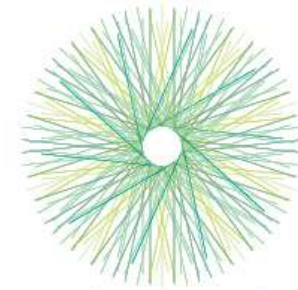


# EIP-AGRI Workshop

## Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri  
AGRICULTURE & INNOVATION



funded by



# Programme 22 September

## Sharing experiences in breakout sessions

09:30-11:00 Breakout sessions – Discussing cases in three groups

### 2.2 Business Models to access new markets

Local2Local, a business model to access new markets in Utrecht region – Mr Mark Frederiks - Amped - Local2local - Herenboeren, The Netherlands

*How to run a successful short food supply chain enterprise in Cambridge, Box Schemes and Food Hubs – Mr Duncan Catchpole - The Cambridge Organic Food Co. Cambridge, UK*

*'How to run a successful short food  
supply chain enterprise'*

**Duncan Catchpole**

# *'How to run a successful short food supply chain enterprise'*

## **Duncan Catchpole**





*'What is a box scheme and why are they good?'*



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- Direct: better for growers *and* customers



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# *'What is a box scheme and why are they good?'*



- Direct: better for growers *and* customers
- Reduced Food Miles
- Reduced Waste
- Optimum size must be reached

# *What made COFCO successful and what advice would I give?*





# *What made COFCO successful and what advice would I give?*

- Get the basics right





# *What made COFCO successful and what advice would I give?*

- Get the basics right
- Do your research



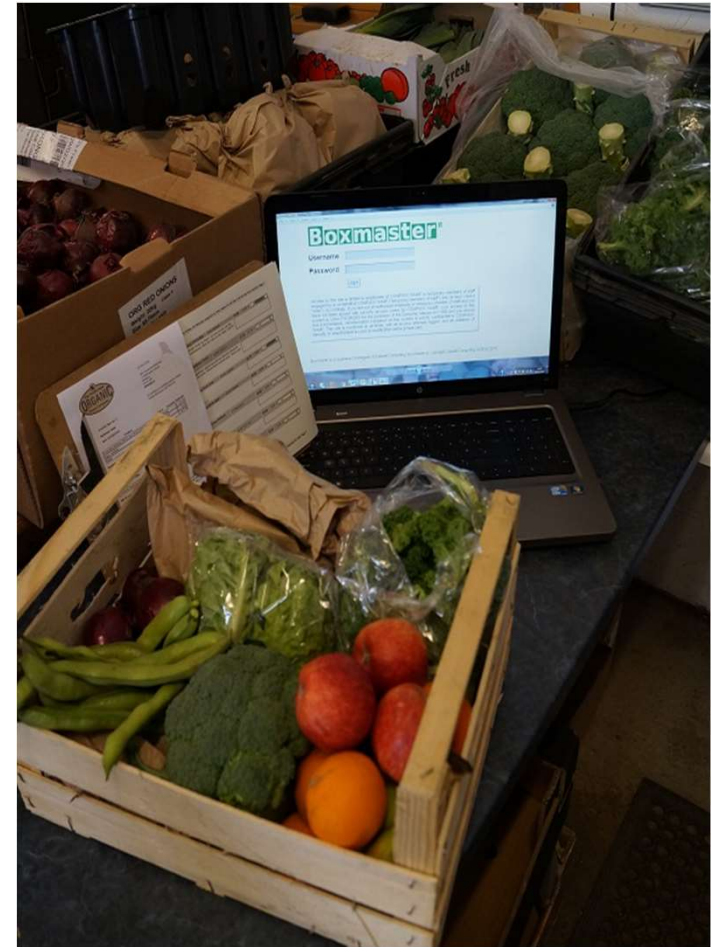
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- Get the basics right
- Do your research
- Engage with your customers, understand what they want



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- Don't try to reinvent the wheel





# *What made COFCO successful and what advice would I give?*

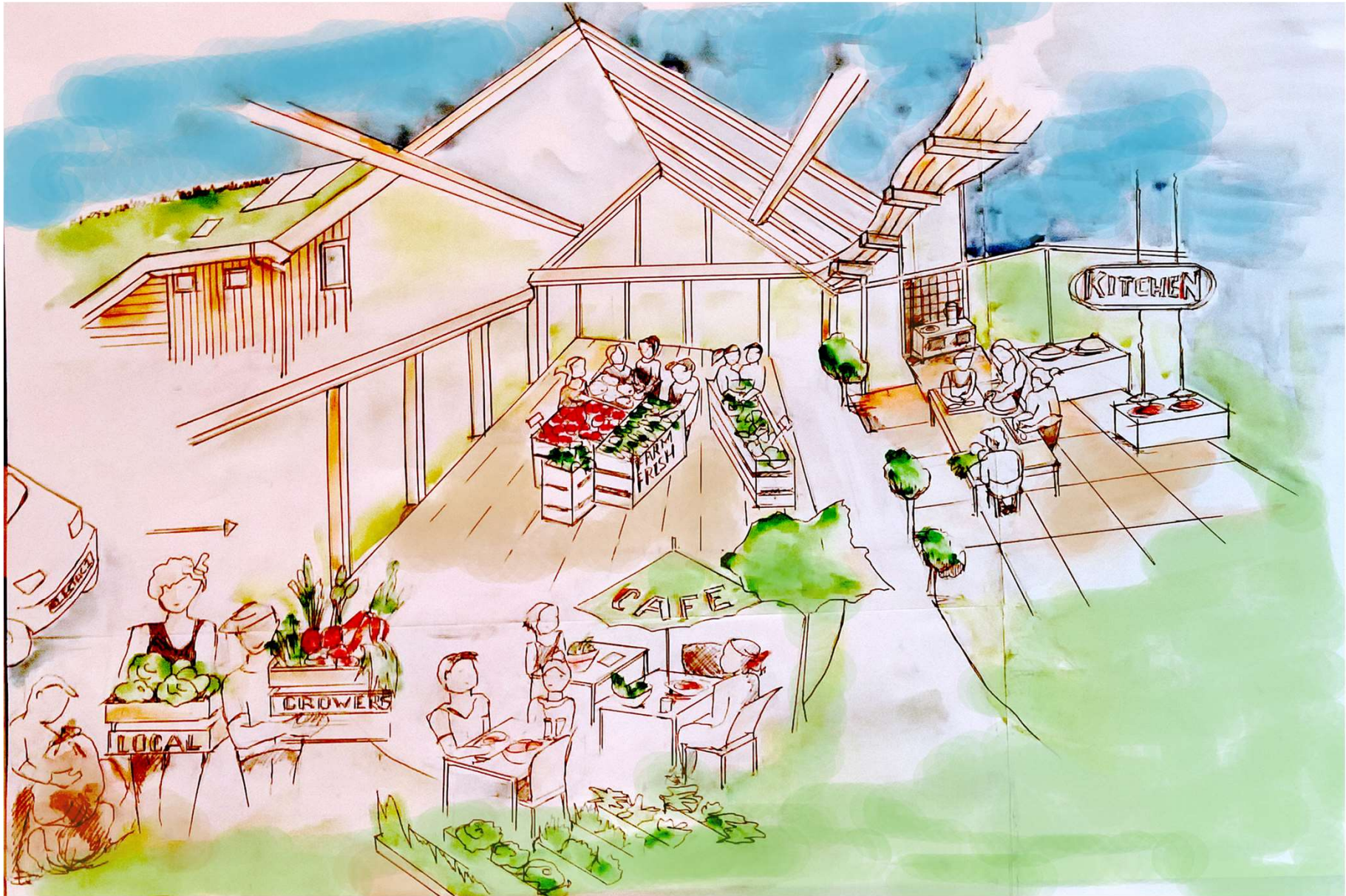
- Get the basics right
- Do your research
- Engage with your customers, understand what they want
- Don't try to reinvent the wheel
- Integrity; reputation is everything



*'The future of COFCO'*



# *The Sustainable Food Hub*





# *What issues does the Food Hub address?*

- High cost of property hurts small business



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- High cost of property hurts small business
- Procurement

# *What issues does the Food Hub address?*



- High cost of property hurts small business
- Procurement
- Widening gap between those who can and cannot afford healthy, sustainable food



*What have we done so far?*

