

Beat: Politics

CRAFTSMEN FRENCH PROMOTED BY THIS STATUS AND THEIR TALENT

AWARDED BY MINISTER AND MAYOR OF PARIS 7

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USPA NEWS - The cheese-makers can now claim, as cooks, to craftmans status. Carole Delga the Secretary of State for Trade, visited Griffon cheese, located in Paris 7.

The same evening, the mayor of Paris 7, Rachida Dati gave a medal to Claire Griffin, after just received the good news of "craftsman" status.

THE CHEESEMAKERS AND CREAMERS PROFESSION IS FINALLY "RECOGNIZED "ARTISANS ' (CRAFTSMEN) BY LAW-----

As General De Gaulle said "A country that produces more than 258 (365, since then) cheeses cannot lose the war." The war of the rights of certain trades, including the acquisition of the status "Artisan" is launched for several years and resulted eventually in a victory for the corporation. Like many butchers who already belong to crafts, cheese and dairy they too wanted to be able to register in the trades, in order to be more recognized. This change is an economic stimulus for the sector and reinforces the attractiveness, in France.

France is putting in place a number of changes, in particular as regards the specific trades under the National effort of Reformation. Thus, in the context of the promotion of cheese and dairy artisan status, Secretary of State for Trade, Crafts, Consumer and social economy and solidarity Carole has Delga Griffon visited the cheese factory-store, run by Claire Griffin. This young cheese maker refines her cheeses directly on site and offers original preparations and processed by herself.

"Our craftsmanship and our gastronomy make the influence of France abroad, they form our cultural heritage and culinary! It is for this reason that I wish to know and recognize all of the professions of our crafts, through its know-how. This new recognition is a strong signal that we are sending to consumers and small businesses, to facilitate the transfer of knowledge and gesture," said Carole Delga Secretary of State for Trade and Crafts consumption and social economy.

A BIG RECOGNITION FOR CHEESE-MAKERS AND DAIRY TRANSFORMERS-----These three new reconnaissance craft come into effect under the implementing regulations of the law Craft, Trade and Very Small Enterprises in Q1 2015 (with a transitional period so that economic actors have time to be adapted).

President of the Union of Cheese from France, Philippe Olivier, is present and thanked Carole Delga, the Minister "This is a historic turning point for the cheese, I was waiting for our profession to be recognized as a craftsman since 1967! This Status was hoped and so long-awaited", according to Mr. Philippe Olivier, because it is as much of a label (like that of cook) as a new status, which will have the effect of encouraging new generations to the interest in these trades mouth artisans. The creation of a new diploma and feminize towards 50% will move towards more innovation in this sector.

Ms. Delga replied "We needed to give strong signals for craft and expertise, talent, and right now it's even more important because of the current changes and mutations. This notion of craftsmanship is so French, there are other components than just the commercial aspect ". A few days earlier, on December 2, Carole Delga has announced to cheese makers and dairy they will now be recognized as craft enterprises and thus can achieve the status of craftsman, as soon as they perform an act of transformation.

THE BUSINESS OF CHEESE AFFINEUR IS EVOLVING TOWARDS TREATS

The young cheese maker Claire Griffin explains about her career: "For 15 years I have learned from my elders (Formed by Laurent Dubois, Meilleur Ouvrier de France-Best Craftman of France).

Ripening the cheese, is to "refine" as shown retaining the cheese in a cellar and return every two days to maturity, a little like wine or champagne. Besides, Claire Griffin is originating from Champagne area, where the click came to her early in the interests cheese Roquefort in a cellar tour. Some cheeses draw the attention of the talented taste who now creates new types of cheese, such as "the cheese truffles" shaped as macaroon, or "crunchy cheese goat", or a "Brillat-Savarin with caramel". All these creations are sweet and sour tooth. A cheese that is eaten as a gourmet and comes in forms increasingly sophisticated gastronomic and halfway between the

break and cheese dessert.

RACHIDA DATI MAYOR OF PARIS 7 DISTINGUISHES FIVE MERCHANTS, FOR THEIR TALENT, INCLUDING CLAIRE GRIFFON

The Mayor of Paris 7, Rachida Dati (Right wing, and former Minister of Justice 2007-2009) alongside Josiane Gaude who organized the ceremony for medal of best merchants. They have been judged either by their talent or increase their activity commercial in their location within the area for so long. Josiane Gaude, has been the President of the Union of Traders and Industrialists and Providers Paris 7 (UCEAP). There is not of rating criteria, but rather a distinction related to their added value at quarter or for their long anchorage or effort of installation. Here are the five winners awarded the medal of best merchant, in Paris 7.

1-Annie Renoux a baker bread cakes and more "At the End of the World" (Rue Babylone). She is involved even with the locals she feeds the neighbourhood with her specialties of crunchy bread and pastries, and offers chouquettes (pastries) to the Parish of the corner for a good cause.

2 Jean Pierre Pujol is a menswear designer for 60 years in the area and will soon give his business. His store is located and renowned in Avenue Bosquet shop.

3-Cyril Mangiarelli who was a cook at the Eden Roc in Antibes, and at the "Maison de la Truffe" and later on, he opened his own brand name "The Truffelolie" (Rue Malar). The truffle is a delicacy but requires increased knowledge and the means to preserve it and advised for the cook or accommodate. Its products are highly appreciated by restaurateurs and chefs and amateur gourmets truffle.

4-Gisèle Guinet who made the world tour accompanying her husband, finally decided to install the Hotel de la Paix (Gros Caillou street). This hotel in the beautiful decoration in bucolic air in central Paris, away from the bustle, where the fireplace welcomes guests at the lobby.

5-Claire Griffin, a young cheese refiner (Griffon located Avenue La Motte Picquet) (See the first part of his visit by Minister cheese Carole Delga) who dared to run by herself in the entrepreneurial venture so young, and now as (freshly and newly) craftsman who especially found the ideal location in a busy shopping street, to assert his pretty cheese showcase.

The 7th of Paris, gathering these shops whose talent managers and imbued of a French typical know-how that offer to the tourists at this animated and chic area of Paris. The visitors then go back to their country, carrying in their suitcases local products, and many souvenirs full of greediness in their mouth.

THE MAYOR OF PARIS 7, RACHIDA DATI WITH THE WINNERS MERCHANTS -----The Mayor of Paris 7, Rachida Dati is welcoming the awarded merchants: "It is you, who give, the daily life of the 7th district in the heart of Paris close to the Eiffel Tower for France. This is a friendly place beyond the animations you fight to save your business in times of crisis. We support you via the BPI (Public Investment Bank) to support those who are in difficulty in presenting their cases with the UCIAP (800 member merchants) and provide you with free legal assistance. This Association is the largest merchants Parisian federation, thanks to the many foreign relay (Tourists and high density of Japanese and Americans settled in the 7th). I'd like to add in regard to the new law regarding the Sunday labor , we have not received a massive YES about this alternative to open stores on Sunday, after questioning our members. Our district is particularly tourist with Eiffel Tower (8 million visitors this year), Vauban, Invalides, Militaire School. Personally I think that everyone is free over ringenced without need to staying only in consumption ". Josiane Gaude (1st adjoint mayor of Paris 7 and delegated to the housing merchants and Home users), previously President of UCIAP and editor of Paris 7th pocket has passed the torch (During this ceremony as an occasion) to a new president Dominique Jamois (lawyer) to chair the UCIAP and editing "7th pocket". This booklet is a sort of merchant repertoire, kind of "who's who" addressbook" of Paris 7.

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