

Translation of the video posted on Facebook on March 7, 2017  
[3 months after the store opened] by [PositivR](#)  
[over 172,000 views, 3,800 shares, 2,000 comments]  
The article posted on their website brought 133,000 reactions.

## **35 farmers buy a supermarket**

To face the big distribution ogre, Denis Digel and 34 fellow farmers bought a former [name of the store] in Colmar, Eastern France. Their objective? To offer local and varied products at competitive prices.

“For the same products, we are cheaper than supermarkets. Fruits and vegetables are less expensive. For example, a kilo of lamb’s lettuce is sold 10 euros here whereas wholesalers sell it 12 or 13 euros per kilo,” said Denis Digel.

No more expensive middle person. Here, the boss is the farmer. He gets paid directly on the takings. Finished, also, the calibration and the formatted vegetables. The whole stock can be sold.

The results? Low prices, autonomous farmers and happy consumers!

When will we have Coeur Paysan stores all over the country?

The “innovative initiative” of Coeur Paysan has been featured in over 100 media (press, radio, television, internet) in France and abroad during its first six months. And the interest hasn’t stopped: journalists keep on calling to come and visit the supermarket and the farmers.