



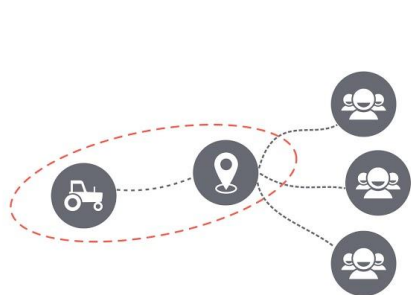
FAIRE MES COURSES

# French food hubs ecosystem overview

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# Food hubs typologies

= entreprise that organizes product transfers (sales, logistics) from producers to customers



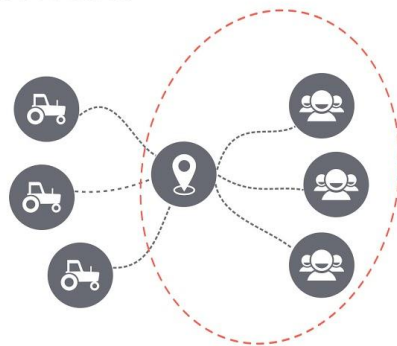
Direct sale  
> hub = one producer

Ex: farm shop, CSA,  
farmer market stall,  
direct sales to restaurants...



Selling groups  
> hub = many  
producers

Ex: producers shop,  
click and collect  
multi-farm shops



Buying groups  
> hub = many buyers

Ex: CSA, informal buying  
group, cooperative  
grocery / supermarket...



Intermediated  
direct sale  
> hub = in between  
operator

Ex: online website  
/ marketplace (The Food  
Assembly, FarmDrop,  
Good Eggs)...

# The enablers ecosystem



# One mission / 4 activities

Our mission = support the development of short/local food systems

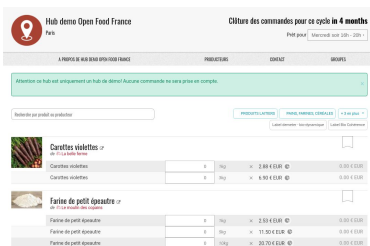
Equip actors:  
toolbox with  
integrable features

Enable eaters to  
find local food  
solutions

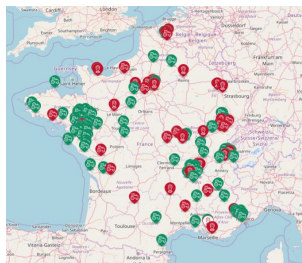
Build a learning  
community of  
practice

Set up the  
relevant meta  
infrastructures

## Integrable marketplace

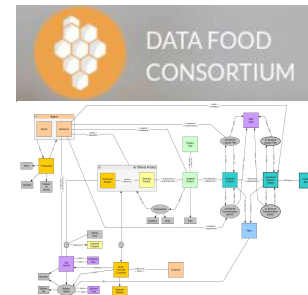


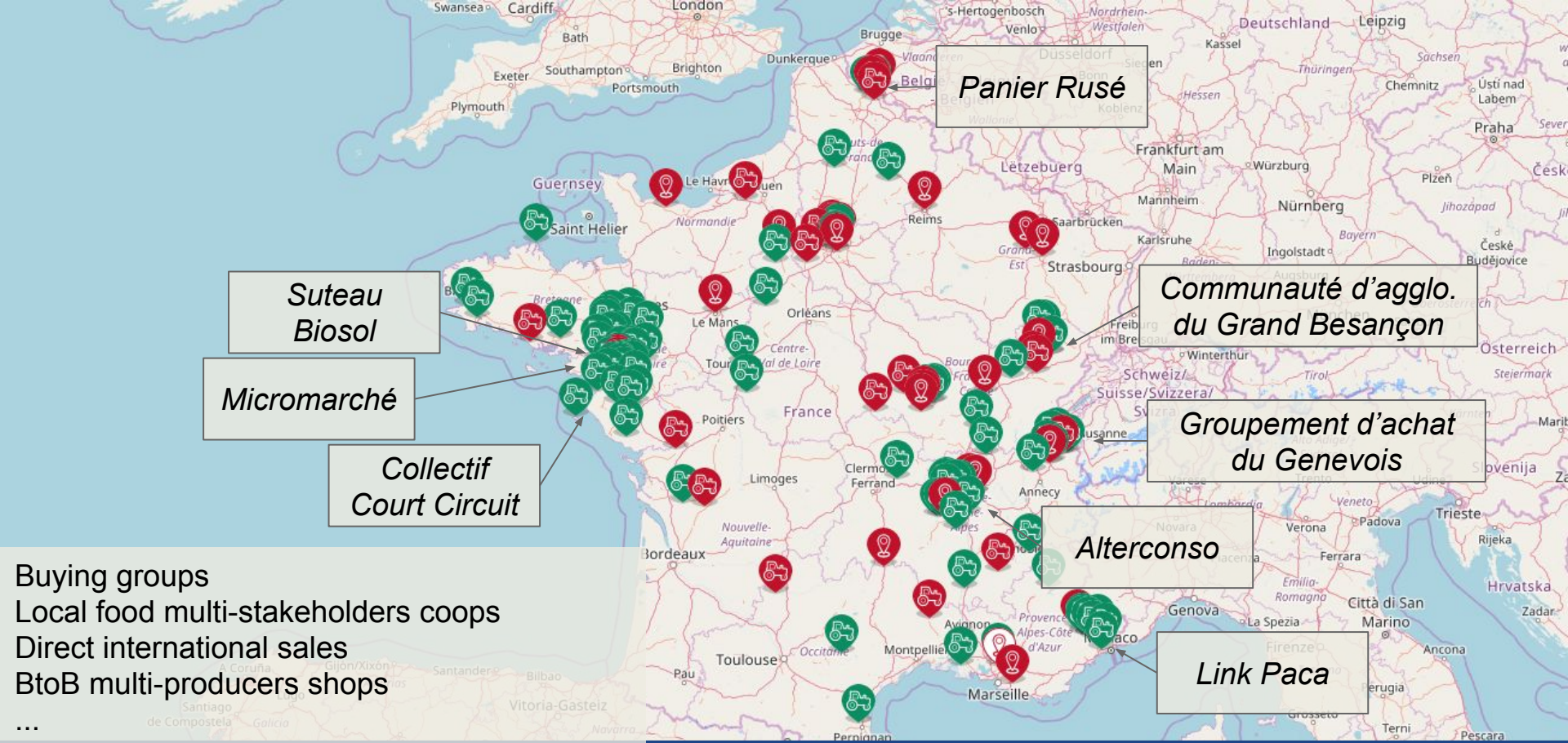
## Directory



## Study #Hus&Impacts.cc (with OuiShare)

> Expected result =  
digital space for  
contributive typology &  
P2P support (forum?)





Buying groups  
 Local food multi-stakeholders coops  
 Direct international sales  
 BtoB multi-producers shops  
 ...

# A growing community with diversity of models

# An inspiring food hub



**Alterconso**



## The offer

- Subscription plans : 3 sizes (S/M/L) + weekly or bi-monthly + 1 / 6 / 12 months engagement + 14 pick-up points (on 4 delivery days)
  - Vegetables
  - Fruits
  - Cheese
  - Eggs
  - Bred
  - Sweets
- Bulk complementary dried products: beers, jams, flour, preserves, biscuits, herbal tea > can be ordered and pick-up or buy on site through your “member wallet”
- Pop-up bulk complementary sales: meat, tomatoes



# Business model

- 1,2 M€ sales from producers ...
- But only 250K€ turnover for Alterconso
- 8 full time employees
- 800 customers = weekly baskets
- 50 producers (they installed 4-5 of them)
- Mutualize warehouse and trucks

> The hub doesn't buy and sell, but sells sales operations and logistics services to the cooperative members (customers and producers)



# Customer services = 125K€

Service = organizing the sales and delivery the goods to the pick-up point (basket aggregation done by the member on site)

- Default = 20%
- If “untaxable” = 10%
- If “under social minimum benefit” = 0%

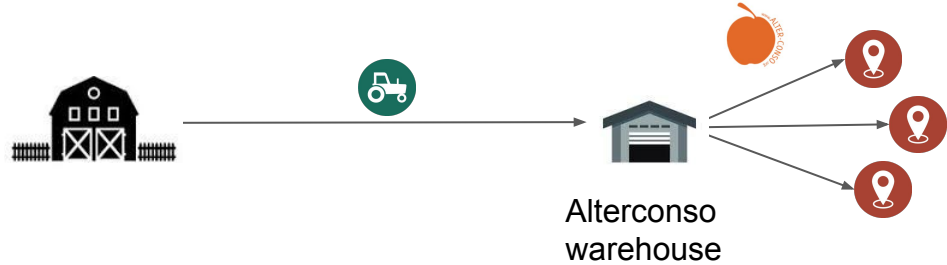
> Average = 10-12%



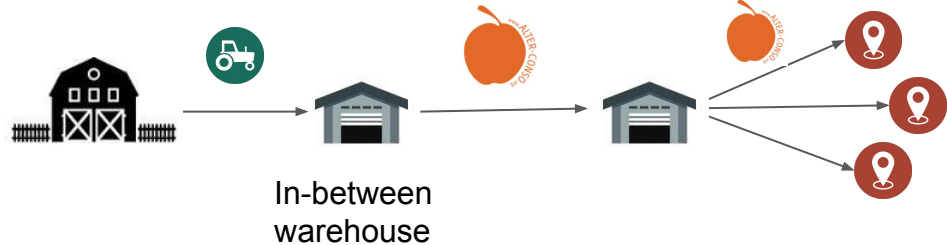
# Producer services = 125K€

Service = organizing the sales and taking in charge part or whole of the logistics

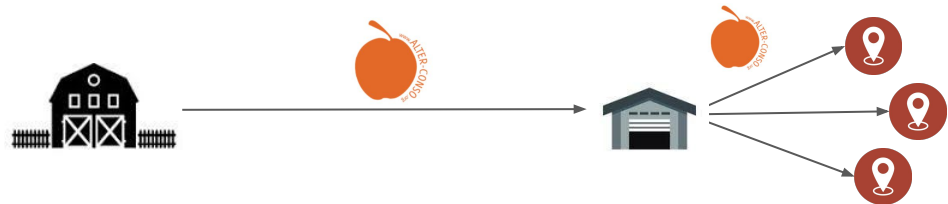
- Option 1 = 12,5%



- Option 2 = 15%



- Option 3 = 17,5%

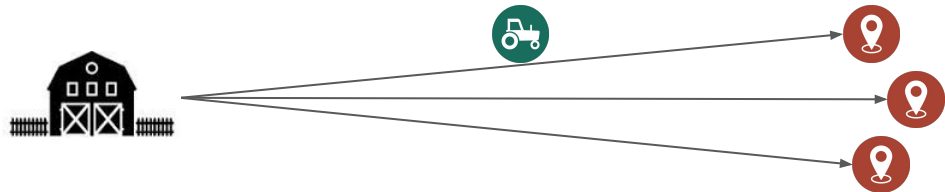




# The Food Assembly / comparison

Service only sold to producers = organizing the sales

- Producer commission = 18% =
  - 9% paid to TFA “holding” for the software use
  - 9% paid to TFA hub manager or the sales organization (find customers + provide a space)
  - >>> producer transfer that cost on product prices
- + the producer covers himself the logistics cost





# Governance

- > Multi-stakeholder cooperative:
  - Producers :  $\frac{1}{3}$  ponderation
  - Employees :  $\frac{1}{3}$  ponderation
  - Customers :  $\frac{1}{3}$  ponderation
  
- > Twice a year : general workshop (co-construction)
  
- > Products flows working groups
  
- > Cooperation body : representatives from the “products groups”, employees and customers (like a board)



# Why they are excited about the OFN ?

- > Complex model, if they have one built only for them : 50 to 100K and have to maintain alone > they only have 20K€ budget
- > By contributing to a common infrastructure they use, they can share the cost of developing the things they need with others who have the same needs + share the maintenance cost
- > Trade-off = time + concertation

Collectif Percheron 

- No subscription, only bulk purchase
- Organize buying groups only in Paris : need a “volunteer host” > 35 groups today
- 20% commission (one employee) but covers the logistics



MICROMARCHÉ  
PRODUITS BIOS DE PROXIMITÉ

- No subscription, only bulk purchase
- 6 pick-up points : cooperation with local associations
- One physical grocery / restaurant
- 11% commission (one employee) + donation at checkout
- 150 customers (average = 80 orders per week)
- No logistics management
- > Manage all their activity with one tool = no integration cost



- No subscription, but for vegetables only baskets
- 6 pick-up points + 1 general coordinator
- 10€ membership per year / 100% volunteer run
- 450 customers
- No logistics management
- Installed 3 farmers
- > Lots of mistakes + 1000 emails per week



- For profit family business
- No subscription, only bulk purchase
- Supply informal buying groups + some stores
- Average around 30% commission but cheaper than in shops
- 350K€ trade per year
- Manages all the harvest and logistics
- > Easy and quick shop set up

# **Lessons learned...**

**On logistics > cost and carbon efficiency**

**On governance > sovereignty & engagement**

**On hybridation > resilience**

**On value accounting > sustainability**