

THE CONSUMER'S BRAND IN FRANCE

HIGH QUALITY PRODUCTS AND FAIR PRICES FOR PRODUCERS

Launched in 2017, the innovative [Consumers' Brand: C'est qui le Patron ?!](#) has registered an extraordinary success in France and in various European countries.

The *Consumer Brand* is an innovative solution created and managed by a Cooperative Society, that allows all consumer partners to collectively define the characteristics of products, to have them produced according to defined requirements and to support producers by ensuring marketing at a fair price.



[In 2021, the Consumer Brand milk carton has been recognised as the most sold milk carton in France.](#) The promoters point out that for the first time a fair trade agri-food product is the best seller in its category in large-scale distribution chains.

Today, the *Consumers' Brand: C'est qui le patron?* counts 11,600 members, has managed to collectively create 32 products that are sold in 7,265 retail chain shops, and supports more than 3,000 producers in France.

The inventors of the *Consumer Brand* concept are Nicolas Chabanne et Laurent Pasquier who in 2016, in a context of crisis in the dairy sector, were working to support local producers in great difficulty to sell their milk on the markets. Within this framework they developed the idea of creating a brand designed to allow consumers to have a greater role in choosing their food and at the same time to allow producers to be paid a fair price that would allow them a better income from their work. In 2017 the Cooperative Society that would be in charge of the management was created, all the operational procedures were collectively defined and the *Consumer Brand* was launched by mobilising all potential stakeholders and national public opinion to ensure its impact.

[The website is the main tool of this innovative Brand and presents all the information on the initiative](#) in order to encourage the widest participation of the partners: the products and their characteristics, the collective approval methods, the shops where they are sold, the prices.

The principles and operating methods of the *Consumer Brand* highlighted by its promoters have already inspired other actors to implement this innovative solution in different countries and contexts, contributing to the change towards sustainability in agri-food systems promoted by the international community.

- The [collective creation process of the Brand's products](#) allows consumers to define high quality products, manufactured with sustainable farming methods and transformation processes, which consider environment and animal welfare. The website constantly proposes new products and the [technical data sheets submitted to the votes](#) of all participating partners and consumers show their characteristics, origin, full traceability, environmental impact, the



biological method of production adopted, recommended price, among others. This mechanism allows all involved actors to choose their products and at the same time results in a broad consumer information campaign on the quality of food products available on the current market, offering a concrete alternative for their purchases thanks to the national impact achieved by the *Brand*.

- All over the world, small and medium-scale farmers and processors of their products, especially if they are committed to organic production, face the problem that current market prices devalue their work, generate risks for the economic sustainability of the activity and generally guide the new generations to abandon small-scale agriculture and livestock. By directly involving consumers in the definition of prices, the Mark enables farmers, livestock breeders and processors to live from their work and promotes sustainable agriculture and livestock farming by ensuring them: stable remuneration, with a guaranteed minimum price that does not fluctuate according to the market; fair remuneration that allows them to earn and invest in improving their farm with sustainable practices; 3-year contracts that allow them to look to the future.
- The definition of prices, elaborated by the producers, includes in a transparent way the percentages to remunerate their work, the processors activities and to ensure the logistics and distribution of each product. It also includes the percentage defined for the operation of the *Brand*. The technical data sheet of each product presented to the partners for approval indicates the maximum price accepted for sale. Once approved, the products are marketed directly under the *Consumer Brand* by the producers and the enterprises that process the products.
- The Consumer Brand is managed by a non-profit Cooperative Society, which reinvest profits in initiatives of common interest: support for producers in difficulty, specific initiatives for the conversion to organic production, campaigns for the protection of bees, and others collectively decided. The Cooperative Society manages all the Brand's operating mechanisms. In particular, it is responsible for supervising the production and processing processes, providing consumers with a constant guarantee.
- By adopting a "Cooperative Platform" approach that takes advantage of modern means of communication, the *Consumer Brand* is able to reduce management costs to engage consumers and producers from all over the country and at the same time it carries out a high-impact campaign for a change in the agri-food system based on quality.

The *Consumer Brand* was also launched in 2017 in [Belgium](#), in 2018 in [Spain](#), [Greece](#), [Italy](#) and [Germany](#), in 2019 in [Morocco](#) and the [United Kingdom](#), in 2020 in the [Netherlands](#). By adopting the same principles and mechanisms, in each country the *Brand* management groups have defined the products of collective interest, the prices, have favoured the greatest participation of the producers and done the necessary work so that the products can be sold at a fair price in the majority of shops and food distribution chains.

The Co-operative Society offers its support to actors and consumers from other countries interested in developing the *Brand* and encourages to establish direct contact with its international team to agree on values and principles such as transparency, support for producers, sustainable development and the co-creation of good and healthy products. On this basis a specific contract can be established to grant each interested country-team the rights added to the *Consumer Brand* in their territory.



To know more

[C'est qui le Patron ?! - La Marque du Consommateur website](#)

[La Marque du Consommateur in Facebook](#)

[How it works](#)

[How to participate](#)

[La Marque du Consommateur - News](#)

[The brand in other countries](#)

[Article in food.kombini.com](#)

[Article in novethic.fr](#)

[Article in euronews.com](#)

[Article in foodnavigator.com](#)

[C'est qui le Patron in Wikipedia](#)

