

BIBLIOGRAPHIC RECORD

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Promotion : 117

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Reporting of the report : Generational renewal within the CUMA, functioning of group and involvement process. 91 pages. 11 figures. 30 annexes.

Keywords: renewal, generation, CUMA, group functioning, involvement process identification, work perception.

AUTHOR'S ABSTRACT

The renewal of the agricultural population is a major challenge for CUMAs who difficulty may have renewing their membership. Difficulties also arise in the motivation of members to become more involved in the collective management of their CUMA and to take positions with responsibilities. Young farmers seem to have a different conception of their work and a different work perception that can lead to intergenerational tensions in CUMAs, which can limit cooperation within the group and jeopardize its sustainability. It therefore seemed interesting to study innovative forms of governance and organization of work as well as the use of digital tools in CUMAs, which could be more attractive by a better response to the new needs of younger generations and thus facilitate their involvement.

This study permitted to study two CUMAs in mixed farming in Auvergne Rhône-Alpes with a monographic approach by conducting a total of eighteen individual interviews and two collective interviews. This allowed to analyze their group functioning thanks to the Organizational Theory of Bern and to better understand the missing motivation of the members to get involved in their CUMA. A tool built from Fox's table and Maslow's pyramid has established a schema linking the group's operation to its ability to meet the needs of members, impacting their involvement and their identification with the latter.

The results show that the current agricultural context is impacting the ability of farmers to invest in their CUMA by causing more stress related to the difficulties to maintain the viability of the farm. It can also impact the availability and willingness to get involved in CUMA if it does not address their priority concerns. This stress and lack of availability can reinforce the dysfunctions already present because of a structure and rules of operation that are often informal and more or less respected by the members. We have also been able to see that competition from private companies of agricultural labor that respond to the material needs of farmers in a satisfactory way is a major threat to the sustainability of CUMAs, as well as that other collectives can meet the needs of technical exchanges and socialization between farmers. Implementing innovative forms of governance and organization of work better adapted to the expectations of young farmers seems useful but insufficient to maintain the attractiveness of CUMAs and strengthen their competitiveness. The FR CUMA must therefore accompany the CUMA to professionalize their operation and to be competitive in their ability to meet the needs of their members. To do this, CUMAs need to adapt the types and quality of services to farmers' expectations, to build trust in the group in order to develop the potential for cooperation, and to redefine positions with responsibilities to make them more attractive and accessible, and thus facilitate their transmission.