

CORENET Good SFSC Practice No 15:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	Ici.C.Local open-air market
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	
b Distribution and logistics:	
c Regulatory compliance:	
d Better partnering:	The Ici.C.Local initiative goes far beyond simple labelling: it builds an ecosystem of cooperation around local and sustainable products, involving all stakeholders on an equal footing. Each participant – whether producer, artisan, retailer, consumer or local authority – has a say in the local committee and contributes to a collective, local and transparent dynamic. The local committee is therefore a very useful forum for strengthening relationships between actors in the local food system and promoting cooperation in the market and beyond.
e Technology:	
f Production & processing:	
g Packaging:	
h Branding and marketing:	The Ici.C.Local approach improves communication around SFSC through clear signage (colour coding) that easily informs consumers about product's origin of products and the number of intermediaries. Co-developed with local stakeholders (producers, retailers, local authorities, consumers), it guarantees shared, clear and appropriate communication. It enhances transparency, trust and the attractiveness of points of sale by promoting local products. By offering a common, scalable and recognised framework, Ici.C.Local becomes an effective regional marketing tool for promoting local and sustainable food. In addition, committee discussions provide an opportunity to discuss the complementarities between the Ici.C.Local approach and labels, regional brands and signs of quality and origin. Communication about Ici.C.Local on the market can be an opportunity to communicate about other labels.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The advice comes from INRAE, which owns the collective free trademark and offers free consultations to help get the process started. Additional advice and support can be provided, if necessary, by a specific organisation (such as Chambers of Agriculture, CIVAM, etc.). Advice can also be sought from other regions that have already implemented the process (peer-to-peer).
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	
Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). Do not complete if the summary below is completed in English This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	Open-air markets are very ancient in France, and typically offers products from short and long chains. The introduction of Ici.C.Local approach in such markets consists in i) signalling products in short chains (local and non-local) by a colour code on product's label (transparency); ii) implementing a participatory management of the labelling, involving farmers, artisans, retailers, consumers, the local authority and local concerned partners (chamber of agriculture, etc.). Those actors compose a local committee which specifies the perimeter for 'local' products, and sustainability criteria to be respected. All labelled products should respect the seasonality in the region from which they come. This approach is currently being rolled out in around fifteen markets of varying sizes throughout France. Ici.C.Local approach is a collective free trademark owned by INRAE. Those interested in implementing this approach can benefit from INRAE's support in obtaining advice on how to implement it in the market. The initiative can come from local authorities, market traders or a group of consumers who can form an association.
	Main results/outcomes of the activity (expected or final)
	More dynamic open-air markets with stronger cooperation between professionals, consumers and local authorities for greater transparency, promotion of short supply chain products (local and further afield) and support for the local economy.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

	This Golden Case can be applied to any type of open-air market, as it is based on a charter that is implemented in the market via a local committee, which adapts it to the local area by taking ownership of the approach. Those who implement this approach will thus be able to contribute to greater transparency regarding the origin of products on their market and strengthen cooperation and exchanges. They will be able to discuss with other committees that have implemented the approach in order to share practices.
	Further information/references:
Actors, stakeholders	Market traders: producers, artisans, retailers; consumers; local associations; professional organisations; local authorities ; INRAE (French National Research Institute for Agriculture, Food and the Environment) - owned the collective free trademark
Region, Country	France
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://iciclocal.fr/

Short title in <u>native language</u>	Ici.C.Local, une démarche axée sur la transparence, la coopération et la concertation pour les marchés de plein vent
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Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	Les marchés de plein vent sont très anciens en France et proposent généralement des produits issus de circuits courts et longs. Le déploiement de la démarche Ici.C.Local dans ces marchés consiste à i) signaler les produits issus de circuits courts (locaux et non locaux) par un code couleur sur l'étiquette du produit (transparence) ; ii) mettre en place une gestion participative de l'étiquetage, impliquant les agriculteurs, les artisans, les détaillants, les consommateurs, les autorités locales et les partenaires locaux concernés (chambre d'agriculture, etc.). Ces acteurs composent un comité local qui définit le périmètre des produits « locaux » et les critères de durabilité à respecter. Tous les produits labellisés doivent respecter la saisonnalité de la région dont ils proviennent. Cette approche est actuellement déployée dans une quinzaine de marchés de tailles diverses à travers la France. La démarche Ici.C.Local est une marque collective détenue par l'INRAE. Les personnes intéressées par la mise en œuvre de cette approche peuvent bénéficier de l'appui d'INRAE pour obtenir des conseils sur la manière de la mettre en œuvre sur le marché. L'initiative peut venir des autorités locales, des commerçants du marché ou d'un groupe de consommateurs qui peuvent former une association.
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