

QUALIFY – *Quality standards and authenticity to foster competitiveness of agrifood SMEs*

Action plan for Nouvelle Aquitaine



Introduction

The INTERREG EUROPE program aims to improve regional development policies through the exchange of experiences and practices between European regions.

Within this program, the QUALIFY project aims to “improve the competitiveness of companies in the Agri-Food sector. »

It is within this framework that the Chamber of Agriculture of Vienne, under the control of the Catalan Region, is willing to include and extend specific/tangible measures promoting the quality and authenticity of agricultural products.

We live in a predominant rural department where the local commerce and a small-scale economy is increasing. It is for this reason that our project aims to support the small producers and their small productions.

The consumers trust the producers and we would like to support this project because this trust will be always guaranteed.

We want to work to help our producers to produce good, safe and regional products.

We want to help them communicating with their customers.

We would like to support authenticity as an indicator of quality and fight against fraud risk.



Part I – General information

Project	QUALIFY– <i>Quality standards and authenticity to foster competitiveness of agrifood SMEs</i>
Partner organization	Agriculture Chamber of Vienna, Nouvelle Aquitaine
Other partner organisations involved (if relevant)	
Country	France
NUTS2 region	Nouvelle Aquitaine
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Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed: **VIVEA**

What is VIVEA?

VIVEA is a mutual society made up of the agricultural profession created by agreement between the 4 representative unions and 2 general agricultural organizations: the Permanent Assembly of Chambers of Agriculture (APCA) and the National Confederation of Mutual Societies, Cooperation. and Agricultural Credit (CNMCCA).

The continuing vocational training of self-employed agricultural workers is part of a specific institutional and financial framework. It is subject, on the one hand, to the rules set out in the Labor Code for the training of non-workers, and, on the other hand, to the specific provisions of the Rural Code and maritime fishing.

Vivea is the training insurance fund for self-employed agricultural workers, authorized by ministerial decree of 30 November 2001 by both the Minister of Agriculture and Fisheries and the Secretary of State for Vocational Training.

What is VIVEA's scope of action?

VIVEA operates throughout France and has a delegation for each region.

What is VIVEA Nouvelle Aquitaine?

<https://vivea.fr/vivea-en-region/nouvelle-aquitaine>

What is your mission?

Its mission includes, in addition to the pooling of the compulsory contribution paid by the managers of the farm and their family collaborators, the study of their needs for competence, the orientation of the training offer and the purchase of services from authorized training institutions. centers, by mobilizing co-financing if necessary.



How is it financed?

VIVEA, is largely funded by the EAFRD. The European Union has implemented a specific rural development policy that has its own funds: the European Agricultural Fund for Rural Development (EAFRD).

Grants obtained from the European Union, the State and the regional councils complement the funds mobilized by VIVEA according to training criteria or prioritized objectives identified in the collaboration agreements and shared by VIVEA.

VIVEA finances training in response to national or regional tenders in two ways:

- a permanent tender (PDO), which sets out the priorities defined by a three-year strategic plan PST (*Plan strategique 2021-26*)
- specific folds, launched at national or regional level.

The thematic priorities of the SGP correspond to the rates established at national level and are established in the regional training development plans (PDFT) I

What are the current PSTs?

The current PSTs is Plan Strategique 2021-26

<https://vivea.fr/wp-content/uploads/2021/05/Plan-strategique-2021-2026-1.pdf>

The objective of the current strategic plan is:

- Create value
- Preserving the environment, climate and animal welfare
- Develop efficiency and quality of life at work
- Deploy digital solutions.

What are VIVEA's goals?

There are 3 strategic objectives:

- Promote the competitiveness of agriculture;
- Ensure the sustainable management of natural resources and the implementation of measures to preserve the climate;
- Guarantee a balanced territorial development of rural economies and communities, including the creation and preservation of jobs

1. FEADER European Agricultural Fund for Rural Development

The European Union has implemented a specific rural development policy which has its own funds: the European Agricultural Fund for Rural Development (EAFRD).

Three strategic objectives are targeted:

- 
- promote the competitiveness of agriculture;
 - guarantee the sustainable management of natural resources and the implementation of measures aimed at preserving the climate;
 - Ensure balanced territorial development of rural economies and communities, including job creation and preservation.

2. STATE: DIRECCTE (Directorate General for Business, Competition, Consumption, Labor and Employment)

Employment and Skills Development Action projects aim to anticipate economic, social and demographic changes by carrying out concerted actions in the territories.

The objective is to enable employed workers (employees and non-employees), in particular those in small and medium-sized enterprises, to face the changes to come and thus secure their professional trajectories.

Carrying out an ADEC project presupposes a framework agreement signed by the State and the professional organisations, concluded at the national level or directly at the regional level according to local needs and specificities.

3. REGIONAL

The competences of the State and the regions, public actors, are set by law and in particular the decentralization laws. The region defines and implements the apprenticeship and training policy for young people and adults looking for a job or a new professional orientation within the framework of a Regional Plan Contract for the Development of Vocational Training (CPRDF).

It is devoted to adults and covers all vocational training actions aimed at promoting access to, maintaining and returning to employment. It determines the common objectives for the various actors on the regional territory and is signed by the Region and by the State for a period of six years.

Each region decides annually on a regional vocational training and apprenticeship program implemented using resources from the Regional Apprenticeship and Vocational Training Fund (FRAFP).



Part III – Details of the actions envisaged

Action 1

Background

The producer knows the primary sector very well; how to plant, sow or raise an animal. He knows the possible risks, and the possible illnesses and/or diseases; how to protect them and how to raise or produce with the best conditions of well-being, safety and respect for the environment

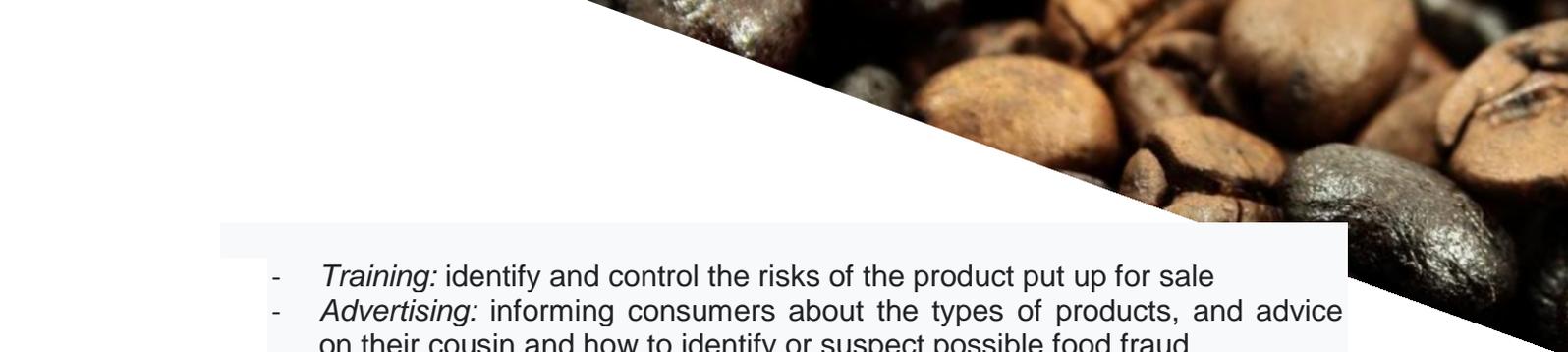
Often, these breeders or producers are the ones choosing to sell their products directly to consumers. They trust the quality of their products and they want to share it with those around them, who over time become friends and customers.

And what was a minority activity, becomes an increasingly important activity. And the breeder / producer who knows the primary sector very well, must face and control the risks existing on foodstuffs and the risks that can reach the consumer.

It is for this reason that the objective of our training is to be able to explain to producers/breeders how to produce safe food; how to identify signs of non-safety and non-quality; and at the same time, how to link production and marketing; how to transmit the organoleptic and nutritional values of an authentic and quality primary production to the consumer; how to explain the actions and commitments made by producers / breeders in the face of the environment. How to explain to the consumer that is important to optimize the quality of the purchased product and the existing risks.

The Interreg Qualify project has made it possible to identify, thanks to surveys carried out on producers and consumers, on the one hand the orientation and desires of consumers towards a local market of products that are not very transformed and without many intermediaries, and on the other hand, the need for the producer to be able to respond to this demand.

In order to help the producer in the acquisition of this new growing market, we first identified the main shortcomings:

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- *Training*: identify and control the risks of the product put up for sale
 - *Advertising*: informing consumers about the types of products, and advice on their cousin and how to identify or suspect possible food fraud
 - *Biosafety* measures to protect animals and their environment.
 - *Identification of the economic and health* measures needed to implement this new direct selling activity.
 - *respect de la chaîne du froid*, processus de non-contamination, de conservation, de transport, de distribution

The second activity was to identify the body and the instrument capable of implementing a specific training that responds to the needs identified according to the appropriate agricultural and food sector.

VIVEA is the body created to train self-employed workers and who have created new lines of training that respond to previously identified needs, by approving a unique and exclusive pedagogical scenario for each situation.

The different Chambers of Agriculture have exclusive funding for training guaranteed by VIVEA that allows the incorporation of new training according to the identified needs.

In accordance with the needs identified in the different meetings of the Qualify project, the following trainings have been planned:

- HACCP
- Poultry security
- PPP course health regulations
- Prepare for HVE
- Developpe an argument to promote our products in direct sales ..

Each of these trainings is equivalent to one training day (8 hours) and the number of sessions will depend on the number of attendees registered. It is planned between 2 and 4 training sessions for each topic.

The expected price for each training /day is approximately € 600 (teacher and material).

Training activity 1 is a basic activity for any new project as it lays the groundwork for learning a new way of working.

Most of the interreg projects dedicate some of their activities to training.

One of the goals of our action plan is to provide training to producers as an advertising tool. That is to say, their advertising is their way of working: authentic and safe !!

A second action of the action plan is to identify the small agri-food companies in the Vienna department that are at risk of extinction and to identify the chances of survival and the means that are needed to achieve this.



This activity was inspired by the RATIO project, which was developed between 2016 and 2020 between different European regions (Spain, Poland, Estonia, Germany, Czech Republic, Italy, Portugal and Italy) and the main objective of the project was to develop the rural environment and in which one of the activities was to identify the innovative potential of small and medium-sized enterprises and help them grow and expand their activities through a learning process to implement and manage innovation.

The exchange of experiences that allows Interreg between the different regions and the different economic tissues has made it possible to obtain new ideas and new possibilities for work.

Action

1.HACCP

- o Explain to producers the principles of HACCP.
- o Become aware of the risks that exist within the production process. Knowing how to analyse and control them so that these products are safe

2. Poultry biosecurity

- o In a context of pandemics and avian flu, it is necessary to know the mandatory biosecurity measures. Producers must be aware of the risk and all the measures to adopt, especially in the South West region of France, New Aquitaine, with many farms and producers of foie gras and duck breast.

3. Prepare for HVE

- o This is a certification that involves the commitment to practices that are more respectful of the environment and biodiversity with a specification that is demanding and adapted to each sector.

4. Develop an argument to promote your products in direct sales

The objective of this training is to give advice on hygiene, food safety and authenticity of Agroproducts to consumers.

The idea is that each producer/sector can develop a brochure to inform their customers about their products and how to optimize their taste and nutritional values.

These brochures will facilitate communication between producer and consumer; increase trust with the producer and build loyalty in the commercial relationship



Players involved

We hope to work in a transversal way, for all the producers who are members of the Vienne Chamber of Agriculture.

Depending on the sector the assistants belong, the training can be adjusted.

The training will be advertised by the Chamber of Agriculture and VIVEA

The funding organization for the training courses organized by the CALV, VIVEA, is largely funded by the EAFRD. The European Union has implemented a specific policy for rural development which has its own funds: the European Agricultural Fund for rural development (EAFRD). 3 strategic objectives are targeted:

- promote the competitiveness of agriculture;
- ensure the sustainable management of natural resources and the implementation of measures aimed at preserving the climate;
- ensure balanced territorial development of rural economies and communities, including job creation and preservation.

The assistants will be registered with the Chamber of Agriculture.

Timeframe

The training is schedule dto start from September 2022 until June 2023.

Activity	Date
1. HACCP	June 2022
2. Poultry Biosecurity	
3. PPP course health regulations	
4. Prepare for HVE	
5. Develop a winning sales proposition to promote your products in direct sales	



Costs (if relevant)

Price/ day of training: **595 euros**

10 days of training: 5950