

Q & A

Cité du Goût et des saveurs



Contact :
hlapomarede@ccism.com
www.ccism.fr
0590 27 91 51



LA CITÉ
DU GOÛT
ET DES
SAVEURS



1. What is "Cité du Goût et des Saveurs"?

Cité du Goût et des Saveurs is an initiative of the Chambers of Trades and Crafts in 2005, which aims to promote a certain idea of food, cooking and gastronomy by accompanying the artisans of the food industry, the territories and consumers, actors of eating well and consuming locally.

As the Chamber of Trades and Crafts of Saint-Martin, the CCISM decided to join this network in a context of recovery and support for activities.

2. What are the objectives?

- Promote food crafts, know-how, trades and quality products: Saint-Martin is known as the gastronomic capital of the Caribbean, as the influences of its cuisine, its tastes and its food traditions are varied and have a strong cultural dimension;
- Bringing the artisan closer to the consumer : because it is necessary to find a form of authenticity in a relationship that is not only commercial. The meeting of the two worlds allows them to get along, to understand each other's expectations for quality products, for enriching experiences;
- Maintain a local economy by supporting the craftsmen of the food sector in the market opportunities and in the evolutions of the modes of consumption: because the vocation of the CCISM is to create conditions always more favorable to the durable growth of the companies of Saint-Martin, Cité du Goût et des Saveurs puts forward the local producers and transformers and gives them more visibility outside the territory.
- Educate and sensitize consumers to eat "local and artisanal": because in order to face hazards, to ensure a better management of resources and to guarantee the best product at the right price, the CCISM encourages the development of short circuits, participates in better eating while preserving the economic balance.

3. What are the actions of the "Cité du Goût et des Saveurs"?

To achieve these objectives, the "Cité du Goût" offers a wide range of actions divided into 3 main categories.

- **Culinary workshops** : for the realization of recipes, for the (re)discovery of local products or culinary traditions, for the transmission of knowledge, ...
- **Tailor-made events** : institutional seminars, support for seasonal touristic events, special master classes, etc.
- **Animation and demonstration** : highlighting of local producers in the form of Cooking show, ...

4. When did the CCISM join the network and why ?

Within the framework of the France Recovery Plan, which was put in place on September 3rd, 2020 with the objective of returning France to its pre-sanitary crisis economic level, several existing mechanisms were communicated. The "Cité du Goût et des Saveurs" appeared to be within the reach of the CCISM considering the richness of local gastronomy and craftsmanship as well as the great diversity of the local restaurants offer. We felt that the leverage effect could be very important for this entire economic sector. After a diagnostic phase organized throughout the summer of 2021 and involving restaurateurs, artisans, public partners of the food program and schools, we officially joined the network in October 2021.

Being part of this network, allows us to bring an added value to our gastronomy and to the craftsmen of the food trades on a whole, as well as development of this sector by valorizing the local products by federating the various actors around this same project and supporting the socio professional associations of the food industry..

Our first actions as promoter of the network were :

- **The support to a seasonal event:** XMAS FOOD VILLAGE in partnership with the WOA association. It was a Christmas craft village that honored traditional local recipes as well as seasonal products, in particular the Guavaberry.
- **The production of an informative and educational booklet entirely realized in-house on the endemic and emblematic Christmas fruit : the Guavaberry.** This booklet was widely distributed locally and was also the basis for our actions at the Paris 2022 International Agricultural Show.

In the future we plan to have :

- **Tailor-made events** : conference lunches or dinners on eating well, the recognition of tastes, culinary sensitivity for audiences of professionals, institutions and with the assistance of scientists
- **Culinary workshops** : their format remains to be defined because it is not only a question of organizing things that may exist elsewhere. Our proposal puts the transmission of knowledge and skills, the exchange between producers, restaurateurs and consumers at the heart of the workshop.
- **2nd edition of XMAS VILLAGE** (one week before Christmas).

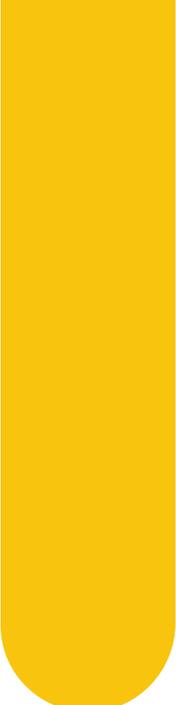
5. Who is concerned by these actions?

Mainly

- Professionals
- Institutions
- Creators of companies in the sector
- Project leaders

Then

- Students
- General public



MAISON DES ENTREPRISES

Chambre Consulaire Interprofessionnelle de Saint-Martin
Maison des Entreprises
10, rue Jean Jacques Fayel
97150 Saint-Martin
Tel : 0590 27 91 51 – www.ccism.com
Siret : 130 007 503 000 19

June 2022

