



Where are you based?

Co-opérative La Mauve is based in St-Vallier; which is a small town of 1000 people near Québec city.

When was your co-operative established?

La Mauve was established in the fall 2002.

How many people work at Coopérative La Mauve?

We have 6 people working at the coop in winter and 8 people in the summer.

What is Coopérative La Mauve?

La Mauve is a non-profit social economy cooperative. The central concern of its members is sustainable development. The coop is divided in three different sectors:



Young participants of La Mauve's educational workshop proudly display their first attempts at crop production!

Local and fair trade marketing

In St-Vallier, the La Mauve shop offers local and organic produce to the population. With its food baskets, La Mauve also offers an alternative way of distributing food produce that directly links farmers and consumers. La Mauve wants to establish the basics of local, fair trade, organic and sustainable marketing.

Gardens

Located in Beaumont, La Mauve owns lands that regroup resources and encourages small-scale agricultural, and viable and certified organic production. La Mauve Gardens are also a demonstration site for sustainable development in the agricultural and forestry sectors, and biological diversity.



Patrons enjoy the warm summer sunshine and a delicious lunch of local and organic food from La Mauve's shop in St-Vallier, Quebec.

Public awareness campaign and education

Members of La Mauve cooperative organize workshops, seminars and seasonal events such as the Seed Celebration and Harvest Celebration. At these events members exchange ideas and knowledge about best practices when it comes to agricultural and environmental sustainable development.

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Who are your members?

We have three kind of members:

- ☆ The working members
- ☆ The user members which are producers
- ☆ The support members

How are young people involved in Coopérative La Mauve?

Young people are involved in all aspects of the coop. Besides having youth members from all three categories, there are young people on the board of directors and youth are also members on all of the committees.

Why was Coopérative La Mauve developed? Is that still the role that the co-op serves?

The coop was created to respond to three needs in the community:

- ☆ Accessibility to agriculture land for young producers
- ☆ Having alternative marketing that is well adapted to the specific situation of small farmers
- ☆ Increasing educational opportunities for local members in the area who wished to further develop their sustainable development practices



A Coopérative La Mauve Committee hard at work



Coopérative La Mauve members' meeting

The cooperative continues to work on these issues today.

What do you find inspiring in your work?

The creative ways in which we have power and control over our way of life, consumption patterns and decisions.

What, if any, barriers or major hurdles have you experienced in setting up and running Coopérative La Mauve? How have you addressed these challenges?

The major barrier that we had to face was how to arrange all the projects in a way that was profitable for our members. We had to use all our creativity and all our members' experiences to find solutions. Also we had to ensure that our solutions were in line with the coop's missions and goals.

Do the members of Coopérative La Mauve have 'day jobs or activities' or are members doing this full time?

Most of the members have 'day-jobs' and spend their free time at the coop when they can.

What do you envision for Coopérative La Mauve for five years from now?

We want to develop additional partnerships and programs with schools. We also would like to help our producers to strengthen their working relationships.

What has been the best part of your experience with Coopérative La Mauve so far?

To be able to work together on common goals and adapt projects with the richness of the membership that work with us and the situations that we are facing.

How can people find out more about La Mauve?

They can visit our website at www.lamauve.com or email for additional information in English to lamauve@globetrotter.net.