelier Paysan had two objectives. The first was the result: having soil cultivation tools in our test area. The second was the way in which such tools were constructed. That's what I found the most interesting: we didn't only equip our test area, we were trained in building tools, using them, repairing them and so on. There's this real determination to make project promoters and small-scale farmers self-reliant as regards their farming equipment. In our eyes, it is important to be able to self-build our own tools so as not to be dependent on equipment dealers.

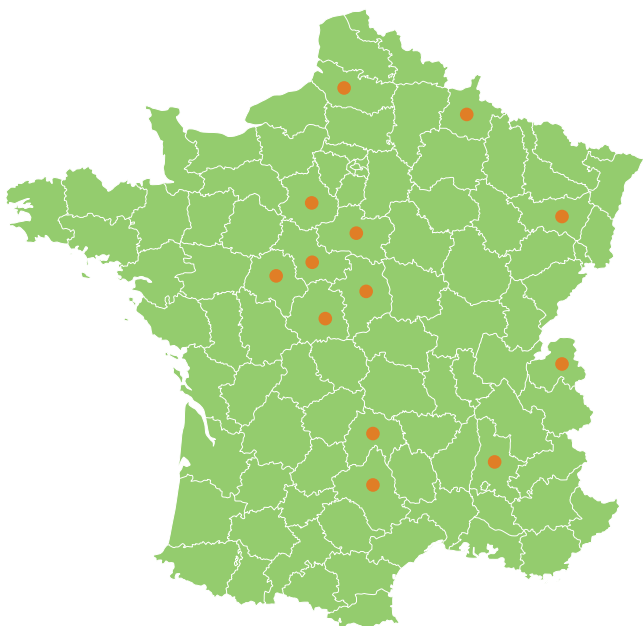
Atelier Paysan combines technique and self-reliance. There's a vision of non-formal education in training us to maintain our equipment ourselves rather than delegate the task. Enabling farmers to take responsibility for their work tools, including their equipment fleet, is a goal we share with the cooperative. It also enables discovery of new techniques and consequent skills development and greater self-confidence."

# VENAISON

## Developing local sectors for game meat valorisation in rural areas

"Wild boar, stag and deer meat can be eaten all year round, during the summer in particular, not just as festive dishes or in sauced-up recipes for 10 people. It's less fat than natural yoghurt and highly nutritional", Eva Faure emphasises. A veterinarian and mission officer at the National Federation of Hunters' (FNC) Health Commission, she promotes the Venaison project, which aims to develop local sectors to valorise this type of meat, in partnership with National Office of Forests (ONF), the National Centre for Forest Property (CNPf), the Permanent Assembly of Chambers of Trades and Crafts (APCMA), the Coastal Conservation Authority (CDL) and the Federation of Regional Nature Parks (FPNR). The partners' ambitions include diversifying agricultural and rural activities, promoting natural heritage, developing local businesses and maintaining the balance between game and its habitat.

"The Venaison project focuses on professionals and their problems. We've selected 7 pilot sites in order to define how to develop local sectors including butchers, charcutiers, caterers, processing workshops and land managers". Valorisation projects have been implemented in the main hunting regions: Somme, the Ardennes, Vosges, Aveyron, Cantal, the Centre-Val de Loire region and Haute-Savoie. A range of actions is being rolled out in them, including structuring of carcass collections between départements and setup of processing workshops in order to limit the need for transport. Another of the Venaison project's aims is to analyse the regulatory, health and logistical obstacles connected with the marketing of game. Deployment of cold rooms for collective storage in hunting areas and of accredited mobile meat-cutting workshops are among the solutions under study.



“

Removing regulatory and logistical obstacles to marketing game meat



**Eva Faure,**  
Mission Officer at the FNC's  
Health Commission

”

"Traditionally, the meat is shared directly among the hunters and their friends, but the number of hunters has been decreasing for several decades now, while the big game population has increased twentyfold in the last 40 years in some areas", the veterinarian points out. Upon completion of the project, the pilot sites will provide feedback on their experiences in order to help put professionals in contact with each other and promote "valorisation of the natural resource that game meat represents as a driver of local development, employment and economy in rural areas".

### Find out more

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In Centre-Val de Loire, the number of wild boars harvested has increased from 37,000 to 800,000 in 40 years.  
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## "Structuring short supply chains in order to dynamise Ardennes' economy "

by *Jean-Mathieu Gonnet*, Director of the Ardennes' Hunters Federation (FDC)



"In the Ardennes, we started from scratch. So first of all we carried out a feasibility study that included assessing demand among professionals who might be interested in marketing game locally: restaurateurs, distributors, supermarkets and so on. We want to help increase volumes and benefit

from such professionals' knowhow and knowledge with a view to deseasonalising consumption, in particular by creating ranges of summer products. Everything that's done with pork, beef and lamb can also be done with game meat.

We want to develop short supply chains so that game can be processed, cut up and consumed in the département, by calling upon existing resources: slaughterhouses, butchers, caterers, charcutiers, etc. Like the project's other 6 pilot sites, we don't have any accredited slaughterhouses on our territory. The aim is to dynamise Ardennes' economy, for example by avoiding the need to call upon help from Belgium, where venison sectors are more developed than in France.

With a view to encouraging natural local sourcing, we've also approached collective catering companies in order to market the "fronts" (shoulders, necks, short ribs, etc.) used in preparing cooked dishes. The most tender, "noblest" cuts, from the "back", such as filets, back and haunches may also be of interest to restaurateurs and butchers."

## "In France, 70% of game meat on the market is imported "

by *Christophe Cuignet*, responsible for big game promotion at the Centre-Val de Loire FDC



"In the context of the Venaison project, our first actions were to take stock of existing valorisation mechanisms, come up with a viable strategic diagnosis and sit down with such partners as butchers and charcutiers with a view to mapping out a series of actions for creation of a short-supply chain involving all the

professional federations. The first such action was to optimise collection on the ground as scarcely 10% of game harvested is collected in the region.

Another action implemented: waste management. When hunters kill wild boars, there's major resulting waste, to the tune of 2,300 tonnes a year in our region. We're therefore going to make recycling bins available. We also need to develop partnerships with slaughterhouses and wholesalers, to get them to cut up big game carcasses so as to simplify work for butchers, charcutiers and restaurateurs. Such marketing professionals should also be lent support if they are to diversify and include venison.

These days, France imports over 70% of game meat, from Australia, New Zealand and Eastern Europe. It's ridiculous, all the more so as the country's supply greatly exceeds demand. We're trying to get all the sector's actors together in order to develop a collection network and propose local marketing solutions."



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