




# THE FOOD ASSEMBLY

WHO WE ARE

JUNE 2015

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## NETWORK GROWTH - 2011 TO 2014

|                             | ACTIVE ASSEMBLIES<br>END OF THE YEAR   | ACTIVE<br>PRODUCERS  | ACTIVE<br>MEMBERS   |
|-----------------------------|--|--|---|
|                             |  |  |  |
| 2011<br>FRANCE              | 24   | 103  | 842   |
| 2012<br>FRANCE              | 164  | 1 135  | 16 121  |
| 2013<br>FRANCE &<br>BELGIUM | 320  | 2 330  | 48 609  |
| 2014<br>FRANCE &<br>BELGIUM | 637  | 4 558  | 112 467   |
| 2014<br>UNITED KINGDOM      | 10   | 72   | 928   |



# THE FOOD ASSEMBLY

*The Food Assembly* adventure started in 2010 with a simple idea: develop a new way of sourcing and selling local food thanks to the power of the Internet and social networks.

Thousands of coding hours later, a web platform was ready, consumer communities were created, producers showed interest in the project, and Assembly Hosts orchestrated it all. That's how on the 21<sup>st</sup> of September 2011, the first Food Assembly, a pop-up market amongst neighbours, opened its doors near Toulouse, in the South West of France.

A few days later, an Assembly in Paris followed suit. Then Strasbourg, Bordeaux, Tours, Narbonne, Caen, Nîmes, Rennes, Annecy, Lyon and many others came along. Month after month, Assemblies spread across France, eventually conquering Belgium and finally turning to Germany, the United Kingdom and Spain in 2014. Today, the French and Belgian network has more than 700 Assemblies, 4500 producers and 100 000 active Members. And it's becoming pan-European!

*The Food Assembly* brings together entrepreneurialism and digital innovation to create a unique social enterprise model. Each Assembly is unique, yet it belongs to something bigger. Each new Assembly is another Yes to Local!

**In 4 years, *The Food Assembly* has laid the foundations of a digital and participatory local food distribution network.**

"WE WERE MADE TO BE FREE, WE WERE MADE TO BE HAPPY", Aragon

"How do I see pleasure? Harvesting vegetables when they're perfectly ripe, exchanging them with the person who grew them, cooking and sharing them with my neighbours.

Eating is a simple, natural and universal act. Innocent, in appearance but entirely representative of society's trends. If you look closely, you'll often find a food system driven by global prices, food production led by big industrials and a way of consuming dictated by supermarkets. But we can try to cook up a completely

different model. One where farmers are properly paid for their work, where consumers understand our planet's challenges, where the city and the countryside reconnect and where we rediscover the true value of food.

*The Food Assembly* develops tools allowing everyone of us to reclaim control of what and how we eat. Now, we can better organise ourselves and reclaim our freedom."

GUILHEM CHÉRON,  
Co-founder of *The Food Assembly*

# USER GUIDE

## OF THE FOOD ASSEMBLY

*The Food Assembly* is an online service for a more efficient local food distribution. The online sales platform facilitates direct exchanges between local producers and a community of customers that meet regularly at pop-up markets, also known as Food Assemblies.

### HOW DOES IT WORK?

- 1 An individual, a group of people, or an enterprise decides to launch an Assembly in a local cafe, a community center, a school, a garden or a bar... They're called the Assembly Hosts.
- 2 The Assembly Host contacts farmers and foodmakers within a 150 mile radius who produce fruit and veg, meat, dairy products, bread, wine, honey... At the same time, the Assembly Host starts recruiting Members who want to buy local food products.
- 3 A handful of producers have signed up, 50 Members wait for their first offer? The adventure begins!
- 4 Each week, the Assembly Host publishes an online selection of local food products to Members of the Assembly. Prior to that, producers fix the fair price they want for their products, and the minimum orders that must be met for delivery.
- 5 Members have 6 days to place an order on the website, by simply clicking on the products they want. No commitment, no subscription: each Member is free to place an order, or not.
- 6 Once orders have been placed, there are two possible outcomes:
  - The producer's minimum order has been met, we're good to go. It hasn't been met. The producer won't make a delivery that week.
  - The evening before distribution, Members receive a complete list of the products they've ordered and thus the amount they are charged.

**ON DISTRIBUTION DAY, MEMBERS PICK UP THEIR PURCHASES FROM THE ASSEMBLY'S DISTRIBUTION POINT.**



# HOW MUCH DOES IT COST?

## A FAIR AND EQUITABLE MODEL

Producers sell their products directly to Members and pay a service charge equal to 16.7% of their pre-tax turnover. There are no middlemen. The sale is direct and is followed by the service charges.

*The Food Assembly's* model is fair and equitable: producers fix their own prices freely as they're best positioned to know what a fair price should be. Service charges are fixed and moderated.

### THE SERVICE CHARGES ARE USED TO COMPENSATE:

8,35%

#### THE ASSEMBLY HOST

For organising sales, and for managing and animating the community.

8,35%

#### SERVICE AND TRANSACTION COSTS

More than 60 people work on developing the Internet platform and providing technical and commercial support to ensure that *The Food Assembly* network grows effectively.

### THREE KEY PLAYERS IN AN ASSEMBLY



ASSEMBLY HOSTS



ASSEMBLY PRODUCERS



MEMBERS

# AN ONLINE PLATFORM

## FOR INDEPENDENT SHORT CIRCUITS

The food industry favours economic performance at the expense of life's subtlety. Its production methods and standardisation of produce dismiss taste and diversity. It standardises ingredients, distribution, the way shops are designed and even people's experiences.

For us, local food is about accepting and promoting diversity: diversity of agricultural production, of species, of landscapes, and of distribution places to better respond to the diversity of beings and their needs. Thanks to technology, *The Food Assembly* platform allows this diversity to thrive and manages the complexity that diversity brings by offering a customised service to many.

### A PLATFORM DEDICATED TO EMPOWERMENT:

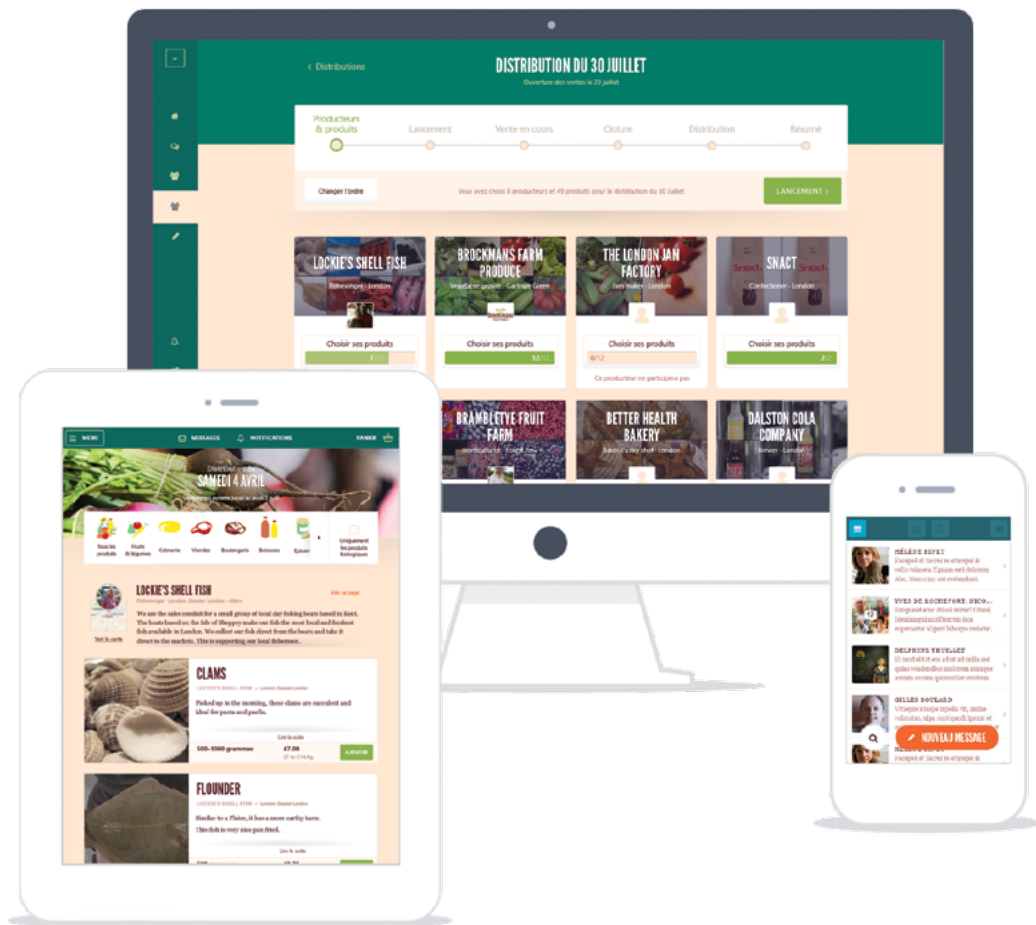
- Tools adapted to local and direct sales between farmers, growers, foodmakers and consumers.
- A decentralised online network where each Assembly and each producer manage their activity autonomously.
- Efficient direct sales by interconnecting all Assemblies and all producers.
- A cooperative model at all levels of the network and one that values humans and human interactions.

### UNIQUE SERVICES IN LOCAL FOOD DISTRIBUTION:

- Assemblies have their own website which is managed by the Assembly Host.
- Producers have their own dedicated online shop where they manage their products, prices, sales, distributions and invoicing.
- Members can register with several Assemblies to buy the products they want and to share with their community.

### JANUARY 2015, A CLEARER, FASTER AND MORE EFFICIENT PLATFORM WILL BE LAUNCHED:

- Adapted to mobile use, tablet and laptops, the platform allows users to manage their sales and buy products everywhere.
- European, allowing transnational exchanges but still promoting local business.
- Participatory, allowing everyone to share more easily with others in the network.



## TECHNOLOGY AT THE SERVICE OF EMPOWERMENT

"Since 2011, we've continuously improved the platform by working closely with those that use it. Thanks to the feedback of 300 000 users and the hard work our team of 60 people (of which, more than 10 focus on design and web development), we've developed a new version of our platform and increased our R&D activities. After 4 years of development, we're able to say with confidence that technology can modernise and speed up local food distribution and promote a fairer food system. Our goal is to keep improving the efficiency of our platform so producers can focus on production and their relationship with Members."

MARC-DAVID CHOUKROUN, co-founder of *The Food Assembly*

# ASSEMBLY HOSTS

## THEY RECREATE SOCIAL CONNECTIONS

More than 700 Hosts have started *The Food Assembly* adventure so far in Europe. They come from all backgrounds, a variety of regions and all have different professional experiences. The network is mostly feminine, as 80% of Assembly Hosts are women.

Some Assemblies are even managed by a group of people, either as an association or through an enterprise. Whatever the status of the Assembly, its activities must be declared.



### GOOD REASONS TO START AN ASSEMBLY

- Recreate social connections in your village or neighbourhood.
- Support local farmers, growers and foodmakers.
- Enable people to get better food at a fair price.
- Start a unique entrepreneurial project whilst being part of something bigger.
- Earn additional income.

### AN ASSEMBLY HOST'S KEY RESPONSIBILITIES

- Bring together Members, farmers and foodmakers, and animate that community both online and in real life.
- Organise weekly online sales.
- Organise distributions in a welcoming, spacious and easily accessible place where the community can gather regularly.
- Collaborate and share with neighbouring Assemblies.
- Facilitate discussions between producers and Members to guide a better product offering.



### WHAT CAN AN ASSEMBLY HOST EXPECT IN COMPENSATION?

The management of an Assembly requires ten to fifteen hours of work per week. The Assembly Hosts' remuneration is equal to 8.35% of producers' pre-tax turnover.



## TIM DABORN AND VICKY TEDDER

ASSEMBLY HOSTS IN NUNHEAD, LONDON (UK)

"We are involved with *The Food Assembly* because we love "fair" food, and we wanted to be involved in a system that's fair to farmers and also to animals. We like knowing who gets up early to pick their salad leaves, and connecting to those who make the food !"

## KATIE LYTTLE

ASSEMBLY HOST IN CHESTER (UK)

When we pick something off a big shelf and put it in a basket we know nothing of who made it or where it came from. When we take something from the hand of a producer, we can know the whole narrative, we can ask our questions and we can connect. This is why I host a Food Assembly.



## JACQUES DUFRESNE

ASSEMBLY HOST IN CAEN (FRANCE)

"What does *The Food Assembly* mean for me? The joy of helping people in cities discover (or rediscover) healthy products that come from the surrounding countryside, the joy of breaking the anonymity and isolation that mass distribution and big supermarkets have created, and the satisfaction of knowing that I'm contributing to better the livelihoods of our local farmers and foodmakers."

## AURÉLIE LABARGE

ASSEMBLY HOST IN BRUSSELS (BELGIUM)

"*The Food Assembly* is a huge social compass. For years, I've dreamt of creating a movement but even in my wildest dreams, I didn't imagine the number of people who'd become so dear to me. The Assembly itself is the result of my hard work, and that's incredibly rewarding for me."



# ASSEMBLY PRODUCERS

OFFERING THE BEST IN THE REGION

*The Food Assembly* allows farmers and foodmakers to offer their products directly to Assembly Members each week.

## A TAILORED SERVICE

### 1 A PERSONALISED ONLINE SHOP

Each farmer and foodmaker has dedicated pages to showcase their profession and products with their own photos and descriptions.

### 2 A FAIRER SALES MODEL

Producers fix their products' prices, as well as the minimum orders required for them to make a delivery to an Assembly.

### 3 QUICK PAYMENTS

Farmers and foodmakers are paid 10 to 15 days after each distribution. This is done automatically and the money is sent to their account directly.

### 4 NO UNSOLD STOCK

Only products that have been pre-ordered and paid for online are delivered to Assemblies. At the end of distributions, producers leave with empty crates.

### 5 A FLEXIBLE MODEL

Food surplus or seasonal fluctuations? Not a problem, producers can adapt their offer from one sale to another.

### 6 SIMPLIFIED ONLINE ACCOUNTING

The website automatically processes invoices and delivery notes.

### 7 ANALYTICAL TOOLS

Stats, dashboards, financial documents... The website offers a number of tools to better understand customers' desires and to tailor offerings accordingly.

### 8 CUSTOMIZED SUPPORT

The Assembly Host supports producers along the way to define their offers and how to best promote them.

### 9 A GUARANTEED CUSTOMER BASE

Assembly Hosts are responsible for creating a loyal community of Members: for producers, this ensures a reliable sales outlet.

### 10 TIME TO MEET CUSTOMERS

Online pre-payments mean there are no financial transactions during distribution, so producers have more time to meet and talk to their customers.





## PHILIPPE RENAUD

DAIRY FARMER (FRANCE)

"*The Food Assembly* is an amazing communication tool. I supply 6 Assemblies and that allows me to explain my work and to promote my products. Meeting customers directly also opens many doors. I will soon launch a crowdfunding campaign to finance one of my tools collectively."



## LISA PAYNE

VEGETABLE GROWER, OAKCRAFT ORGANICS (CHESTER, CHESHIRE)

"This is now the main outlet for selling my organic fruit and vegetables. We only harvest exactly what our customers have ordered. Now we don't have to eat spinach every meal for a week like we used to if we harvested it for a market and it didn't sell! With *The Food Assembly*, I'll be able to grow my business in an organic and sustainable way."



## TOBY MCKINNEL

WINE GROWER (WINKLEIGH, DEVON)

"We love the concept of a new and exciting way to buy and sell produce. *The Food Assembly* offers a new opportunity to enable healthy local economies by encouraging a more environmentally friendly shopping experience. The web aspect also attracts a wider market and is convenient for producers and customers alike."



## GASPARD SCHMITT

GOAT FARMER, EMBETSCHES FARM (FRANCE)

"*The Food Assembly* is an innovative concept, flexible yet really well structured. The system is adaptable to all types of farms, and allows us to better tailor our sales outlets whilst staying true to our values: quality, proximity and conviviality."

# MEMBERS

THEY COME TO BUY FOOD DIFFERENTLY

In June 2015, they are more than 100 000 Members attending Assemblies in Europe. They're young, they're old, they're curious, they've got a sweet tooth... So who, exactly, are these Members who buy food locally each week?



"My goal in life? To not have to go to a supermarket ever again. And I've almost achieved it!"

AURÉLIE



"For me, the real farmers and producers are the ones that nourish people and respect the planet. Those that share their know-how and retire without leaving a mess."

FRANÇOIS





# LOCAL FOOD

## FARM AND GOURMET PRODUCTS FROM THE ASSEMBLIES

Would you like to rediscover your grandmother's yogurt, to taste the products elected by top chefs, to find old and rare fruits and vegetables, to get the best of local agriculture onto your plate? [Join the Food Assemblies!](#) There is outstanding food that brings taste, season, quality in to the forefront.



# A SOCIAL NETWORK

TO RECONNECT PEOPLE

*The Food Assembly* doesn't just focus on filling food baskets, it also feeds minds. Several participatory tools have been developed to educate, share great recipes, and create closer ties between producers and consumers.

## ASSEMBLY WALLS

Each Assembly has access to a discussion forum available to its Members and to its producers. Like with other social networks, users can post what they want, praises or complaints. With time, one's issues meet others' desires. Creating a truly connected community.

## YES! THE BLOG

The blog encourages interest in agriculture, the food system, and the collaborative economy, by sharing farmers' stories, explaining food labeling, showcasing the real cost of farming, and providing great tips. It contains exclusive information on how to change the world through cooking, reflection and action.

## SOCIAL NETWORKS

*The Food Assembly* shares enriching information through *Facebook* and *Twitter* daily. *The Food Assembly* creates a digital, local and participatory food distribution system.

### GERMANY

 [blog.foodassembly.com/de](http://blog.foodassembly.com/de)

 [TheFoodAssembly.de](https://www.facebook.com/TheFoodAssembly.de)

 [@FoodAssembly\\_de](https://twitter.com/FoodAssembly_de)

### UNITED KINGDOM

 [blog.foodassembly.com/en](http://blog.foodassembly.com/en)

 [TheFoodAssembly](https://www.facebook.com/TheFoodAssembly)

 [@foodassembly](https://twitter.com/foodassembly)

### SPAIN

 [blog.lacolmenaquedicesi.es](http://blog.lacolmenaquedicesi.es)

 [LaColmenaquediceSi](https://www.facebook.com/LaColmenaquediceSi)

 [@ColmenaQdiceSi](https://twitter.com/ColmenaQdiceSi)

### FRANCE

 [blog.laruchequiditoui.fr](http://blog.laruchequiditoui.fr)

 [laruchequiditoui](https://www.facebook.com/laruchequiditoui)

 [@ruchequiditoui](https://twitter.com/ruchequiditoui)



FOOD SYSTEM

## THE NEW FOOD ECONOMY. WAIT... WHAT?

You read it correctly. Today let's talk about a new food economy – a system born from those who appreciate the true value of food and the planet. And it's come just in time. Just last month Stephen Devlin, an environmental economist at the New

5 months ago

leave a comment

The Food Assembly  
29 May at 17:36 · 🌱

BLOG: 5 Foods You'll Never Waste Again – recipes turning UK's most wasted foods into culinary stars.



## 5 Foods You'll Never Waste Again

From time to time, all of us have meals where a little is left over on our plates. But fear not, The Food Assembly has curated its favourite recipes, turning Britain's most wasted foods into new zero-waste culinary creations. ... 1. Apples - The best...

BLOG.FOODASSEMBLY.COM

The Food Assembly  
6 June at 14:33 · Edited · 🌱

Clive of Marsh Produce can't keep his hands off the Pork, Mexican Chocolate, Chipotle Chili & Lime sausages. Can we blame him? 🤔

Get yours here: [thefoodassembly.com/en](http://thefoodassembly.com/en)



Like · Comment · Share

4 people like this.



EAT WELL

## LIVING LIKE A LOCAVORE

Writer Beth Craggs shares her journey of going local and unearths the perfect family winter stew. When I announce my resolution to turn my family-of-four into

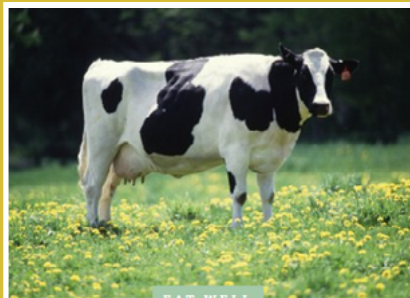
The Food Assembly  
6 June at 17:59 · Edited · 🌱

Do we need to care more about our food? Grow the movement that is changing the way we eat by sharing this with your friends.



The Food Assembly - Join the movement

Get together to buy directly from local farmers and foodmakers  
[THEFOODASSEMBLY.COM](http://THEFOODASSEMBLY.COM)



EAT WELL

## MEAT OR NO MEAT: THE BEEFY QUESTION

Some people give up meat for health, some for animal rights, some for environmental reasons. 'What's the real deal on meat consumption?' asks Sue Dibb of the Eating Better Alliance. More people are making lifestyle changes to create a fairer, greener

3 months ago

leave a comment

# THE MISSIONS

## OF THE FOOD ASSEMBLY

*The Food Assembly's* vision is to create a better way to eat, where everyone has access to the pleasure of local food, and is connected to the people who make it.

Community is at the heart of *The Food Assembly* – we connect neighbours to farmers, neighbours to each other, and everyone to their food.

Starting in France, and now a movement across Europe, we believe in value-led innovation and are constantly seeking to sharpen our tool that connects people to local food producers.

Bringing power back to producers and consumers, our vision is a world with shorter supply chains where people connect to their food in a better way. By combining technology and sustainable agriculture, our vision is to support a healthier world where everyone can thrive.

- 1 Empower people in creating a better way to eat, by enabling farm-to-neighbourhood access to fresh local food.
- 2 Create the tools that enable producers to sell directly to consumers.
- 3 Give access to local, fresh, quality food to as many people as possible.
- 4 To support the ecological and economic transition to a better, sustainable future.
- 5 Support the growth of meaningful, fairly-paid jobs in the food and agricultural sector.
- 6 Revalue food and its role in fostering community and wellbeing.



*"Agriculture is an industry that has run out of steam: it needs to be reinvented and relocalised by giving the power back to the consumer and food producer. We dream of an agricultural economy generating employment, social and environmental wellbeing – a paradigm shift that enables everyone to say Yes to Local!"*

GUILHEM CHÉRON, co-founder of *The Food Assembly*



# THE VALUES

THAT DRIVE US

## 1 TRANSPARENCY

*The Food Assembly* enables everyone to know where their food comes from. By putting the producer at the heart of our model, we enable producers to set their own prices, ensuring that they are remunerated in a fair way. All producers receive over 80 % of their goods sold. The rest is split between *The Food Assembly* and the local Host.

It's this transparency that inspires cooperation, and we care deeply about taking the time to share our aims, plans and ideas with our Network.

## 2 COOPERATION

Cooperation is the collective heartbeat of *The Food Assembly*. Everyday, we harvest and nourish this cooperation within our Network, by sharing questions, concerns and ideas for moving forward. Being decentralised, it takes our collective Network to succeed, and to build trust and give the autonomy to those that work in the field.

## 3 TRANSITION

Through *The Food Assembly's* activity, we bring thousands of producers and citizens together, which links to the transition of finding new ways of producing and consuming food.

As a company, we wish to be an economic, environmental, and social asset in the communities where we operate, connecting people together and helping them achieve more than they could alone.

## 4 SOCIAL ENTREPRENEURSHIP

We believe in the capacity of social entrepreneurship to serve the public. The social-entrepreneurial spirit has aims that can meet collective needs, and we believe that environmental and social success is the same as economic success.

## 5 CREATIVITY

It is difficult to find new solutions with old ideas. Through creativity, we design new solutions to the challenging problems facing food production. Innovation is key to the success of creating a better food system for everyone, and is at the heart of *The Food Assembly's* mission.

# CREATION & DEVELOPMENT

## OF THE FOOD ASSEMBLY

### DECEMBER 2010

Guilhem Chéron co-founded the *Equanum SAS* company (also known as the Mamassembly) with Marc-David Choukroun and Mounir Mahjoubi after having developed the concept in a French startup incubator.

The foundation of the company was financially supported by several web entrepreneurs who believed in *The Food Assembly's* ambitious plan :

- **CHRISTOPHE DUHAMEL**, co-founder of *marmiton.org*
- **MARC SIMONCINI & MARIE-CHRISTINE LEVET**, entrepreneurs and investors in several successful online businesses (*Meetic, Zilok, Sensee...*)
- **XAVIER NIEL & JÉRÉMI BERREBI** through their seed funding investment fund *Kima Ventures*

### SEPTEMBER 2011

Thanks to this initial funding, the team was able to create a first version of *The Food Assembly* platform and launched officially with the first Food Assembly in Le Fauga on September 21<sup>st</sup> 2011.

### SUMMER 2012

The company has grown to 6 employees and the network counts 120 active Assemblies. To continue the development of its technological tools and to expand its team, the Mamassembly raised 1.5 million euros in funding from:

- **XANGE PRIVATE EQUITY**, a subsidiary of the Banque Postale.
- **SOLID**, a social innovation fund, part of the *Siparex* group.

This funding was shortly followed by the granting of two statuses:

- *Jeune Entreprise innovante*, certifying its technological innovation.
- *Entreprise Sociale & Solidaire*, certifying its positive social and economic impact.

### EARLY 2013

The company has grown to 13 employees. *The Food Assembly* strengthens its relationship with the social enterprise network, to become a leading example of a social enterprise startup.

As a social and tech enterprise, *The Food Assembly* builds a hybrid model. It was recognized as such by integrating the international social enterprises network **ASHOKA**.



## SUMMER 2013

250 active Assemblies in the network and the Mamassembly welcomes its 25<sup>th</sup> employee. *The Food Assembly* is then awarded by the CITY OF PARIS in the "service to consumers" category and during the OUI SHARE FEST, the main European event on collaborative consumption (in the "Local impact" category).

## JANUARY 2014

The company has grown to 32 employees and the network counts 322 active Assemblies. The 2 500 producers supplying the network have hired an extra hundred people to respond to growth in demand. More than 300 entrepreneurial or partnership initiatives have found an additional income to strengthen their activities through the management of Assemblies.

To continue its growth, *Equanum* raise approximately 1.5 million euros in debt in 2014 from the CAISSE DES DÉPÔTS, PARIS INITIATIVE ENTERPRISE and BNP PARIBAS.

The company also benefits from subsidies from the ÎLE-DE-FRANCE RÉGION.

## MAY 2014

*The Food Assembly* pre-launch in the United Kingdom, Spain and Germany, with the creation of three subsidiaries: *Equanum Ltd* (United Kingdom), *Equanum GmbH* (Germany) and *Equanum S.L.* (Spain).

## SEPTEMBER 2014

*Positive Economy Challenge Prize* awarded during the LH Forum.

## JANUARY 2015

Decentralisation of the teams in 11 offices: Paris, Lyon, Toulouse, Nantes, Lille, London, Brussels, Berlin, Turin, Barcelona, Madrid.

3<sup>rd</sup> version of the platform available online.

## SPRING 2015

Prize of the *Best British Food Initiative* attributed during the BBC FOOD AWARDS.

Launch of the Flemish platform in Belgium.

Laureate of the *Digital Technology Award 2015* from TELECOM PARISTECH.

## JUNE 2015

To accelerate its innovations in the food supply chain, the company refinances its development up to €8 million.

With the expertise of its new partners (XANGE, USV, FELIX CAPITAL, QUADIA) the company will be able to explore new fields of action and support the development of its existing network.

# MAMASSEMBLY

IT CREATES THE NETWORK

Every day, the team at the Mamassembly works hard to provide an ever-improving platform and build a sustainable network. Three years ago, the team only had 5 people. Today there are more than 60 employees working daily on the sound development of the Assembly network.

The Mamassembly teams are located in 11 local offices: London, Paris, Lyon, Lille, Toulouse, Nantes, Bruxelles, Berlin, Turin, Madrid & Barcelone.

## THE MAMASSEMBLY IS COMPOSED OF THREE COMPLEMENTARY TEAMS:

- Support and management of the Assemblies, producers and Members network
- Development of the online platform and R&D
- General management, strategy and communications
- European development

The team has grown but the ambition remains: enthusiasm, conviviality and creativity still the company's moto!



**GUILHEM CHÉRON,  
CO-FOUNDER AND PRESIDENT**

An industrial designer by training, Guilhem spent 15 years working on building creative food innovations. In 2010, he started thinking about a concept that would promote high quality local food distribution and support farmers. He wants to connect those who eat and those who produce food.



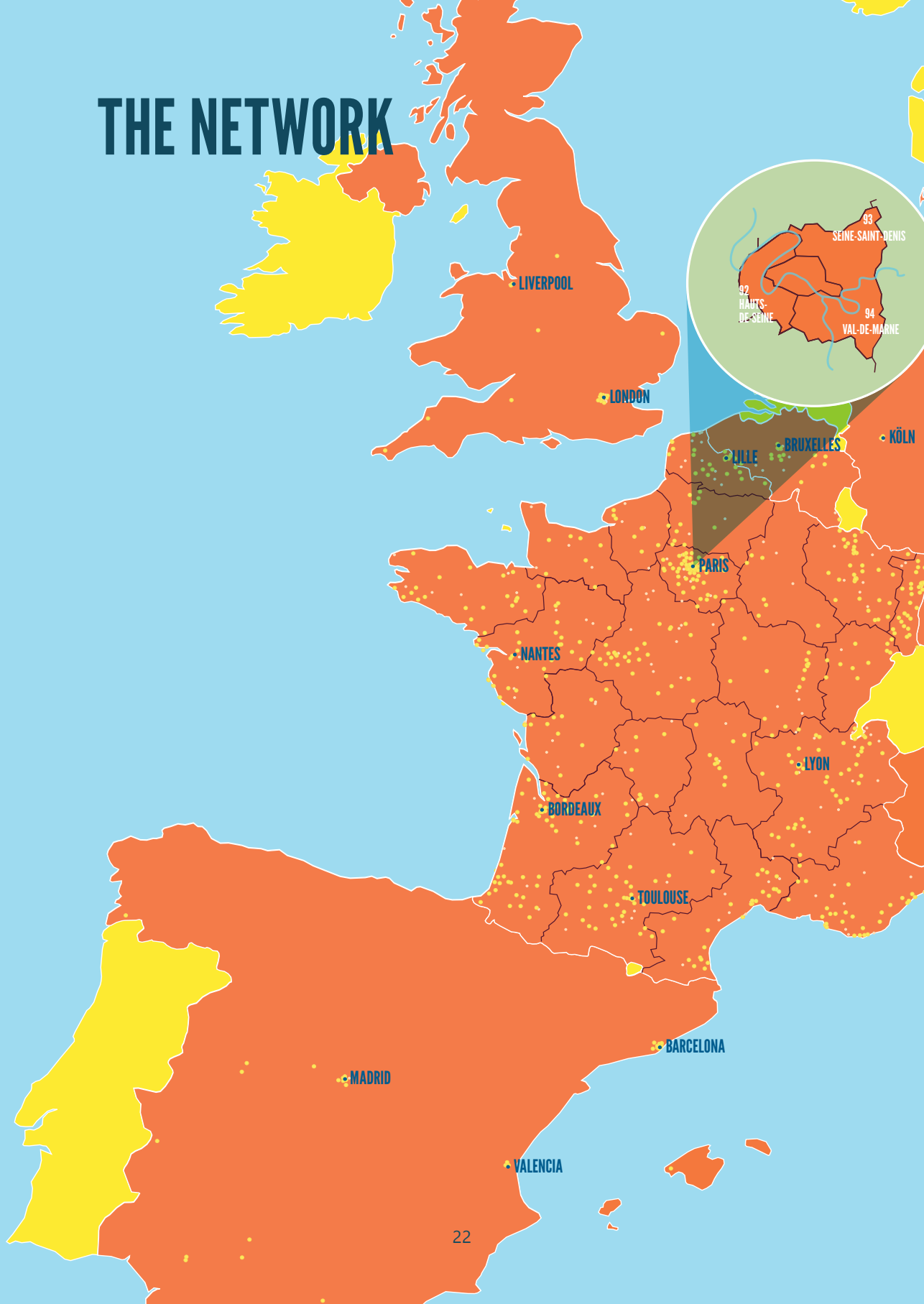
**MARC-DAVID CHOUKROUN,  
CO-FOUNDER AND CEO**

Marc-David has a communication and web project development background. He met Guilhem in 2010 to discuss an online local food distribution project... The two then decided to bring together their complimentary skillset and create *The Food Assembly*.





# THE NETWORK





**KEY FIGURES, END OF MAY 2015 \***

**UNITED KINGDOM**

14 open Assemblies  
97 active Producers  
1 666 active Members

**GERMANY**

15 open Assemblies  
66 active Producers  
888 active Members

**FRANCE**

657 open Assemblies  
4 355 active Producers  
129 165 active Members

**ITALY**

6 open Assemblies  
21 active Producers  
180 active Members

**BELGIUM**

37 open Assemblies  
216 active Producers  
7 183 active Members

**SPAIN**

16 open Assemblies  
79 active Producers  
878 active Members

\* Number of Assemblies at the end of May 2015  
Number of Members and Producers on the last 12 months



UNITED KINGDOM



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ASSEMBLY**

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FRANCE & BELGIUM



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