

# Short Food Supply Chains

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# Definition Short food supply chains

- None or only 1 links between consumer and producer (“as few as possible”)
- Geographically close (“food shed” from zero km up to 500 km)
- Quality of the relationship
  - Transparency
  - Value sharing
  - Citizen versus consumer



# Possible benefits of SFSC

- Reduction in food miles
- Quality (ultrafresh)
- Transparency (food safety)
- Productive landscape
- Circular economy
- Inclusive economy
- Innovation (user driven)

# Business Model Innovation

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

Key Partners  
Key Suppliers  
Key Activities  
Key Resources

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

Key Activities  
Key Suppliers  
Key Activities  
Key Resources

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

Value Propositions  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

Customer Relationships  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Customer Segments  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

Key Resources  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

Channels  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

Cost Structure  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
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Key Costs

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Key Costs

Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

Revenue Streams  
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

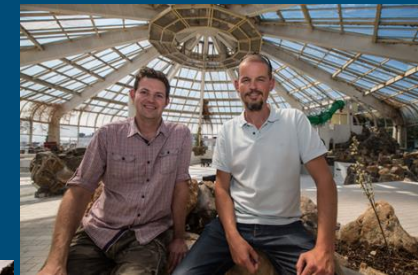
Key Suppliers  
Key Activities  
Key Resources  
Key Partners  
Key Channels  
Key Relationships  
Key Segments  
Key Revenue Streams  
Key Costs

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Key Activities  
Key Resources  
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# Business models SFSC

- Differentiation
- Diversification
- Low cost (circular economy)
- Common property
- Experiences



# Focus group report

- Focus on collaborative supply chain initiatives
  - Setting up and getting support
  - Product development
  - Access to markets and consumers
  - Infrastructure and logistics
- Operational groups and research needs

# Next stage

- Hybridisation vs mimicry



- Downscaling of processing and distribution

