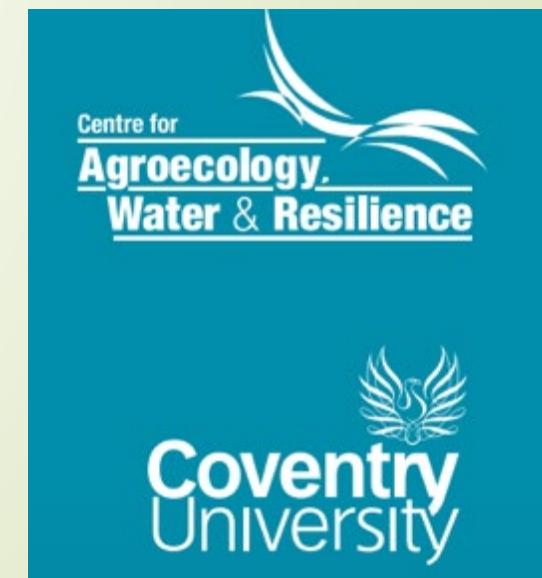




TRansition paths to sUstainable
legume-based systems in Europe

The potential of Short Food Chains

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Outline

1. What are short food chains?
2. The crucial role of short food chains
in transitions to sustainability



1. What are Short Food Supply Chains?



Key points about Short Food Chains (SFCs)

- ▶ Foods traded are identified by the **locality** or **farm** where they come from – strong product **differentiation**.
- ▶ SFCs have as few ‘intermediaries’ (or links in the chain) as possible.
- ▶ SFCs can take many different forms.
- ▶ The term came from EU funded research on **rural development** – a way for small scale farmers to ‘**add and retain value**’.

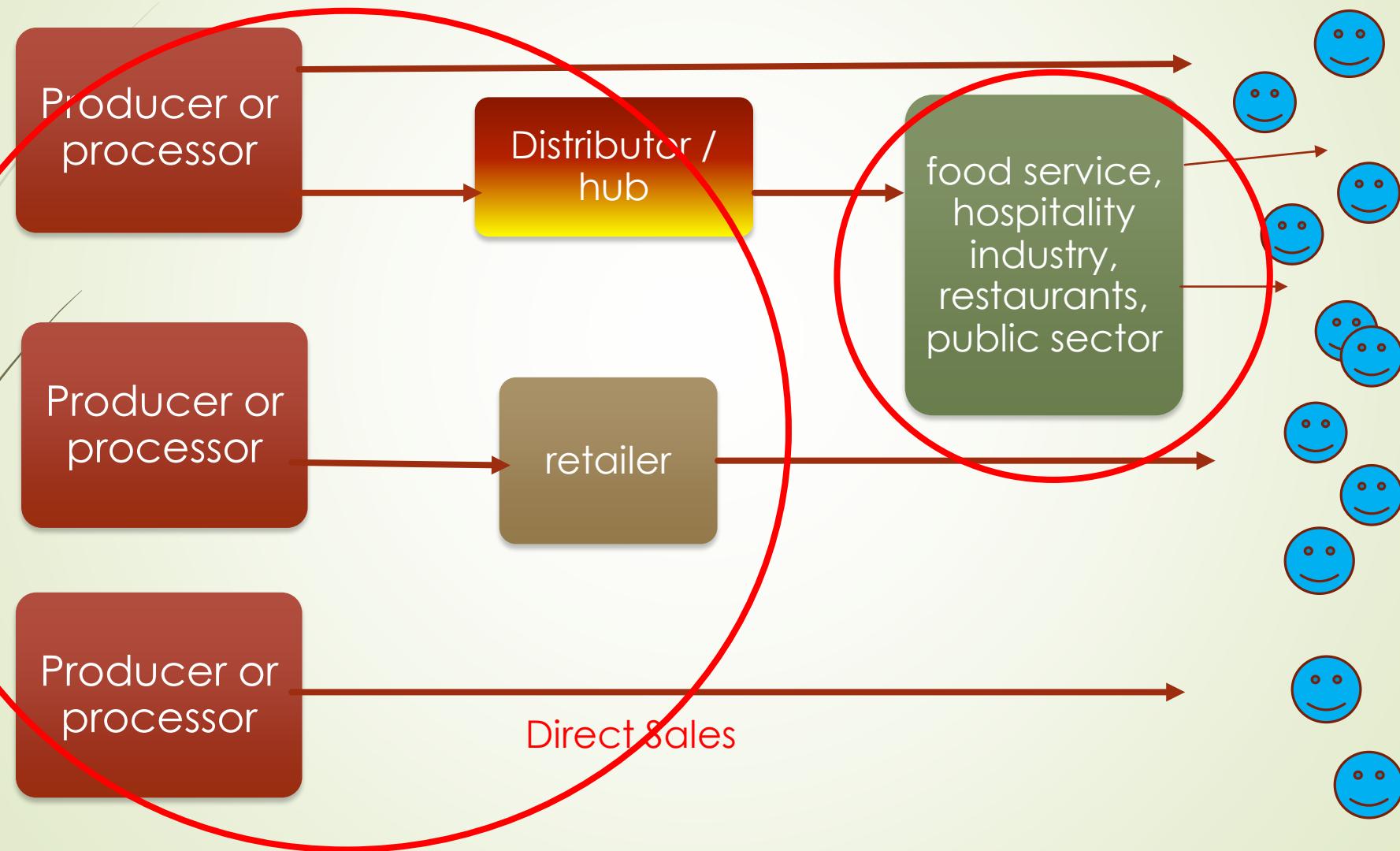
EU Regulation

- Article 2 of Regulation (EU) No 1305/2013 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD), which entered into force with the reformed Common Agricultural Policy for 2014-2020
 - '**a supply chain involving a limited number of economic operators, committed to cooperation, local economic development, and close geographical and social relations between producers, processors and consumers**'.
- Article 11 of European Commission Delegated Regulation (EU) No 807/2014 supplementing the Rural Development Regulation, stipulates that '**Support for the establishment and development of short supply chains ... shall cover only supply chains involving no more than one intermediary between farmer and consumer**'.

Typical food value chain



'Short' food (value) chains



3 Main Types of Short Food chains

1. Community Supported Agriculture	Typical products	Scale of operation	Organisational structure
<p>Known as: AMAP (France) Teikei (Japan) Reciproco (Portugal)</p> <p>Found in many countries....</p> <p>See www.urgenci.net</p> 	<p>Usually unprocessed, organic, 'natural' (or agroecological) vegetables and fruits</p> <p>There are some examples of community supported fisheries, meat, honey, eggs.</p>	<p>Local scale, typically supporting several farmers/growers and providing food for up to 200 hundred people</p> <p>Approximately 6,300 CSA initiatives and one million eaters in EU (Volz et al 2016)</p>	<p>Decision making is by collaboration of farmers and community</p> <p>People subscribe to be members of the CSA – they pay a fixed amount, usually in advance.</p> <p>This provides secure income for the grower and quality food for subscribers</p> <p>Subscribers share the risk of farming.</p>

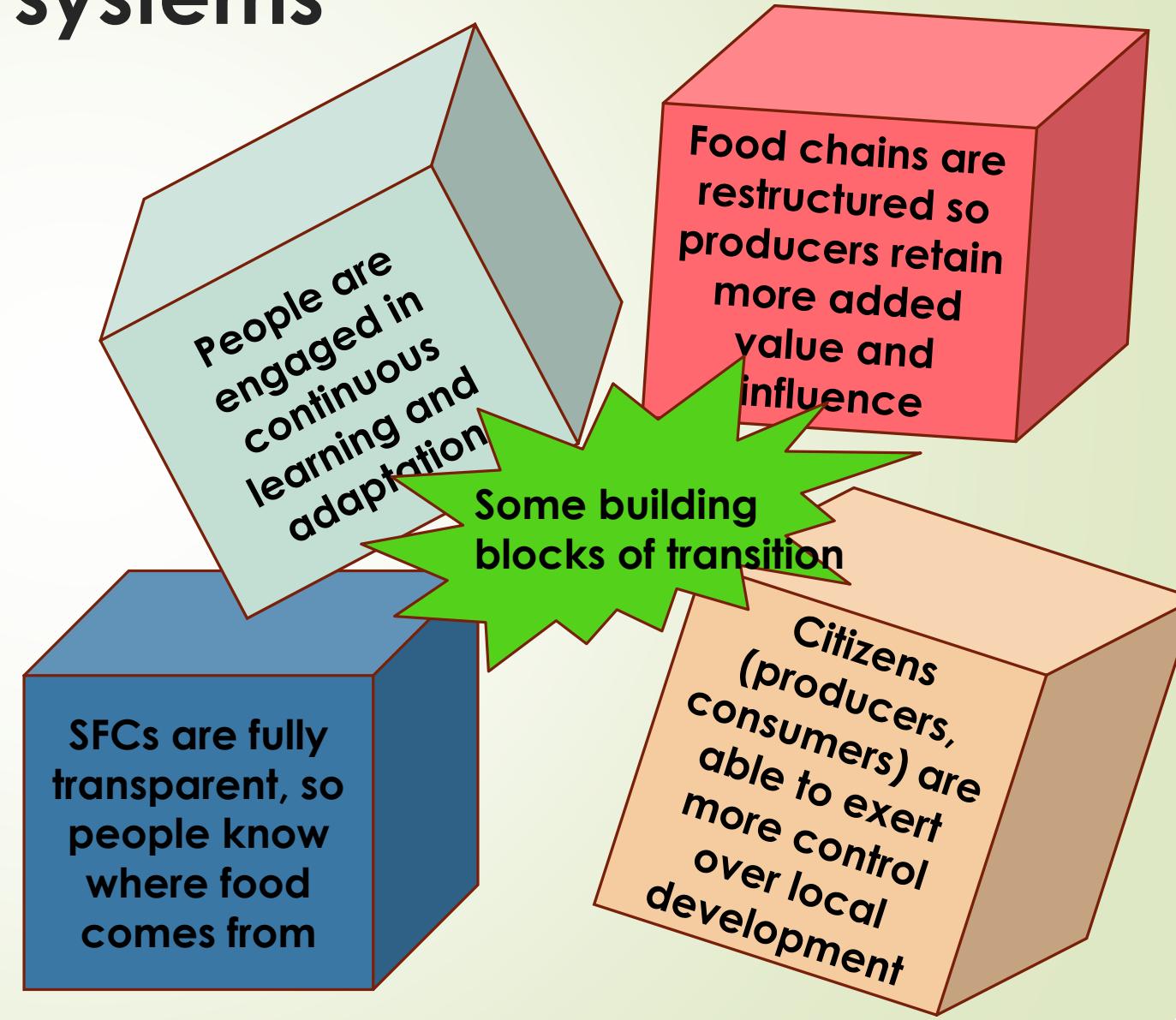
2. On farm direct sales	Typical products	Scale of operation	Organisational structure
<p>Where the consumer comes to the farm to buy produce. Examples include:</p> <ul style="list-style-type: none"> • Farm shops • Farm based hospitality • ‘Pick-your-own’ fruits and vegetables • Roadside sales 	<p>A wide range of unprocessed and processed foods.</p> <p>Larger farm shops supplement their range with produce from other local farms. Wider range of interesting produce can be achieved when farms cooperate and they can also develop collective branding schemes.</p>	<p>Local scale, attracting local residents but also tourists and day-trippers.</p> 	<p>Decision making is by the farm based business.</p> <p>In examples where farms collaborate to develop a network of farm shops, decisions are made collectively on aspects such as branding, product range, quality standards etc.</p>

3. Off-farm sales	Typical products	Scale of operation	Organisational structure
<p>Where the farmer / producer / processor makes produce available to the consumer in off-farm retail spaces.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Online sales • Farmers Markets • Box Delivery Schemes • Sales through speciality shops, hotels, restaurants and in some <i>circumstances</i>, supermarkets. 	<p>A wide range of unprocessed and processed foods.</p> <p>Larger box delivery schemes supplement their range with imported produce – usually fair trade or organic.</p>	<p>Anything from local to international (for high value, speciality produce).</p> <p>Can cater for local residents but also tourists and day-trippers.</p>	<p>Varies - from individual businesses, to co-operatives and franchises (for larger box schemes, for example).</p> <p>Note: Important role of local authorities in providing right conditions for farmers markets to flourish.</p>

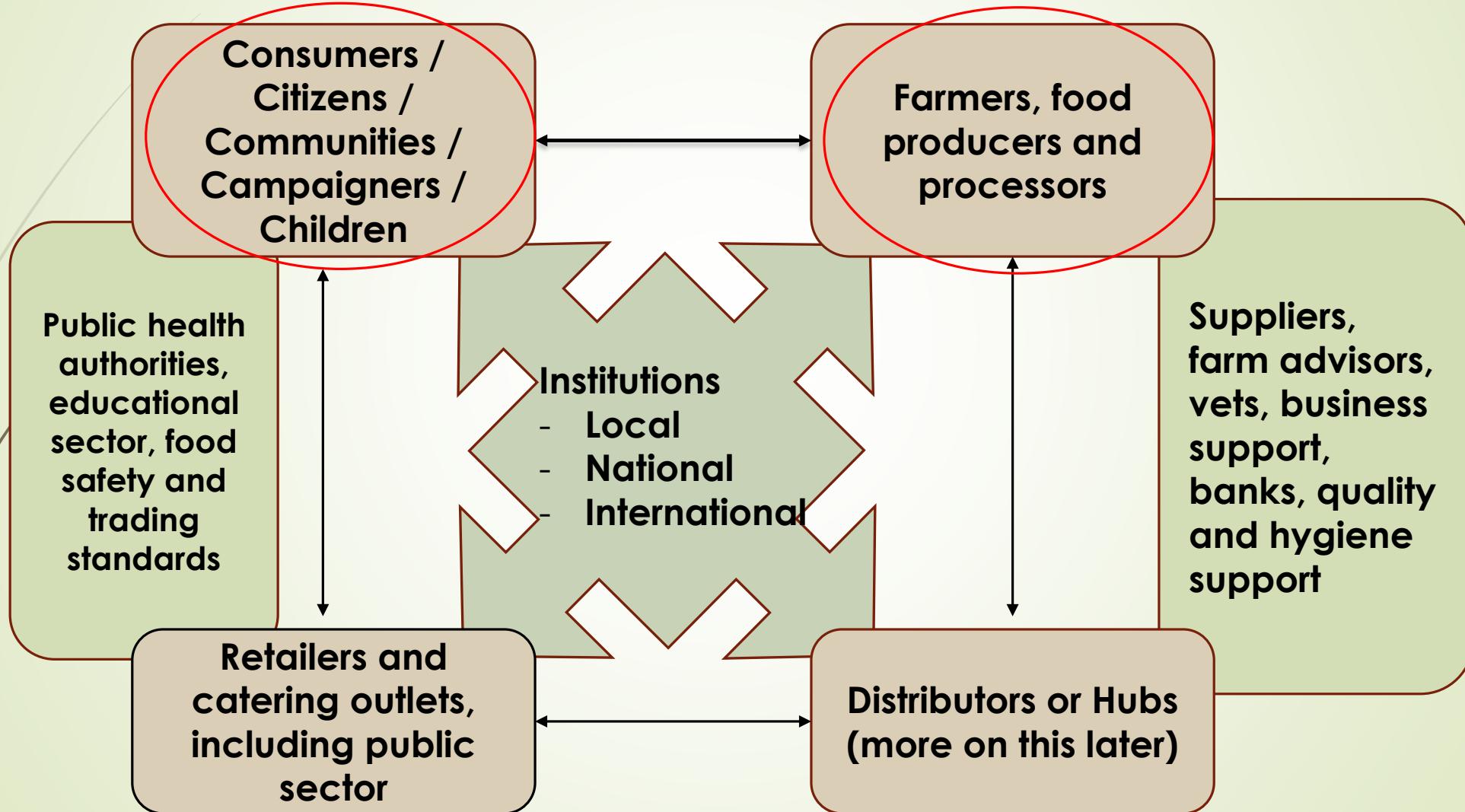
2. The role of SFCs in transitions to sustainable food systems

“a means to **restructure** food chains in order to support **sustainable** and **healthy** farming methods, generate **resilient** farm-based **livelihoods** (in rural, peri-urban and urban areas) and **re-localise control** of food economies.”

► Source: EIP-AGRI focus group 2015



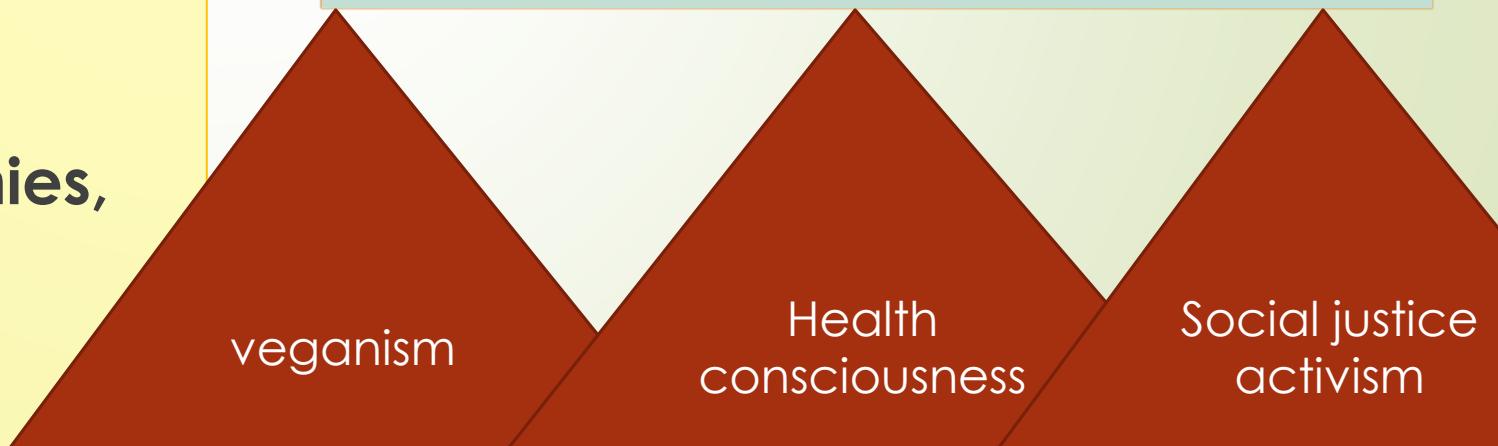
Need to engage all the main stakeholders in short food chains....



Consumers, Citizens, Communities: driving change

- ▶ **92% of EU citizens agree that EU should encourage local markets and distribution channels (*Eurobarometer 2011*)**
- ▶ Consumer decisions are driven by many factors: price, health, taste, environmental conscience
- ▶ Rise of ‘solidarity’ economies, collaboration, caring and sharing economies....

By 2025, eaters will be much more than just the demand at the end of the supply chain. They will lead innovation that creates a food system rooted in values of sustainability, health, sociality, and pleasure. (*Food Innovation Report 2017*)



veganism

Health
consciousness

Social justice
activism

Farmers and growers: opportunities and roadblocks

Short food chains offer:

- ▶ Improved farm income
- ▶ Job creation
- ▶ Improved bargaining power for farmers
- ▶ Recognition of producers' role in society

- ▶ Eating habits shaped by the 'nexus' of cheap & convenience food culture, food 'unfriendly' working practices, obesogenic environments
- ▶ Unfriendly legislative environment for small-scale producers/processors e.g. hygiene and safety rules
- ▶ Trading practices of larger retailers often damaging to smaller scale suppliers
- ▶ Globally, policies have supported industrialised meat commodity 'complex' (TRUE D7.1) which makes transitions to alternative systems very difficult
- ▶ Public goods delivered by SFCs are rarely recognized or rewarded
- ▶ The costs of industrialized food systems, producing highly processed, sugary, and fatty foods are not included in the price paid by the consumer at the checkout

Concluding points

1. No specific, '**one size fits all**' approach to developing SFSCs;
 - Need to look at the **regional context** in each case - assess where the opportunities and weaknesses are;
2. **Collaboration amongst multiple stakeholders** is a key component of success;
3. **SFCS involve learning, adaptation, experimentation...Key skills** include: collaboration, marketing and communications, business management (e.g. costings, sales); adding value, branding
4. **Important support** includes: infrastructure for small-scale processing (such as hygiene compliance); public sector procurement; public information campaigns.
5. SFSCs are a crucial component of **transitions** to sustainable food systems.



Ending thought...

There is no formula. We all must become spirited inventors. There's no single answer – not even a single starting point. Even the ‘teachers’...don’t offer us the answer. They do offer us approaches, ways of thinking, possibilities we can adapt, and hope that might generate in us wholly new ideas. Frances Moore Lappé

Useful websites and reports

Bálint Balázs, György Pataki, Orsolya Lazányi, (2016) Prospects for the future: Community Support Agriculture in Hungary, *Futures* 83: 100-111

Kneafsey, M., et al (2013) Local Food Systems and Short Food Chains in the EU: State of Play, JRC report

EIP-AGRI (2015) Expert focus group on Short Food Supply Chain Management

Food links project: <http://orgprints.org/28858/1/evidence-document-sfsc-cop.pdf>

Superfood project: <http://www.ruaf.org/projects/supurbfood-towards-sustainable-modes-urban-food-provisioning>

SKIN (knowledge exchange network – 100+ examples of good practice):
<http://www.shortfoodchain.eu/>

Strength2food project: <https://www.strength2food.eu/>
- Short food chains, public sector procurement

European Rural Development Network, especially Rural Review No. 22 on smart supply chains
<https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-rr-22-2016-en.pdf>

Example of multi actor collaboration in Poland:
http://partnershipbrokers.org/w/journal/brokering-shorter-food-supply-chains-2/#_ftn1



Thank you for your attention



Please contact me if you require further information

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