

# MACRO-TREND N°1

## FOR THE LOVE OF THE LAND: artisanal and regional authenticity

The mania for handicrafts and local goods is a fundamental trend that will gain in importance post- Covid-19. Buying local is an act of reassurance, solidarity and liberation in a globalised system that puts pressure on producers and suffocates air space.

Faced with industrialisation, artisanal, authentic and ancestral manufacturing processes are rediscovering their worth, in the manufacture of traditional products like soap, as well as innovative products like natural cool bags. This new era is showing a love for our planet and animals.

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Crop growing is no longer just national in scope, but also regional. Initiatives are taking shape to develop and promote exotic French ingredients, such as goji berries or soybeans. Ancient and rare species are also being rediscovered, such as cynara, or non-hybridised species such as traditional Green Zebra tomatoes.

*1 My Beauty Community (1007 respondents, of which 69% aged 18-34), 10 May 2020*

## PROOF IN PRODUCTS



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2



3

### COSMETICS AND HYGIENE

**1 Washing-up soap** based on the traditional recipe of real Savon de Marseille, cooked in a vat according to a recipe that has remained unchanged since the Middle Ages, by Savonnerie du Midi

**2 Restorative Face Renewal Cream** with cynara produced in a short supply chain, by Château des Plantes

### HOUSEHOLD PRODUCTS

**3 Marguerite**, by Le Mouton Givré: "Manufacturer of new-generation cool bags, made in France with natural materials. Located in the Lot, our mission is to promote the use of French wool and reuse hemp in textiles"

# PROOF IN PRODUCTS

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## FOOD

- 1 100% Jam** made from 100% French strawberries, grown using the permaculture method in the Lot et Garonne department, made traditionally without pectin by Bioloklock
- 2 Liqueur of blackcurrant**, raspberry, peach and goji berries grown in the Lot et Garonne department (promoting the French organic goji berry sector), by La Panacée des Plantes
- 3 Cumin and chickpea crackers** made in an artisanal workshop in Southern Burgundy by Croquelicot
- 4 Non-hybrid heirloom Green Zebra tomato chutney** by Variette
- 5 Leamo Ginger Beer**, made in France and combining a traditional recipe with health and well-being elements, by Alterfood
- 6 Les Essentiels Bédouin**, organic ground almonds processed in Provence according to traditional know-how since 1833, following the shortest possible supply chain
- 7 Hazelnut and Red Berry Porridge**, made with French oats and Demeter-certified, by Celnat
- 8 Poulehouse eggs**, which propose a new way of producing eggs where the hens are not slaughtered. The brand thus promises to feed, house and care for them throughout their life until they die a natural death. In September 2019, its first eggs from in-ovo sexing were produced, to avoid the culling of male chicks in hatcheries