Developing a fair, ethical and co-operative organic trading system

To enable producer organisations throughout Europe to enter a trading system where all products and members meet agreed ecological, ethical and co-operative criteria

To increase the viability the production, processing, distribution and retail businesses that operate according to the agreed criteria and distinguish them from competitors

To offer members, customers and consumers a range of products guaranteed to come from a sustainable and ethical origin, wherever they are produced and whatever the geographical distance

To offer Southern producers the opportunity to enter a genuine co-operative trading system in partnership with Northern producers

Enable the exchange, replication, adaptation and development of marketing, organisational, social and information strategies between members

Principals and economics

- The local food economy is a co-operative not a geographical concept, where physical distance is one factor in the separation of producer and consumer
- There are two fundamental cornerstones: the first is maximising the availability of local produce through local to global partnership; the second is ensuring the economic well-being of producers & workers through creating access to cooperative markets (at all geographical levels)
- The development of the trading system needs to be parallel with an exchange of information, practice and personnel, creating a social economy that underpins commercially sound trading relationships – this includes 'consumer' exchange – the economics of conviviality
- All key stakeholders need periodically to discuss and decide on fair prices – these cannot be market prices, but should be a reference which influences market prices or at least shows what a fair price is – the creation of an ethical 'Bourse'