

Visionary Webinar

30th May 2024

Practical examples of increasing producer capacity within local food supply systems

Coordinators:

- Alex Inman (UNIEXE)
- Mingyuan Chen (UNIEXE)



Funded by
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visionary

Towards more sustainable food provision

**Food ProVISION Through SustAinable FaRming
SYstems and Value Chains (VISIONARY)**

**Funded by the European Union under the Horizon
Europe Programme**

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Innovation UKRI)*

Project duration: 2022 – 2026 (4 years)

Grant Agreement No: 101060538

Who we are



Cooperativas Agro-alimentarias de España U de Coop Sociedad Cooperativa (CAE), Spain

Copenhagen Business School (CBS), Denmark

Global Nature Fund (GNF), Germany

Highclere Consulting (HCC), Romania

Institute of Agricultural Economics (Agrárközgazdasági Intézet, AKI), Hungary

Leibniz Centre for Agricultural Landscape Research (ZALF)

Research Institute for Organic Agriculture (Forschungsinstitut für biologischen Landbau, FiBL), Germany

Universitat Politècnica de València (UPV), Spain (Coordinator)

University of Aberdeen (UNIABDN), UK

University of Copenhagen (UCPH), Denmark

University of Exeter (UNEXE), UK

University of Trento (UNITN), Italy

University of Warsaw (UW/ UNIWARSAW), Poland



Core objectives

1. To **characterise and assign relative importance** to the behavioural factors (including proximal and distal) influencing farmers' decisions regarding moving to, staying in or abandoning more sustainable farming systems, as well as to set out **how to** shape and utilise those factors which act as drivers (levers) to **overcome barriers** (lock-ins)
2. To investigate, via a **'fork-to-farm' approach**, how the preferences of different types of consumers result in demand for sustainable and climate-friendly food, and how this is translated along the value chain to condition farmers' behaviour
3. To understand how targeted policies and **collective entities** involving farmers can shape a socio-territorial setting that enables the adoption (both individual and collective) of more sustainable farming practices and is better linked to value chains



Core objectives (cont)

4. To launch and develop **Science-Policy Interfaces (SPI)** involving relevant food system actors at local, regional and national levels, as novel platforms for knowledge exchange. SPIs aim to better inform policy design and implementation
5. To identify those public policies, standards and regulations that act as barriers to sustainable food production and identify which actors have the spatial, temporal, economic and political capacity to change them



Visionary – Local food supply chain analysis

Diagnosis of barriers

- Lack of leadership and funding at a central and local government level
- Lack of consumer buy-in to local food purchasing
- Lack of collaboration and integration within the local food supply chain
- Lack of skills within the producer community



Visionary – Local food supply chain analysis

Diagnosis of barriers

- Lack of leadership and funding at a central and local government level
 - SPI participants across the case study areas perceive this lack of support to be most clearly exemplified by insufficient human and financial investment by the state in its various forms
 - Slow development of public procurement (could be a game changer)
- Lack of consumer buy-in to local food purchasing
- Lack of collaboration and integration within the local food supply chain
- Lack of skills within the producer community



Visionary – Local food supply chain analysis

Diagnosis of barriers

- Lack of leadership and funding at a central and local government level
- Lack of consumer buy-in to local food purchasing
 - Whilst sales of food within short supply chains appear to be growing, demand is still limited to a relatively small ‘niche’ shopper base – professionals, older people, infrequent recreational consumers
 - Arguments in favour of supporting shorter supply chains and local food systems have not reached the majority of consumers who remain largely disconnected from local producers within their respective communities
- Lack of collaboration and integration within the local food supply chain
- Lack of skills within the producer community



Visionary – Short Food Supply Chain

Diagnosis of barriers

- Lack of leadership and funding at a central and local government level
- Lack of consumer buy-in to local food purchasing
- Lack of collaboration and integration within the local food supply chain
 - There is a resistance amongst a significant proportion of the local supplier base to collaborate
- Lack of skills within the producer community



Visionary – Local food supply chain analysis

Diagnosis of barriers

- Lack of leadership and funding at a central and local government level
- Lack of consumer buy-in to local food purchasing
- Lack of collaboration and integration within the local food supply chain
- Lack of skills within the producer community
 - It is often the ‘soft skills’ (business planning, administration, marketing) that are lacking in this sector. Small producers need to be the most skilled within the agricultural community as they are the farm worker, the distribution agent, the marketer and the salesperson



Today's Speakers

1. Rachael Forster (Tamar Grow Local CIC, UK)
2. Ruta Śpiewak (Department of Rural Sociology, Institute of Rural and Agricultural Development of the Polish Academy of Sciences, Poland)



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