

Cooperation stories

from the MED PROGRAMME

It's translocal! It's MED!

Opened three days a week from 5:00 PM to 7:00 PM since 2010, '**la Halle de producteurs du pays d'Aix**' (*the producers' marketplace of the Aix area*) is a precious space of trade and exchange for the inhabitants of Aix-en-Provence and Marseilles.



Being in place for three years, this structure realized by the 'Communauté du pays d'Aix' (CPA) with the financial funding and the permanent support of the European cooperation **MED Programme** represents an innovative and unique experimentation in the area of "Bouche-du-Rhône".

Since 2010 local agricultural producers have the possibility to directly meet local consumers and to sell them their local and fresh products with competitive prices in the area of "Plan de Campagne", a huge peripheral space between Marseilles and Aix-en-Provence where hundreds of shops and enterprises are settled.

But what is the experimental ingredient? It is all about a **short supply chain**: The principle is rather simple: it intends to skip the trade intermediary from the supply chain and to permit a direct link between consumer and producer.





Thanks to a specific management system, the farmers can profit from low rents for their agricultural use and can thus offer their products in small quantities and for competitive prices.

The system developed implies a **win-win situation**: The local population is able to consume fresh and local products growing in surrounding territories - an essential gain for the improvement of regional awareness and identification. The producer, on the other hand, profits from the valorization of his product.

It is the economical, ecological and culinary benefit that convinces 1.400 to 2.000 people per day to buy products in the marketplace 'La Halle' – already for over three years now. Due to the successful experiences, the CPA decided in 2012 to continue the activities also after project closure and carry out the management on its own costs. All these activities were developed and realized in the framework of the European cooperation project **RURURBAL** – one of around 130 projects co-funded by the European Territorial Cooperation MED Programme.

The project partners from different Mediterranean countries decided to keep the principles and ideas alive by developing a joint Charter proposing a governance scheme that can also be applied in other Mediterranean regions. Here we have a great example of how transnational cooperation can inspire and improve local development in different European areas.



More information about the project? <http://www.rururbal.eu>

More about the MED Programme on www.programmemed.eu



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