EIP-AGRI Workshop
Cities and Food
September 21 – 22, 2016 – Kraków, Poland
Programme September 21

INTRODUCTION AND SCOPE OF WORKSHOP
09:00-09:30 Introduction
Welcome – Mr Pawel Szabelak, Ministry of Agriculture and Rural Development of Poland and by the Marshal from Malopolska region
Setting the scene – Ms Inge van Oost, Directorate General of Agriculture and Rural Development, European Commission

09:30-10:30 Getting inspiration
Malopolska Region in the context of Cities and Food – Mr Rafal Serafin, President of Polish Environmental Partnership Foundation
Reconnecting consumers and producers in the food chain: trends and challenges – Ms Moya Kneafsey, Coventry University, United Kingdom
Cities and Food and the Milan Urban Food Policy Pact – Ms Cinzia Tegoni, Milan Municipality

Distribution of added value in the chain: a few practical cases – Mr Jan Willem van der Schans, Wageningen University and Research, the Netherlands
and Mr Patrick Pasgang, Innovation Support Centre, Flanders, Belgium

Coffee with regional bites
Distribution of added value in the chain

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"EIP-AGRI Workshop
‘Cities and Food – Connecting Consumers and Producers’
21 and 22 September 2016
Kraków, Poland
### Average return on investment four Dutch agrifood chains

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<tr>
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<tr>
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(Backus, ten Pierick, van Galen en Jager, 2011)
Power in food supply chain

The Supply Chain Funnel in Europe

- Consumers: 160,000,000
- Customers: 89,000,000
- Outlets: 170,000
- Supermarket formats: 600
- Buying desk: 110
- Manufacturers: 8,600
- Semi-Manufacturers: 80,000
- Suppliers: 160,000
- Farmers/Producers: 3,200,000

Power
Potential for margin re-distribution

Verdeling van de consumenteneuro over diverse schakels in de keten per product in %

- Aardappel totaal
- Appel totaal
- Brood
- Eieren
- Konkommer
- Paprika
- Kipfilet, 1 kg
- Uien

- Retail
- Verwerker 2
- Verwerker 1
- Groothandel
- Producent
No bricks, only clicks

Welkom bij de nieuwe online supermarkt

Nu open in Amersfoort en Leusden!
Producer->W&D->Supermarket->Consumer
Willem & Drees webshop

Op hete kolen!

Krijg de lente in je bol met pittige savooiekool en rucola.

Savooiekool (bio) € 2,00
Prei (bio) € 2,10
Rucola (bio) € 2,00
Potato

- Retail price conventional: € 0.80 per kg (0.40-1.20)
- W&D: higher price and higher margin
- Different varieties
- Packaging now done by W&D supplier
Pepper

- Conventional: € 0.80 piece (0.40-1.20); year round import
- W&D: € 1.38 piece; seasonal, NL produce
- W&D: higher price and higher margin
Webshop W&D

- Since fall 2014
- Only 1 intermediary
- Different business model
  - Sharing of costs grower and trader
  - website, logistics
- Example potato
Conclusion

- W&D growers capture larger part of gross margin, but
- Grower works harder and invests more
  - Organic (e.g. mechanical weed control)
  - Prepare produce (storing, sorting, packaging)

Following examples from the Innovation Support Centre (Patrick Pasgang) will illustrate this

- Grower-trader agreements (rather than spot market)
- Transparancy (supplier, price composition)
- Comparability: variety, growing system, season, quality of data