



HOW E-COMMERCE HELPED LOCAL FOOD
PRODUCERS DURING LOCKDOWN
23.09.2020



Apaq-W

#jecuisinelocal****
durable et de saison

#jejardinelocal****
durable et de saison



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APAQ-W: Walloon state organisation that promotes high quality agriculture

Main Missions:

- To raise awareness of Walloon farming and its product, as well as to producers, their know-how and the quality of their products.
- Belongs to the agri-food sector since 2003 and its responsible minister is the Walloon ministry in charge of agriculture

Since 2014, Wallonia has developed a new Walloon code for agriculture:

- Developing a positive image of agriculture, its companies and its benefits;
- Raising awareness of the work of farmers and promoting a positive image of them;
- Highlighting the role of agriculture and agricultural products in sustainable development as well as their roles regarding the environment, society, culture, economy, and health.
- Supporting and bringing farmers together at events, trade fairs and shows by providing them with spaces to promote their know-how and agricultural products;
- Implementing educational actions and encouraging the development of taste and flavours

- Encouraging the creation of a network of agricultural products markets
- The health crisis (Covid) we are going through has shed new light on the challenges of local consumption
- To put it another way, LOCAL is consumed WITHOUT MODERATION.
- It does NOT cost MORE MONEY and it VIRTUALLY harms pollution.



Le local, à consommer sans modération.



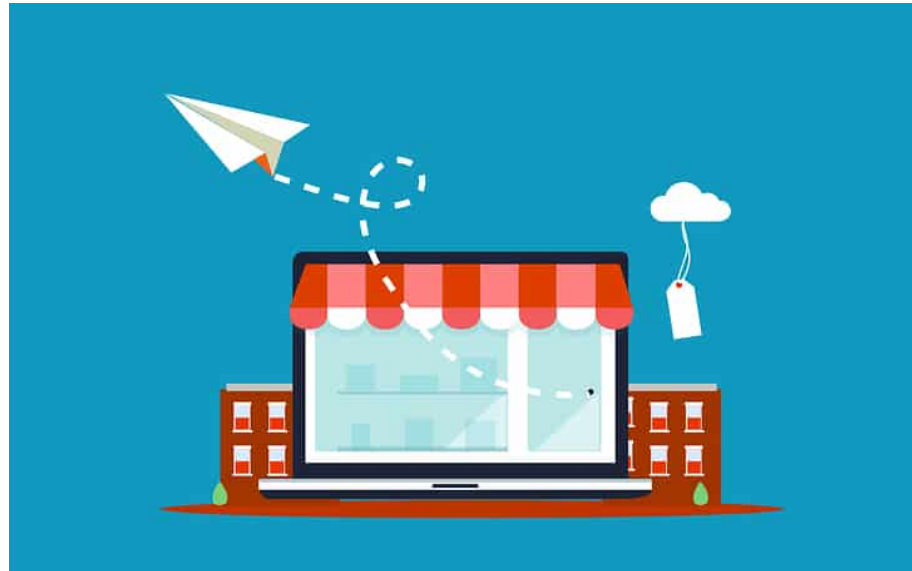
Consommer local ne coûte pas plus d'argent!



Le local nuit gravement à la pollution.



After medical diagnoses, it is the post-containment diagnosis that is falling for retail and Horeca. Concern for some sectors, promising for others. Here are 3 trends already present before COVID-19 and that this new crisis resolutely reinforces.



1. The return of local commerce and short circuits

If food businesses are the winners of this COVID-19 crisis, this observation should be differentiated by type of brand.

The real winners will have been the local shops.

In Belgium and Luxembourg, unnecessary trips outside of one's municipality were not recommended.

But we think there is more than that: confinement, by forcing people to retreat into their neighborhood, seems to have made some (re) discover their immediate environment

It was also an opportunity for many to re-establish links with local traders and producers.

This is evidenced by the success of local grocery stores, farm sales and concepts such as “La Ruche qui dit oui”, which have attracted new customers.

LA RUCHE  QUI DIT OUI!

Short circuits are all the more popular as the pandemic has heightened mistrust of products resulting from globalization..

Conversely, hypermarkets are in low morale. Not in absolute numbers: like other food businesses, they saw their turnover increase during the coronavirus crisis. But comparatively, this increase was much smaller than for supermarkets and convenience stores. So we see that hypermarkets seem to continue their downward trend



2. Organic is popular

Since the start of the health crisis, we have noticed that the consumption of organic products, which was already growing, has increased much more than that of non-organic products.



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This is due both to increased attendance at organic grocery stores and farms during containment and a shift in choice in supermarkets.



COVID-19 has clearly made people take care of their well-being and health. As organic is perceived as healthier, it is to it that many have naturally turned



3. E-Commerce, home delivery, drive: successful formulas



Lockdown has seen an explosion in online sales at a level never seen in Europe. The major players in e-commerce have logically benefited from it. Many physical stores have set up webshops in disaster after the Lockdown was announced.



For their part, the cities have taken many initiatives to federate the efforts of traders. Some have simply listed and listed businesses that sell online, deliver to home, etc. on their territory



As for existing local e-commerce platforms, COVID-19 has given them a real boost.

If we offer alternatives to consumers, they really prefer to support local brands

Home delivery is popular. At a time when we have less desire to mingle with others, including food shopping. It will have been a solution for many restaurateurs, but also a service that is in great demand in supermarkets (for those which still offer it).



Not to mention concepts like HelloFresh, specialist in home delivery of meal boxes, which saw its turnover jump 66% in the first quarter of 2020 alone.



Same success for drive or click & collect formulas, which were already popular before COVID-19: some drives have seen their turnover triple, others even managing to almost equal the turnover of the physical store to which they are attached.

To finish this presentation: a good example of a platform with exclusively Walloon products.

It is currently mainly in Dutch as the clientele primarily targets Flanders and the Netherlands. But it is planned to translate it into French and English later to reach other export markets.

www.gout-goe-good.be



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They want to be the link between producers in Wallonia and buyers in Flanders and the Netherlands.

They are thus focusing on the professional market of hospitality operators, caterers, delicacies and delicacies and all traders who wish to offer their customers high-quality and particularly tasty Walloon agricultural and agrifood products.



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They have therefore been looking for the best products and producers in Wallonia in recent months in the different categories of dry and fresh food: cheese, dairy products, meat products, drinks and delicatessen (more or less 400 products)

During the lockdown they turned also to the targets btc in different provinces in Belgium

<https://gout-goe-good.be/listedecommande-particuliers/?lang=fr>



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Find out how you can register, log in and order on the website

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- Sign into your account: https://gout-goe-good.be/my-account/?utm_source=faq&utm_medium=pdf&utm_campaign=intro
- I want to place an order: https://gout-goe-good.be/shop/?utm_source=faq&utm_medium=pdf&utm_campaign=intro



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END

Thank you for your attention

