

If a strong demand for products from short food supply chains (SFSC) is often observed, it has not been studied in details. Various studies of the willingness to pay (WTP) for products from local agriculture exist, but we find very few studies about the WTP for products from SFSC. Likewise on the producer side, where there is no study on farmers' consent to sell in SFSC. While most of the surveys found show consumers a product from local agriculture, offering different prices, as well as different characteristics (organic label or not, breeding methods, photos, etc.), the paper from Printezis and Grebitus (2018) adds an important characteristic: to get the local tomatoes, the consumers have to make a trip. When this trip is taken into account, the results are drastically different from other studies: while the WTP is positive for local products in all the studies found, the one of Printezis and Grebitus shows that the WTP becomes negative when consumers have to use their car and make an extra trip to go pick them in a urban farm. They believe that if they have to travel, then the products must be cheaper than non-local ones.

Based on this observation, on the lack of surveys on purchases and sales in SFSC, and on the importance of considering distances in the determining variables, we have developed two surveys: one for farmers, and one for consumers. In the survey for farmers, we are addressing market gardeners, who must sell 100 kg of vegetable production, and must choose 1 of the 6 points of sale in CCAP proposed, each linked with a price, a distance, and different characteristics. In the same way, consumers must make choices of points of sale in SFSC between 6 proposals, where again the prices, distances, and characteristics vary. The location of the respondents, both farmers and consumers, is noted. For this survey, 200 market gardeners and 1,500 consumers were interviewed throughout France, between January and March 2022. For consumers, we paid a particular attention to the fact that respondents are evenly divided between those located in rural areas, those located in peri-urban areas, and those located in urban areas.

The objective of these surveys is to see for what prices, what distances, and what other characteristics (presence of an organic label or not, exchanges between farmers and consumers possible or not) market gardeners and consumers agree. In addition, we want to see if there are differences related to the location of these different actors. One might think that the types of points of sale in CCAP, or the distances and prices chosen, can vary between rural territories and peri-urban territories, for example.

An econometric analysis is then carried out, in order to establish consumers' WTP for products from CCAPs, and farmers' willingness to sell their products in CCAPs. The objective of this analysis is also to see if the answers are different depending on the location of consumers and farmers.