
MANTE DU CARRÉ PUBLIC MARKET



ISSUE: Building on local entrepreneurship

ITINERARY 6B

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Location: Mante du Carré public market

PROMOTER

Marthe Tremblay, Mante du Carré public market | E-mail: marthetremblay.nutrition@hotmail.com

Presentation of the issue:

Marthe Tremblay, an agricultural producer, noticed that the marketing for local products was becoming more and more difficult. Major food chains source very little locally, and selling directly at the farm is difficult because few people will take the time to go there to buy their food. Hence the idea to create a place of belonging and a meeting area for the producers and consumers.

Project description:

The indoor public market was opened in December 2006 and set up as an NPO. While offering products from local producers, its mission is to educate the population about the importance of buying local, and the impact it can have on the development of the community. In order to diversify their sources of income, other aspects were developed: food court, cafeteria at the Danville elementary school. In the last three years, seven direct jobs were created in the market.

The key elements according to the promoter:

The project focuses primarily on educating the consumers and developing their relationship with the local producers. At the same time, the producers are made aware of the importance to make the public market experience enjoyable for the consumer. This relationship is what helped increase the market's patronage and sales.

RESEARCH

NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.

The summary of Ariane Carpentier-Gauthier's presentation, UQO, is presented in a separate document. [Click here to view.](#)

QUESTION PERIOD

Q.: How can we overcome some of the barriers for the consumers who are no longer in the habit of planning their purchases?

A. (Mrs. Tremblay): You really have to build on your relationship with the consumers, in order to educate and reverse their thinking. Many people are now regular customers of the market. Due to their proximity with the producers, who could also share advice with them on how to improve their planning, these individuals slowly changed their purchasing habits and now do a large part of their food shopping at the market. However, all this takes time and effort.

Q.: Is the market a tenant or owner of the building?

A. (Mrs. Tremblay): The market is the owner of the building since 2009.

Q.: How do you counter for the fatigue that may come to the producers, due to the efforts required to hold a booth regularly?

A. (Mrs. Tremblay): Diversification helps a lot. In addition to the Saturday public market, some of the meals offered at the food court are made from the producers' products. Since the food court is open all week, the producers can also leave some of their products to be sold. As well, using the name "Café de village" (Village Café), which has a touristic connotation, attracts new customers, thus revitalizes the market.

Q.: Is the market subject to special regulations?

A. (Mrs. Tremblay): The MAPAQ regulations apply. Each producer is required to have his MAPAQ license. The market ensures that each producer is compliant to the regulations.

Q.: How is the market managed?

A. (Mrs. Tremblay): The market is set up as an NPO and is governed by a Board of Directors.

Q.: What would be Mrs. Tremblay's fondest wish for the Mante du Carré market?

A. (Mrs. Tremblay): To enlarge the building, because sharing the premises with the food court leaves us a bit tight (everything being in the same area), and to integrate modern refrigeration rooms.