



THE LIÈGE « EARTH-FOOD » BELT



CATL – THE LIÈGE EARTH-FOOD BELT

- Develop an ecosystem, drive synergies, to effect the food transition in the Liège area
- Which tool? : creation of cooperatives with a social agenda
- Started in 2013 – subsidised from 2016 by the Wallonia region – team of 5 employees (3.5 full time)



20+ COOPERATIVES EXIST UNDER THE CATL BANNER

 <p>OufTi Coop Distribution, Investir</p>	 <p>De la terre à l'assiette Investir, Production</p>	 <p>L'épicerie des champs Distribution, Investir</p>	 <p>Unis Verts Paysans Distribution, Investir</p>	 <p>Rayon 9 Service</p>	 <p>Chez ADM Bio Atelier des Maraîchers Bio Production</p>
 <p>Vin du Pays de Herve Production</p>	 <p>Invent' terre Réinvestissons notre alimentation!</p>	 <p>Terre d'Herbage Distribution</p>	 <p>Vervicoop Distribution</p>	 <p>Hesbi Coop Distribution</p>	 <p>Les Petits Producteurs Distribution</p>
 <p>Histoire d'un grain Production</p>	 <p>Point FERME Distribution</p>	 <p>Novacitis Service</p>	 <p>Cycle en Terre Production</p>	 <p>La Coopérative Ardente Distribution</p>	 <p>VIN DE LIÈGE Production</p>
 <p>Terre en Vue Service</p>	 <p>Marguerite Happy Cow Production</p>	 <p>Le Temps des Cerises Distribution</p>	 <p>Vent de Terre Production</p>		



THE SMALL PRODUCERS COOP



- Created in 2017 - 4 stores selling local and / or organic products
- >300 cooperative members including all employees and several local producers
- 2020 TO >EUR3.5m; created 21 permanent jobs; supporting local producers



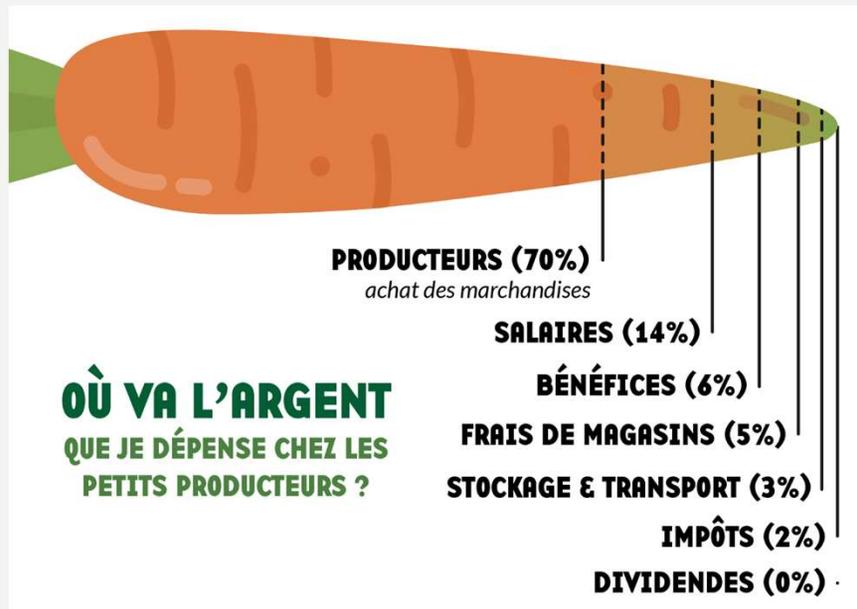
Les petits producteurs



- 1 need = 1 product (max 250 references)
- Organic and / or local sustainable agriculture
- Direct supply from producers (max 1 intermediary where unavoidable)
- Non-negotiated purchase price. Reduced margins for an affordable price for all
- Basic layout, no frills, for the benefit of the customer (in terms of costs)



Great products at the right price -> maximized revenue to the local producer





CRE@FARM : URBAN CROP FARMING

- Demonstrate sustainability & replicability of new urban vegetable crop farming projects
- Rent-free lease of available plots by the City of Liège
- LPP's support as an incubator:
 - Interest-free long term loan to finance equipment
 - Production planning and guaranteed commercialization of produce
 - Part-time salaried jobs in LPP shop network (for “off season” time)



Season 1 (2020) a success

Season 2: hiring 3rd team member and increasing plot size by 33%



KEY TAKEAWAYS



- LPPs ultimate objective (within 18-36mths)
 - Demonstrate financial robustness / operational long term sustainability
 - “show and tell”: support open-source dissemination in other regions
- Social justice?
 - Inclusive governance; invest in the team; support their growth
- Strengthen regional food networks?
 - Coherence; transparency; share information and align interests
- Digitalisation?
 - Essential for visibility; but what lessons from Covid?