Ceinture aliment-terre liègeoise

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
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
• 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?