

CALL FOR EXPRESSIONS OF INTEREST- PARTNER RESEARCH: EUROPEAN COOPERATION PROJECT TO STRENGTHEN COLLECTIVE DIRECT SALES MODELS

[Trame](#) and its network of farmers' shops aim to develop a European project for the 2027–2029 period and are looking for European partners, such as associations or organisations representing farmers involved in collective forms of direct sales, who are interested in meeting, exchanging, sharing practices and experiences, and developing their skills in order to improve direct sales and marketing models and move towards more sustainable, robust and resilient models in a complex and changing regulatory environment.

Project overview

Project Coordinator: [TRAME](#) – French Association for Agricultural and Rural Development

TRAME supports collective initiatives in agriculture and rural areas, focusing on agroecology, human and organisational transitions, and local short food supply chains throughout France. TRAME brings together around ten agricultural networks in France, including farmers' shop networks: four regional networks and a national federation (FEMAP) of farmers' shops that are members of TRAME.

Potential Partners

European partners involved in territorial food systems: agricultural and rural associations, development and support organisations, local and regional authorities, and other organisations involved in collective direct sales initiatives.

French partners: the Mixed Technology Network (RMT) “Local Food”, bringing together teachers, researchers and development practitioners, as well as technical partners such as Chambers of Agriculture and ONVAR organisations.

Background and Rationale

Collective direct sales and marketing initiatives led by farmers coexist and are expanding across European territories. They enable farmers to earn a decent living from their work by strengthening the economic viability of their farms, enhancing the recognition and meaning of their profession, and ensuring fairer incomes. They also contribute to the re-localisation of food supply chains by retaining added value within territories, creating local employment and promoting local products and know-how.

Our assumption is that different models and practices of collective direct sales and marketing coexist across EU Member States, and that exchanges between farmers and development stakeholders could enrich practices and strengthen recognition of these models.

Despite the diversity and specific characteristics of each territory, several challenges appear to be common to, and shared by, the different stakeholders involved in collective direct sales, in particular:

- 1. How can profitability and quality of working life be maintained while respecting the environment?**
- 2. How can collective direct sales organisations be effectively managed and steered?**
- 3. How can complex European and national regulations be effectively implemented?**

What do we mean by collective forms of direct sales?

We refer to structures operated by a collective (more than four people), involving farmers either wholly or partly, who produce, process and sell directly to consumers seasonal fresh and processed products, the majority of which come from the farms belonging to the collective. These include:

farmers' shops / producer-owned shops;
collective cutting and processing facilities;
collective farms selling directly to consumers.



Projects Objective

Overall Objective

The overall objective of the project is to facilitate exchanges between collective direct sales initiatives in different European territories in order to gain a better understanding of their specific characteristics, identify the key success factors, develop participants' skills, understand regulatory challenges and their practical implementation, and share and develop tools enabling farmers to make the best possible use of their production and retain added value on their farms.

Specific Objectives

SO1 – Analyse the different forms of collective direct sales and identify good practices, particularly with regard to economic performance, quality of working life and environmental commitment.

SO2 – Strengthen the skills of farmers involved in collective direct sales models and provide them with appropriate tools.

SO3 – Understand how collective direct sales organisations address and implement European regulations. Identify regulatory barriers and enabling factors in order to better understand and develop collective direct sales models.

SO4 – Increase the visibility of and promote collective direct sales models at European level.

Project activities

In order to achieve the objectives outlined above, the project will facilitate exchanges between networks of collective initiatives and different forms of collective direct sales across European territories, with a view to:

- getting to know one another better;

- gaining a better understanding of the specific characteristics of each model and territory;

- identifying opportunities for cooperation in response to common challenges encountered in the field.

The project will also disseminate the experiences identified and analysed, in order to facilitate the development and implementation of direct sales solutions across European territories.

The project activities will be organised into five Work Packages (WPs).

WP1 – Field Assessment and Exchange of Practices between Different Models

Identification of existing models and development of a methodological framework around the concepts of direct sales and local short food supply chains; presentation of the specific context and operating environment of collective direct sales in each territory; and comparative analysis of collective direct sales practices and models among participating partners, focusing on profitability, quality of working life and environmental sustainability.

Activities: Surveys, study visits, transnational workshops and European benchmarking.

Deliverables: Development of analysis and knowledge-sharing tools (analysis framework, profile sheets, booklet and/or videos, etc.).

WP2 – Skills Development

Activities: Training programmes and development of educational resources for producers, managers and facilitators/coordinators of collective direct sales organisations.

Deliverables: Training modules, webinars, and the launch of a pilot project for a “Farmers’ Shop Academy”.

WP3 – European Regulation of Short Food Supply Chains and Direct Sales

Activities: Exchange of practices concerning the interpretation and implementation of regulatory texts; contributions from experts.

Deliverables: A synthesis report presenting guidelines on European regulations, together with a critical assessment of their implementation in short food supply chains and direct sales.

WP4 – Communication and Creation of a “European Direct Sales Month”

Activities: Design and organisation of an event along the lines of a “European Direct Sales Month”, implemented within collective direct sales organisations, supported by dedicated communication tools and exchanges of products at national level.

Deliverables: Communication materials for dissemination through points of sale; overall project communication strategy and tools (website, social media, etc.).

WP5 – Overall Management of the Collaborative and Inclusive Project

This Work Package will ensure the overall coordination and management of the project, define its governance arrangements, and oversee administrative and financial monitoring.

It will also ensure effective cooperation among partners, enabling them to agree on common working methodologies throughout the project and to focus on topics of shared interest that effectively address the needs of the farmers involved in the project.

Expected Results

The project aims to deliver:

- strengthened cooperation between European networks and stakeholders involved in direct sales of the their agricultural products through collective models;
- a multi-criteria analysis of the different direct sales models identified within the project;
- a shared and improved understanding of European and national regulations;
- enhanced skills among staff, farmers and advisors in managing collective short food supply chain and direct sales models, notably through transferable training tools and modules.

Proposed Funding

The project intends to seek funding from the Erasmus+ Programme, more specifically under Action KA220 – Cooperation Partnerships in Adult Education, with a planned start in **March 2027**.

The project is expected to have a total budget of **€250,000 to €400,000**.

For further information on the programme and funding scheme, please consult the [Erasmus+ Cooperation Partnerships guidelines](#).

Contacts

If you are interested, please contact us at the following address before **September 30** : **Flora PELISSIER**, Food Systems project Officer at TRAME: **f.pelissier@trame.org**.