



Journées Rurales Montpellier
Les relations ville – campagne face à la question alimentaire
 Colloque virtuel du mercredi 24 au vendredi 26 Mars 2021



« *I don't want to sell only to dentists !* »
Open-air markets in Caen : a socially differentiated attendance ?

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25 mars 2021



Introduction

Research framework and issues

Open-air markets / retail marketplaces :

- A commercial system promoting local short food supply chain (Maréchal, 2008);
- A dynamic marketplace segment (Navarro, 2012);
- Non sedentary trade integrated into tourist communication and discourses on the attractiveness of cities (Arnal, 2012).
- **PSDR 4 FRUGAL** (Urban forms and Food Governance), focuses on urban food supply

*En Sarthe,
chaque heure est
la meilleure*

17:00
Premier cours de danse
Pauline, professeur de danse contemporaine

16:00
Création à la chocolaterie
Vianney Bellanger, chocolatier et gérant de la maison Bellanger

15:00
Départ des 24H du Mans
Bruno Vandecastick, speaker officiel des 24H du Mans

11:00
Courses au marché des Jacobins
Karelle et Ghislain

GRAND CONCOURS
Derniers jours pour gagner des week-ends exceptionnels

SARthe meUP

Pour participer, déposez les photos, vidéos ou témoignages de votre heure préférée en Sarthe sur sarthe-me-up.com

Sarthe Le Département

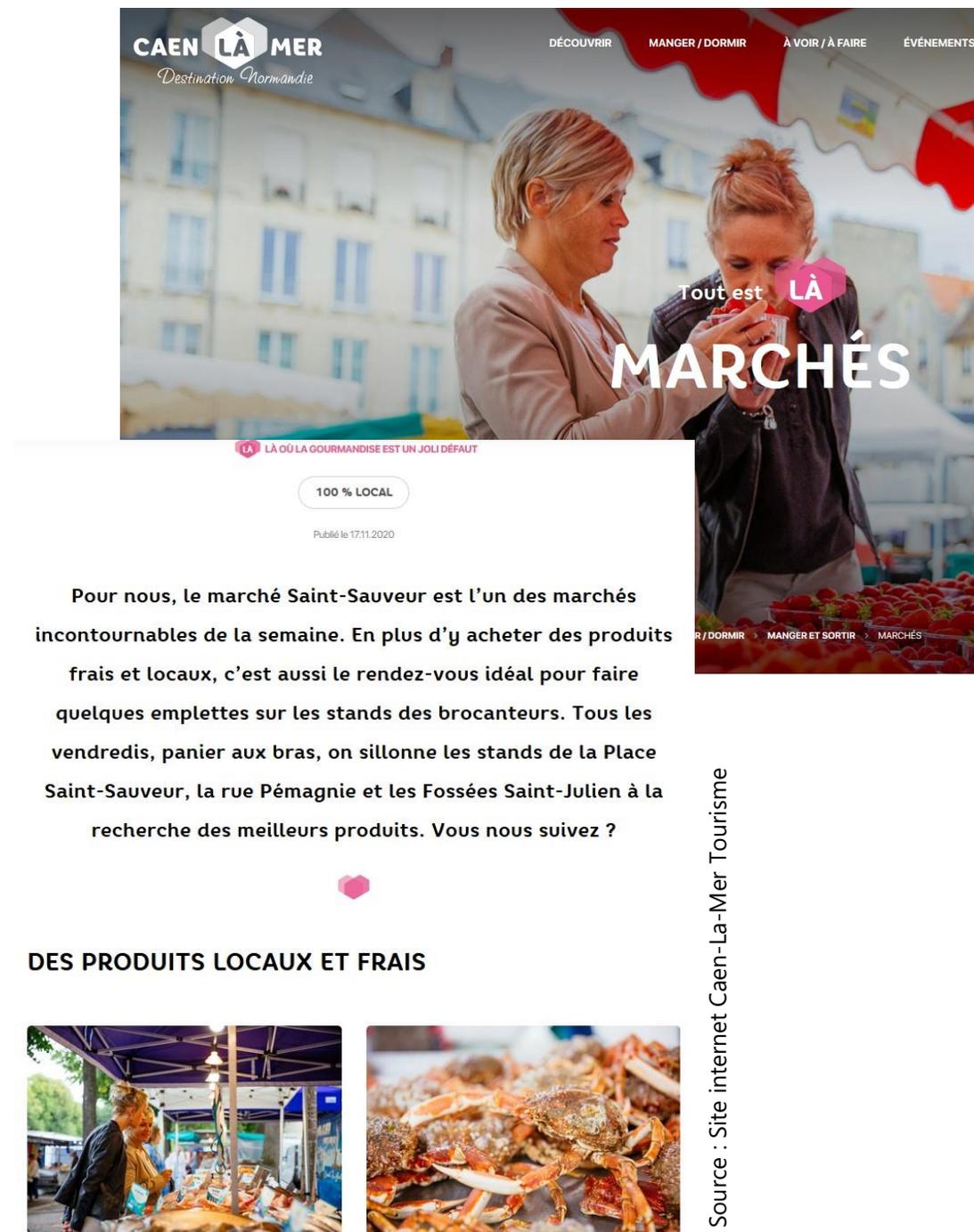
*JEU SANS OBLIGATION D'ACHAT jusqu'au 30 avril 2017. Voir règlement du jeu sur sarthe-me-up.com.

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CAEN LA MER
Destination Normandie

DÉCOUVRIR MANGER / DORMIR À VOIR / À FAIRE ÉVÉNEMENTS

Tout est **LÀ**
MARCHÉS

LÀ OÙ LA GOURMANDISE EST UN JOLI DÉFAUT

100 % LOCAL

Publié le 17/11/2020

Pour nous, le marché Saint-Sauveur est l'un des marchés incontournables de la semaine. En plus d'y acheter des produits frais et locaux, c'est aussi le rendez-vous idéal pour faire quelques emplettes sur les stands des brocanteurs. Tous les vendredis, panier aux bras, on sillonne les stands de la Place Saint-Sauveur, la rue Pémagnie et les Fossées Saint-Julien à la recherche des meilleurs produits. Vous nous suivez ?

DES PRODUITS LOCAUX ET FRAIS

Source : Site internet Caen-La-Mer Tourisme

Introduction

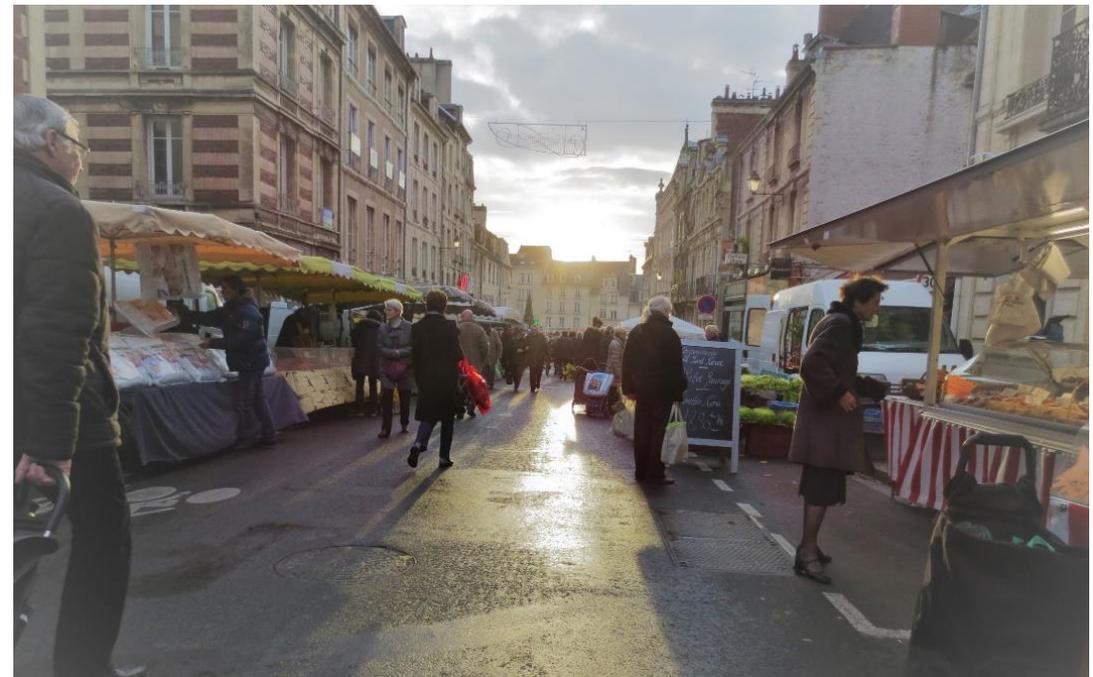
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Purpose of the communication: To show that this marketplaces constitute **differentiated social spaces**, whereas the discourses of the (local) authorities tend to evacuate this dimension of trade that they actively support.

The study is located in Caen (Normandy).



Source : BD-Topo IGN, INSEE 2013
M. Marie, UMR ESO - Université de Caen Normandie

1. Methodological approach

A comparative study based on mixed methods

Qualitative monography of the Saint-Sauveur marketplace:

Adeline Graby and Pierre Guillemain conduct a series of **9 semi-directive interview** with market gardeners.

GRABY A. et GUILLEMIN P., 2016. De l'approvisionnement en légumes d'un marché de plein vent aux débouchés commerciaux de ses maraîchers : l'exemple du marché Saint-Sauveur à Caen, *POUR*, 229, 7-19.

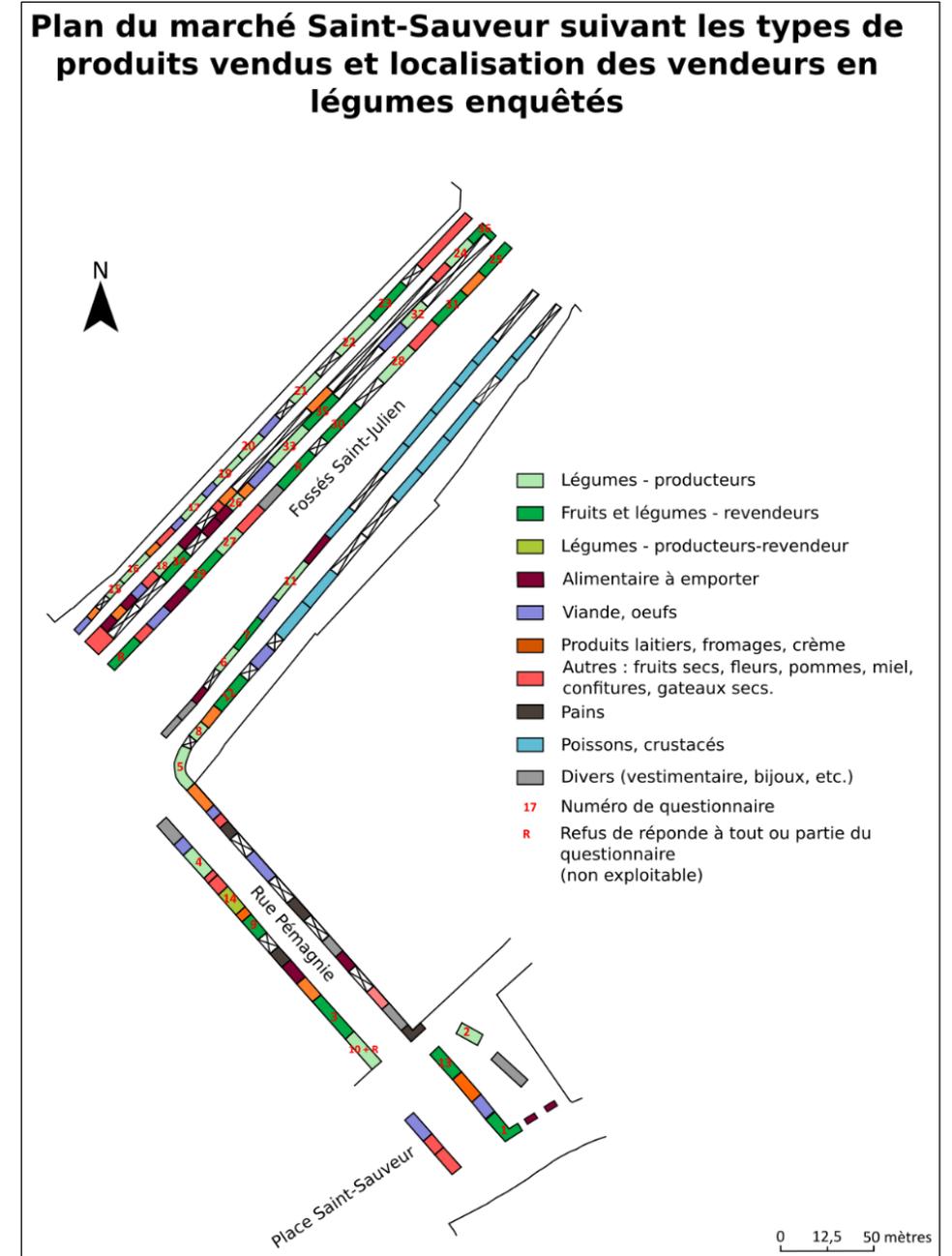
<https://hal.archives-ouvertes.fr/hal-01565505/document>

Questionnaire investigation in 8 marketplaces in 2019:

Supervised by Maxime Marie, the third class of Caen's geography degree completed **634 questionnaires** dedicated to household food supply practices.

Working hypothesis:

The offer on the open-air markets often reflects the characteristics of the population that frequent them.



Source : enquêtes marché - Graby - 2015/2016

Réalisation : Adeline Graby, 2016 |

1. Methodological approach

Study areas and analytical framework

Comparison of constrained cases:

In 2019, 8 of the 12 marketplaces in the urban area of Caen were investigated, according to the type of marketplaces.

City center and weekend open-air markets:

- Saint-Sauveur, on friday;
- Boulevard Leroy, on saturday;
- Place Courtonne – Le Port, on sunday.

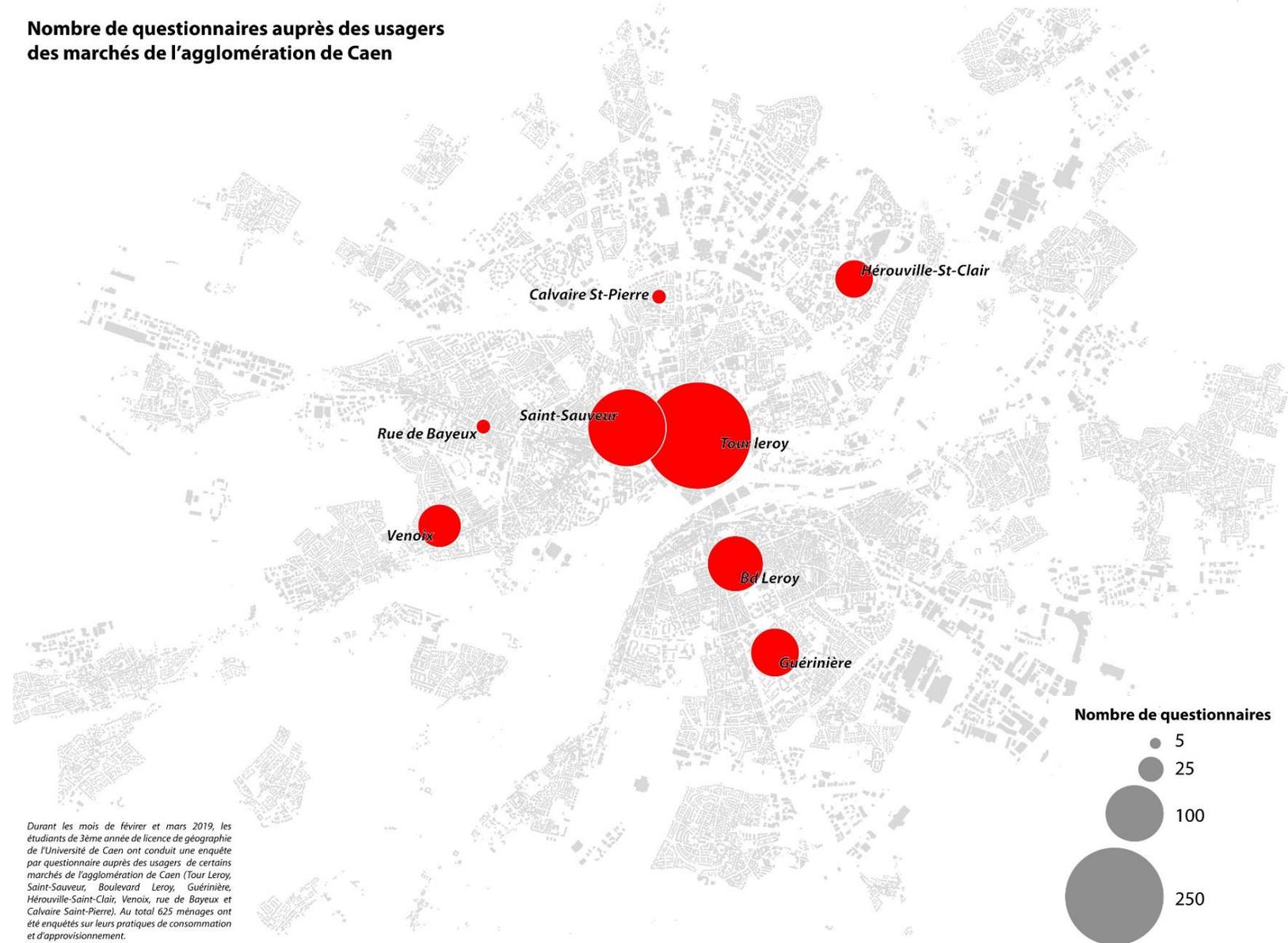
Pericentral open-air markets on weekdays:

- Rue de Bayeux, on tuesday;
- Calvaire Saint-Pierre et Venoix on wednesday.

Peripheral open-air markets on weekdays:

- Hérrouville-Saint-Clair, on wednesday;
- La Guérinière, on thursday.

Nombre de questionnaires auprès des usagers des marchés de l'agglomération de Caen



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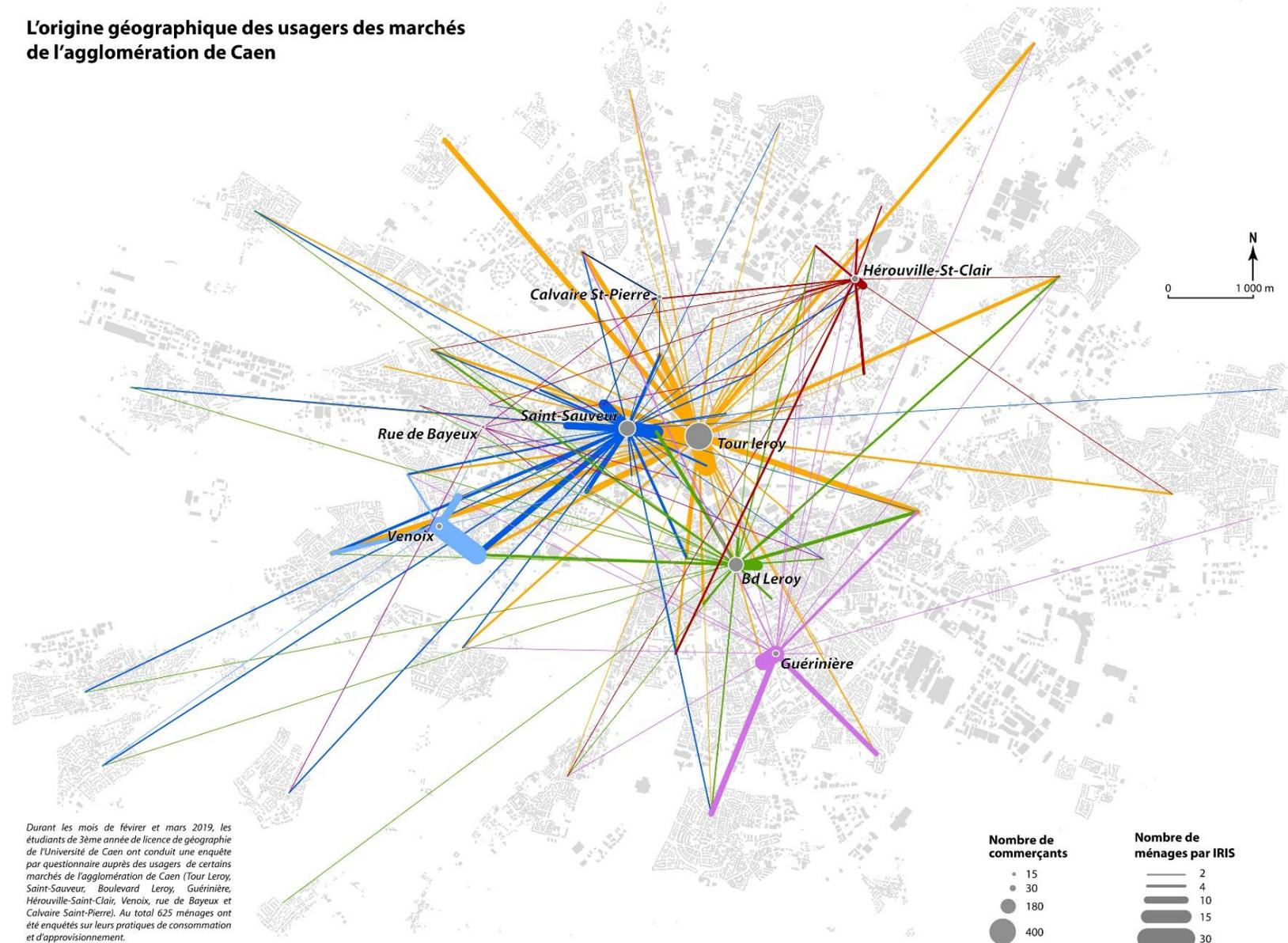
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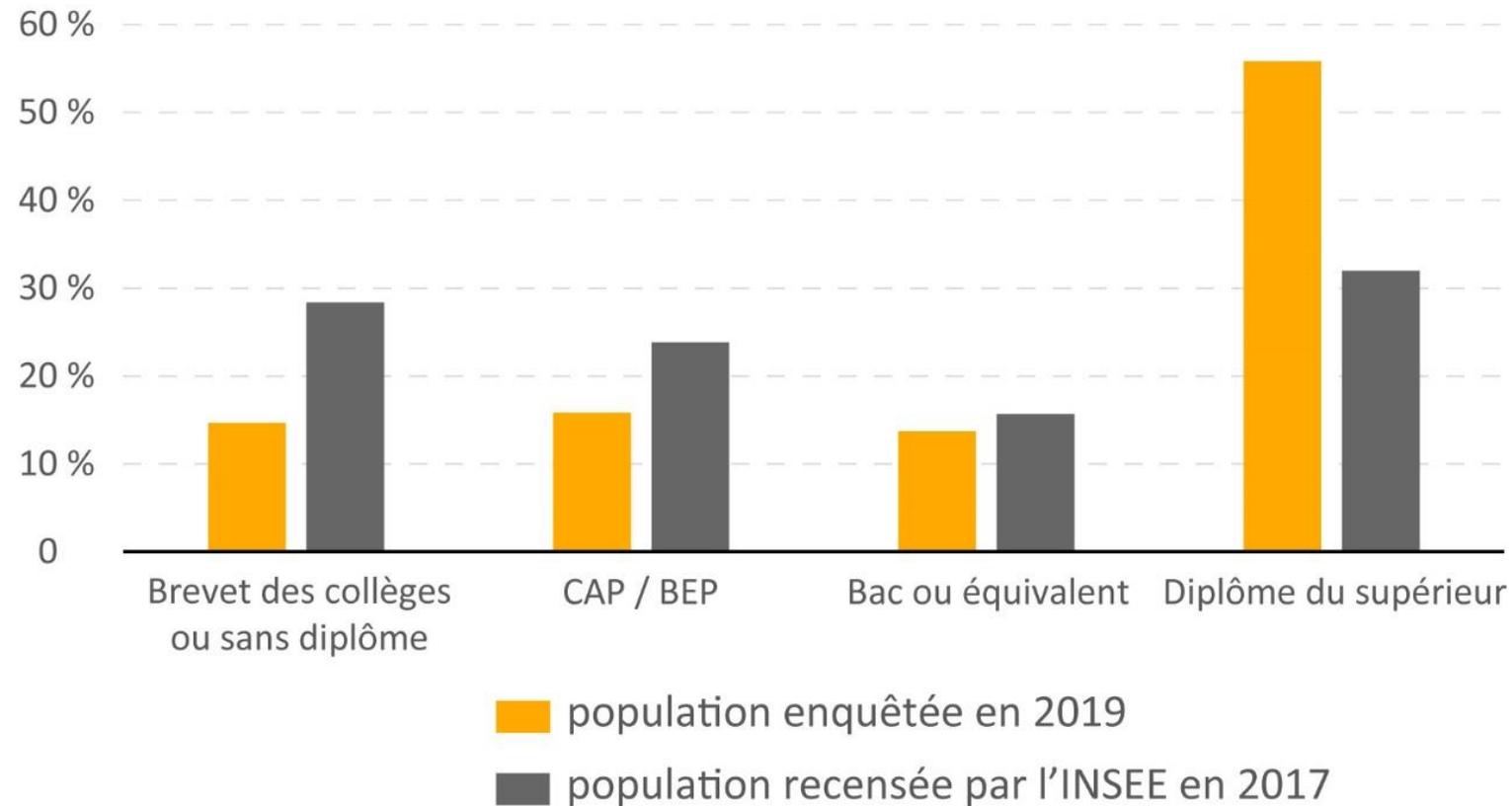
- Héroville-Saint-Clair, on wednesday;
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L'origine géographique des usagers des marchés de l'agglomération de Caen



2. Results

The profil of the population met in the marketplaces is different from the resident population



The reference persons of the households frequenting the markets have higher levels of education than those of the entire population over 15 years of age in the agglomeration (strong under-representation of "no diploma", "CAP-BEP" and "baccalaureate or equivalent" in the average, and a strong over-representation of university graduates).

Market procurement appears like a socially differentiated practice.

2. Results

The profil of the population met in the marketplaces is different from the resident population

However, observation of the composition of the populations surveyed according to the type of market provides a nuanced illustration of this social differentiation.

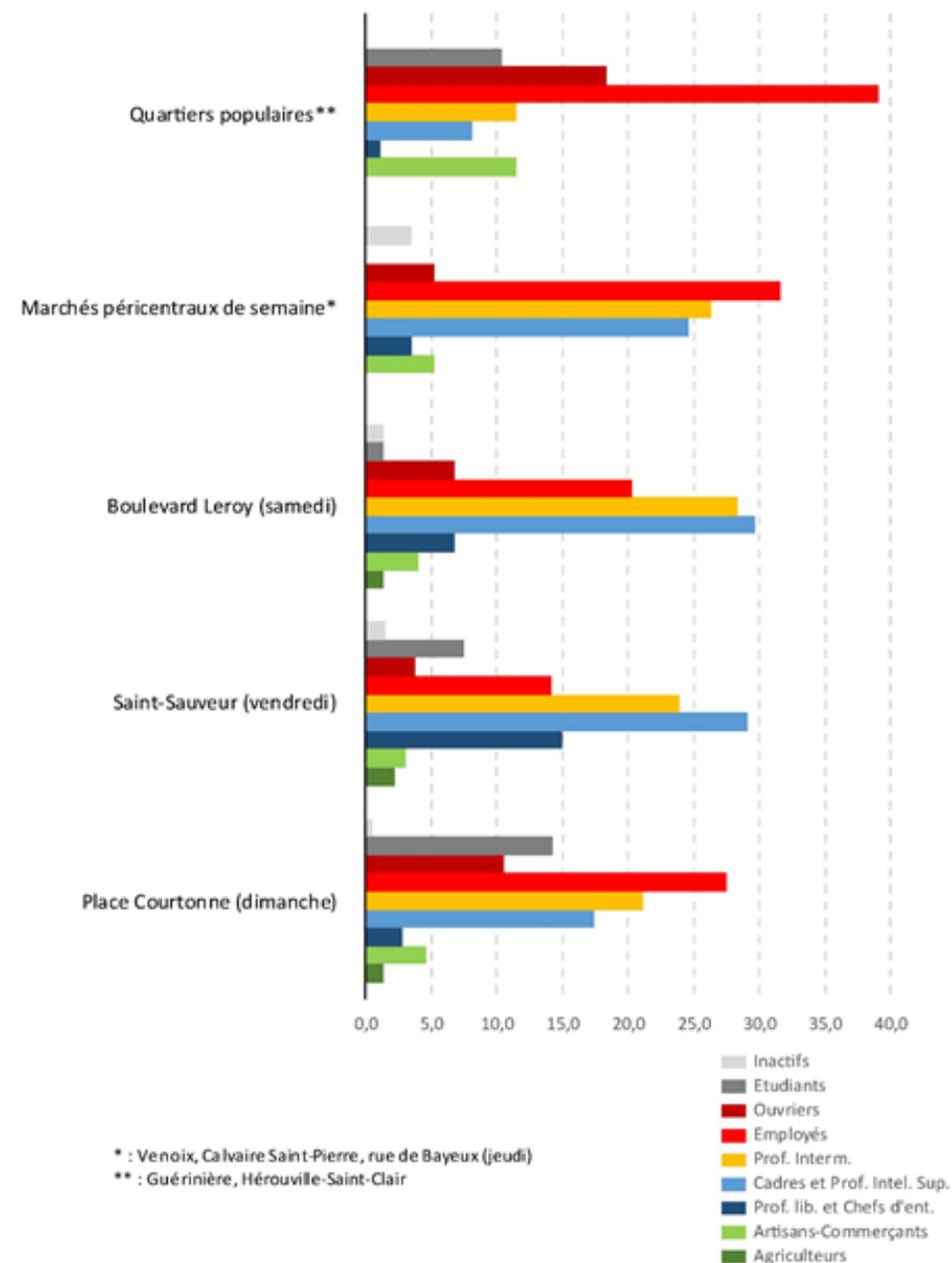
The population frequenting the markets in "poor neighborhood" is the least heterogeneous, with the overwhelming majority of those surveyed belonging to working-class categories (employees for nearly 40 % and workers for nearly 20 %).

For the weekday pericentral markets, employees are the most represented (more than 30 %, followed by intermediate professions and executives), and are clearly older than in the other markets.

The downtown and weekend markets (Saint-Sauveur and boulevard Leroy) are those that seem to be frequented by the most privileged populations: about 30% of executives and between 25 and 30 % of intermediate professions.

The "big" Sunday market (Place Courtonne) is the most socially diversified: employees and intermediate professions are the best represented, followed by managers, students and workers.

Fréquentation des marchés suivant la PCS des enquêtés



* : Venoix, Calvaire Saint-Pierre, rue de Bayeux (jeudi)

** : Guérinière, Hérouville-Saint-Clair

2. Results

Differentiated populations according to marketplace types

Market gardeners adapt their offer to the taste and purchasing power of local consumers:

« On Fridays [Saint Sauveur] you have products such as endive, snow peas or shelling peas, these people buy this, or strawberry, they buy a lot [...], strawberries are expensive, endive is expensive »

(farm 1).

« It's rather a clientele... Let's say... High middle-class retired »

(farm 2).

« Either you were good at prices and only attracted high middle-class [...] I don't want to sell only to dentists and doctors »

(farm 6).

Vegetable stalls reveal financial insecurity in working-class districts:

« On Thursdays, we don't bring in too many strawberries or peas, because we know this is not a big demand »

(farm 1).

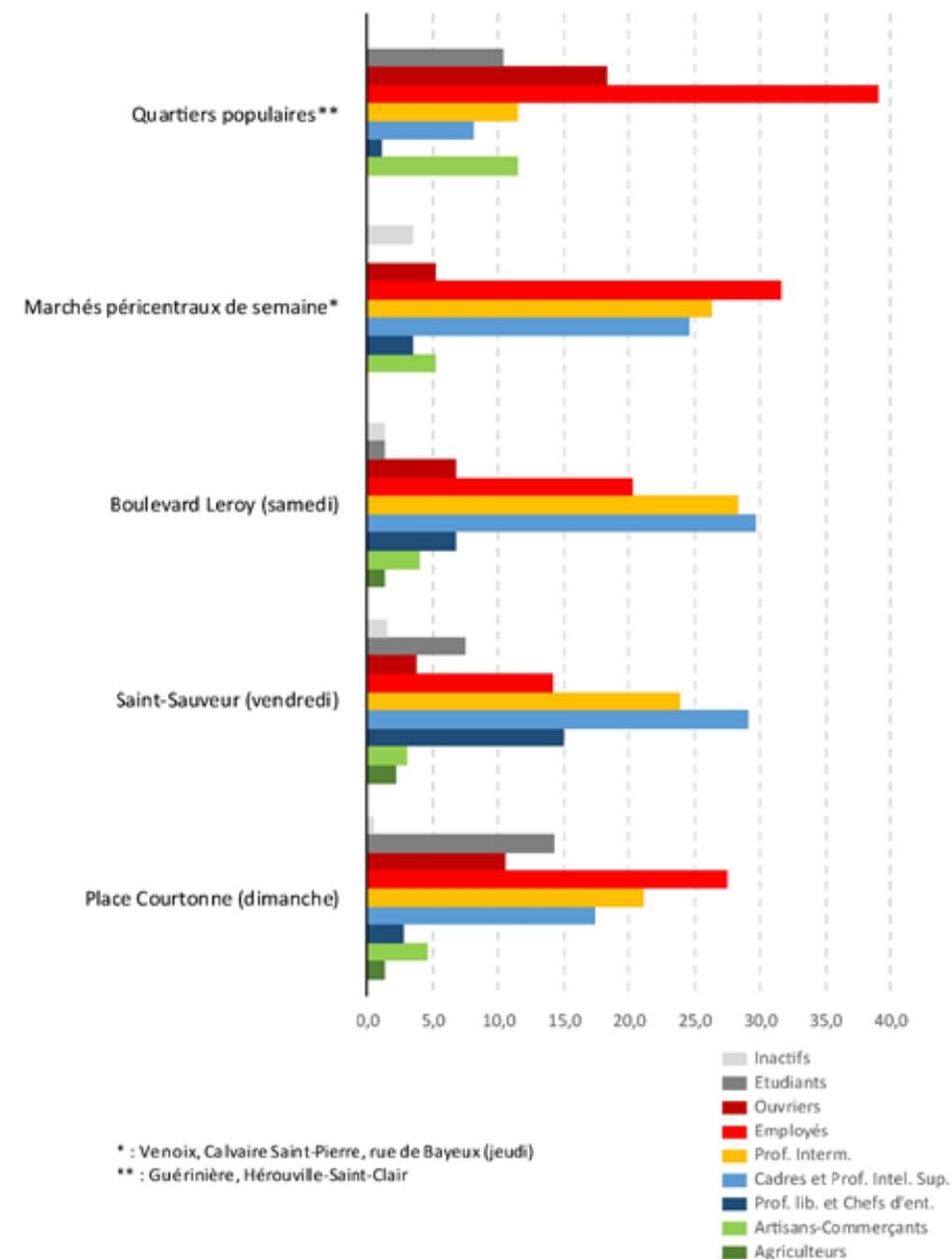
« Well, there were a lot of five bills, it was the Guerinière marketplace »

(farm 1).

« The seedling for gardens, that's good here [...] In Cormelles, there are gardens »

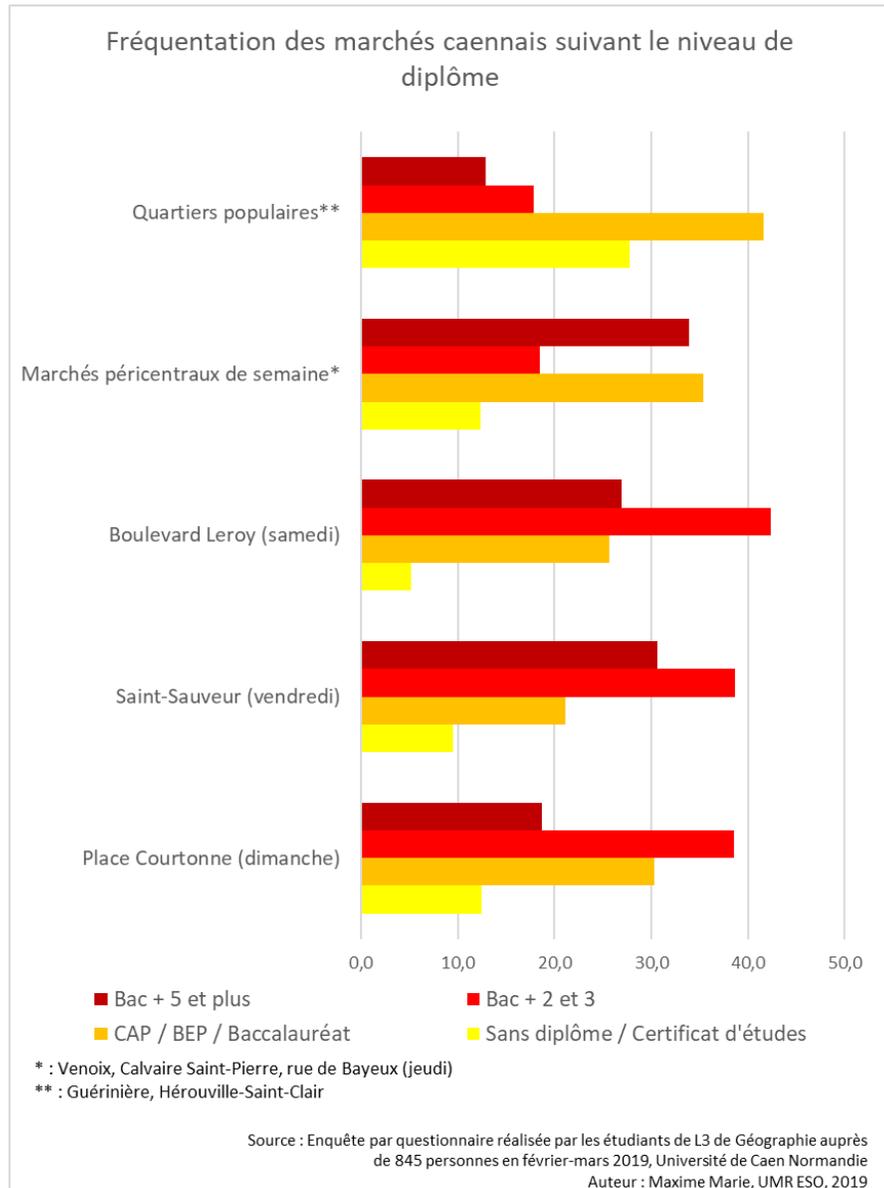
(farm 5).

Fréquentation des marchés suivant la PCS des enquêtés



3. Discussion

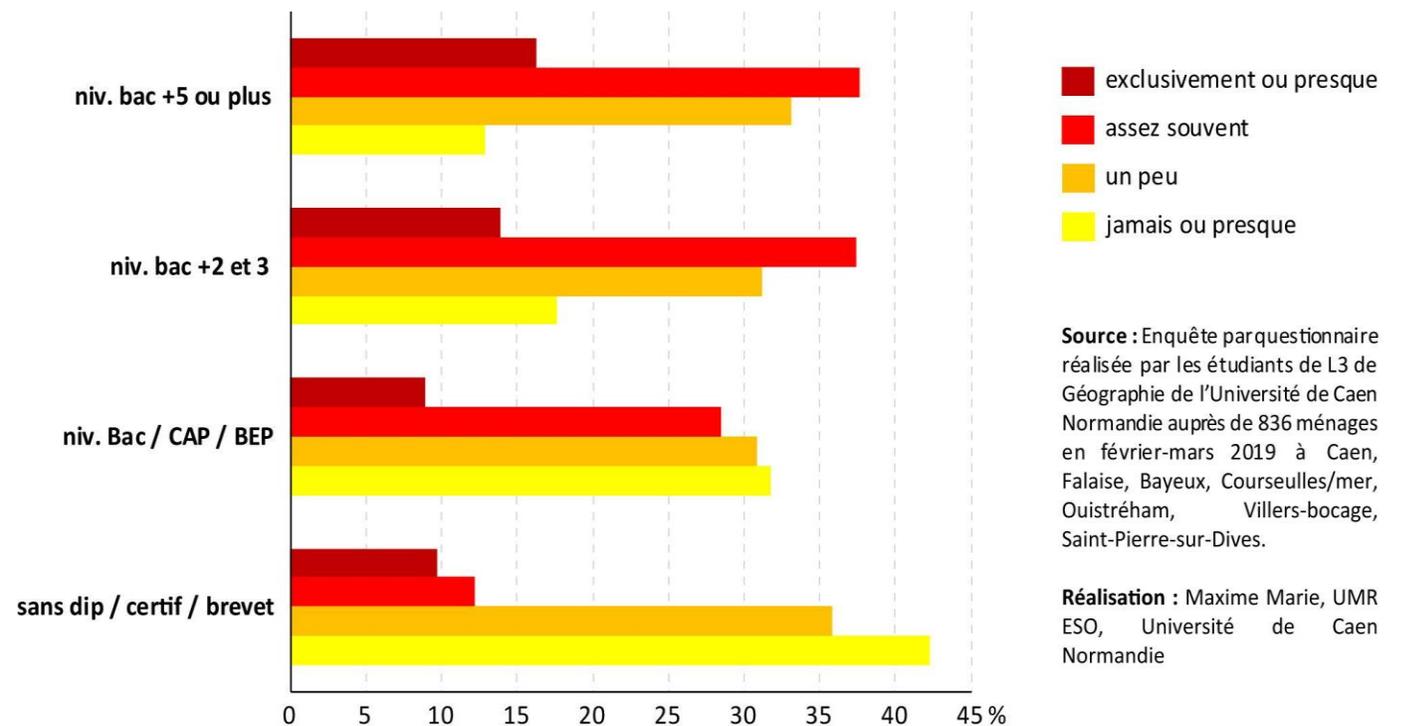
The open-air markets constitute differentiated social spaces



Food procurement practices in markets ultimately correspond to the historical social divisions of urban spaces.

The "temporary" urban forms they constitute are produced by differentiated and unequal social practices.

Consommation de produits issus de l'agriculture biologique



Conclusion

Reflexions about case study

These results therefore show that although market attendance is in itself a practice that seems to remain socially selective, there are still strong differentiations according to the neighborhood in which it is located and the products offered. In return, the market gardeners adapt their offer of vegetables.

Reflexions about farms in agro-ecological transition and food systems

In the end, other studies carried out within or around the FRUGAL project confirm this socio-cultural determination of organic and/or short supply chains consumption, already shown in the literature (Johnston et al., 2012; Mundler; Paranthoën, 2013; Richard et al., 2014):

- farms in transition are found in particular in cantons where the share of managers and higher intellectual professions is the highest (Bermond et al., 2019);
- the short chains of proximity constitute a distinctive class consumption and space-time of militant and political reproduction for the cultural elites (Guillemin, 2020);
- in mirroring certain self-production practices remain eminently popular (Marie, 2019).