



# Strengthening European Food Chain Sustainability by Quality and Procurement Policy

*Filippo Arfini (University of Parma)*

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*Project Coordinator: Dr Matthew Gorton*  
*Deputy coordinator: Dr Filippo Arfini*



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# What is Strength2Food?

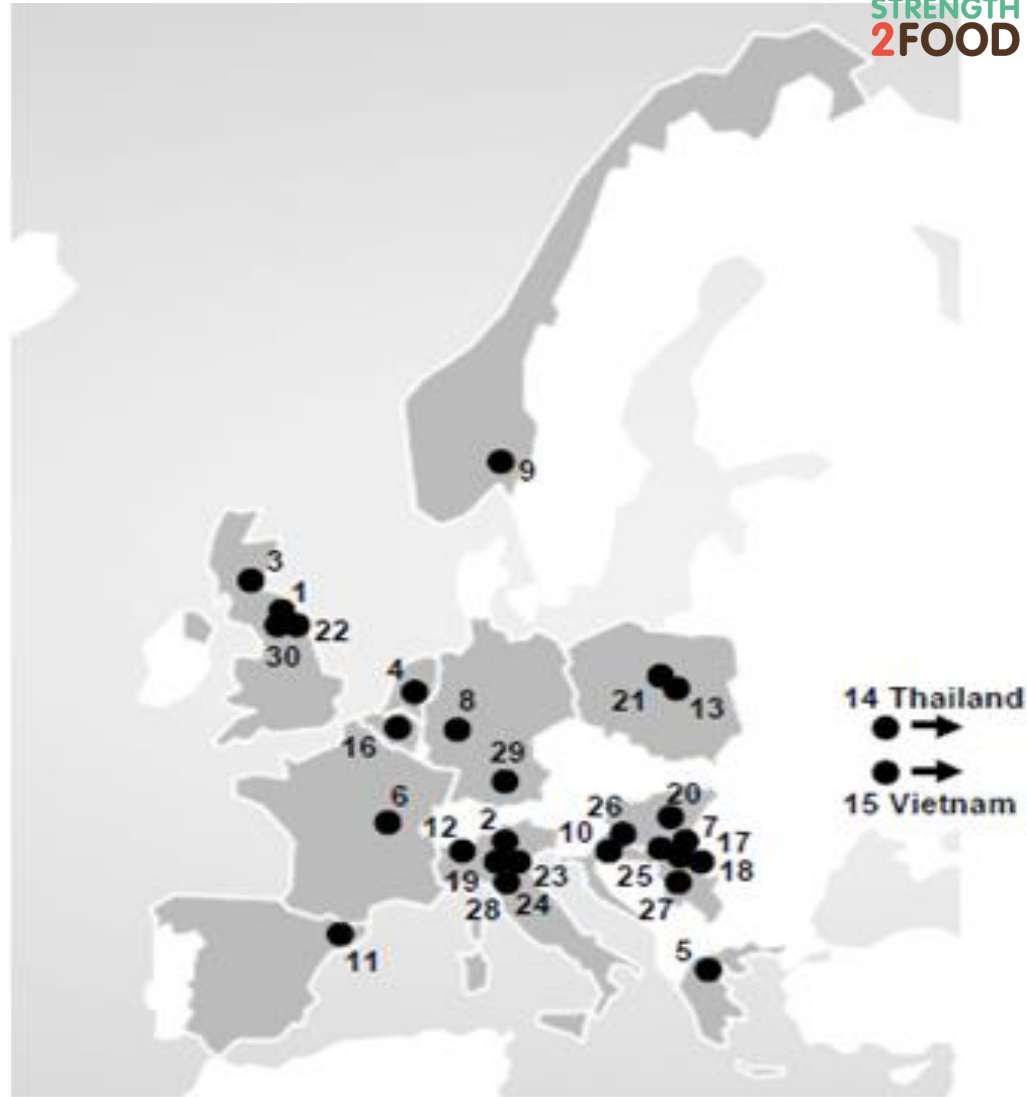
- It's a five-year, **€6.9 million project**, funded by Horizon 2020 (*started in March 2016!*)
- Research, innovation and demonstration project with strong emphasis on **impact**
- Aims:
  - Improve the effectiveness of **EU Food Quality Schemes (FQS)**, such as PDO, PGI and TSG
  - Improve the effectiveness of **Public Sector Food Procurement (PSFP)**
  - Stimulate the development of **Short Food Supply Chains (SFSC)**

# Key Principles



- **Multi-actor project:** stakeholder partners integral to the research conducted (design, execution and demonstration of research)
- Emphasis on **knowledge exchange**
- Develop communication materials for 5 different user groups:
  - ✓ Consumers / General Public
  - ✓ Food Supply Chain Practitioners
  - ✓ Schools
  - ✓ Policy Makers and Development Agencies
  - ✓ Academics

# Consortium



30-partner consortium  
(11 EU and 4 non-EU countries):

- 15 Academic Partners
- 3 Dedicated Communication and Training Partners
- 12 Stakeholder Partners

COORDINATED BY



PARTNERS



# The project's structure

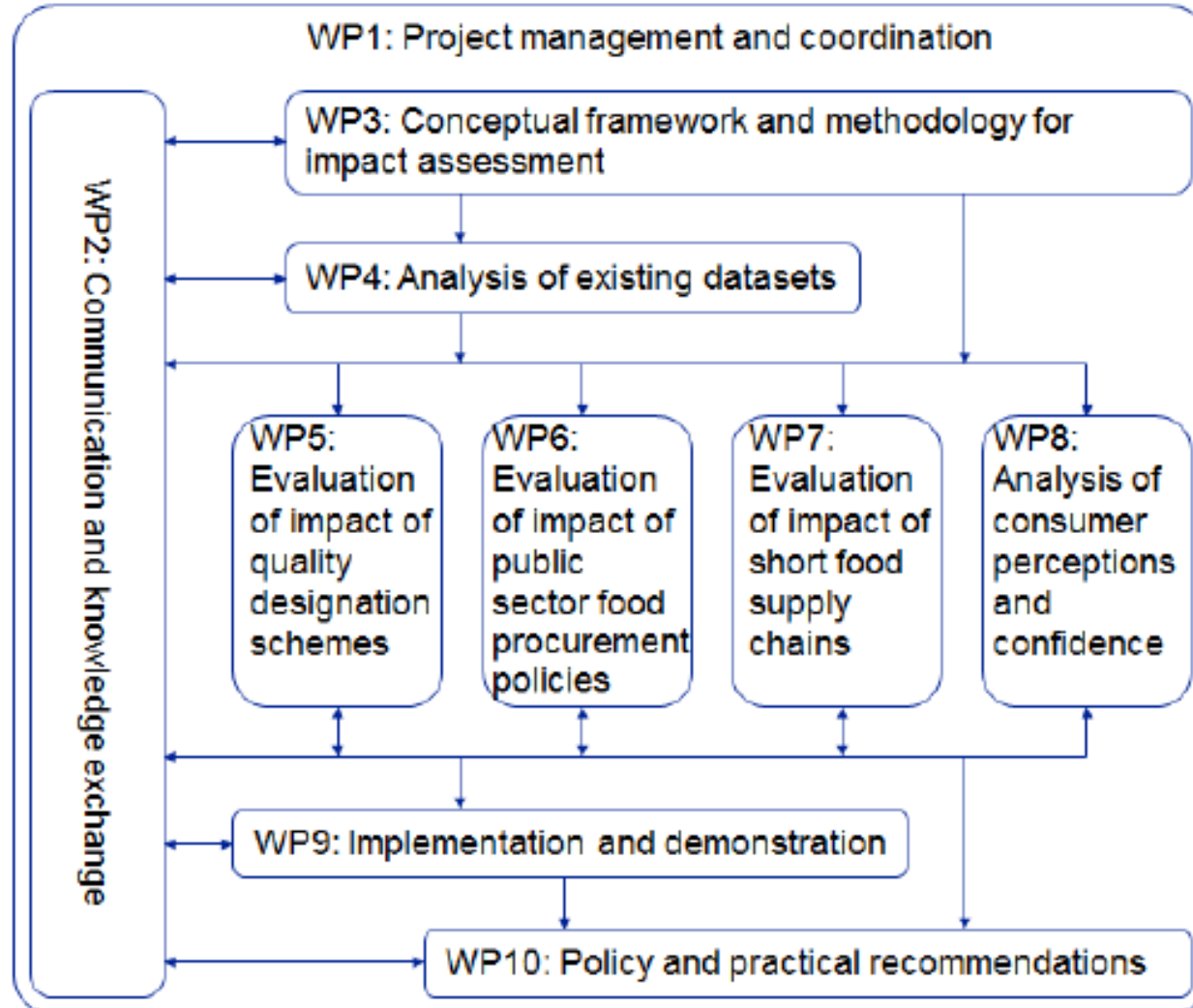


Figure 3.1. Flow diagram showing inter-relationships between Work Packages.

# Impact Measurement Research

Aid policy makers and other relevant stakeholders in improving the **effectiveness of current policies on Food Quality Schemes (FQS), Public Sector Food Procurement (PSFP) and Short Food Supply Chains (SFSC)** by:

- **Developing robust methodologies and indicators for evaluating** the economic, social and environmental **impact** of EU FQS, SFSC and PSFP policies (WP3);
- **Understanding farmers' current engagement** with quality designations and their impact on farm performance, price transmission and trade, identifying strategies for improving farmers' value added (WP4);
- **Evaluating** the economic, environmental and social impacts of:
  - ✓ EU FQS (WP5);
  - ✓ Different models of PSFP, focussing on school meals (WP6);
  - ✓ SFSC and local/regional sourcing initiatives (WP7).



# Policy Focused Research



Develop and deliver **effective policies** for improving the **overall sustainability** of agriculture and capacity for balanced nutrition by:

- Understanding how to **enhance consumer confidence** in, and **willingness to purchase**, products that are designated under FQS (WP8);
- **Evaluating good practices** and developing evidence-based policy and practical recommendations to improve the operation of EU FQS, PSFP and SFSC (WP10).



# Impact: Demonstration and Validation

Demonstrate and validate how to **stimulate the development of new quality markets and local food chains** by:

- Implementing **6 pilot initiatives**, bringing together academic and non-academic partners, relating to school meals (PSFP), FQS, local/regional sourcing and SFSC (WP9).

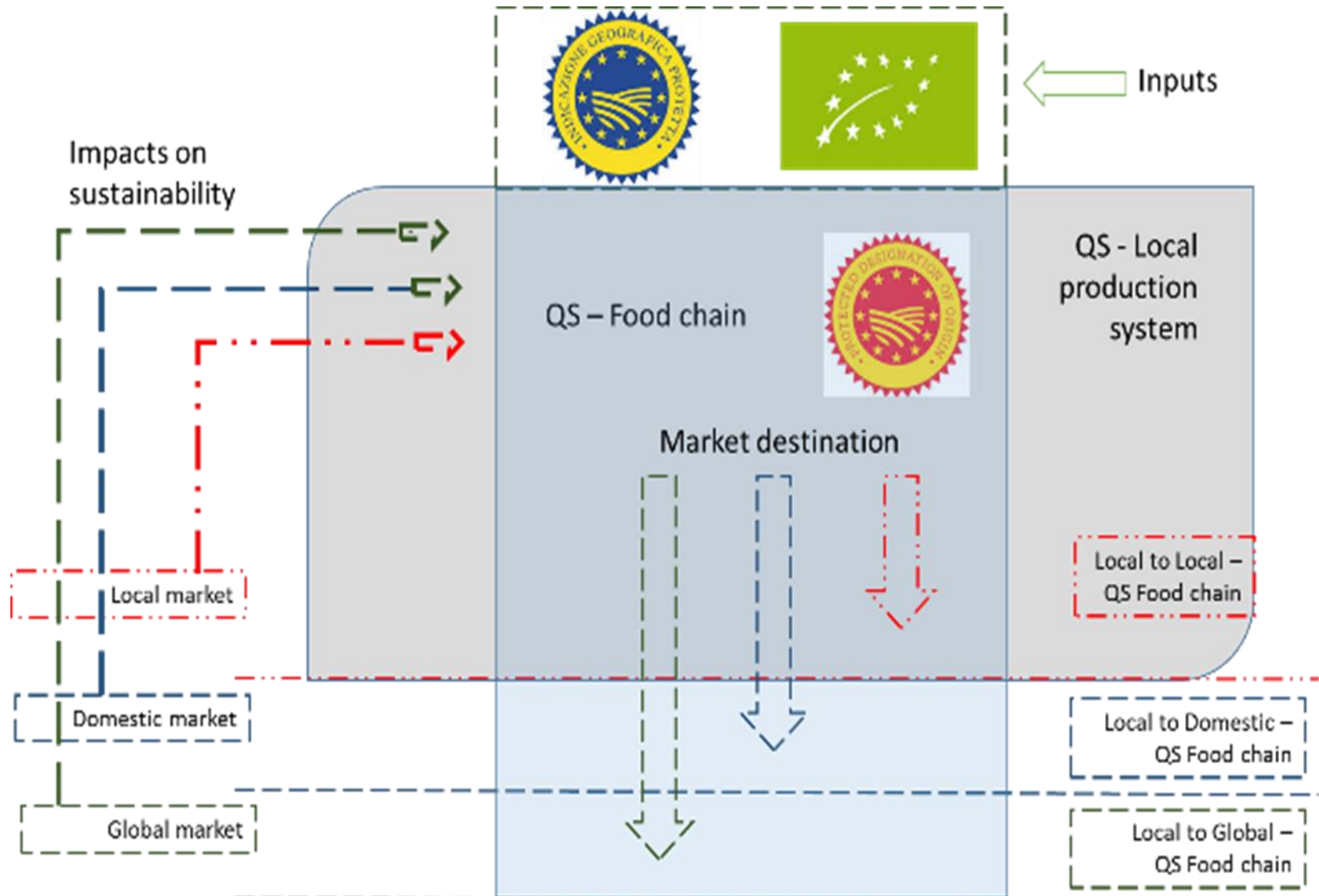
**Behavioural change in the project - potential adaptation and impact beyond project's lifetime**

# Pilot Implementation

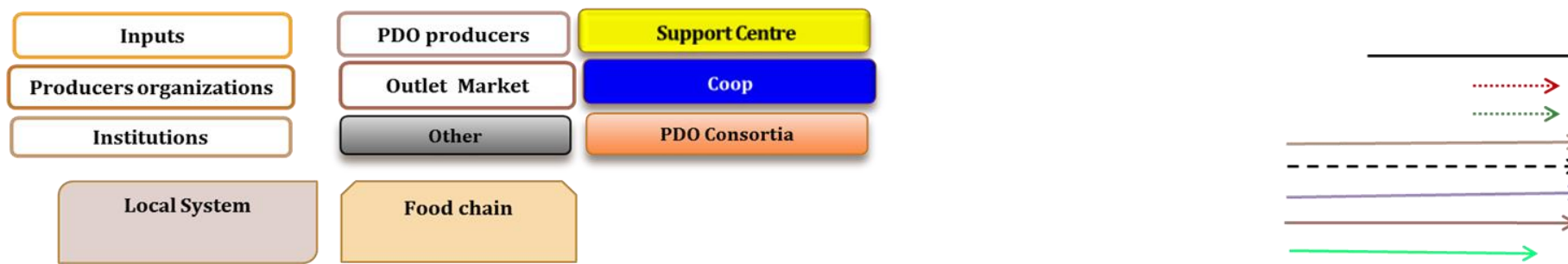
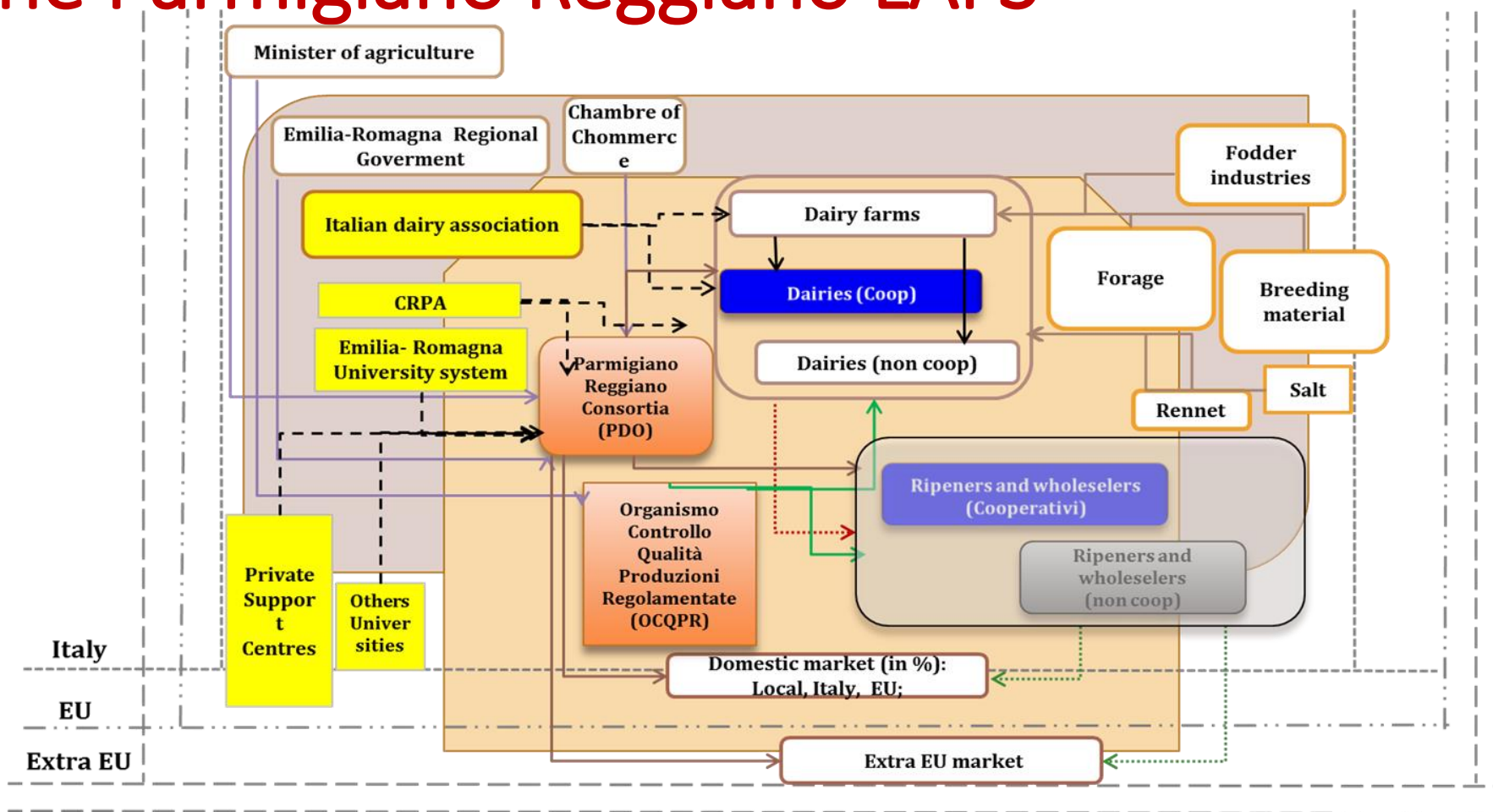


- Demonstrate and validate the potential of policies and schemes via 6 pilot initiatives:
  - i. School meals initiative to improve nutritional outcomes and economic benefits (in **Serbia and Croatia**)
  - ii. In-store trials with a grocery retailer (**KONZUM**) to upscale sales of local produce
  - iii. Expand producer co-operation and regional food labelling (in **Hungary and Serbia**)
  - iv. Stimulate a short supply chain for fish (in the **UK**)
  - v. Promote FQS products in non-traditional markets (in **Poland**)
  - vi. Improve returns to small-scale producers at food fairs and farmers' markets via a smartphone app (**Coldiretti, Italy**)

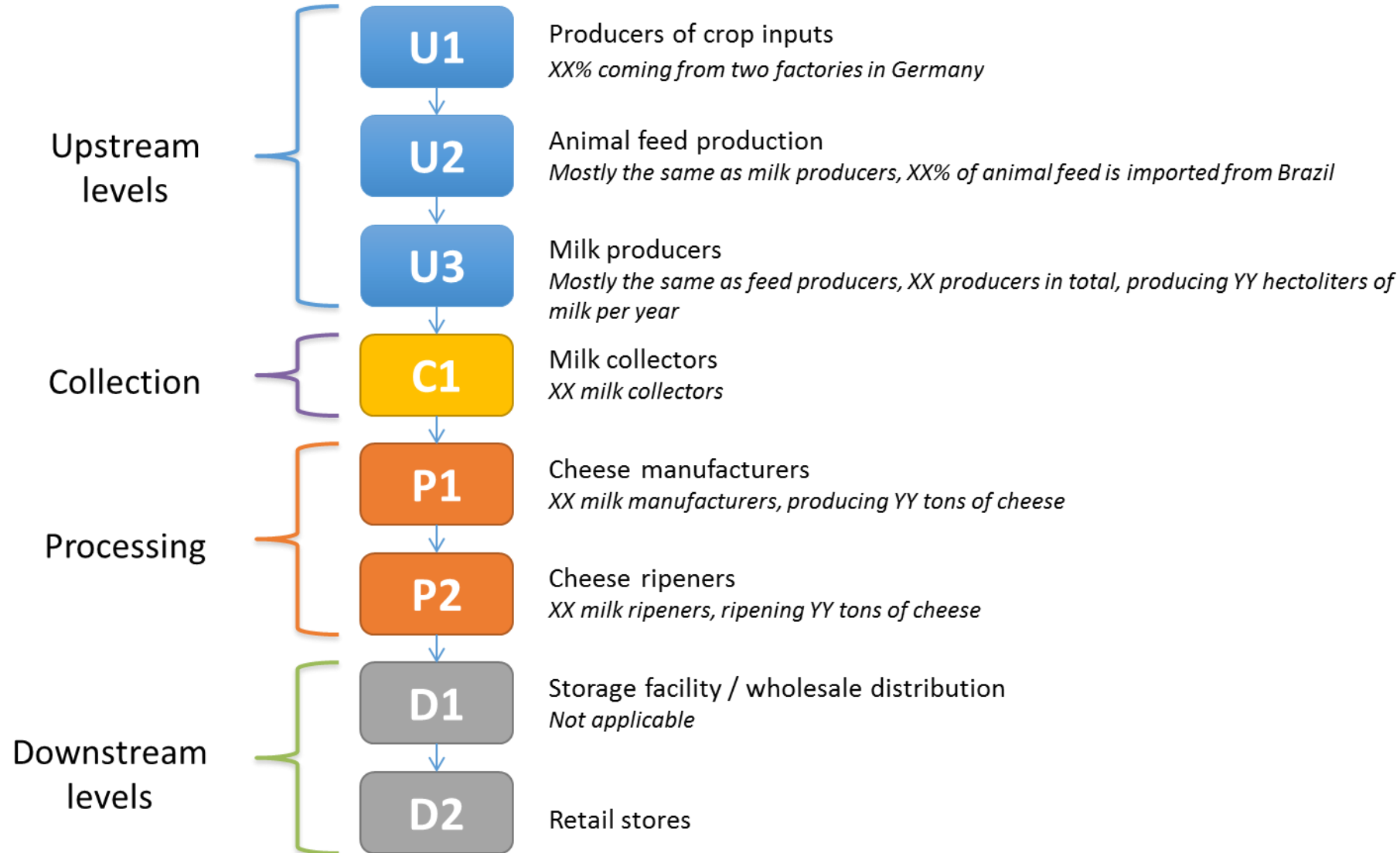
# First results: The theoretical framework



# The Parmigiano Reggiano LAFS



# First results: The data collection (WP3-WP5)



# First results: The data collection (WP3-WP5)



	Key	Secondary
Systematic	63	68
Complementary	32	75

Sustainability pillar	Type	Sub-type	Systematic / Complementary	Index card
Economic	Price premium	Price premium	Systematic	Ec1
Economic	Profitability and value added distribution	Gross Value-added	Systematic	Ec1
Economic	Trade	Share of value exported within Europe	Systematic	Ec1
Economic	Local multiplier effect (LM3)	Local multiplier effect (LM3)	Systematic	Ec2
Environmental	Carbon footprint	Carbon footprint per unit of product	Systematic	En1
Environmental	Foodmiles	Distance travelled per unit of product	Systematic	En2
Environmental	Water footprint	Green water footprint (net consumption of water)	Systematic	En3
Environmental	Water footprint	Grey water footprint (water pollution)	Systematic	En3
Social	Employment	Labour to production ratio	Systematic	So1
Social	Governance	Bargaining power distribution	Systematic	So2
Social	Social capital	Generational change	Systematic	So5
Social	Social capital	Gender equality	Systematic	So5

Economic	Profitability and value added distribution	Gross Operating Margin	Complementary	Ec1
Economic	Profitability and value added distribution	Net result	Complementary	Ec1
Economic	Trade	Share of value exported outside Europe	Complementary	Ec1
Economic	Trade	Share of volume exported within Europe	Complementary	Ec1
Economic	Trade	Share of volume exported outside Europe	Complementary	Ec1
Environmental	Carbon footprint	Carbon footprint per hectare	Complementary	En1
Environmental	Foodmiles	Emissions from transportation per unit of product	Complementary	En2
Environmental	Water footprint	Blue water footprint (gross consumption of water)	Complementary	En3
Social	Employment	Income to labour ratio	Complementary	So1
Social	Employment	Undesirable employee turnover rate	Complementary	So1
Social	Governance	Coopetition index	Complementary	So2
Social	Social capital	Educational attainment	Complementary	So3
Social	Transmissibility of knowledge and know-how	Transmissibility of knowledge and know-how	Complementary	So4



**Thanks for your attention!**

Filippo Arfini  
[filippo.arfini@unipr.it](mailto:filippo.arfini@unipr.it)



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