

# PARTNERSHIP PROPOSAL

"Promotion of the potato: a local product, a quality product"



# LEADER project: “to promote and structure a local sector”

Dates : 1 September 2020 – 31 December 2021

Association La Belle du Lié  
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## Who are we:

Founded in Ploëuc-L'Hermitage, a village in the department of Cotes d'Armor, in 1998, La Belle du Lié is an association gathering potato and seedling producers of the town. Since its creation, the association has defended local agriculture and, by extension, the potato, an emblematic product of Ploëuc-L'Hermitage. La Belle du Lié is known to organise a big event bringing together nearly 30,000 people at each edition: "The potato Festival". It is a unifying intergenerational project that mobilizes nearly 700 volunteers around the farming world and potato cultivation.

Building on this experience, the association La Belle du Lié now wishes to continue its work of promoting the potato as a local product through a project cofounded by the European Union.

## Description of the project:

### Context:

The land of Ploëuc-L'Hermitage is recognized for its production of potatoes and seed potatoes. In figures, 5,500 tonnes of potatoes are grown in Ploëuc-L'Hermitage each year. Of these 5,500 tonnes, 1,500 tonnes are for consumption while the rest are seedlings. Of the 1,500 tonnes of ware potatoes, 800 are sold directly, whereas 20 years ago this production was non-existent. The production of Ploëuc-L'Hermitage represents half of the entire department's production.

The territory of Ploëuc-L'Hermitage is one of the few among the producing territories that does not use any irrigation system due to the quality of its lands. This particularity has strengthened the reputation of producers. A variety of potatoes has also been created; the BF 15.

However, the sector lacks structure, the product is not recognized for its value. Even if the direct sales quota tends to increase, producers have difficulty to promote potato as a local product. It is for these

reasons that this project is necessary: to structure and promote the local sector of Ploeu-L'Hermitage's potato.

### Objectives:

The project is built around three main objectives:

- 1 - the drafting of a charter on the mode of production of Ploeu-L'Hermitage potatoes
- 2 - the creation of an educational support "from the tuber to the plate" with an emphasis on sustainable development
- 3 - The content of this educational tool will be transposed into intergenerational culinary workshops during the 2021 Potato Festival. During the Potato Festival, culinary workshops will take place to show the quality of the potato.

### European partnership:

A European partnership is wished by the association to show the variations and adaptations of the potato: a local product that adapts to different territories. Our partners must be potatoes and/or seedling producers which sector is well structured or on the point to be structured. Our experiences will nourish the project as well as our local sectors.

We would like to exchange point of views about our local sectors. The comparative and analytic aspects are deeply searched for the pertinence of this project based on partnership.

Together, we will work on the structuration and promotion of a product which gathers us: the potato. Our partners will participate to the elaboration of the charter and of the educational support. The European dimension will be praised during the Potato Festival as Chefs coming from our partners' countries will participate to culinary workshops. These culinary workshops will take the form of a friendly competition.

During the Potato Festival, a service provider will work alongside European chefs, recruited by the project partners. The three deliverables of the project will promote and structure, at different scales, a local and little-known product: the potato.

### Prerequisites:

- Type of structure: the partner must be a potato producer, a LAG, a municipality, a cooperative, an agricultural school or an association of producers
- Type of territory: the partner must be a territory recognized for its potato production.
- The partner must ensure its availability on September 11 and 12, 2021, dates on which the Potato Festival will take place.
- The interlocutor must master the English language; be responsive and motivated.

Accommodation, food and transportation are covered by the grant.

### How to apply:

Send an email to [europe@ploeuclhermitage.bzh](mailto:europe@ploeuclhermitage.bzh) by 31 October 2020 and tell us why you want to take part to the project!