

CORENET Good SFSC Practice No 28:	
Author:	Anne-Cécile Brit (INRAE) and Marion Vandenbulcke (TRAME)
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	Strategic support to ensure the success of La Bardane farmers' shop
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	Trame provided advice to "La Bardane" to develop a strategy, to find public funding (FEADER), to define the group's commercial strategy...
b Distribution and logistics:	La Bardane is a farmer's shop so the support services related to its set-up directly or indirectly concern distribution and logistics. More specifically Trame provided advice in organising the shop's supply chain
c Regulatory compliance:	Trame provided advice to choose the legal structure best suited to the collective's project, and support in drafting the group's hygiene management plan: several information meetings to aid understanding of the requirements, a site visit upon opening with a specialist consultant, and monitoring of the work to put in place the necessary documents in the event of an inspection.
d Better partnering:	Au maquis (NGO) provided essential guidance at the outset of the project to get the group off to a good start, fostering a sense of community and building relationships between members. Trame subsequently provided support, ensuring that dialogue within the group remained central to the process so that decisions were understood and endorsed by everyone. The association continues to provide support today to facilitate collective decision-making.
e Technology:	
f Production & processing:	
g Packaging:	
h Branding and marketing:	The pooling of marketing resources and the skills to manage them is the cornerstone of the SFSC's operation. Trame provided advice to launch the shop and support the various aspects of its launch
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The advice provided comes mainly from two private organisations (NGO): 'Au Maquis' a community education association and Trame and its local affiliate the PACA Producer's Shop Network. Part of the advice is based on support from an advisor and part is based on peer-to-peer knowledge exchange in the PACA Producer's Shop Network. Funding : the Farmers' Training Fund (VIVEA), the FEADER grant and the Casdar fund, and indirectly (via the group's membership) a grant from the PACA region allocated to the PACA Farmers' Shop network to support the development of shop projects
*See The CORENET SFSC Charter 1 4. 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 <u>a direct and easy understandable language</u> 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.	La Bardane is a farmer-owned shop that shows how direct sales can significantly improve farm income and local economic resilience, with strong support from advisory services throughout its development. From the start, advisors helped farmers structure the project, assess market demand, and build a viable business plan, reducing risks linked to investment and organization. By selling without intermediaries, farmers keep a larger share of the final price while sharing costs through a small commission (14–30%) that covers operations and investments. With over €1.1 million annual turnover and an average basket of €28.58, the model proves commercially viable and scalable. Advisors also supported pricing strategies, legal setup, and governance rules, ensuring a balanced and transparent system between producers. For farmers, the key benefit is better control over pricing, marketing, and customer relationships, leading to more stable and diversified income. Advisory support played a key role in developing communication tools, shop layout, and customer experience, helping attract and retain buyers. Training and facilitation by advisors also improved collective decision-making and reduced conflicts among members. The model strengthens local economies: most products travel short distances, and money circulates locally. Advisory support has been key to structuring the business, governance, securing funding, and improving collective management and communication. Overall, La Bardane demonstrates that combining farmer cooperation with strong advisory support can boost profitability, reduce dependency on intermediaries, and build a resilient, locally anchored business.
	Main results/outcomes of the activity (expected or final) La Bardane enables farmers to increase their income by selling directly and keeping a higher share of the final price. The model has proven economically viable. Farmers gain better control over pricing, marketing, and customer relations, leading to more stable and diversified revenues. Advisory support has been key to structuring the business, securing funding, and improving collective management and communication. The initiative also strengthens the local economy by creating jobs, supporting short supply chains, and keeping value within the region. 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? Consumers get fresh, local products with clear origin and better transparency. They benefit from fairer prices and direct contact with farmers. The model also supports the local economy and more sustainable food choices. Farmers can increase their profitability by adopting direct sales models like La Bardane, keeping a larger share of product value while reducing dependence on intermediaries. By working collectively, they can share costs, workload, and risks, making the system more efficient and manageable. Practitioners can use advisory services to structure their project, access funding, and improve governance and marketing strategies. Overall, this approach offers a practical opportunity to diversify income, strengthen resilience, and build a locally rooted, sustainable business. Further information/references:
Actors, stakeholders	
Region, Country	Provence Alpes Côte d'Azur (PACA), France
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.labardane.fr/

Short title in <u>native language</u>	Un accompagnement stratégique au service du succès du magasin de producteurs La Bardane
Short summary for practitioners in <u>native language</u> (<i>can be the language of the coordinator / one of the partners - otherwise in English</i>) (1 000-1 500 characters, word count – no spaces).	La Bardane est un magasin de producteurs qui montre comment la vente directe peut améliorer significativement le revenu des exploitations et la résilience économique locale, avec un fort appui du conseil tout au long de son développement. Dès le départ, les conseillers ont aidé les agriculteurs à structurer le projet et le collectif, analyser la demande du marché et construire un plan d'affaires viable, réduisant ainsi les risques liés à l'investissement et à l'organisation. En vendant sans intermédiaires, les producteurs conservent une plus grande part du prix final tout en mutualisant les coûts via une commission (14 à 30 %) couvrant le fonctionnement et les investissements. Avec plus de 1,1 million d'euros de chiffre d'affaires annuel et un panier moyen de 28,58 €, le modèle démontre sa viabilité économique et sa capacité à se développer. Les conseillers ont également accompagné les stratégies de prix, le montage juridique et les règles de gouvernance, garantissant un système équilibré et transparent entre producteurs. Pour les agriculteurs, le principal bénéfice est un meilleur contrôle des prix, du marketing et de la relation client, permettant des revenus plus stables et diversifiés. Le conseil a joué un rôle clé dans le développement des outils de communication, l'aménagement du magasin et l'expérience client, contribuant à attirer et fidéliser les acheteurs. L'accompagnement et l'animation ont aussi amélioré la prise de décision collective et réduit les conflits entre membres. Le modèle renforce l'économie locale : la majorité des produits parcourent de courtes distances et l'argent circule sur le territoire. Le conseil a été déterminant pour structurer l'entreprise, organiser la gouvernance, sécuriser les financements et améliorer la gestion collective et la communication. Au final, La Bardane montre que la combinaison de la coopération entre agriculteurs et d'un accompagnement solide permet d'augmenter la rentabilité, de réduire la dépendance aux intermédiaires et de construire une activité durable et ancrée localement.