



**Local
Agriculture**

and

**Short
Food Supply
Chains**

>20 april 2012
Brussels



Workshop B

Workshop outcome



5 presentations

A few elements



Workshop B: Facilitating market access for local farmers

- ❖ *Sally Jackson, FARMA : National network of farmshops and markets in UK*
 - Importance of **trust** between farmers and consumers
 - Example of certification
- ❖ *Hans Leo, Cooperative of dairy producers of Tegernsee, Germany*
 - Importance of **values** attached to the production



Workshop B: Facilitating market access for local farmers

- ❖ *Stephanie Cabantous, Inter-regional movement of AMAP, France*
 - Importance of **networks**

- ❖ *Dr Moya Kneafsey, Project "Short food supply chains and economical perspectives in the EU" , University of Coventry, UK*
 - The issue of **labels**

- ❖ *Mr Joseph, Comittee of the regions*
 - Toward new European legal **framework** and orientation of fundings ?



New terms, new definitions

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- ❖ *Producer ?*
 - « **Agriculteur** »
 - « **Paysan** »

- ❖ *Consumer ?*
 - « **Customer** »
 - « **Citizen** »

- ❖ *Values ? Toward a new shared vision*
 - **Economical added value = uncomplete definition**
 - **→ Quality, environment, jobs, ethic, culture, social link, conviviality...**

Definitions of SSC

- ❖ *Direct link producers-consumers*
 - **Local intermediaries ?**

- ❖ *Short distance*
 - **What about internet ?**

Definitions of SSC

- ❖ *Link to the territory*
- ❖ *Stackeholders involved must keep the control of the chain*

Discussion on definition

- ❖ *Which position of industrial retailers and supermarkets ?*
- ❖ *Access to those products for less favoured populations ?*



Major ingredients

Networking

Trust and mutual knowledge

Education

Networking

- ❖ *Appears in most a the studies*
- ❖ *Based on (almost ?) direct link producer – consumer*
A lot of other stakeholders
 - **Local intermediaries**
 - **Local decision makers**
 - **Local small scale retailers : butcher, baker, grocery...**
- ❖ *Mutual knowledge*
Horizontal learning
 - ➔ *For consumers as citizens*
 - ➔ *Among networks*

Trust and mutual knowledge

- ❖ *Also in many studies*
- ❖ *Quality and trust : « The direct link with the producer IS the guarantee for the consumer »*
- ❖ *Building trust → building a mutual knowledge*
- ❖ *Based on commitment and solidarity*

Education

❖ *Farmers*

- Learning to sell
- Learning processing of farm products
- Learning administration and legal aspects

❖ *Consumers*

- Learning how food is produced
- Understanding the context



Towards a certification ?

Toward a certification

❖ *Consumers*

- Importance of trust ++
- Expect more visibility for local food products

Versus

- Too many brands and labels...
- Fear of being fooled

Toward a label ?

❖ *For what ?*

- Whole production system ?
- Product ?
- Processing methods ?
- Farmshops, markets... ?

❖ *For all types of farms ?*

- Scale of the farm ?
- Link to ecological and social conditions ?

Toward a certification

- ❖ *Must be simple*
- ❖ *Must not become an additional cost for the producer*
- ❖ *Contrôle*
 - **Auto-contrôle = possibility**
- ❖ *Certification = NOT a promotion tool*



Needs of new regulations...



Public procurement

- ❖ *Need new rules easier for small and medium-scale farms*
- ❖ *Need to explicitly allow « local products » in public call for tenders*

New regulation

- ❖ *Importance of national and regional modulations*
 - **Regional specificities**

- ❖ *Involvement of local stakeholders in local governance connected to short supply chains*
 - **Co-building the adaptation of legal and sanitary frames**
 - Citizens-consumers
 - Producers



Other subjects

- ❖ *Access to land*
 - **Which priorities ?**
 - **Which specific supports to short supply chains ?**
- ❖ *Young farmers and new entrants : which models ?*
- ❖ *Diversification of activities and of markets*

- ❖ *Logistic*
- ❖ *Commercial infrastructures*

- ❖ *Linking cities to agriculture*



Thank you for your attention