Strengthening food value chains through quality policy and public procurement

STRENGTH2FOOD

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FOOD QUALITY FOR SUSTAINABILITY AND HEALTH

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 678024.

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Problems and research questions

Food Quality Schemes and Short Food Supply Chains

What economic, social and environmental benefits do they deliver?

Can ‘success stories’ be transferred to New Member States where food quality schemes are more small scale?

Can food quality schemes be a tool for rural development in peripheral regions?

Public Sector Food Procurement

How is the most economically advantageous tender criterion being applied in practice?

Can public sector food procurement be (re)designed to achieve greater economic, social and environmental benefits?

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What have we done regarding food quality schemes and short food supply chains

Developed methodological framework and indicators for evaluating the economic, social and environmental impact of EU food quality schemes and short food supply schemes policies. Applied framework and indicators across a diverse range of cases.

Quantitative analysis of impact of food quality schemes on farm performance, price transmission and trade.

Cross-national consumer survey regarding understanding and use of products that are designated under food quality schemes completed

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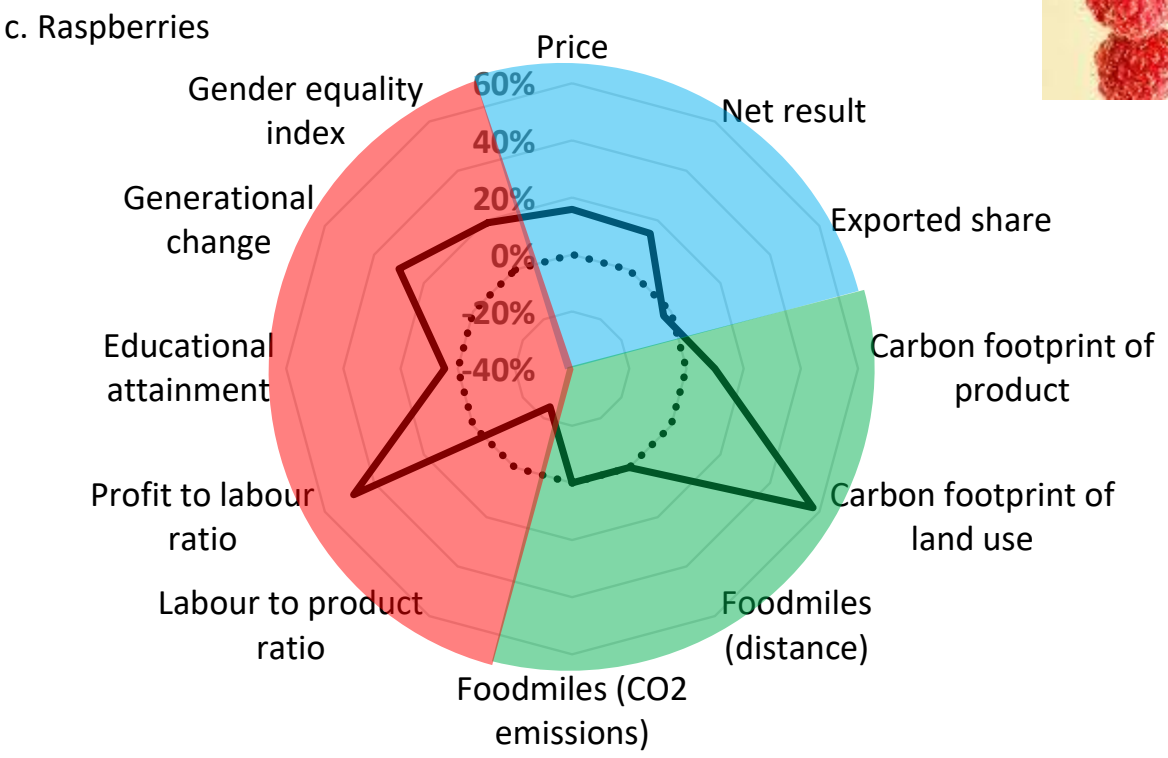
Sample Results on Impacts of Food Quality Schemes

What are the differences in performance between food quality scheme and reference?

Also compare across food quality schemes



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What have we done regarding public sector food procurement

Developed methodology for measuring nutritional, economic, social and environmental impacts of public sector food procurement.

Analysed contract tender and award processes as well as food composition analysis of nutritional outcomes.

Key finding: Local / organic procurement models can have benefits (local economic multiplier effects and social impacts), but to reduce carbon emissions, the focus should be on reducing meat in menus, and encouraging efficient, well-coordinated logistics.

Research informs six pilot studies (action learning) surrounding:

improving school meals; mainstreaming local food supply chains; improving food quality schemes sales; establishing a fish short food supply chain; producer co-operation and regional food labelling; food fairs and farmers' markets.

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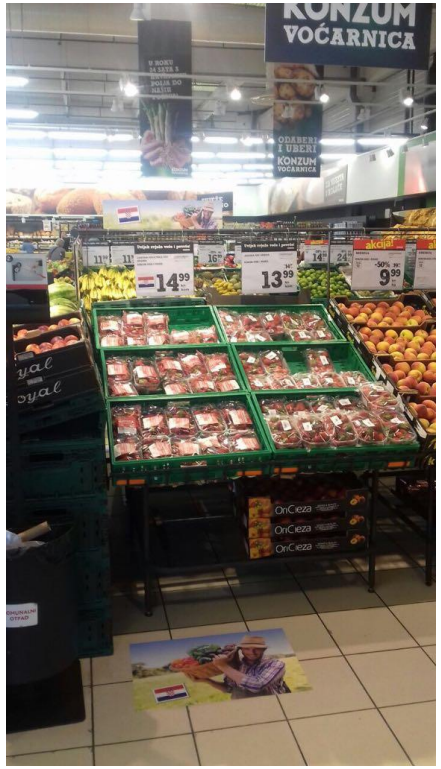
Sample Results from a pilot actions

Local food campaign in KONZUM supermarkets (Croatia, Serbia, Slovenia, Bosnia and Herzegovina).

Point of Sale materials.

Analysis of loyalty card transactions involving purchase of local apples and cherries and their imported equivalents

Likelihood of purchasing the local version is significantly higher when shoppers are exposed to point of sale materials compared against the control group of stores.



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Some impacts to date

Министарство просвете,
науке и технолошког развоја

Lessons from pilot schools in Serbia and Croatia are informing the development of national nutritional guidelines for school meals and public procurement by schools. Helping Serbia's Ministry of Education to develop school meals' policy.

Following in-store trials of local fruits, KONZUM plans to upscale the promotion of FQS, creating more opportunities for local fruit producers.

Workshop with FAO next week on sustainability of food quality schemes.
Working toward development of tools for impact assessment for use by others

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Contribution to Strategy

Identify new avenues for rural growth in relation to food value chains.

Identify the most promising models of food supply chains / public procurement and their economic, environmental and social benefits.

Understand how best to engage consumers with EU's food quality products (awareness and purchase)

Develop impact measurement tools which can be used in public procurement evaluation (most economically advantageous criterion)

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The future of R&I on quality and food procurement: gaps and what should we do next?

Different models of public sector food procurement and their outcomes remain under researched. Much discussion of unfair trading practices for food supply chains focusing on retail power. Issues with public contracting??

Exporting: How best to market EU quality products in non-EU markets? BRICS, emerging economies etc.

Supply side: How best to maintain the integrity of food quality schemes? Prevention of fraud and authentication. Developments in genetic testing.

Demand side: Often consumer intention - behaviour gap, require greater emphasis on field experiments.

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