**Beat: Business**

# AGRICULTUREL BOOSTS PURCHASING POWER OF FARMERS BY CREATING BRIDGE OF POINT OF F

**A SMART FARMER RELAY SYSTEM**

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**USPA NEWS -** With the creation of bridging points on farms, Agriculturel boosts farmers' purchasing power. Likewise local retailers, Agriconomie now offers farmers the opportunity to take advantage of the points relay system. The first internet platform entirely dedicated to agricultural supplies offers its farming community a new service, Les Agrico'Relais.The principle is simple: with Agrico'Relais, the farmer combines the advantages of bundling, which allows to mass the needs of customers to negotiate advantageous rates. Withdrawal at a single point reduces logistics costs. On the one hand, farmers-customers save up to 20% on their purchases by withdrawing them in one of the relay points offered throughout France and, on the other, farmer-partners earn an income supplement of about 150 euros per operation.

AGRICONOMIE SPONSORED THE 22ND EDITION OF 4L TROPHY RACE IN MOROCCO----------
After the announcement of the start, Thursday, February 21, the crew of François Lavoisier and Morvan Moal, Les Agricos du Désert, sponsored by Agriculture, embarked on the roads of Morocco for a journey of more than 6,000 km. His mission: to transport to Merzouga (South-East of Morocco) school supplies, sports business, food and a monetary donation to help with the construction of schools. During this 22nd edition of the 4L Trophy, Agriconomie, the first online sales platform dedicated to agricultural supplies, makes it a point of honor to encourage the local economy and solidarity. True to its values “‹“‹of mutual aid and perseverance, the company chose to accompany Morvan Moal, Agricultural Account Manager at Crédit Agricole d'Ille-et-Vilaine, and François Lavoisier, Deputy Head of Salad Culture at Picvert, during of this humanitarian, sporting, professional and friendly raid."The 4L Trophy is more than just a road trip, solidarity is the key word," says Paolin Pascot, President of Agriconomie. We are delighted to support our crew in this challenge, from preparation until their arrival in Merzouga. Determined and involved, François and Morvan embody the spirit of agriculture in this technological and solidarity challenge ".
Follow the adventure of the Desert Agricoles live: Crew 976 - Agriculture

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